



A Recipe Companion App

Technological Innovation & Entrepreneurship

@aueb 2022

Ana Lleshi
Alexandros Chasanis
Panagiotis A. Vlachakis
Despoina Georgiadi
Vasileios Toskas



Part I: Empathise & Define

Take-In

Which issue are we faced with?

Each and every one of us indulges in ordering take-out once in a while, saving us the trouble of preparing a homemade meal. Cooking can be a daunting task for most, after all, especially when we feel that we lack the variety of different appliances and cookware we see others use in most cooking shows or tutorials. However, the problem arises when delivery food starts making up a significant part of our diet.

Take-out is, without a doubt, substantially more expensive than the home made equivalent, a statement that holds true regardless of cuisine or meal types. On average, it is almost **five times** more expensive to order delivery from a restaurant than it is to cook at home. And if you're using a meal kit service as a shortcut to a home cooked meal, it's still almost **three times as expensive** as cooking from scratch.^[1]

But the cost of take-out is not only monetary. When you cook at home you're able to completely control what goes into a dish. You can easily make adjustments and cut the amount of butter, use whole milk instead of cream, etc. Time and time again, it has been proven that cooking at home leads to **healthier choices**. The **more people cook at home, the healthier their diet**, the fewer calories they consume, reducing their chances of obesity or developing type 2 diabetes.^[2]

In conclusion, despite home cooking being the obvious winner in any aspect, it remains intimidating to most. And it's no wonder, recipes can often have a lot of fluff and inconsistent explanations, lengthy lists, no mention of cookware used. Using obscure techniques and ingredients without alternatives, simply because cooking has evolved into such an art that anyone wishing to start is too lost in the complexity of it all.

What are the proposed services?

Our solution is an application which provides you with all the different recipes that you can prepare with the tools and ingredients available to you.

Our recipes are ranked by difficulty and budget and follow a set format to make them easily readable and understandable for beginners and experienced cooks alike. Always provided is a list of all the ingredients and tools necessary as well as potential alternatives and substitutes. Our most important recipes even include images of every step of the process.

We also offer a paid service, which makes use of “**gamified learning**” to teach **general cooking skills and new techniques** through a variety of practical lessons and recipes. Subscribers choose recipes according to their skill level and budget on a weekly basis, progressively improving their skills.

Users will, as an example, be incentivized to try new techniques such as steaming instead of boiling. This will maximise **user engagement** and help them explore new and exciting recipes that would have been outside their comfort zone.

While the basic course is targeted at a novice audience, further options for tutorials could be explored. These will be aimed at different audiences, offering more advanced recipes and techniques or going in depth on a specific cuisine.

Where is the innovation?

It's true that countless recipe apps already exist, so what's so different about ours? Your first time using the app you will insert the **appliances and cookware you own** (skillet, two-burner stove, microwave, etc), so that the recipes provided to you are ones that can be realised with your equipment. Each time you feel like cooking something you will insert the **ingredients you have available**. We filter out and show you the dishes you can make with nothing else but just that, along with some suggestions for future reference.

Our recipes are formatted in a **beginner friendly way**, offering **alternative options** for ingredients and **different alterations** depending on your skill level.

Furthermore, In order to incentivise our users to maintain a healthy lifestyle and keep practising their culinary skills, we offer trackers. Whenever you complete a recipe in the app an **estimate of how much money and calories you just saved** is added to your user profile, further encouraging you to keep cooking at home.

Naturally, the option will be given to our users to include whatever **dietary restrictions** they might have, be it a vegan lifestyle, a spiciness preference or an allergy or intolerance to something.

All those **filters** are bound to provide you with the most **relevant recipe in accordance with your profile**, whether you are a student, a camper, an amateur cook or just looking to improve your lifestyle and save some money along the way!

Part II: Market and Competition Analysis

Take-In

How big is the relevant market?

Digital cooking guides have been available online since the late 90s, giving the market the necessary time to **establish its user base**. With the rise of mobile phones, tablets or even smart fridges, said crowd has mostly **moved into the use of applications** for their culinary needs.

You can find thousands of apps for any device, yet our search has resulted in no other app like the one we are proposing. Though there are many big names in the field, all solutions seem lacking in some aspect or another. This is due to a different focus of provided services, which leads to an inadequate coverage of our main goal.

Which are the existing solutions & how does Take-In stand out?

It's true that countless recipe apps already exist, so what's so different about ours? Your first time using the app you will insert the **appliances and cookware you own** (skillet, two-burner stove, microwave, etc), so that the recipes provided to you are ones that can be realised with your equipment.

From left to right, the competitors mentioned are:

MyFridgeFood is one of the first in this field, and thus rather outdated. It's got a strong focus on American food and is unfortunately unavailable in non-English speaking countries.

RecipeLand has a large and varied list of recipes. However its size results in the appearance of many duplicate, unpolished recipes - which is to be expected.

SuperCook is equipped with a great search function by ingredient. As useful as that may be, the fact that it's merely a hosting site for recipes, makes the quality of the results inconsistent.

TESCO real food is one of the most modern and well thought-out recipe applications out there despite the lack of an application or tutorialized learning.

Food Network Kitchen is a well-developed application in some aspects but quite lacking in others. Its focus is monetised, on-demand tutorials based on the Food Network shows.

Tasty is a beginner friendly tutorial based app that still seems to be in its early stages of development, too focused on maximising video watch time rather than offering genuine, easy to follow recipes.

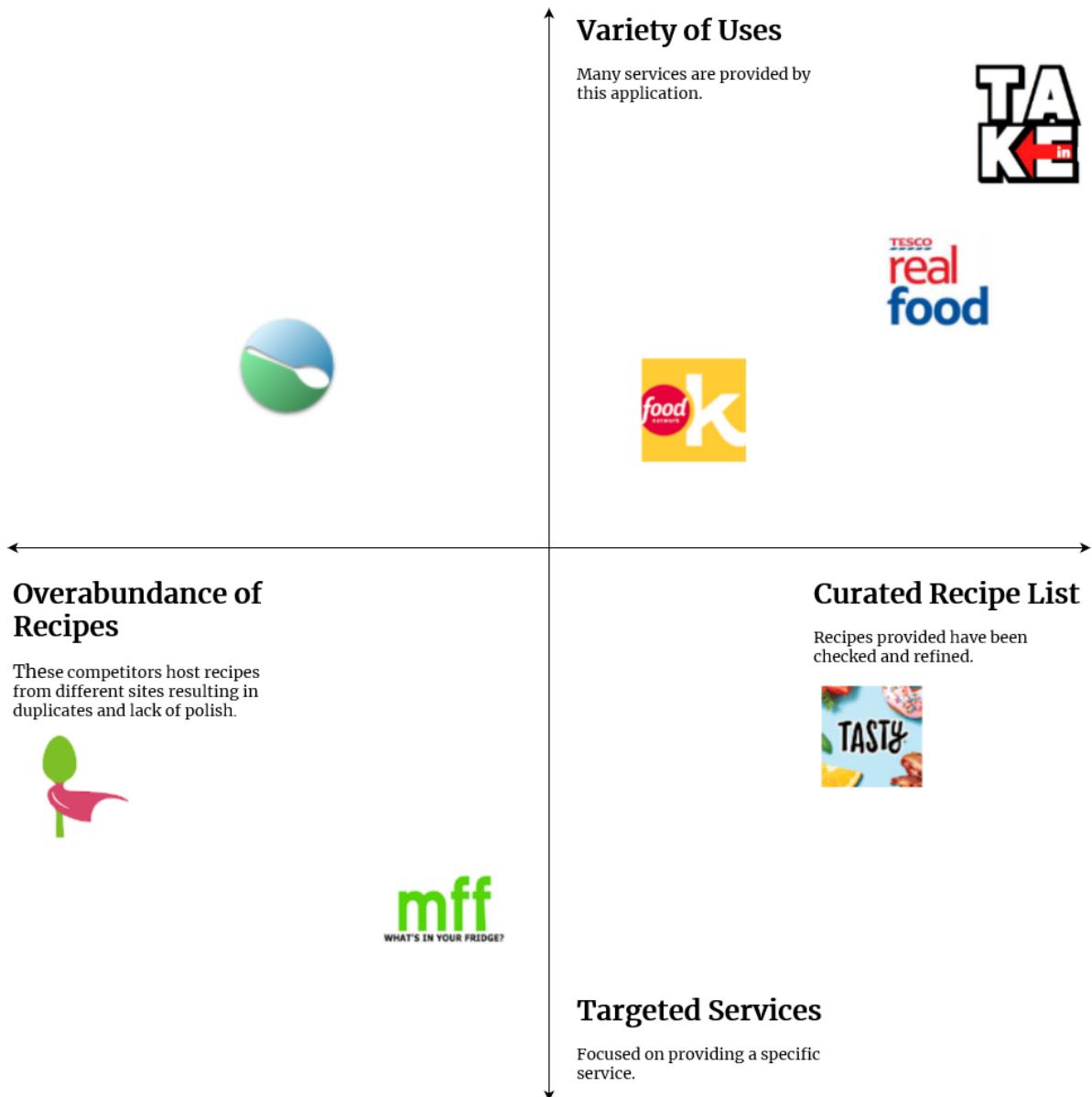
Competition Matrix

							
Filter by Ingredient	✓	✓	✓	✓	✓	✓	✓
Filter by Appliance	✓	✗	✗	✗	✗	✗	✗
Curated Recipe List	✓	✗	✗	✗	✓	✓	✓
Nutrition Facts	✓	✓	✓	✗	✓	✗	✗
Ingredient Alternatives	✓	✗	✗	✗	✓	✗	✗
Tutorials	✓	✗	✗	✗	✗	✓	✓
Gamified Learning	✓	✗	✗	✗	✗	✗	✗

On the surface, **Take-In** might look similar to many other recipe apps on the market; through this in depth look however, it becomes apparent that our app combines the most useful features of its competitors, while not losing focus of its original concept.

