

User Group Profile

Demographics

- Age: ~18-24 years (traditional undergraduates), maybe up to ~30 if including non-trad, part-time or graduate students.
- Socioeconomic: Many students on tight budgets; some may rely on financial aid, scholarships, or part-time work. Cost sensitivity is high.
- Living situation: Dorms, shared apartments, possibly small kitchens / limited storage space; often meal-plan or eating out, but many cook or store groceries to save money.

Pain Points

- Food spoilage / waste: Forgetting what is in the fridge / pantry; food going bad before being used, especially in shared food storage.
- Knowledge gap: Unclear on best ways to store different foods; confusion about expiration dates; little training or guidance in food preservation techniques.
- Time & convenience constraints: Busy schedules (classes, jobs, social); minimizing planning & upkeep; reluctance to spend time tracking or organizing food if it feels tedious.

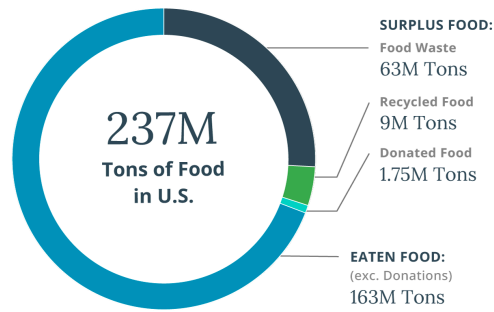
Daily Habits

- Grocery shopping: Weekly or biweekly; sometimes impulse buys; tends to buy perishables in bulk when there's a sale.
- Cooking vs eating out: Mix of both; convenience often wins (takeout / campus food) but cost pressures push them toward cooking more.
- Using tech: Heavy smartphone use; likely to use apps that send reminders / notifications; social media & peer recommendations matter; might look up recipes or shelf-life info online.

Market Size & Opportunity

Recent Data:

- There are about 19.28 million undergraduate students in the U.S. as of Fall 2024. [Education Data Initiative](#)
- The global market for food waste / food waste prevention / food waste app is projected to grow: from USD 33.6 billion in 2025 to USD 182.4 billion by 2034 at a CAGR around 25.85%. [For Insights Consultancy](#)
- Additionally, in 2023 the US wasted over 30 percent of its total food supply in 2023 alone showing that this is a very high demand and critical problem within our country.



Source: ReFED/2023 Data (Published Feb 2025)

Market Availability:

- **Total Addressable Market (TAM):** If all 19.3 million undergrads in U.S. are potential users, and one estimates that perhaps 50% would have the interest/need (≈ 9.6 million), and if a subscription or monetization per user is $\sim \$10/\text{year}$, TAM just in U.S. could be **$\sim \text{US\$96 million/year}$** (just for undergrads), but that's only U.S. — globally could be much larger when scaling to other countries & related audiences (e.g. young adults, etc.).
- **Serviceable Available Market (SAM):** Students who (a) have smartphones, (b) cook and store food (not entirely dependent on meal plans / dining halls), (c) are willing to pay or engage with apps. Suppose that is maybe $\sim 30\text{-}40\%$ of undergrads in U.S. $\rightarrow \sim 6\text{-}8$ million users. Monetization might be via in-app purchases, modest subscription, or ads.
- **Serviceable Obtainable Market (SOM):** For a new entrant over initial 1-2 years focused on a few states / colleges, maybe gaining 1-5% of that SAM. So that might be $\sim 60,000$ to $\sim 400,000$ users in U.S. initially, meaning revenues in the low millions in first years if priced modestly.

Market Segment	Estimated Users / Value	Notes / Assumptions
TAM	$\sim 9\text{-}10$ million U.S. users; $\sim \$90\text{-}110$ million/year revenue potential	All undergrads with interest; assuming $\sim \$10/\text{user/year}$ monetization
SAM	$\sim 6\text{-}8$ million users; $\sim \$60\text{-}80$ million/year	Users with cooking / storage capacity and willingness to use app
SOM	$\sim 60,000\text{-}400,000$ users initially; $\sim \$0.6\text{-}4$ million/year in early stage	Initial user base by targeting select regions / campuses, realistic penetration

Competitor Analysis

Here are a few existing apps / products in or near this space, and how they compare. We'll examine things like *FoodKeeper*, *FoodShiner*, and perhaps other food-waste / food preservation / inventory apps.

App	Key Features	Strengths	Weaknesses	What Users Say / Reviews / Potential Gaps
FoodKeeper (USDA / Food Safety + Cornell etc.)	Storage guidelines for 400+ food/beverage items; advice for safety & shelf life; basic interface. USDA+1	Credible authority; comprehensive database; trusted info; broad food/beverage coverage.	Lacks interactivity; doesn't help with reminders, inventory tracking; UI/UX may be passive; may be overwhelming for beginners.	Users praise its authority and detailed storage info; some complain they have to search manually, no push-notifications . Gap: need more "active assistant" rather than just reference.
FoodShiner	Tracks what's in fridge/pantry; tracks expiration dates; reminders; shopping list integration; shared lists. FoodShiner	Practical; helps reduce waste; social or sharing functionality; better on the management side than simple reference.	Possibly limited guidance on how to preserve or extend life; may not be localized or adapted for different climates or storage setups; might lack recipe suggestions for near-expiry items.	Users like the reminders but some say entering items manually is tedious; gap: smarter ways to auto-detect / simplify input, more educational content.

Gaps our app could fill:

- More guided education for novices: step-by-step preservation techniques, tailored tips for shared housing / small spaces.
- Automation / ease of input: e.g. scanning receipts, recognizing food via photo, integrating with grocery shopping, minimal manual entry.
- Reminders and proactive suggestions: what to eat soon, how to use things before they spoil; perhaps recipe suggestions for items nearing expiration.

- Social or gamification features tailored to college students (peer sharing, challenges, community, etc.).

Unique Value Proposition (UVP)

Here's a draft UVP:

"Empowers college students to stretch their grocery dollars and reduce food waste by giving them simple, science-based storage tips, smart reminders, and intuitive tools—so they waste less, save more, and never feel overwhelmed in the kitchen."

How it differentiates from competitors:

- Offers **novice-friendly guidance**: not just a database, but tailored tutorials, visual instructions, and contextual advice for small kitchens or shared fridges.
- Strong automation / minimal friction: features like photo recognition of food items, barcode scanning, auto-fill from grocery purchase, so keeping track is easy.
- Student-centric community & incentives: peer challenges, campus leaderboards, rewards for reducing spoilage; social sharing to build motivation among friends/roommates.

AI Use Disclosure:

- ChatGPT was used to generate most of this document. The document was trimmed and wording was changed for formatting, relevance, and ease of reading. Additionally, independent research was done for things such as visualization.
- Prompts were pulled from the slides provided in class.
- All information provided by ChatGPT was double checked by going directly to its source.