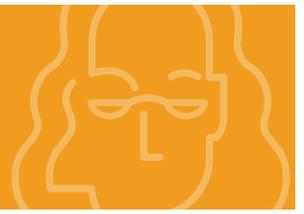


Brad's Raw Foods



The building blocks of success.

Brad's Raw Chips, manufactured with an advanced dehydration system, was launched when its founder and creator, Brad Gruno, made significant changes in his life and discovered the health benefits of eating raw. In order to still be able to enjoy crunchy snacks, he began making his own raw chips in his kitchen.

The snacks he developed are now the basis of the company's line of healthy, crunchy snacks made from dehydrated raw, healthy foods—such as fresh vegetables, nuts, and seeds. All of the company's products contain no chemicals, preservatives, trans-fats, or gluten.

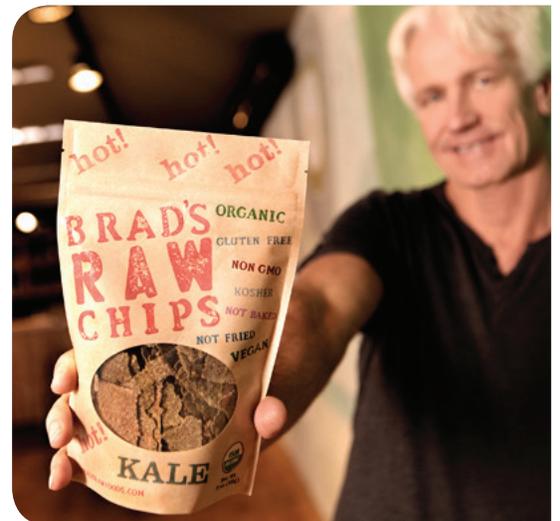
The company's products are sourced from local farms whenever possible, and are considered "raw" because they are not baked or fried, but rather are dehydrated to preserve all the nutrients and enzymes. It is currently developing other raw food products including dips, granola, pizza crust, and crackers.

Industry: Food

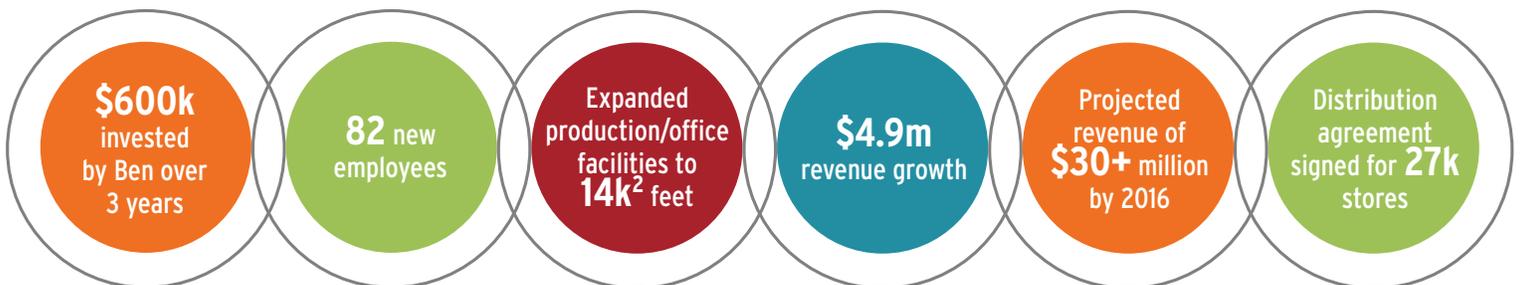
Product: Brad's Raw Chips & Crackers, Brad's Raw Leafy Kale

Founded: 2006

Founder & CEO: Brad Gruno



Ben's Transformative Impact



Brad's Story



After nearly 20 years in the telecommunications industry, Brad Gruno moved back home to Pennsylvania to seriously reevaluate his life. He was at least 40 pounds overweight, mildly depressed because of a recent business failure, and prescribed the drug Lipitor to normalize high cholesterol levels. By his own admission, he was not in the healthiest state.

After revolutionizing his life by discovering the health benefits of a raw food diet, Brad realized something was missing. As a self-professed normal American guy, he missed the familiar crunch of traditional American snack food. An innovator at heart, he started experimenting with various permutations of vegetables, seeds, and spices to discover new recipes for snack chips that supported his raw food diet.

With friends and family recognizing the quality of his creations, Brad's entrepreneurial spirit took its next steps, running demos at local farmer's markets, receiving praise from the community. Soon, local health food stores and regional Whole Foods Markets began carrying Brad's Raw Chips.

Since then, Brad's Raw Foods has been in a constant state of upward growth and expansion, and Brad's products are sold in specialty retailers and established grocers all throughout the country. His product lines now include Brad's Raw Chips & Crackers, Brad's Raw Leafy Kale, and Brad's Raw 4 Paws. His line of Brad's Raw Onion Rings will also be launching soon.

A pioneering case of success within Ben's Physical Sciences portfolio, Ben Franklin provided three rounds of investment to Brad's Raw Foods; \$100K in 2012, \$100K in 2013 for new product development, and \$400K in 2014 for working capital and major expansion into new markets. The '14 investment was provided under Ben's new VC4BC investment partnership with the Bucks County Retirement Board.

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Though Brad's main job is to continue to oversee the success of Brad's Raw Foods, he also enjoys traveling and connecting with people all around the world in order to "spread the kale." He takes great pleasure in sharing his story and inspiring others to adopt healthier habits and lifestyles.