Take-In doesn't only have the ability to filter by **categorised, available ingredients**, but also by **appliances**. You can find recipes that can be executed with only a microwave or camping gas!

Positioning Matrix



Additionally, the added opportunity of **gamified learning** is one not previously introduced to this market. In the time period of 2020-2025, The gamification industry is expected to have a compound **annual growth rate of 30.31%**, when as of 2019, gamification was already a 7.17 billion dollar industry.[\[3\]](#)

On a basic level, we are wired to learn from play. As adults, games still have the power to **transform tedious tasks into engaging, pleasurable activities**. Furthermore, scientific studies show that students who learn with gamified content experience **increased long-term retention by 12.23%** and **increased overall performance by 7.03%**.[\[4\]](#)

The Primary Market Research Pledge

Primary Market Research Worksheet I: Preparation

I. Secondary Market Research Sources and Key Lessons Learned:

- A. The revenue trend of the relevant Recipe Apps Market is projected to increase steadily.[5][6]
- B. The compound annual growth rate of the global gamification market is projected at 25.10% over the forecast period (2021 - 2026).[7]
- C. App marketing trends on the mobile landscape show that users prefer a subscription model instead of a paid download app.[8]

II. Profile(s) of the people we want to engage with:

- A. 1st Targeted Profile Name: Novice cooks
Description: People with limited or no skills looking to learn the ropes
- B. 2nd Targeted Profile Name: Experienced cooks
Description: People that may want to expand their culinary skills or turn to a healthier lifestyle
- C. 3rd Targeted Profile Name: Students & Teenagers
Description: Young people that need fast, easy and efficient meals
- D. 4th Targeted Profile Name: Cooks with limited equipment
Description: People that have access to only the most basic appliances and cookware, like campers or bachelors.
- E. 5th Targeted Profile Name: Frugal cooks
Description: People on a tight budget that need original economical recipes

III. Your General Recruitment Script:

Take-In is a cooking guide app ready to provide you with the most relevant recipe in accordance with your ingredients and appliances. Whether you are a student, a camper, an amateur cook or just looking to improve your lifestyle and save some money along the way, **Take-In's curated list of thousands of recipes** is bound to have just the meal for you. Save money, turn to a healthier lifestyle and work on your culinary skills through tutorials and tasks, no more fluff and inconsistent explanations, **Take-In** is here to make cooking approachable and fun for everyone, everywhere!

IV. Initial Candidate List to Contact

Name	Profile Type	Reasoning behind engagement
Tommy Ross	Student, Novice Cook, Frugal Cook	Likely to struggle with getting into cooking, needs to maintain a budget.
Dana Scully	Cook with Limited Equipment & Time	A busy bachelorette could be in need of easy, quick and healthy recipes.
Carmela Soprano	Experienced Cook	Might want to expand to new cuisines or utilise her appliances more.

Primary Market Research Worksheet II: Execution

Interviewee 1: Tommy Ross

I. Which profile are we engaging with: Student/Novice Cook

How well does this person fit the profile: The individual is a university student living away from their hometown. Their newfound independence and tight budget means they have to cook their own meals for the first time.

Type of engagement: Interview

II. Our General Script/Framework for Engagement

- A. Estimate the individual's **cooking skills**, e.g., "Would you say you are good at cooking?".
- B. Estimate how **equipped** the individual's kitchen is, e.g., "How equipped would you say your kitchen is? Does it have more than the basic appliances?".
- C. Estimate the individual's need and/or desire to **save money** on food, e.g., "Do you find ingredients have gone bad often? Do you feel like you should decrease your spending on take-out?".
- D. Estimate the individual's desire to **improve their cooking skills**, e.g., "Are you looking to expand your cooking skills? Are you looking into trying to cook more foreign cuisine?".
- E. Estimate the individual's need and/or desire to **improve their health**, e.g., "Are you looking into cutting down on take-out? Would you like to make your own cooking healthier?".

- III. **What did we learn?** We have confirmed a variety of assumptions regarding the relevant profile while also coming to new conclusions concerning the interviewees' opinions on existing cooking guides and cookbooks. When asked for an estimation of one's cooking skills the answer is subjective as we lack a solid frame of reference. Furthermore, finding cooking intimidating can lead to a higher consumption of take-out meals and thus higher spending on usually lower quality food. Lastly a decrease of take-out consumption is unlikely unless the individual takes an interest in cooking.
- IV. **What surprised us?** How often ingredients are thrown away. All of the interviewed individuals admitted to throwing a dairy or meat product away almost weekly.
- V. **Which hypothesis did we seem to confirm? How and why?** The people interviewed were very interested in a recipe list that filters dishes by ingredients and appliances they have on hand.
- VI. **Which hypothesis did we seem to invalidate? How and why?** In terms of saving money, we expected the main expense when it comes to food consumption to be take-out. On the contrary, interviews we conducted showed that a lot of people throw away unused ingredients that are past their expiration date on a weekly basis.

- VII.** **Which hypotheses were we unable to reach conclusions on? Why?** We do not know if equipment goes underutilised since the interviewed individual only had the most basic of appliances.
- VIII.** **What new questions were raised in this engagement?** One new question that arose from the engagement was in regards to existing cooking guides. It's important for us to know how satisfied each individual is with their existing recipe books and the guides they find online.

IX. Additional Future Candidates List Obtained from Current Candidate

Name	Profile Type	Why does the current candidate think we should engage with this person
Rita Desjardin	Experienced Cook, Healthy Lifestyle	“Ms. Desjardin lives a very clean lifestyle and would love some fresh, original, healthy recipes”
Carrie White	Cook with specific dietary restrictions	“Carrie cooks for herself and her mom, she could be looking for new fasting meals to try out.”

- X. What changes should we make for the next primary market research engagement?** We are implementing changes based on the conclusions we've reached above. These include adding new questions and adjusting existing ones to better fit the needs of the interview.

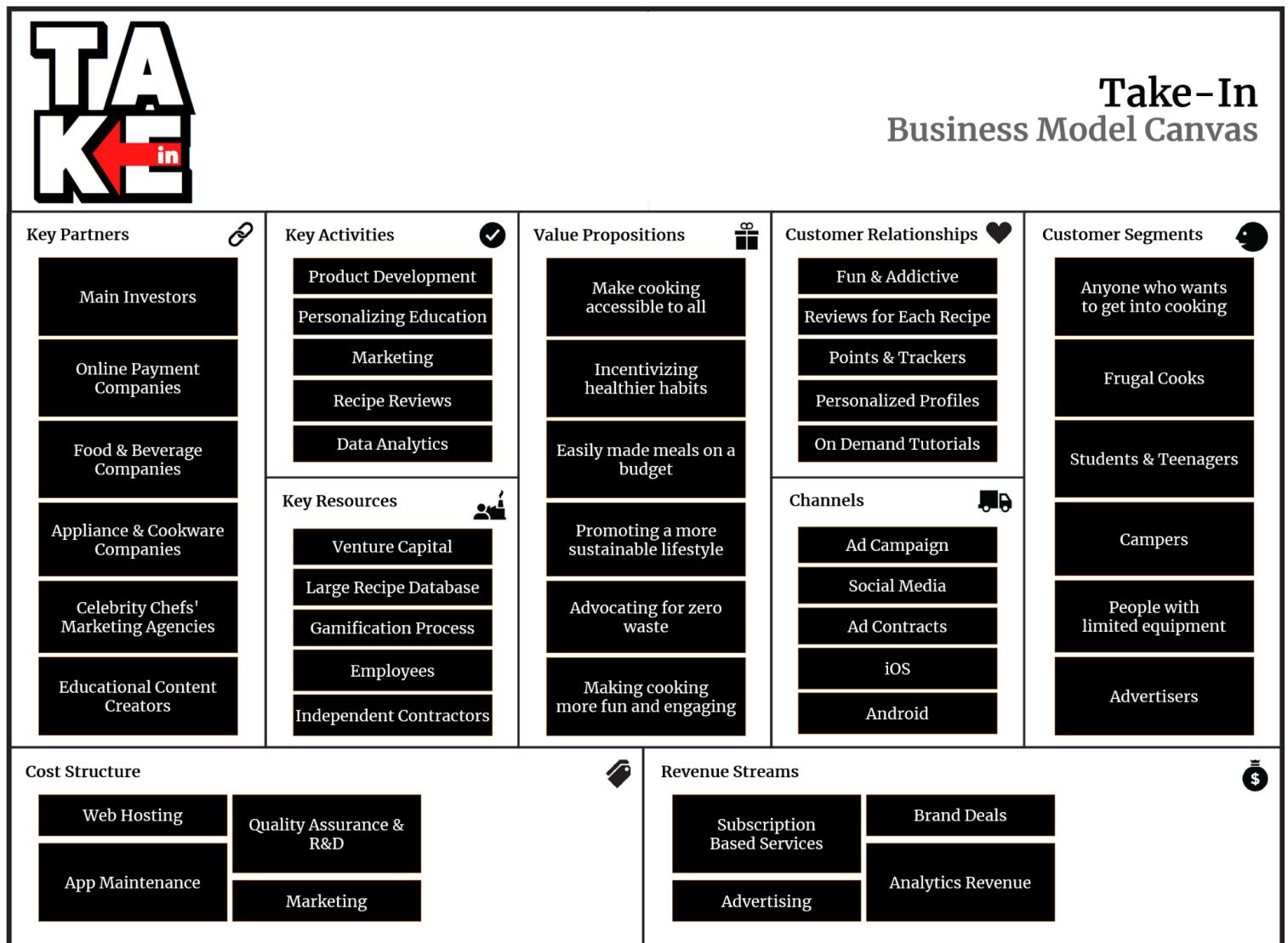
Updated Script:

