



Cecilia Robinson My Food Bag Founder & Director

Entrepreneurship
p
The story
Purpose & Beliefs
Environmental, Social &
Governance
Personal Purpose
The new work/life
paradigm

My one rule



Entrepreneurship

p

The story

How it all began



About Au Pair Link

- Founded 2007
- Became Australasia's largest au pair agency
- One of the largest home based early childhood education providers in NZ
- Over 1,000 au pairs annually
- Sold in December 2014 to the Evolve Education Group (NZX & ASX)



About My Food Bag

- Ex Co-CEO now Founder & Director (alongside husband James)
- 100,000s eat MFB (FS+BB) every
- Grown by 100% in first 3 years
 - 100M run rate in <3 years
 - 3rd largest food retailer in New
- Experts at people (foodies)
 - 180 team members



How innovation & disruption starts

Who would've thought?

Exploding Kittens



EXPLODING KITTENS

A CARD GAME
FOR PEOPLE WHO ARE INTO
KITTENS AND EXPLOSIONS
AND LASER BEAMS
AND SOMETIMES GOATS.



This is a card game for people who are into kittens and explosions and laser beams and sometimes goats.

In case you missed it

Created by
Elan Lee



219,382 backers pledged \$8,782,571 to help bring this project to life.

CREATED BY ELAN LEE + THE OATMEAL + SHANE SMALL

[PRODUCTS ▾](#)[HOW IT WORKS ▾](#)[RECIPES ▾](#)[CHRISTMAS ▾](#)[Login](#)[Sign Up](#)

Dinner made easy.

We're your answer to "what's for dinner?" with fresh ingredients and easy recipes to cook delicious dinners, delivered to you.



1 PERSON



2 PEOPLE




3+ PEOPLE



VIEW ALL

Who would've thought?



Let's be friends! →
f FACEBOOK t TWITTER y YOUTUBE

HOME HOST FAMILIES AU PAIRS LOGIN

WHAT IS AN AU PAIR? ABOUT US NEWS CONTACT US





SHARE YOUR HOME. GAIN THE WORLD.

◀ If you are looking for quality in-home childcare, Au Pair Link New Zealand can connect you with the world's best. Join our family, where caring is a universal language. ▶

LEARN MORE

The recipe for innovation

An idea - and do something with it!

BIG Dream

Clear

Vision

Trus

Finding a way of saying YES-

Gut feel

Customer

rather than a

reason to say

Embrace RISK
NO

collaboration
(sandpit)

SPEED

People

obsessi

Passio

LOVE &
PASSION
LEADERSHIP

Believers/Early

BEYOND

Purpose & Beliefs
Environmental, Social &
Governance

"My Food Bags vision
is to create
stronger, healthier
communities
throughout New
Zealand, through
changing the way we
eat"



PURPOSE 2016



DREAM: To become NZs most loved brand & business

SPIRIT: Simply the best

BELIEFS:

- Our Foodies are at the heart of every decision we make
- Nude food and cooking has the power to change lives and build stronger, healthier kiwi communities
- We are a company that works hard to get better so that we can provide the best possible value to our Fans
- We solve one of the most commonly asked everyday questions
- Healthy, tasty, high quality food is what we deliver
- Being ethical and sustainable is our competitive advantage
- We only recruit A-team talent who love delighting our Fans
- We will provide them with Responsibility, Learning, Recognition and Joy

CHARACTER:

Winners
Fast
Bold
Sexy
Positive
Collaborative
Real
Believers

FOCUS:

