

# ***Food Buddy***



Group 2

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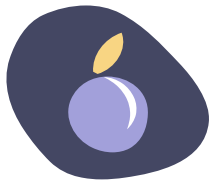
# INTRODUCTION

## Problem Description:

- The price of goods and services will increase over time...
- Want to cook your own meal that is healthy, quick, and cheap
    - No more greasy fast food or skipping meals
  - Search up food recipes
    - Offers a large variety of healthy choices
  - Get recipe suggestions or ideas
    - Use scan feature to track all user's available ingredients
  - Lacks some of the ingredients
    - Show a grocery store nearby w/ ingredients at reasonable prices
  - Prepare meals more rapidly with recommended recipes
    - Based on specific users' interest and preferences
  - A mobile app for easy access anywhere at any time



# ***OUR FOCUS***



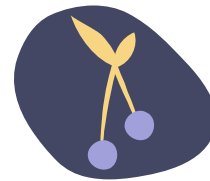
## ***Health***

Promote a healthy lifestyle by providing a wide variety of healthy recipes



## ***Time***

Providing quick and efficient recipes based on foods on hand

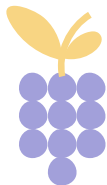


## ***Money***

Promote home-cooked meals rather than ordering food  
Offer grocery price comparisons



# RESEARCH



**40%**

Of the food supply is  
wasted.



**56%**

Reported eating out  
at least 2 to 3 times  
per week.

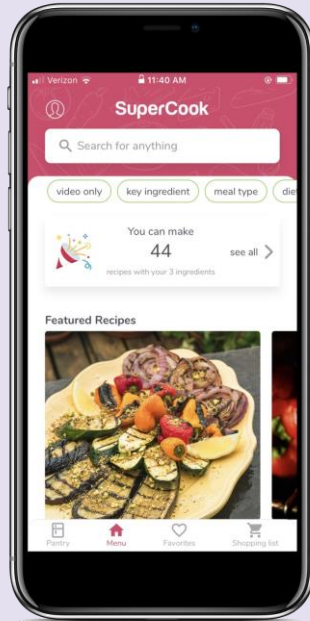


**36%**

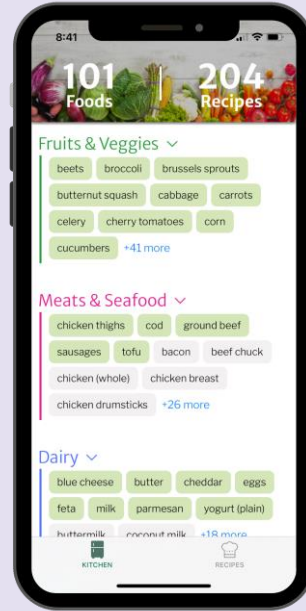
Reported cooking at  
home on a daily basis.



# COMPETITION



*SuperCook*



*Half Lemons*

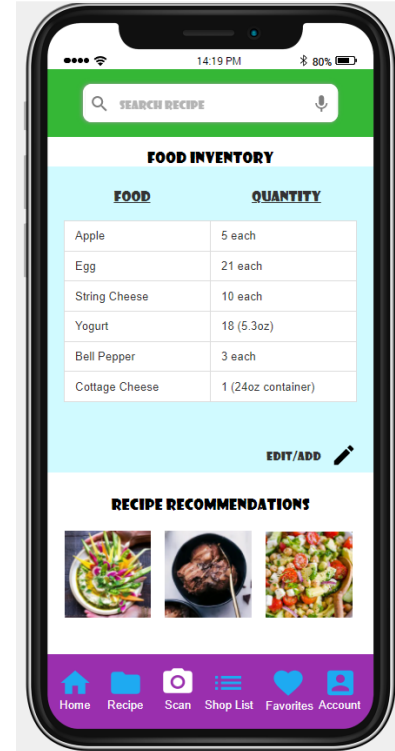
*Basic*

- ✓ Scan fridge
- ✓ Keep track of food inventory
- ✓ Create shopping list
- ✓ Grocery stores price comparisons
- ✓ Easy and healthy recipes

*Premium*

- Additional benefits:
- ✓ Connect w/ nutritionist
  - ✓ Messaging capabilities

# OUR SERVICES



# REVENUE PLANS

## Grocery Store Partnerships

Collaborate with local well-known grocery stores to feature their store

## Blogger Partnerships

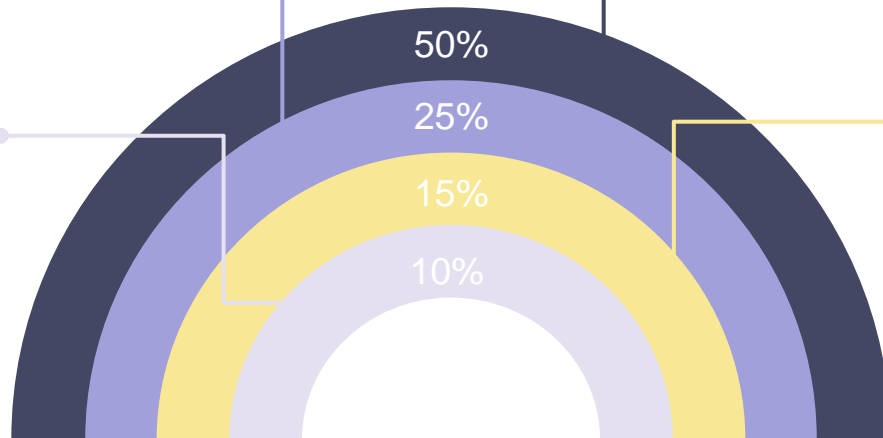
Recipes from food bloggers are recommended

## Premium Subscriptions

Premium users pay a monthly subscription to enjoy premium benefits

## Advertisements

Ads can appear as featured/recommended products on our app





# ***FUTURE PLANS***



Build social media  
presence for  
marketing



Create a website  
for our application

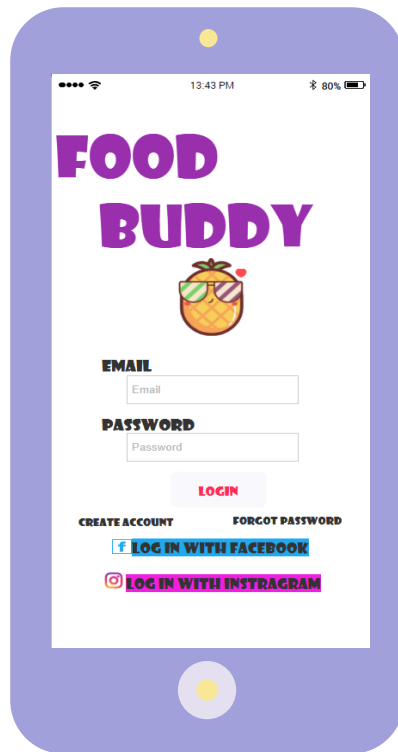


More premium  
features



Expand to more  
countries

# DEMONSTRATION



# ***THANKS!***

***DO YOU HAVE ANY QUESTIONS?***

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# WORKS CITED



- [https://comfyliving.net/cooking-statistics/#::~text=Key%20Cooking%20Statistics%20and%20Facts,and%20baking%20\(46%25\)%20more](https://comfyliving.net/cooking-statistics/#::~text=Key%20Cooking%20Statistics%20and%20Facts,and%20baking%20(46%25)%20more).
- <https://www.yahoo.com/now/people-eat-usually-eat-lot-172000757.html>
- <https://www.usda.gov/foodwaste/faqs>