- A. Estimate the individual's **cooking skills**, e.g., “How confident do you feel about your cooking ability?”.
- B. Estimate how **equipped** the individual's kitchen is, e.g., “How equipped would you say your kitchen is? Does it have more than the basic appliances?”.
- C. Estimate the individual's need and/or desire to **save money** on food, e.g., “Do you find ingredients have gone bad often? Do you feel like you should decrease your spending on take-out?”.
- D. Estimate the individual's desire to **improve** their **cooking skills**, e.g., “Are you looking to expand your cooking skills? Are you looking into trying to cook more foreign cuisine?”.
- E. Estimate the individual's need and/or desire to **improve** their **health**, e.g., “Are you looking into cutting down on take-out? Would you like to make your own cooking healthier?”.
- F. Estimate the individual's **satisfaction** with existing **cooking guides**, e.g., “Do you often find cooking guides to be frustrating and hard to follow?”.

Part III: Business Model Canvas & Kit

Take-In

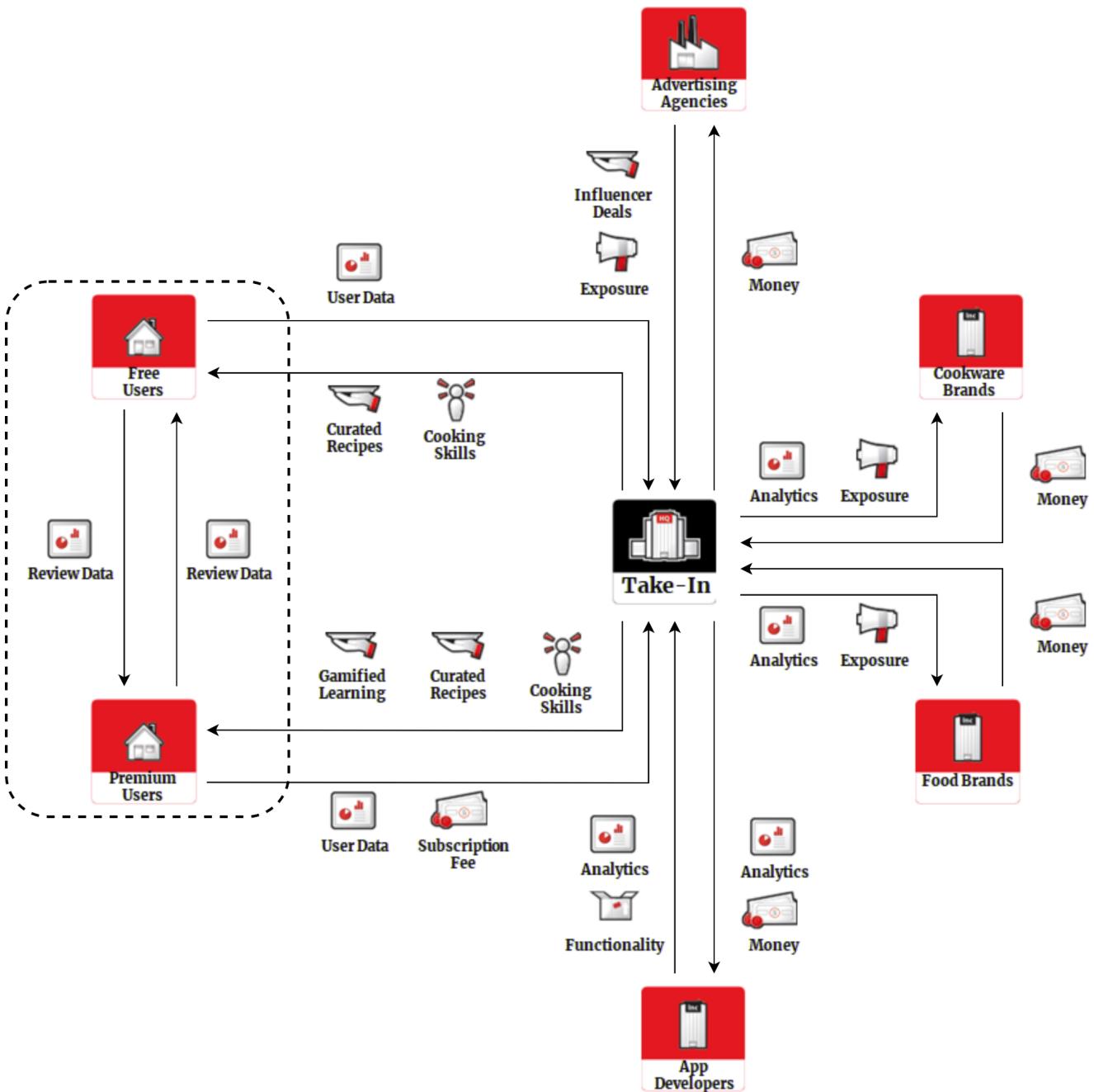
Business Model Canvas



Using the **Business Model Canvas** has allowed us to create a **structured** and **straightforward overview** of our business strategy.

It also offers great insight into our overall **value proposition** and better describes the **rationale behind our concept**.

Business Model Kit



Additionally, using the **Business Model Kit** we have visualised our business model in order to further support our solution.

Through this current refined iteration of the kit, we have settled on any previously existing uncertainties, and can communicate the outcome to others in an easily comprehensible way.

Of note is the **sustainability** of the model since all of the stakeholders in the ecosystem are delivering and capturing items of value.

Part IV: Customer/User Validation

Take-In

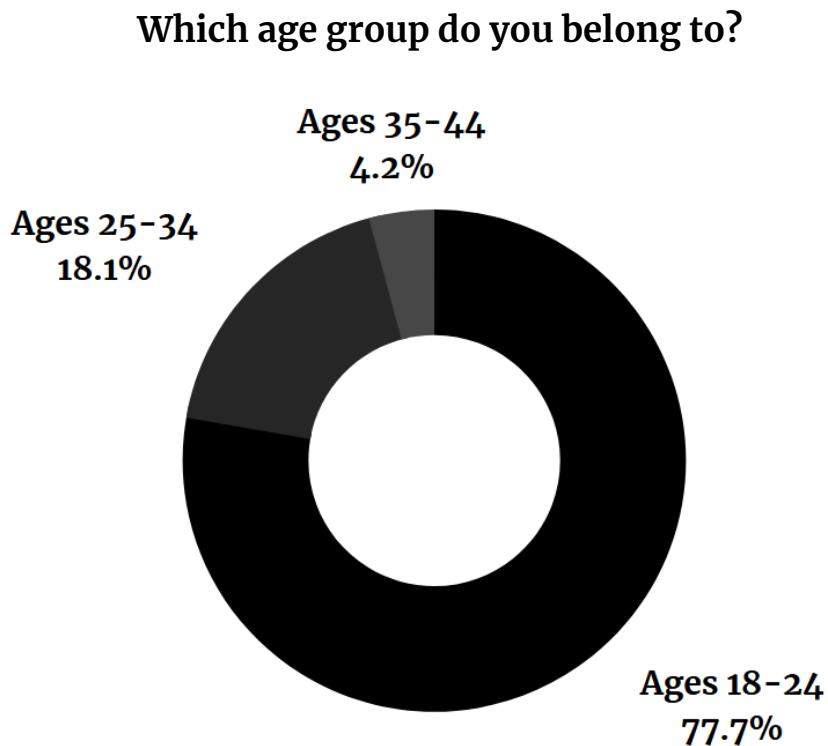
In order to obtain further info on the needs of users in a practical environment we conducted a survey (closed as of May 30th 2022). The survey consisted of 16 questions and could be completed within a few minutes. In total we had 72 participants, the responses of which can be viewed in detail [here](#).

We ensured our questions were not predispositioned to a specific answer, thus avoiding any confirmation bias that could have potentially occurred.

Our survey tries to understand the relationship people have not only with cooking, but also with existing cooking guides and recipes on the market as well as with the equipment they personally have in their kitchen.

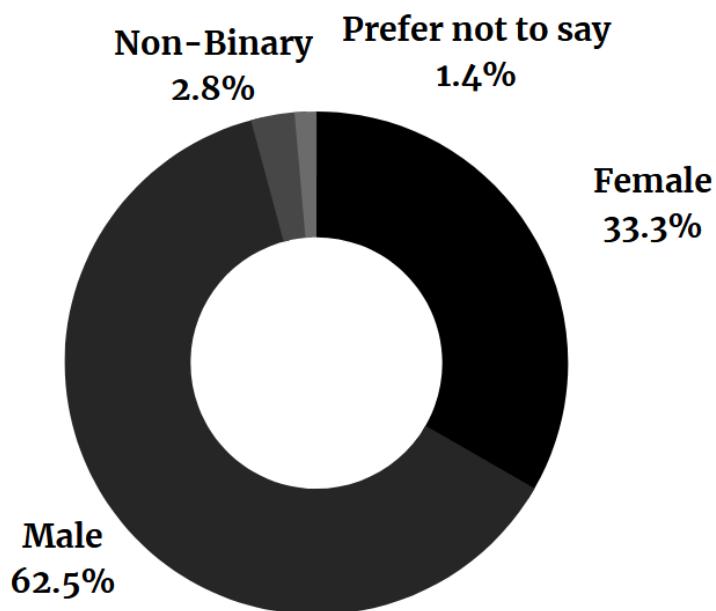
Additionally, the final 2 questions delve in the success of other gamified learning apps and seek to find out whether such apps have been useful to our audience.

