



## for Online Grocers Interested in Key Innovation & Differentiation



### What, Why & How

We'd like to leverage our successes over the past 6 years for your strategic and profitable purposes and simultaneously enhance the experience of our customers in households spanning the U.S. As our impressive outcomes demonstrate, the key to health improvement rests squarely on the shoulders of eating the right foods in the right amounts. In other words, well-constructed menus—specific to each household—and sticking to the plan at the grocery store and once you're back home. We successfully, and uniquely, foster this chain of events.

Currently, Mainstay's My25 toolkit of personalized, interactive resources (robust menus selected by each household, shopping lists, and recipe prep steps) address consumers' most notable must-haves when it comes to mealtime and groceries.



Healthy



Control over the food budget (we persistently demonstrate that healthier food doesn't have to cost more than less nutritious options)



Tasty, filling, household-pleasing, & easy to prepare

**Together—via API, linking My25 menus to your online grocery store—we can address the 4th all-important checkmark below. In the process...value-add, unique differentiation, customer loyalty, and health leadership status are infused into your brand.**



Easy, immediate access—that is additionally synergistic with all of the above

### Brief About

Mainstay is the name of our company and My25 is our core brand defining web-based/mobile-optimized resources, including weekly, customized-by-the-individual-and-the-household menus... no matter how complicated, such as for: food preferences, underweight/overweight status, diabetes, high blood pressure, GERD, lactose intolerance, allergies, gluten-free needs, and more. Associated grocery shopping lists and recipe prep steps are automatically generated from each household's personalized menu.

[More...](#)



My25's foundational guidelines were established through a partnership with the United States Department of Agriculture (USDA) and collaboration with professionals from the Feinberg School of Medicine at Northwestern University. We subscribe to the Dietary Guidelines for Americans, moderation versus deprivation, rebalancing the plate, and that super nutrient: fiber.

We're a B2B model providing subscriptions to for-profit and nonprofit businesses throughout 30 states...organizations intent on helping their constituents improve clinical and social health on a personalized, interactive basis. These companies understand that food is the primary driver behind enhanced well-being and reduced medical care expense for most anyone. With the introduction of My25's newest product, our customers include businesses spanning human services, healthcare providers, population health management, individual employers, ACOs, MCOs, and state governments.

The My25 team is comprised of experienced nutrition, preventive health, disease management, culinary, technology, and business professionals. Mainstay's founders have an impressive background in the business arena and healthcare industry, having sold their first start-up to a Fortune 500 leader; the division was ultimately spun off from the acquiring company as a \$5 billion per year revenue entity.

Mainstay's proprietary software—the only interactive, personalized, and household-customizable platform on the market—is the primary engine behind our unique capabilities and impactful deliverables. All in all, everything we do is dedicated to stellar outcomes and customer service, innovation, and strategic partnerships and growth.

## WE'RE EAGER

...to share more about how a partnership with My25 can fuel customer loyalty for you and materially enhance both your brand and revenues.

