

structure		marketing		accessibility	hurdles	potential products	definite features	
app/website	selling close to expiration/rejected goods at discount	o.c (on campus) presence once a week *soda city* but groceries	instagram page	Rideshare -	not enough engagement	produce (eggs, milk, fruit, vegetables)	report system	SOS/Danger system
connection to local businesses/supermarkets	expand to citizens of columbia	market through university of south carolina	send emails/push notifications of last minute deals	delivery/delivery drivers (GrubHub + Instacart)	dangerous drivers	all things that a store would not put out due to any reason (improper return, small stains, small stretches or damage, close to expiration)	Discounted Uber from grocery store and back (ill be in the store for an hour, come pick me up then)	team of students who run the program - consistently spreading this subscription and looking for more collaborators within the community
subscription service (monthly fee)	require usc.email (login through CAS Authentication - through blackboard)	expand to other universities/cities		marketed to all usc columbia students	leaving people at the store	meats	feedback implemented within the program to ensure that satisfactions are met (people are paying for this)	
close to expiration gets a larger discount	refund system: NO REFUNDS			time table/schedule grocery store grouping	late drivers	drink cases (water, gatorade, sodas, etc.)		
					bailing on schedule	clearanced items		