Collected answers of each question of our survey have been translated to graphs for our easier comprehension of the results. Those are the following:

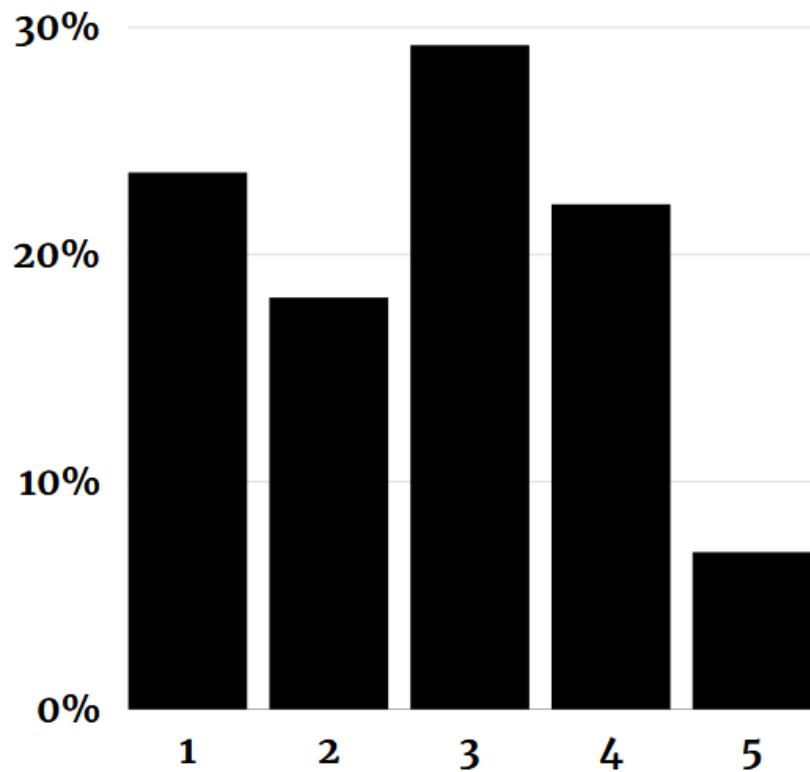


The survey was mostly shared between university student groups as is evident by the most major age groups.

What is your gender?

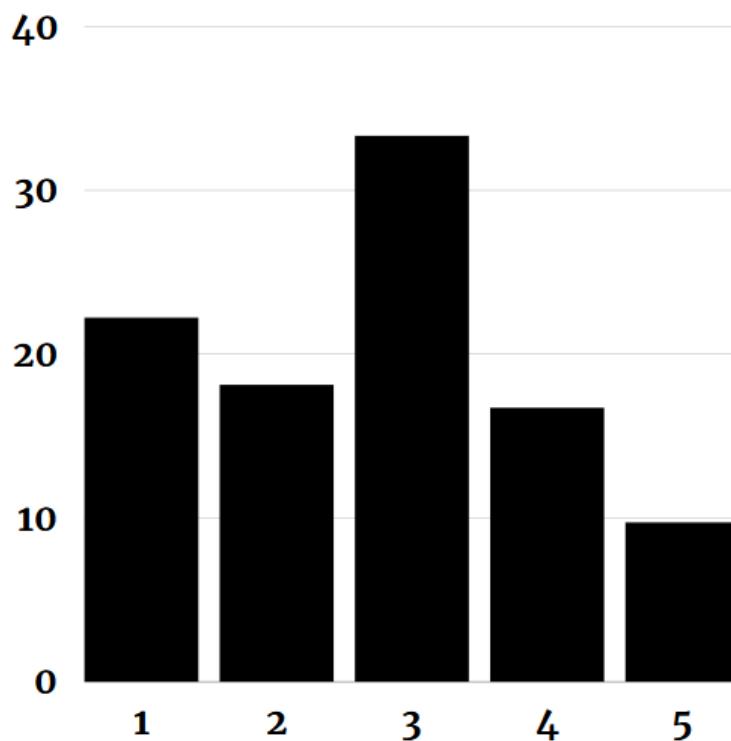


How often do you cook? (Frequency 1-5)



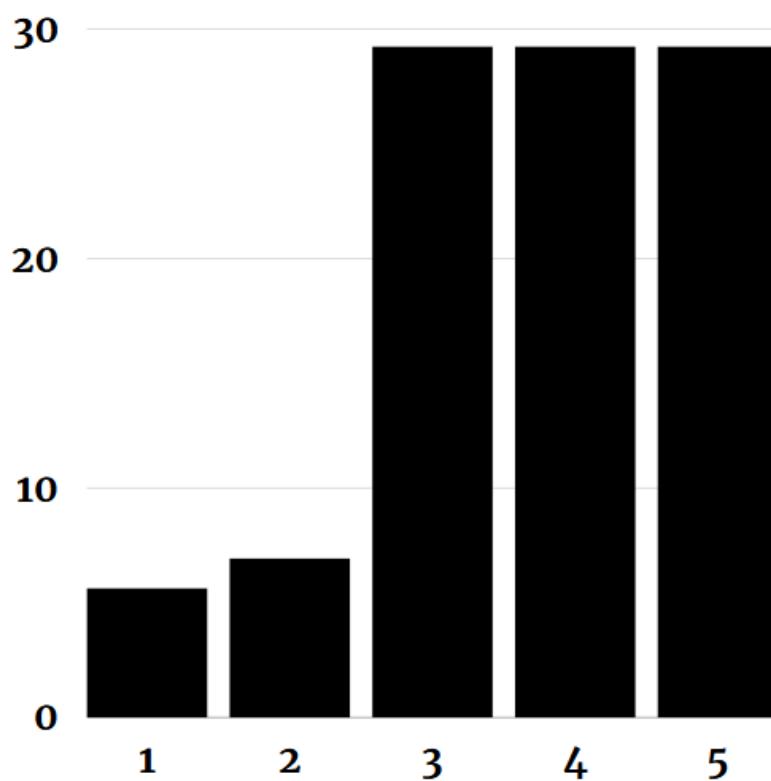
Though most people answered that they cook sometimes, the second most popular answer was that of “Hardly Ever”. The least popular answer was the highest frequency, “Almost always”. It’s evident that our audience cooks much less often than not.

Do you find cooking to be intimidating? (Complexity 1-5)



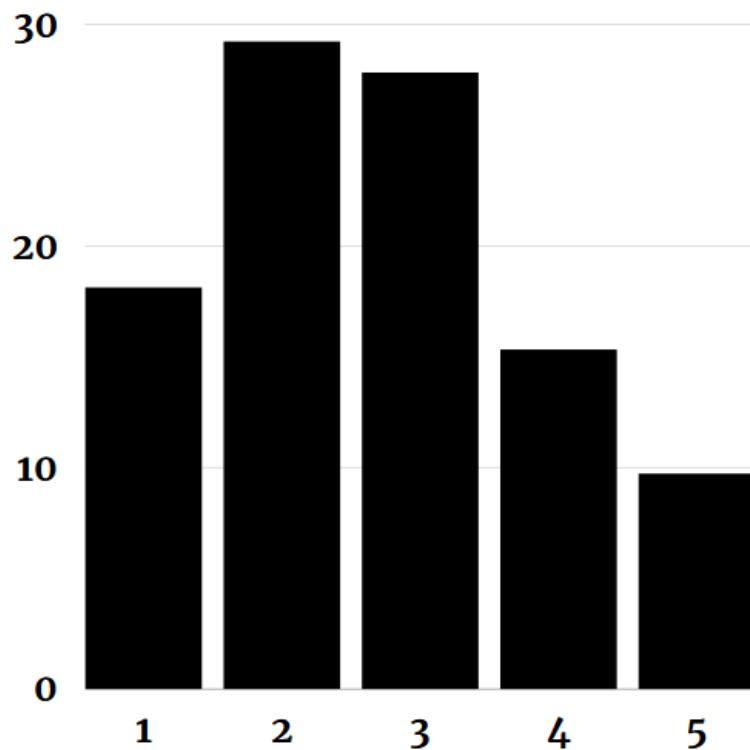
Most don't consider cooking to be that much of a daunting task, and yet, a very notable percentage (total of 26.4%) answered that they find cooking to be above average complexity (4-5/5).

