



LowKcal - Project Charter



Project Name: LowKcal



Project Description: Introducing the LowKcal Project: a venture aimed at transforming dining-out experiences by offering a range of delectable, low-calorie meal options. Our mission is to satisfy health-conscious individuals seeking guilt-free dining without compromising flavor. By prioritizing customization, we empower users to tailor their meals according to their preferences. Through innovative ingredient selections and customizable options, we craft a menu that mirrors traditional dishes while adhering to low-calorie principles. Our project promotes a 'Flexible Diet' concept, allowing users to enjoy delicious meals without guilt. This focus on customization sets us apart in the market, redefining culinary enjoyment with health at the forefront.



Business Case and Project Statement:

Business Case: In today's fast-paced society, the frequency of fast food has become synonymous with convenience, often at the expense of health. With a staggering 50-60% of Portuguese people consuming fast food daily [1,2], there's a pressing need for alternatives that offer both taste and nutrition. The LowKcal project emerges as a response to this critical issue, Providing a range of customizable meal solutions that prioritize both health and flavor.

By leveraging innovative culinary techniques and carefully selected ingredients, LowKcal aims to disrupt the fast-food industry by offering customers a variety of delicious, low-calorie meal choices. Our business model prioritises health-conscious consumers who seek flavorful dining experiences without compromising on their dietary goals.

Project Statement: The LowKcal project aims to revolutionise the dining-out experience by offering delicious, low-calorie meals that prioritise taste and nutrition. Our mission is to provide health-conscious individuals with guilt-free dining options that support their dietary goals and promote overall well-being. Through the development of a user-friendly application, we will create a seamless platform for customers to explore our menu, customise their orders, and access nutritional information. Additionally, our project will include the implementation of integrated nutritional tracking tools, personalised meal planning services, and an online community for customers to connect, share tips, and support each other on their health journey.



1. Portuguese among Europeans who eat out the most



2. Portugal - Posh kids eat fast food



Scope: It embraces the development of the LowKcal initiative, aimed at transforming the dining-out landscape in Portugal.

1. Product Development:

- Creation of a diverse menu of low-calorie, customisable meal options.
- Selection and sourcing of high-quality ingredients that align with the project's nutritional goals.
- Development of nutritional information for each menu item, including calorie and macronutrient content.

2. Technological Infrastructure:

- Development of a user-friendly application to showcase the menu offerings, facilitate meal customisation, and provide nutritional guidance.
- Integration of features such as nutritional tracking tools, personalised meal planning services, and online community forums.

3. Sales and Marketing Strategies:

- Formulation of sales and marketing strategies to promote LowKcal's offerings and attract customers.
- Implementation of digital marketing campaigns, social media presence, and partnerships with influencers or health-conscious organisations.

4. Expansion and Growth:

- Consideration of opportunities for future expansion, including potential franchise opportunities or partnerships with other businesses.
- Continual refinement of menu offerings, technology platforms, and operational processes based on customer feedback and market trends.



Success Criteria:

1. Customer Satisfaction:

- Achieving a high level of customer satisfaction (rating 4.7 out of 5) through feedback surveys, reviews, and repeat business.
- Meeting or exceeding customer expectations for taste, quality, and customisation options (at least 65% of customers return for additional orders).

2. Revenue and Profitability:

- Generating sustainable revenue growth and achieving profitability within a specified timeframe; Annual revenue growth: 80% year-over-year; Achievable profitability within 18 months of launch.
- Meeting or exceeding projected sales targets and profit margins; Exceed project sales targets by 20%; Profit margins maintained at 15% .

3. Market Share Expansion:

- Establishing a strong presence in the market and capturing a significant share of the health-conscious dining segment; Captured 10% of health-conscious dining segment within the first year.
- Expanding the customer base by 50% through effective marketing strategies and word-of-mouth referrals.

4. Brand Reputation and Recognition:

- Building a strong brand reputation for LowKcal as a trusted provider of healthy, flavourful dining options.
- Garnering positive media coverage, awards, and accolades within the food and health industries.

5. Percentage of Sales from Low-Calorie Options:

- Achieve significant sales revenue (60% of total sales) from low-calorie products, indicating high demand and market acceptance for healthier dining alternatives.

6. Average Calorie Reduction per Customer:

- Successfully support customers in reducing their calorie intake (by 300 calories per meal), demonstrating the effectiveness of LowKcal's products in promoting healthier dietary habits.

7. Ingredient Sustainability Rating:

- Establish LowKcal as a leader in environmental responsibility by sourcing sustainable ingredients, fostering trust and loyalty among environmentally conscious consumers.
- Receive a sustainability rating of 4.5 out of 5 from an independent environmental organization.
- 90% of ingredients sourced certified organic or sustainably produced.

