



AGE 15

# ANNIKA MADA RACHMAT

*Co-Founder, Food Flip*

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## OVERVIEW

Food wastage is a massive problem around the world, especially in Indonesia. Supermarkets are forced to throw away food that is a day or two away from the given expiry date, although they are perfect for consumption.

Food Flip is a social project that maximizes the use of decent food leftovers, by distributing them to those in need. This is a venture started by both Annika and her brother, Aditya Rachmat. Over the course of two years, they have built strong partnerships with retailers and focused on constant growth.

Annika is a serial social entrepreneur. She started a thrift store on Instagram called ThriftedGalore which re-sold over 400 pieces of clothing and won the Ascend Now Women's Entrepreneurship Competition with her idea of CircleShare, an app that helps students cope with their mental health issues.

*"I think about the things I have and how lucky I am to have them. That makes me want to help other people who aren't as fortunate as me. This is the mindset I go with when I try to build a social enterprise."*

**- Annika Mada Rachmat, Co-Founder of Food Flip**



# INTERVENTION

Annika has worked on multiple projects with her Ascend Now coach. From thinking of the app design and user experience of her app CircleShare, to building a new website for Food Flip. The following areas are ones where she was able to receive guidance from her Ascend Now coach.



Website Design



Social Media Campaigns



Time Management



Ideation and Research

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## RESULTS

Food Flip has been able to partner with various retailers in Indonesia and donate decent, edible food to over 38 different orphanages. For now, they donate bread and fruit. They are growing at a rapid pace by bringing on more volunteers and partners. Here are their achievement.

**35,000+ USD**

Worth food donated

**4**

Retail partners

**700 +**

KG of Fruit donated

**20,000+**

Pieces of bread donated

### Retail Partners



## CONCLUSION

Annika has now stopped working on her Instagram thrift store and shifted her full attention to both Food Flip and CircleShare. She is looking to expand FoodFlip to include other donations, with the first one being 9500 Vitamin C tablets. She will eventually move into other products as well. CircleShare is currently in the MVP stage and is a long-term goal for Annika.

**Instagram:** [FoodFlipIndonesia](https://www.instagram.com/FoodFlipIndonesia)