Do you find cooking to be a fun experience? (Enjoyability 1-5)



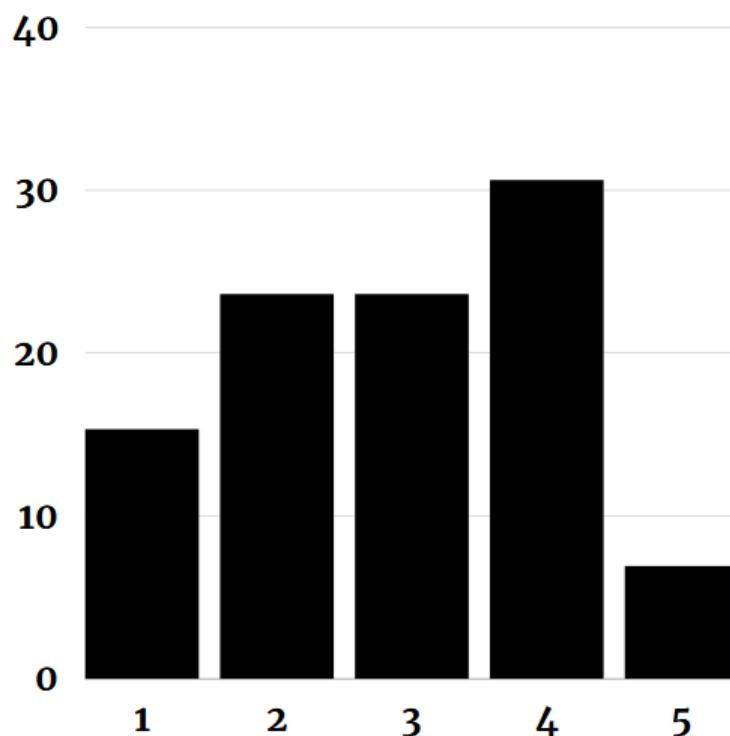
Thankfully an overwhelming majority find cooking to be a fun experience already.

Is your cooking varied? (Variety 1-5)



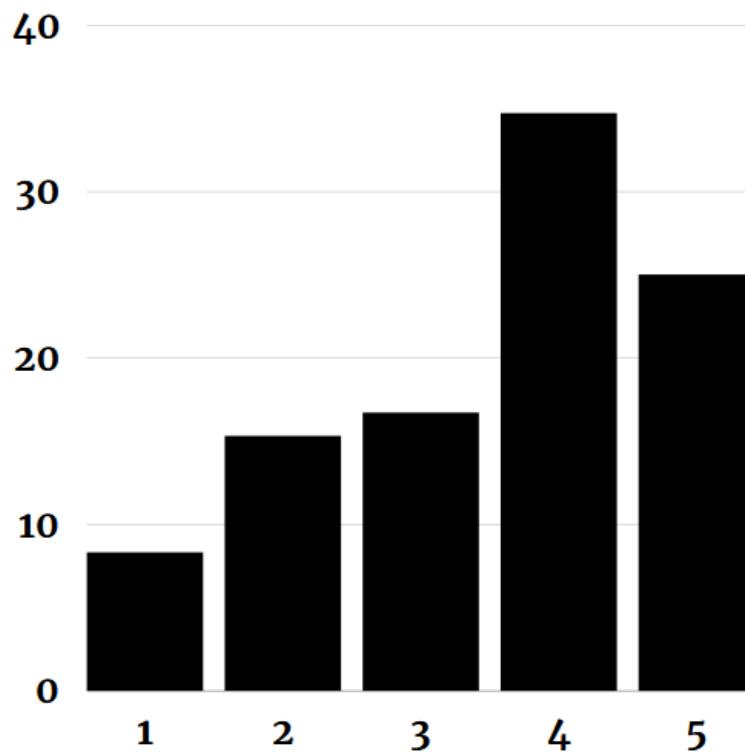
Surveyed cooks mostly admitted to lack variety. This is very common, since most cooks will usually cycle through the same familiar recipes instead of expanding.

Do you find it hard to try out new recipes and ingredients? (Difficulty 1-5)



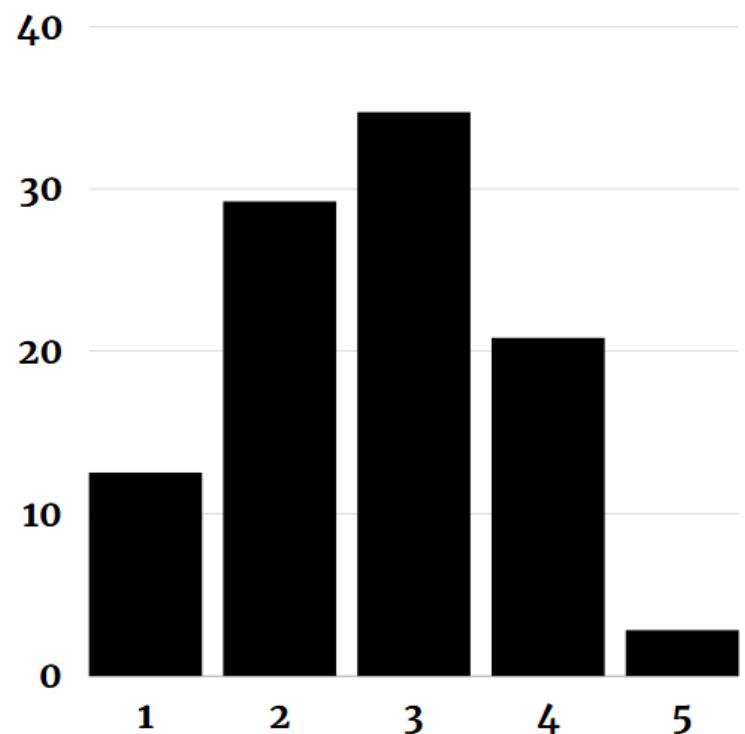
A very significant percentage of 37.5% admitted to finding expanding to new recipes hard.

How often do you follow cooking guides and recipes? (Frequency 1-5)



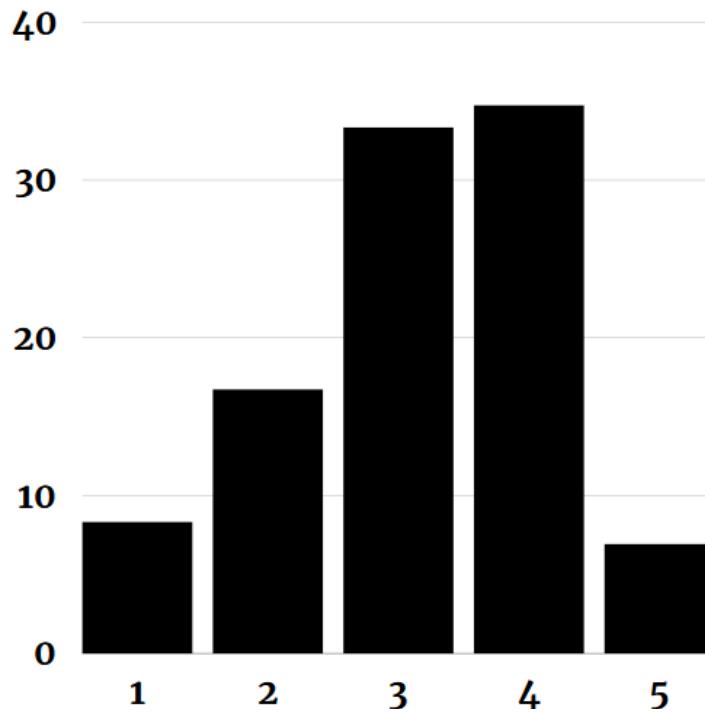
An overwhelming majority follows some type of guide or recipe when they cook.

How often do you find cooking guides and recipes to be ambiguous or confusing? (Frequency 1-5)



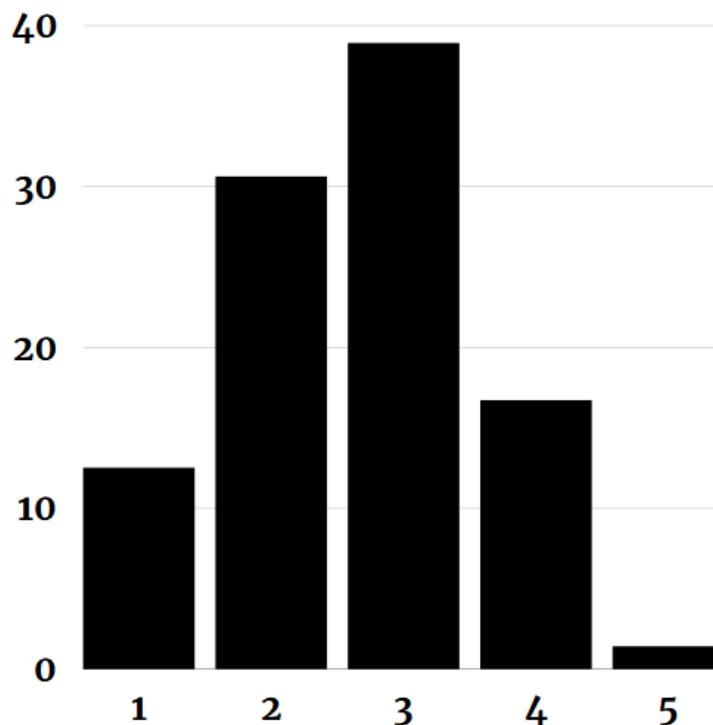
According to the surveyees' experience, finding ambiguous or confusing recipes is quite a common occurrence.