8. Product Innovation Score:

- Demonstrate consistent innovation in product offerings (8 out of 10 based on customer feedback and market analysis), meeting evolving customer needs and ensuring competitiveness in the ever-changing food industry landscape.



Major Requirements or Deliverables:

1. Launch Phase:

- Company/team organisation and documentation
- Kick-off Meeting protocol

2. Ideation Phase:

- Project Charter
- Company Name & Vision document
- Script for the Review
- Product Vision & Prototype (with documentation)

3. Build-Measure-Learn Phase:

- Company Media Press Kit
- Script for the Final Event
- Minimum Viable Product (MVP)
- Company & Products Marketing Material
- Slide Deck 2.0 for external evaluators (clients & investors)

4. Closure Phase:

- Product Installation and Maintenance Packages
- Project Management Report
- Company & Teams Self-Assessment (final)
- Project Folder (containing all artifacts)



Budget: In the initial phase, our budget allocation will be focused solely on the development of the mobile application. This decision derives from our plan to initiate partnerships with other restaurants at the outset. Therefore, during this initial period, financial resources will be directed exclusively towards the creation and refinement of the mobile application.



Milestones:

Launch	9 Feb - 16 Feb
Ideation	23 Feb - 15 Mar
Review	15 Mar
Build - Measure - Learn	22 Mar - 24 May
LGP Challenge	29 May
Closure	14 Jun



Constraints and Assumptions:

Constraints:

1. **Time Constraint:** The project must adhere to the specified timeline outlined in the project schedule. Any delays may impact subsequent phases and deliverables.
2. **Resource Constraint:** The project is limited by the availability of human resources, technology, and budget allocated for its execution. Any constraints in these areas may affect the project's scope and deliverables.
3. **Technical Constraint:** The project's success depends on the effective utilization of technology and software tools. Any technical limitations or issues may hinder the project's progress.

Assumptions:

1. **Stakeholder Engagement:** It is assumed that stakeholders will actively participate in project activities, provide timely feedback, and support decision-making processes.
2. **Resource Availability:** It is assumed that necessary resources, including personnel, equipment, and funding, will be available as required throughout the project lifecycle.
3. **Technology Compatibility:** It is assumed that the selected technology platforms and tools will be compatible with the project requirements and will function as expected.
4. **Market Acceptance:** It is assumed that the target market will accept and adopt the product or service offered by the project, leading to successful market penetration and revenue generation.
5. **Risk Management:** It is assumed that the identified risks will be effectively managed through proactive risk mitigation strategies and contingency plans.



Summary of Risks:

1. **Technical Risks:** Potential challenges may arise due to technical complexities in developing the mobile application, including compatibility issues, software bugs, and integration challenges with external systems.
2. **Resource Risks:** Risks related to resource availability, such as shortages in skilled personnel, technology infrastructure limitations, and budget constraints, may impact project timelines and deliverables.
3. **Market Risks:** There is a risk of market acceptance, competition, and changing consumer preferences affecting the success of the project. Failure to attract and retain customers could lead to lower than anticipated revenue.
4. **Partnership Risks:** Risks associated with establishing partnerships with other restaurants, such as differences in business objectives, legal complexities, and potential conflicts of interest, may impact collaboration efforts and project outcomes.
5. **Security Risks:** Risks related to data security breaches, cyberattacks, and unauthorised access to sensitive information could compromise user privacy, damage the company's reputation, and result in financial losses.
6. **Project Management Risks:** Risks associated with project management, such as scope creep, communication breakdowns, and lack of stakeholder engagement, may lead to delays, budget overruns, and quality issues.
7. **External Risks:** External factors such as natural disasters, economic downturns, and geopolitical events could impact project operations, supply chains, and market conditions, posing risks to project continuity and success.



Team and Organisation:

Ademola Adekoyejo Plumptre	Developer
Beatriz Sales Dias Pereira da Cruz	Designer
Bhavesh Parmanand Peswani	Developer
Bruno de Sena Pereira	Product Manager
Diogo Alexandre da Costa Melo Moreira da Fonte	Developer
Diogo André Pereira Rodrigues	Developer
Dominik Klippert	CTO
Iarina Majeri	Developer
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João Pedro Azevedo Carvalho	Developer
Marija Jakovleva	Developer
Rodrigo Manuel Graça Figueiredo	Team Leader
Xavier da Silva Costa	CEO



Approvals:

This project charter is considered approved and authorised for execution:

Approved By:

Xavier da Silva Costa - CEO

Dominik Klippert - CTO

Date:

26 February 2024