Fill our country with MFB Fans

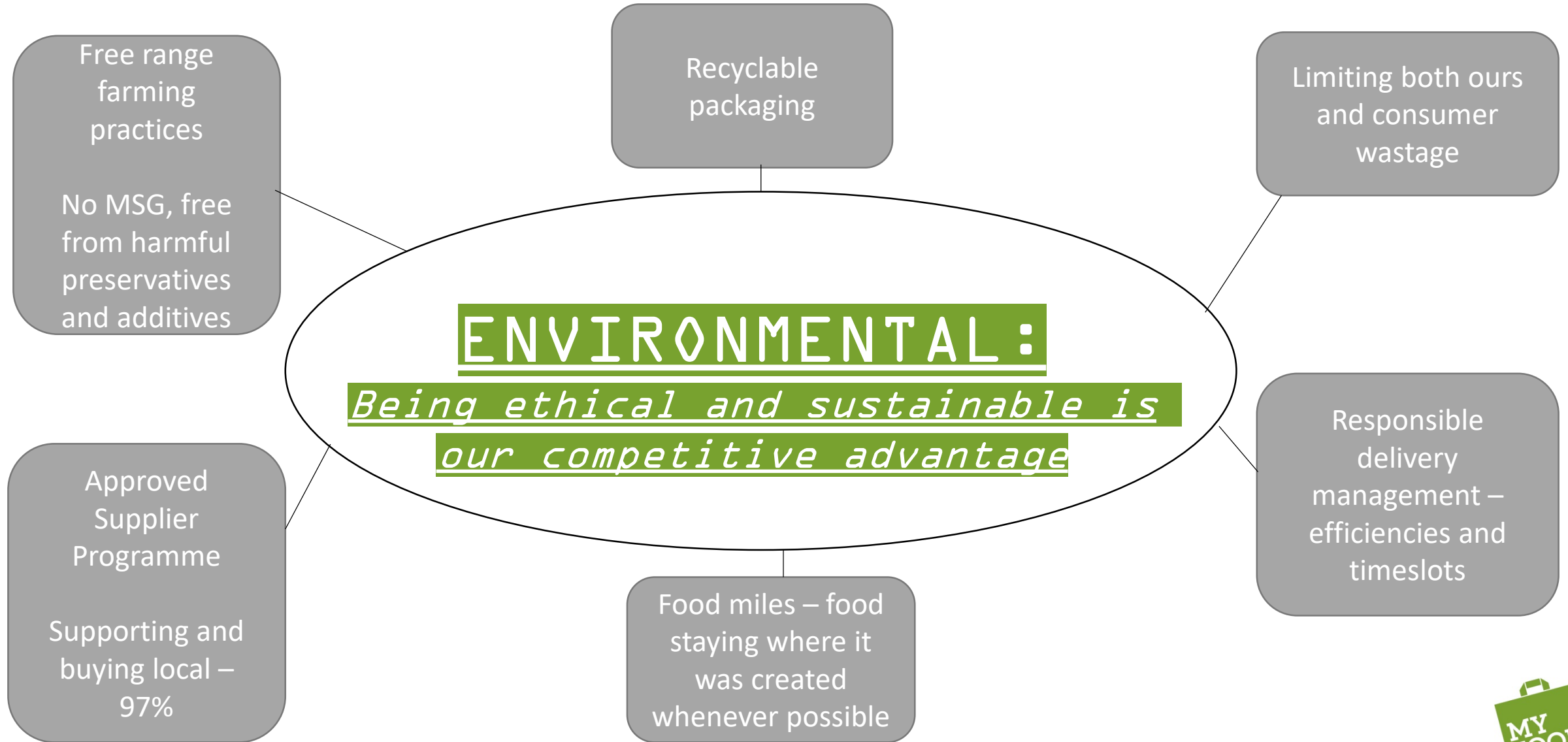
GIC (Greatest Imaginable Challenge):