How often do you see cooking guides use obscure ingredients and appliances? (Frequency 1-5)



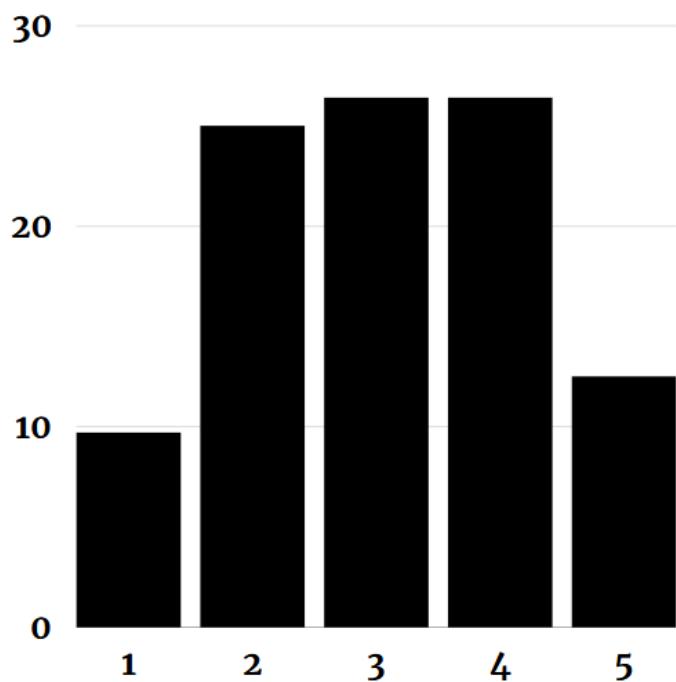
Even more frequent is the usage of obscure ingredients or cookware in recipes. This can lead a novice cook away from trying to prepare a dish for themselves.

How often do you find that ingredients have gone bad? (Frequency 1-5)



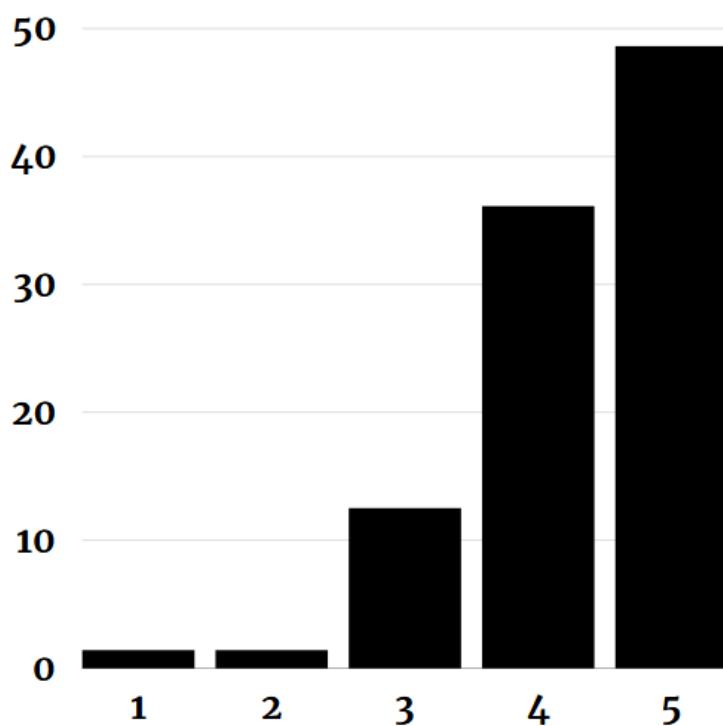
Food waste is way more common than originally thought. The option to filter recipes by ingredient will incentivise users to use their products on time.

**How often do you feel that some of your appliances go underutilised?
(Frequency 1-5)**



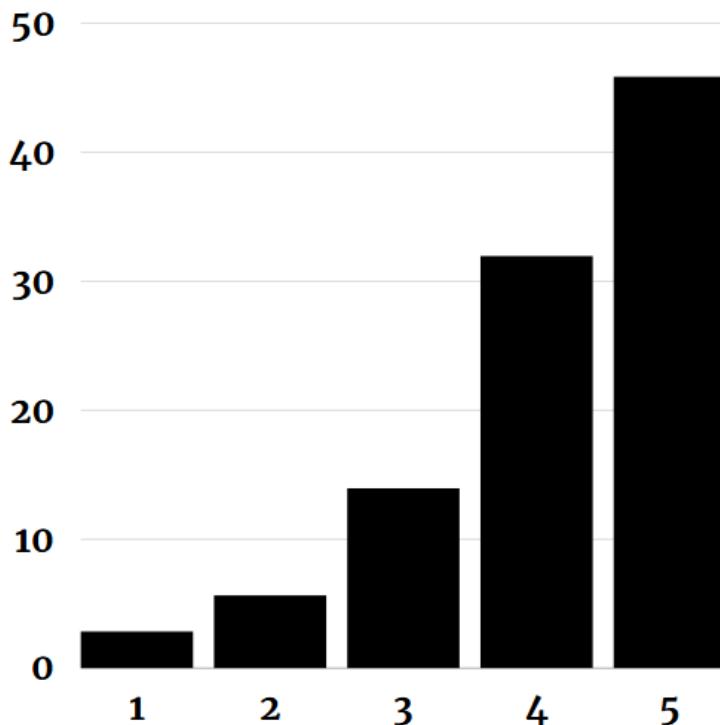
More than half of those surveyed have kitchen appliances that don't get much use. Allowing people to select recipes for a specific appliance will incentivise users to make better use of their investments and add variety to their everyday cooking.

Would you be interested in an app that suggests recipes based on your ingredients? (Interest 1-5)



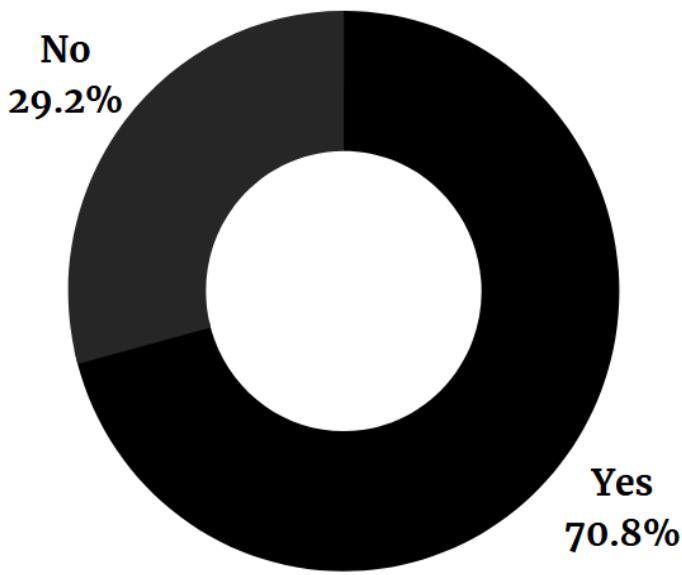
The response to an app that filters recipes by ingredients was overwhelmingly positive, testament to the usefulness of Take-In's distinguishing feature.

Would you be interested in an app that suggests recipes based on your appliances and cookware? (e.g. microwave, stove) (Interest 1-5)



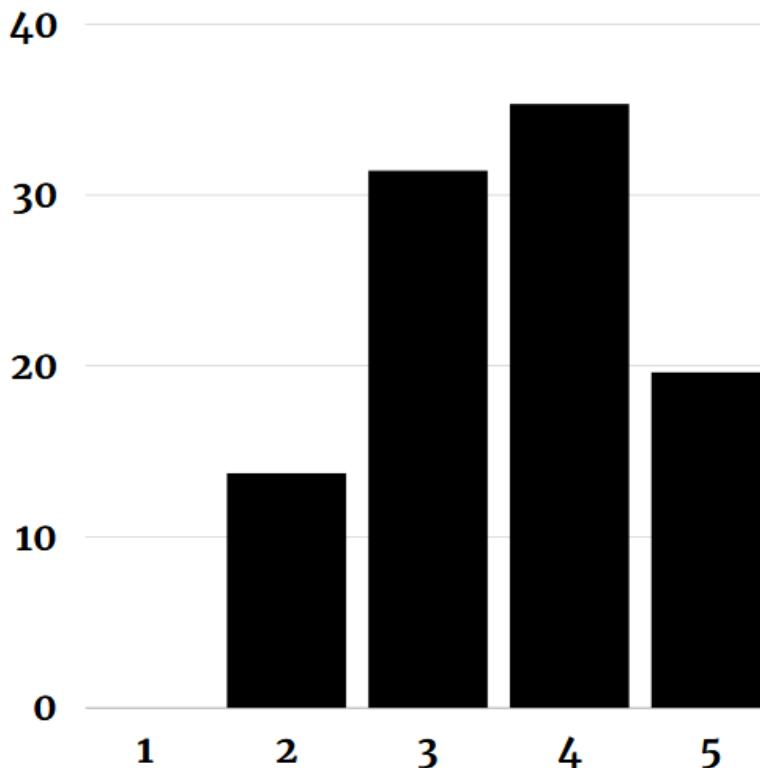
The response to an app that filters recipes by appliances was still extremely positive, this further proves the utility of being able to find a recipe that's feasible with your equipment, or when you want to utilise an underused appliance.

Have you ever used a gamified learning app? (e.g. Duolingo, Khan Academy, Habitica)



An impressively high number of people replied yes. This goes to show that the format of gamified learning is one that our target group is familiar with.

From those who previously answered yes:
Have such apps improved your learning experience? (Improvement 1-5)



The response in regards to the technique's effectiveness was overwhelmingly positive, going to show that our target group is not only familiar with the format but also quite fond of it.

Conclusions

Through this survey we have made some interesting observations, **validated** our assumptions in regard to our **target group's behaviour** and **preferences** as well as, to some extent, **verified** the demand for such an application.

