

# Invest Ottawa DMS Future Proof

## Success Story: Online Food Bank

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### The Story

After immigrating to Canada from Turkey, Omer Livvarcin relied on food banks to feed himself and his family - an experience he found dehumanizing and shrouded in shame for people who were struggling financially. When the pandemic hit, accessing food banks became more difficult. In response, he began creating an online platform to optimize food bank operations and preserve the human integrity of those in need. Through Online Food Bank - the first of its kind in Canada - vulnerable members of our community will be able to access local food banks safely, efficiently, and from the comfort of their home.



### The Obstacle

Online Food Bank is a novel concept. While Omer was creating operational strategies and networking with food banks, he realized the need for a strong website, brand image, and market penetration strategy from the business's inception. To formulate the Online Food Bank narrative, he contacted the Digital Main Street Transformation Team.

### The Solution

Within weeks, the Transformation Team created a robust and user-friendly website with updated content that could better connect his business to the public. The Team also created branding materials for Omer to share on all social channels. Through the Future Proof Program, Omer was able to develop a communication strategy to market the business - a critical step in gaining public trust, visibility, and ultimately, financing. With these resources, Omer is prepared to bring a defined social brand into the market in the coming months.

## The Update and the Future

Omer would like to see Online Food Bank become a national resource through being made available across Canada. To expand, he plans on applying for government grants and is sourcing external funding to improve his own platform and solve any operational challenges the food banks may face when integrating to an online platform. With a functional and aesthetic website, Omer is confident that he has a market-ready product.



### Testimonial

“I am happy to have participated in the Future Proof Program,” says Omer. “I consider myself a seasoned professional, but the Transformation Team’s support was eye opening. It moved me and my new business to a new, more professional level, that I could not have achieved alone.”

## Get Connected!

ONLINE  
FOOD  
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**Omer Livvarcin**  
Founder, Online Food Bank

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