FOR INTERNAL USE ONLY



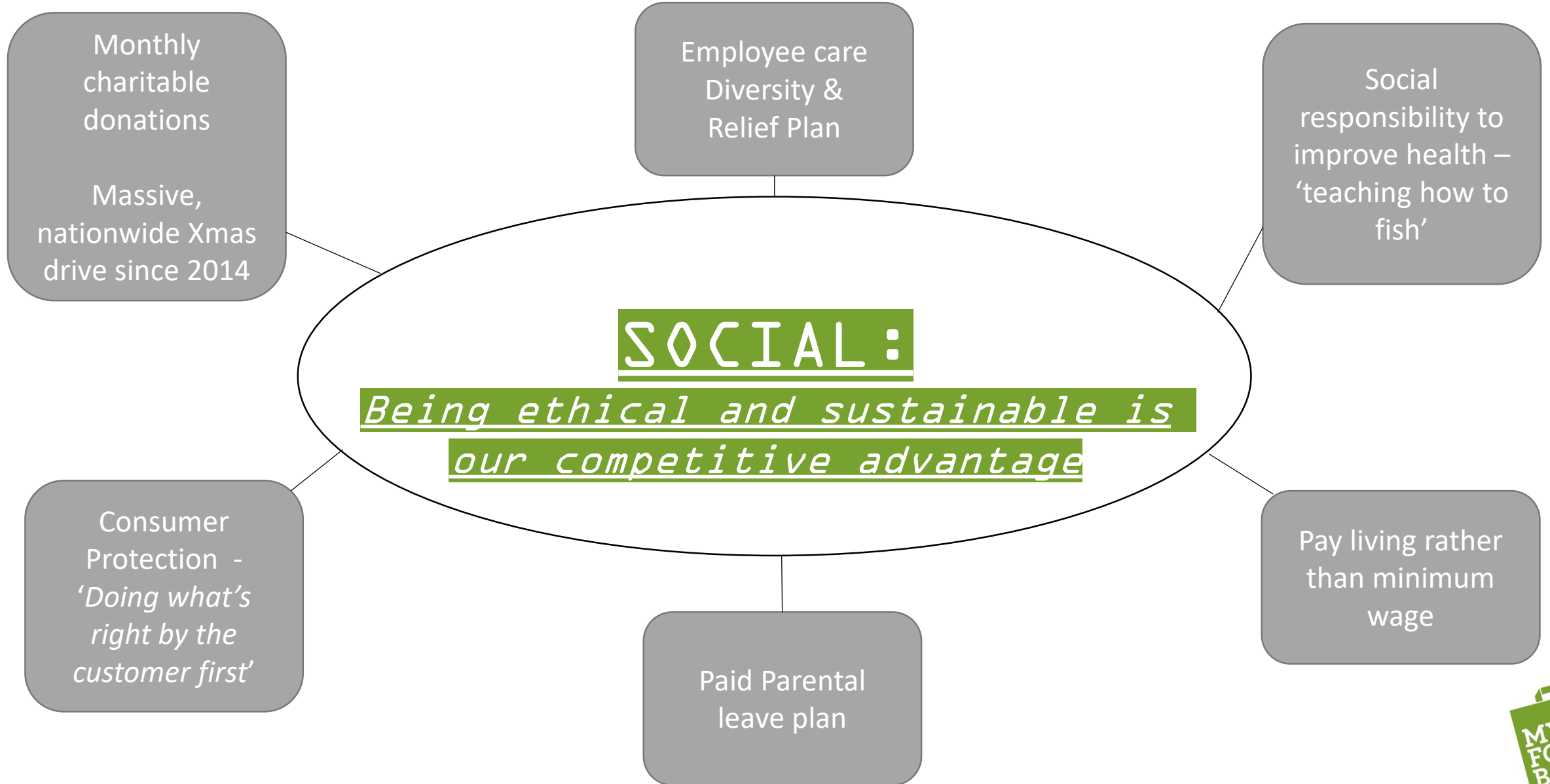
"My Food Bag is the largest procurer of free farmed pork in New Zealand and the third largest free range chicken purchaser. Suppliers who started with us five years ago are growing alongside us and we are proud to be making a difference to businesses nationwide."