Despite the fact that a significant portion of the participants do not cook, most people **don't find the act of cooking to be intimidating** and actually **view cooking as a fun activity** rather than a chore.

Through **gamified learning** we hope to **cultivate that inherent love for cooking** that many people seem to have, all while helping people eat **healthier** and **save money** on expensive take-out in the process.

We also noticed that most people's **culinary repertoire is rather limited** and many of their sometimes expensive or niche **appliances go unused** for extended periods of time. Furthermore, ingredients **often go bad** and many users get frustrated with **unreliable and conflicting guides**.

This can very **effectively be remedied with filters and well written recipes** to make sure you can always come up with a recipe for your fresh veggies and other perishable goods.

Part V: Prototype, Mockups & Demo

Take-In



Through a lot of trial and error we have implemented the **prototype** of Take-In's design. We strived for our application to be **easily comprehensible** to all, tech literate or not. The design and iconology should be **clean and intuitive**, with no extra fuss and pointless elements - just like Take-In's recipes.

In this prototype, you get to explore the app through the account of a **premium user**, the subscription of which has unlocked Take-In's video tutorials. You can **explore the demo of this prototype for yourself [here](#)**.

Real life challenges

- Needs large amounts of venture capital due to big expenses such as video streaming, server hosting and customer support.
- A well maintained and ever growing list of well curated recipes requires a lot of time and money to compile.
- A well developed recommendation algorithm will be expensive not only to implement but also train, such a venture will require a lot of R&D.

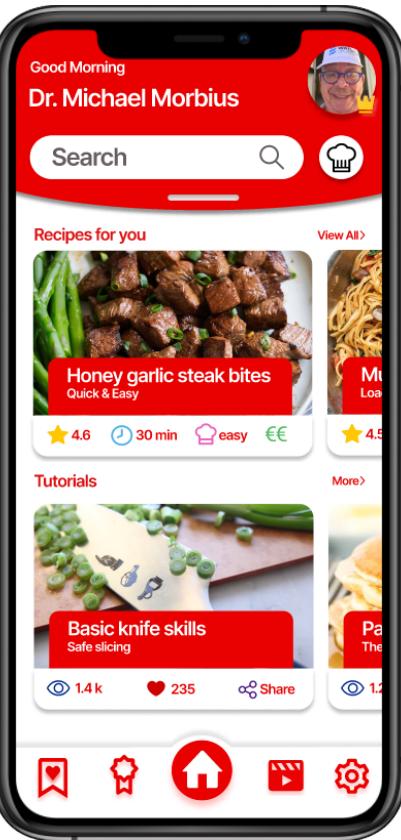
These challenges and the risks involved are to be expected and are part of every startup. Unlike many startups, multiple direct monetization plans are in place from the get go. This works in tandem with the data collection aspect to diversify our revenue stream, ensuring a high level of financial stability and independence from the start, given that a sizable user base is established.

Prototype Screenshots

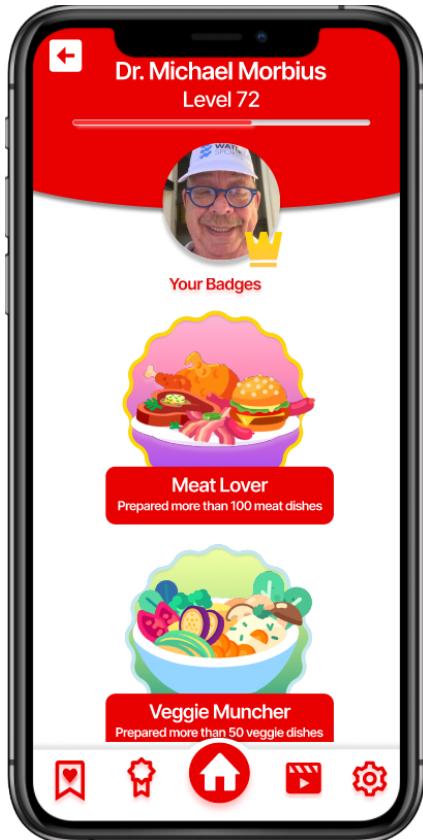
Splash Screen



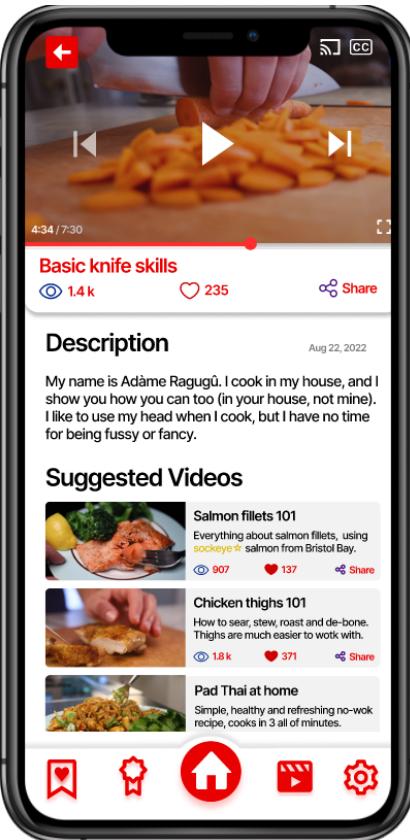
Main Screen



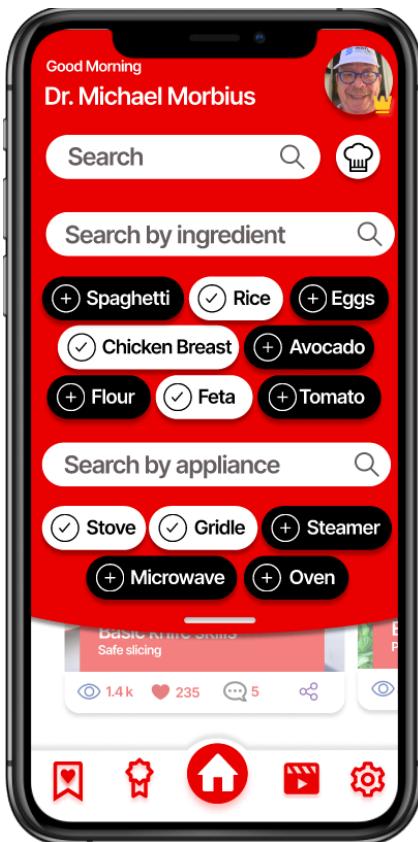
Badges Screen



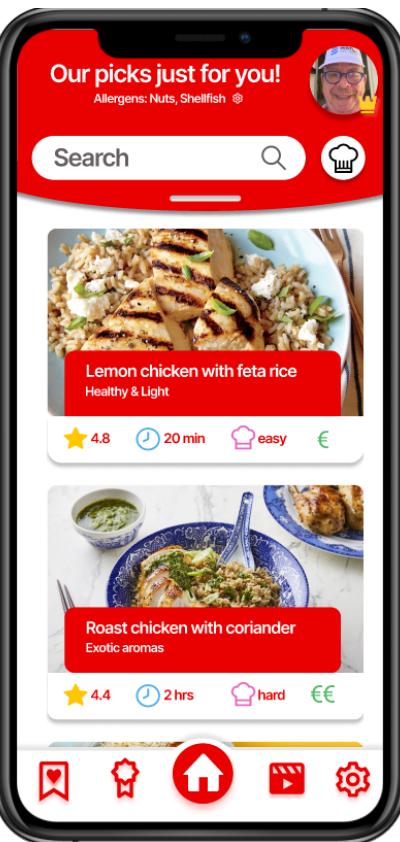
Video Screen



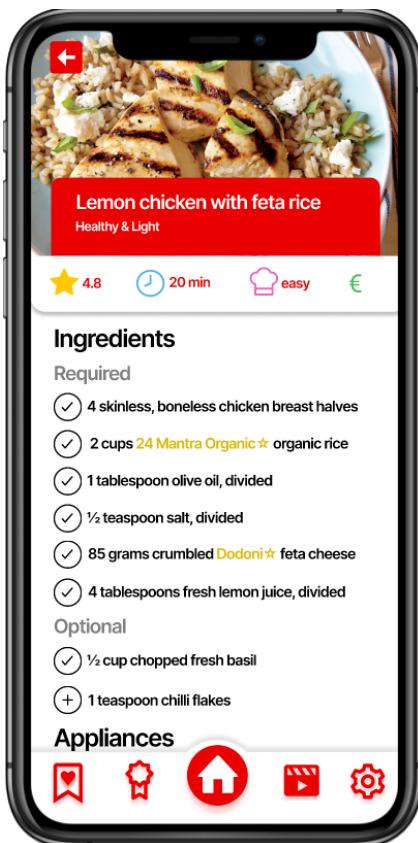
Search Screen



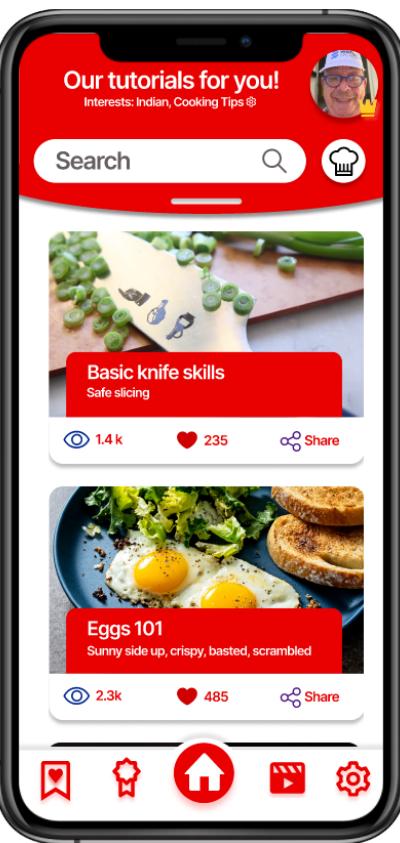
Results Screen



Recipe Screen



Tutorials Screen



(Explore the demo for yourself [here](#), and view Take-In's pitch presentation [here](#).)

