REVERSE RECIPE APP

TAKE THE GUESS WORK OUT OF COOKING

ASHLEY SYKES

PROBLEM STATEMENT

Adults need a more efficient way to search and find meals to make based on what they currently have in their kitchen to reduce the amount of time spent doing research, reduce time in grocery stores and reduce food waste.

MARKET ANALYSIS

- The target market is parents, young adults, young professionals and busy adults.

- Eating is one of the most important activities we do in our lives.

- American 15 and older spend a little over an hour eating and drinking.
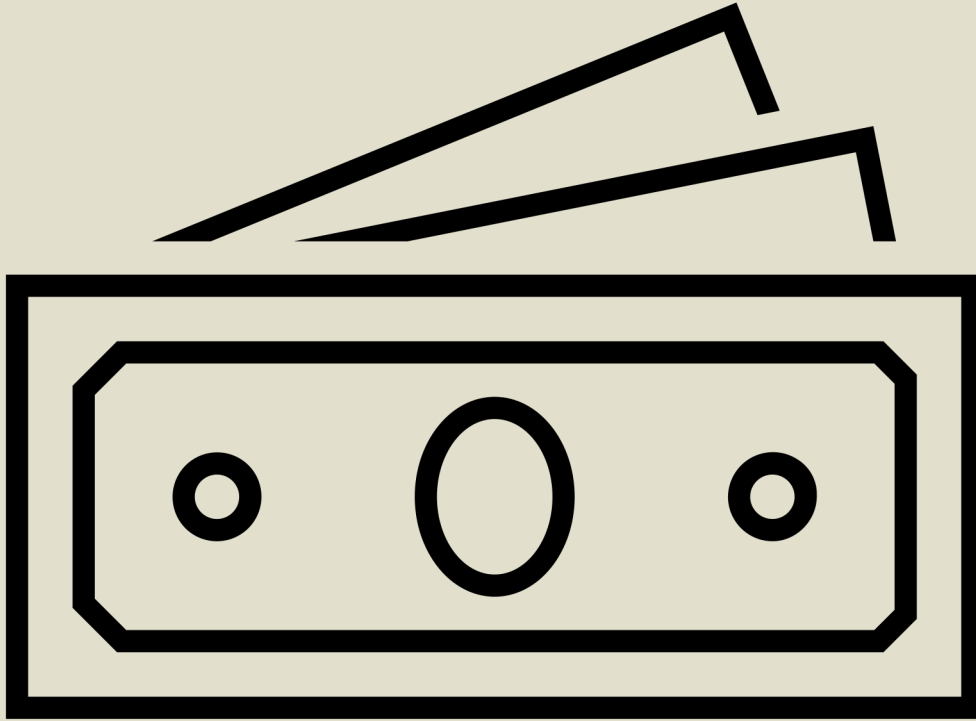
FINANCIAL PROJECTIONS

- User will have the option to use the app starting with a 30-day fee trial.

- After free trial, $19.99 per month subscription cost.

- Could possible lower price or switch to freemium model.

- Advertising dollars

- If we have at least 10,000 consistent users per month being charged $19.99 per month the company could generate $199,900 per month.

- 10,000 is only about 0.05% of the market.

- Salary for Chef's, Bloggers and Back-end workers who maintain the algorithm and design of the app = ~$60,000 per month.

DIVERSITY AND GLOBAL IMPLICATIONS

- Choose the cuisine.

- Choose your location or country (App available worldwide).

- Choose your style: family style, meals for singles, meals for dinner parties, meals on a budget, gourmet meals.

COMPETITION

- Supercook
  - *Enter ingredients to generate recipes.*
  - *Strengths: multiple filters (diet, cuisine, etc.), what is missing in your kitchen to cook a specific recipe.*
  - *Weaknesses: can't mark recipe as used, doesn't automatically update your ingredient list.*

- Allrecipes
  - *Find recipes based on a specific ingredient you choose.*
  - *Strengths: search for specific recipes, narrowing tool, choose ingredients you don't want in recipes (good for allergies), no running list of ingredients you have.*
  - *Weaknesses: no running list of item user has in their kitchen, does not provide a list of ingredients, users must type ingredients (may present errors).*