Key Environmental Initiatives



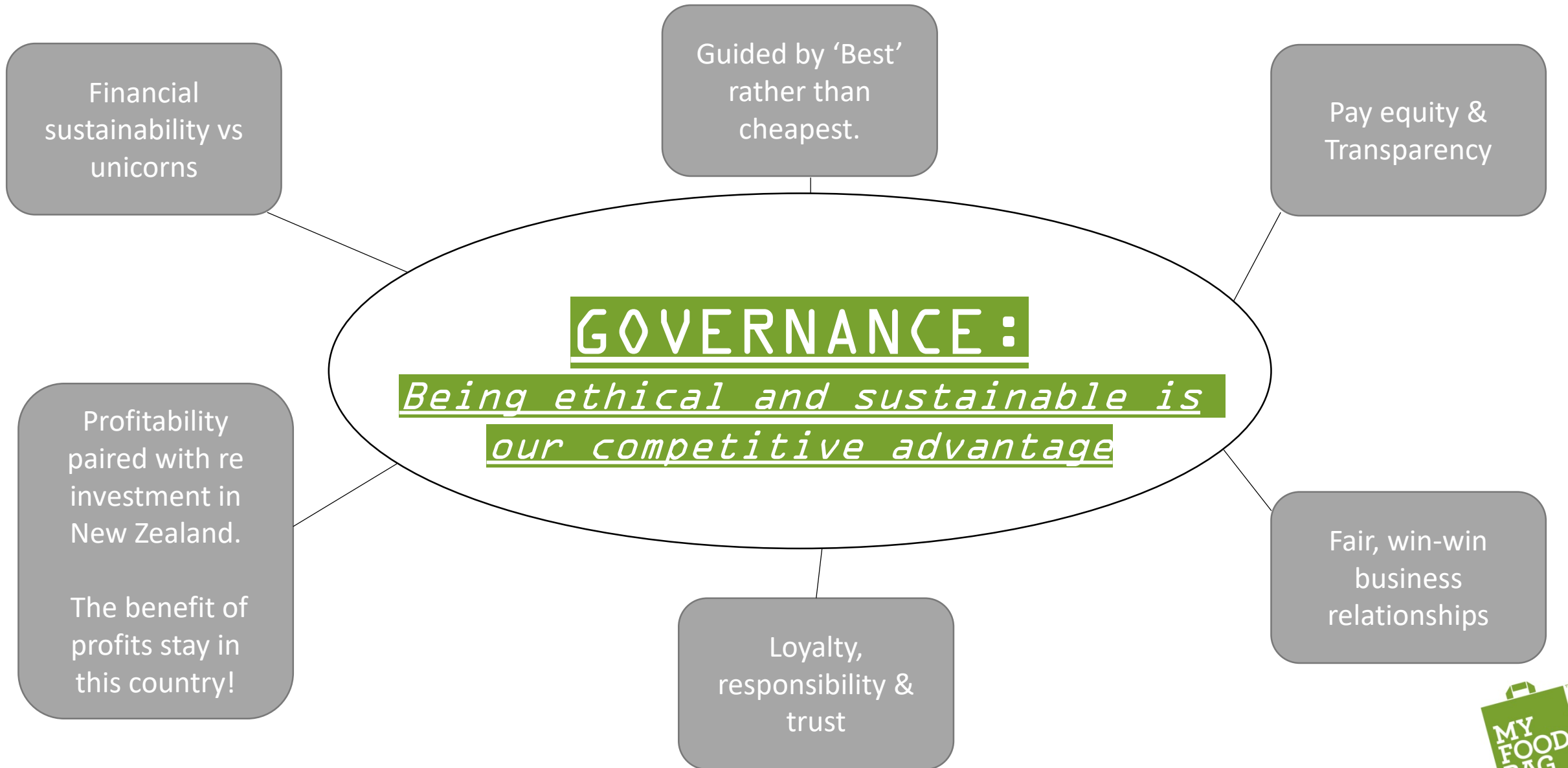
"We focus on doing
what's right for our
people first, and
then the business"

