

My Healthy fridge

MBD 2019 APR—Group D





1

Opportunity

2

Products and Services

3

Business Model & Operational Plan

Opportunity



**It's time consuming
to think about what to
cook and to buy**

**“95% of diets” fail according to the
Council of size and Weight
Discrimination**



**People don't know what
they have in the fridge
when going to
supermarket**

Motivation

Reduce Food Waste
Environment



Nutrition

Help People with cook balanced meals
and recipes

Save time by not going home to know
what you need or save time when
preparing healthy options at home.

Convenience



Information

Give users information of their eating habits
so they can make informed decisions

The main idea...

Open Fridge



Closed Fridge
(with apple)



Sends pictures to
data base



Pictures of:

1. Fridge before opens
2. User opening the fridge (Verion.2)
3. Fridge closed



Computer vision
process

App Dashboard

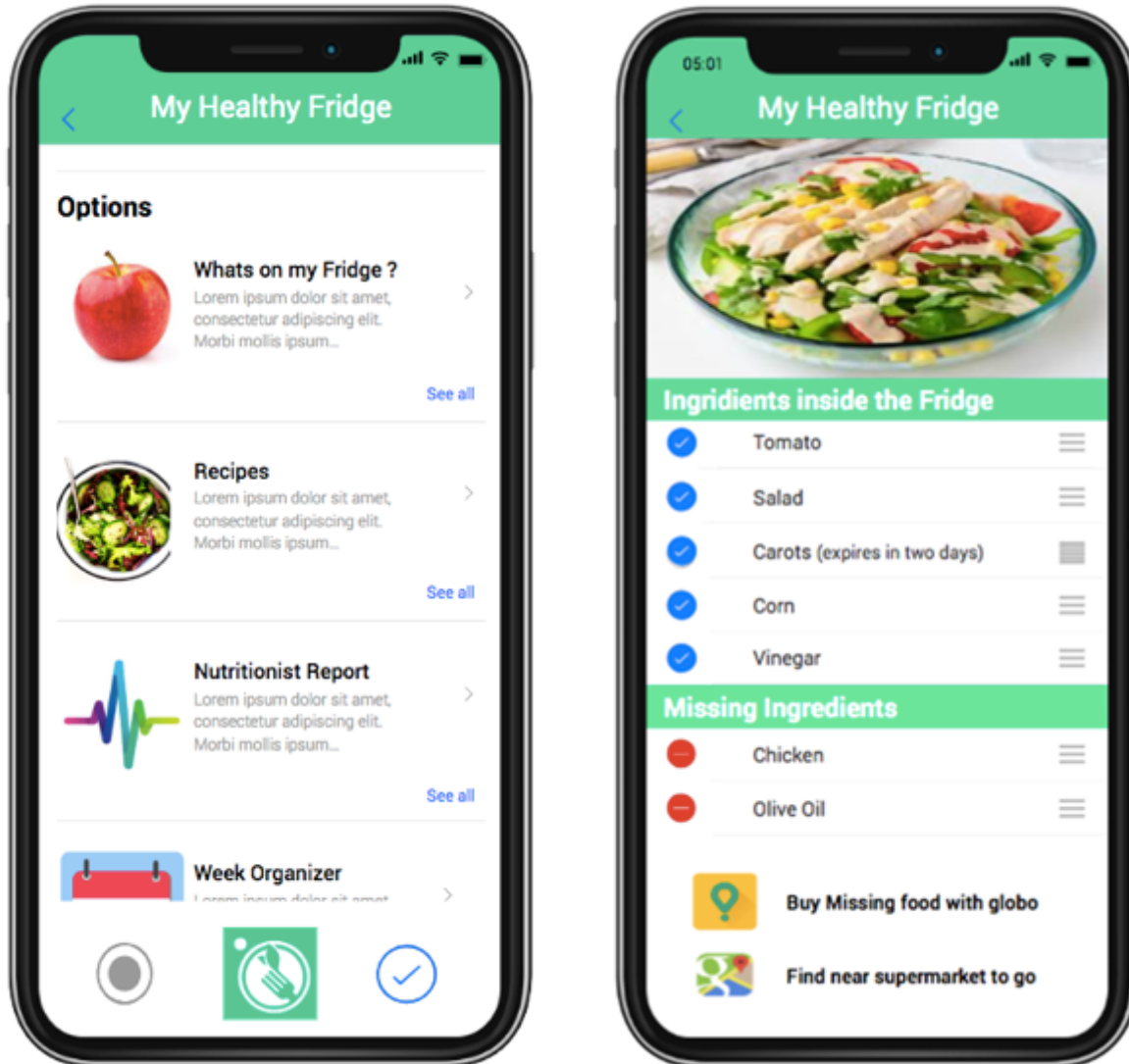


Happy User



“Through computer vision, the app is going to recognize and label the items inside the refrigerator through a snapshot taken by the camera”

App Prototype – Service and Product



Allowing end users to:

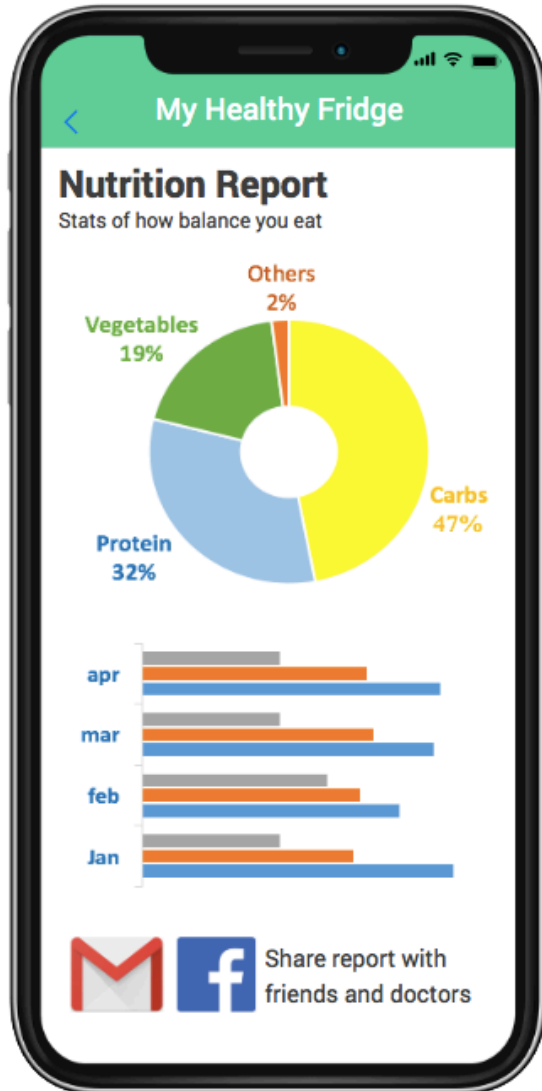
Personalize diets and facilitate grocery shopping via:

- Alerts on low stock
- Expire ingredients (Version 2.0)
- Delivery services

Suggestions of healthy meals that are easily available with the items in the fridge.