- Hello Fresh
  - *Recipe and grocery delivery.*
  - *Strengths: can almost completely cutout grocery shopping, specific number of recipes to choose from (so user isn't overwhelmed with options), do not have to maintain a running list of ingredients you have.*
  - *Weaknesses: may not like recipes that are offered, if so will have to go grocery shopping and spend time searching and piecing together meals*
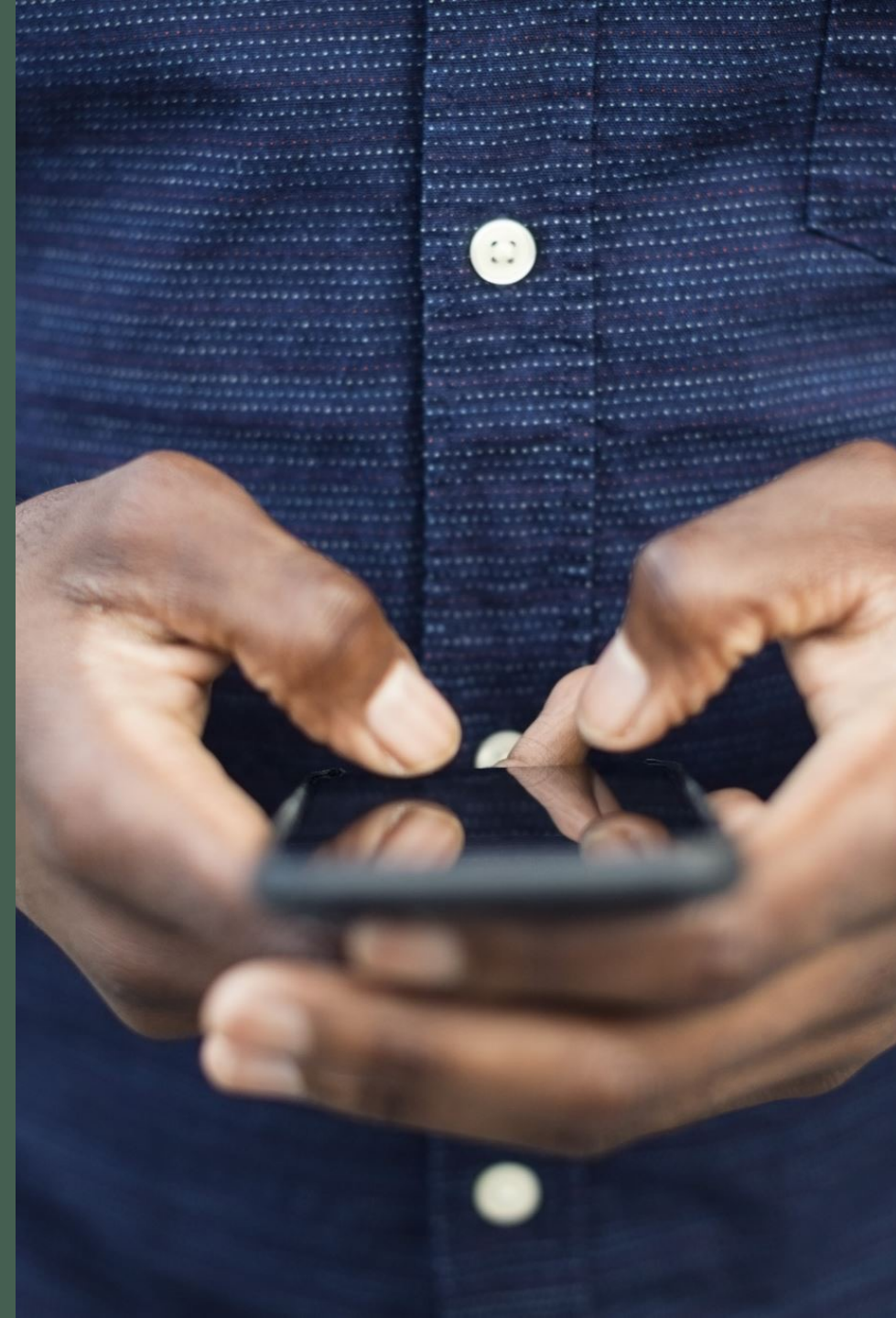
POTENTIAL SOLUTIONS

- Users keep a running list of what hey have in their kitchen.

- Generate recipes when you are ready to cook.

- Choose which meal you are seeking.

- Educate on food waste and provide a map of food donation locations.

- Social media feed & user recipe submissions.

- Mark a recipe as "used", and app will automatically update pantry ingredients.

- Create a grocery list – can potentially partner with a grocery delivery service like Favor or Instacart.

- Include a tool that scan scan grocery receipts using the app to automatically update user's ingredient list.

MARKETING STRATEGIES

- Social Media: Facebook ad campaign to target audience and raise awareness of the problem and to teach how to use the app.

- Word of mouth.

- Free betas to bloggers and writers in the market and have them blog about the app or write a feature piece.

- Sleek, simple design.

- Ideal audience to target: Millennials (25-40 years old) and the older half of Gen Z (18-24 years old).
    - *Millennials and Gen Z make conscious choices when it comes to environmentally friendly options and sustainability.*

LIMITATIONS

- Accurately generate recipes based on the ingredients available
    - *If the user doesn't record their pantry accurately or keep it up to date they will get a list of recipes they can't use.*

- Not enough ingredients available to generate recipes
    - *If the user has a bunch of mismatch ingredients, the algorithm can't generate recipes.*

- Specialty or rare ingredients
    - *App will not be able to generate recipes using those ingredients*