Key Social Initiatives

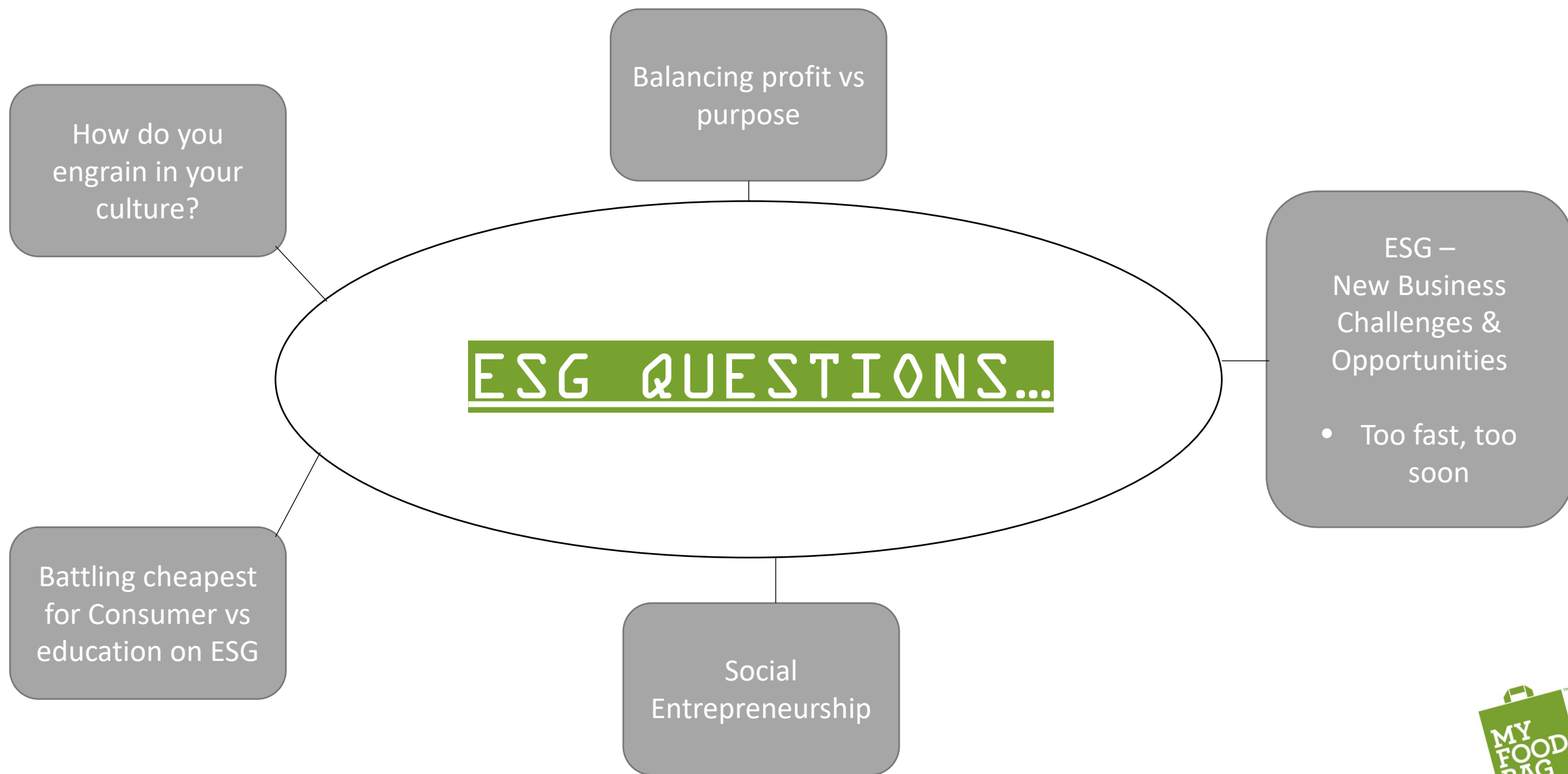


"We are a company
that works hard to
get better so that we
can provide the best
possible value to our
foodies"

Key Governance Initiatives



Purpose & Beliefs, ESG



Post Success &

Purpose

Work/Life

integration

Post Success & Purpose



What do you see in the mirror?



ENTREPRENEURSHIP
LOVE & PASSION BEYOND REASON.

ESG
BE GUIDED BY YOUR PURPOSE, STAY TRUE TO YOUR
BELIEFS.

LIFE
LIVE YOUR PURPOSE. WANT WHAT YOU HAVE.

Won a voucher? Connect with me:



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CeciliaMFB