- Suggestions on meal plans with weekly or monthly detailed

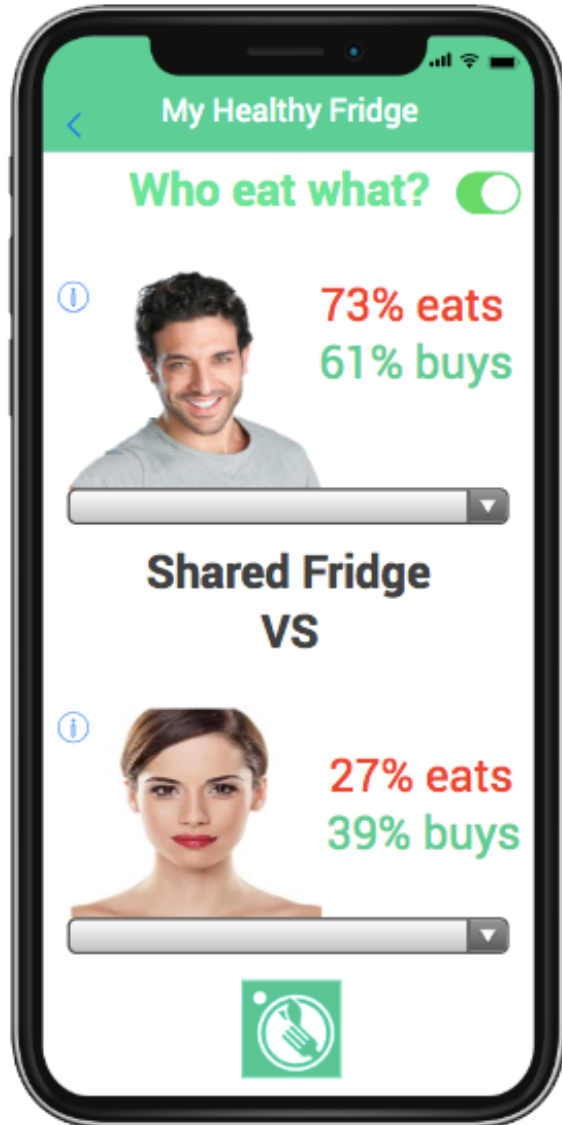
App Prototype – Reporting



“Has the ability to share reports with your fitness group and nutritionist for feedback and motivation by mail”

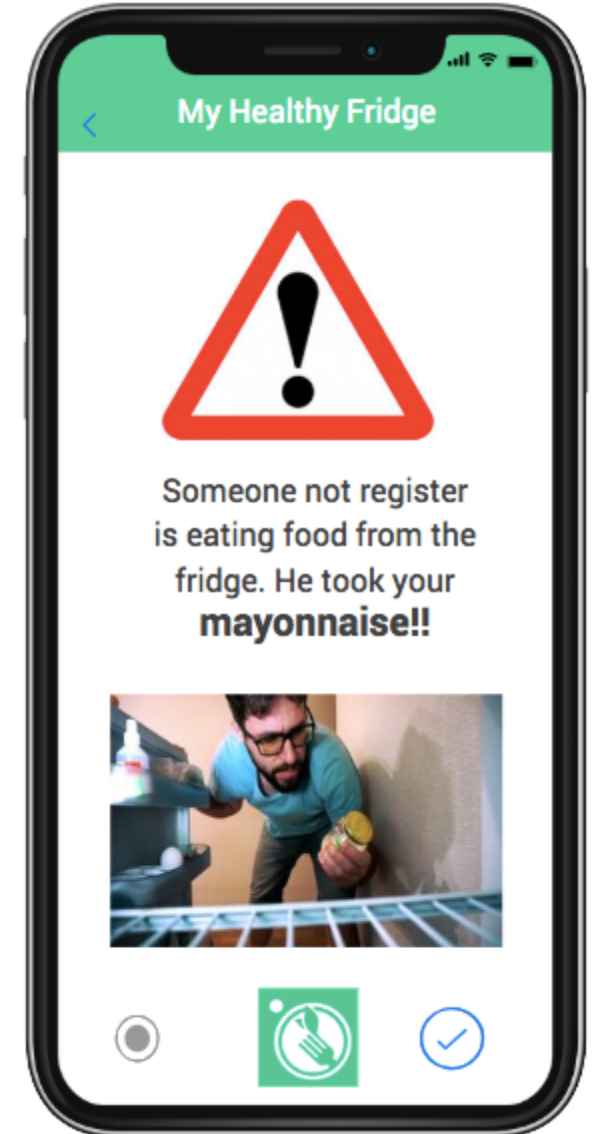


Version 2.0 – Future features



“Stop fighting with your roommate for food”

“Track if someone is eating your food”

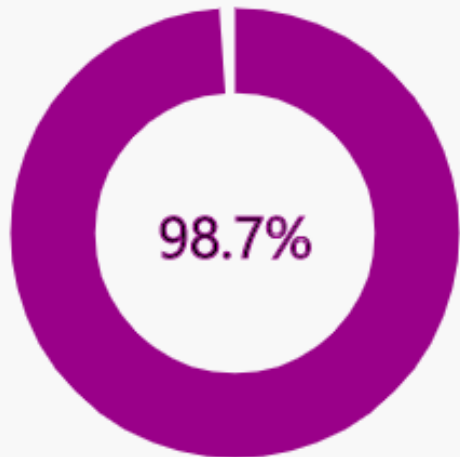


Computer Vision- Training Loop

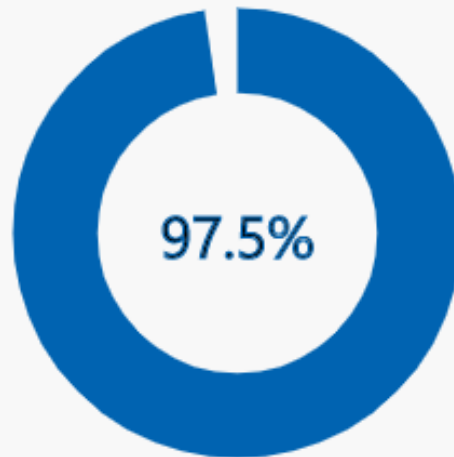
Finished training on **6/6/2019, 3:20:32 PM** using **Food** domain

Classification type: **Multiclass (Single tag per image)**

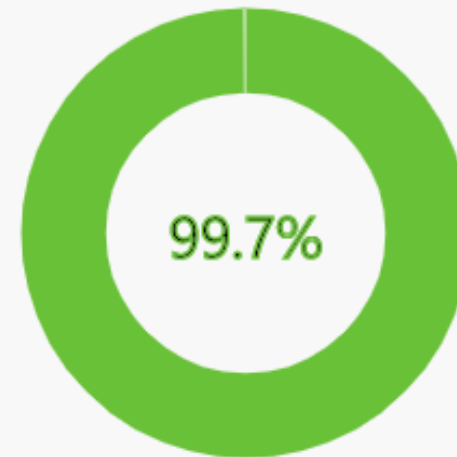
Precision ⓘ



Recall ⓘ



AP ⓘ



780 Pictures
15 Different labels

Business Process



In house Operations

Software Design
Functionality/Support
Marketing/Sales/Sourcing



Subscription Service

First month free with camera included
Basic \$10 / Month
Guaranty: If a client doesn't like the app they can return the camera within the first month.
Premium \$18 / Month



Selling Data as a service

Large Retailers:
Retail: Mercadona/Dia
Last Mile Services
(Glovo, Deliveroo)
E-commerce sites: "Amazon"
Independent retailers:
Dr. and Nutritionists looking to get more clients and provide services.



Retail Alliance

Brands.
Retailers.
Bloggers for Marketing.
Camera fabricator's: Since you need a camera for pantry, storeroom and refrigerator, they can join the promotion for the first camera for free.

Financial Projections

	Months 2019											
	1	2	3	4	5	6	7	8	9	10	11	12
Asumtions												
Cameras	400	500	600	700	800	900	1.000	1.100	1.200	1.300	1.400	1.500
Users	100	200	300	400	500	600	700	800	900	1.000	1.100	1.200
subscription per month	15	15	15	15	15	15	15	15	15	15	15	15
Camera cost per item	80	80	80	80	80	80	80	80	80	80	80	80
Cashflow Stats												
Subscription Sales	-	1.500	3.000	4.500	6.000	7.500	9.000	10.500	12.000	13.500	15.000	16.500
Cost of Subscription	-32000	-8000	-8000	-8000	-8000	-8000	-8000	-8000	-8000	-8000	-8000	-8000
Total Expenses	-25000	-5000	-5000	-5000	-5000	-5000	-5000	-5000	-5000	-5000	-5000	-5000
Net Income	-57.000	-11.500	-10.000	-8.500	-7.000	-5.500	-4.000	-2.500	-1.000	500	2.000	3.500

Total Expenses composition

Marketing	10.000
App Development	10.000
Tax & administration	5.000

“ROI: Return of investments
in 9 months”

Future Plans

- Selling Data (after 3-6 months) to:
 - 10k – Drs/Nutritionists, Gyms, Restaurants (more customizable, regional), Last Mile Services
 - 50k – Retailers – Mercadona/Dia
- Machine learning to identify eating patterns further provide suggestions/recommendations:
- Exit Strategy → Amazon. Sell out to a retailer or last mile service companies.