TAKE
in

YOUR NEW RECIPE GUIDE

Ana Lleshi P3180095

Alexandros Chasanis P3130224

Panagiotis Adonis Vlachakis P3180289

Despoina Georgiadi P3180026

Vasileios Toskas P3180219

ΤΟ ΠΡΟΒΛΗΜΑ / Η ΕΥΚΑΙΡΙΑ .

Το take-out/delivery μπορεί να είναι εύκολο, αλλά δεν θα πρέπε να είναι τόσο συχνό στην καθημερινότητα μας.

Η μαγειρική στο σπίτι μπορεί να φαίνεται δύσκολη σε έναν αρχάριο η χρονοβόρα σε οποιονδήποτε.

Αμέτρητοι οδηγοί μαγειρικής είναι περίπλοκοι ή χρησιμοποιούν συσκευές και υλικά που είναι δύσκολο να αποκτηθούν, χωρίς να παρέχουν εναλλακτικές επιλογές.

Πολύ συχνά αφήνουμε τρόφιμα και υλικά να χαλάσουν.

Οι περισσότεροι μαγειρεύουν τις ίδιες συνταγές που ήδη γνωρίζουν χωρίς να επεκτίνουν τις γνώσεις τους σε νέα πιάτα.

Προφανώς και το μαγείρεμα είναι:



>>>>>>>>>>

**81.2% των απαντήσεων της δικής μας
έρευνας είπαν πως θα τους ενδιέφερε
μια εφαρμογή σαν το Take-In**

Take-In Survey, Google Forms 2022

**"31% των ηλικιών 25-34 λένε
πως η επιλογή της συνταγής ήταν το
χειρότερο κομμάτι"**

*Cooking trends among millennials: Welcome
to the digital kitchen - Google Trends*

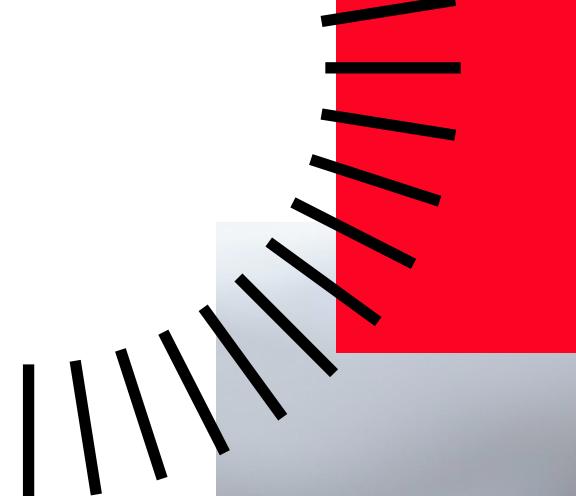
**"οι ηλικίες 16-24 ξοδεύουν παραπάνω
σε fast food από οποιαδήποτε άλλη
γενιά γιατί δεν ξέρουν να μαγειρεύουν"**

BBC Good Food Magazine Poll

**"59% των ηλικιών 25-34
μαγειρεύουν μαζί με είτε το
smartphone ή το tablet τους"**

*Cooking trends among millennials: Welcome
to the digital kitchen - Google Trends*

>>



ΥΠΗΡΕΣΙΕΣ / ΚΑΙΝΟΤΟΜΙΑ .



- Φιλτράρισμα συνταγών ανάλογα με τα υλικά και τις συσκευές που εσύ έχεις.
 - Προτάσεις που ταιριάζουν με τις προτιμήσεις, το επίπεδό ικανοτήτων σου και τις διατροφικές ανάγκες σου.
 - Gamified μάθηση, πόντοι, levels και badges σε παροτρύνουν να ασχοληθείς.
 - Ευνόητα και άμεσα βίντεο για 101 tutorials, tips, ξένες κουζίνες.
 - Ιδανικό για αρχάριους, αλλά και με πολλές επιλογές για έμπειρους μάγειρες που θέλουν να επεκτείνουν τις μαγειρικές τους ικανότητες!
- 
- 



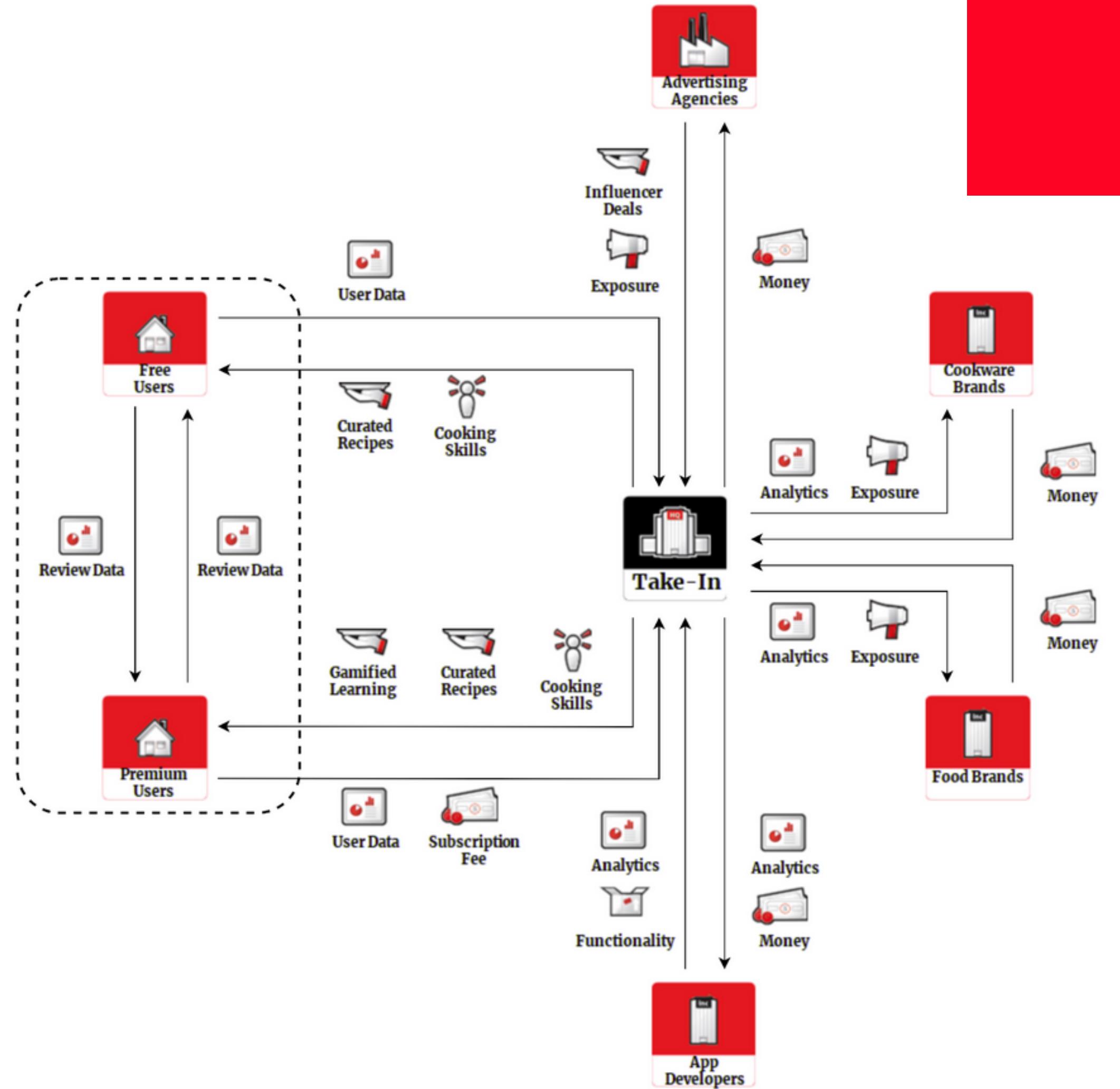
BUSSINESS MODEL KIT .

Premium Χρήστες

- Συνδρομή
- Δεδομένα

Free Χρήστες

- Δεδομένα



COMPETITION MATRIX.

Gamified Learning

- Μεγάλο customer retention
- Πιο αποδοτική τεχνική εκμάθησης
- Target group ήδη εξοικειωμένο

Free Χρήστες

- Καινοτόμα ιδέα
- Budget friendly
- Target group ήδη εξοικειωμένο



Filter by
Ingredient

✓	✓	✓	✓	✓	✓	✓	✓
---	---	---	---	---	---	---	---

Filter by
Appliance

✓	✗	✗	✗	✗	✗	✗	✗
---	---	---	---	---	---	---	---

Curated
Recipe List

✓	✗	✗	✗	✓	✓	✓	✓
---	---	---	---	---	---	---	---

Nutrition
Facts

✓	✓	✓	✗	✓	✗	✗	✗
---	---	---	---	---	---	---	---

Ingredient
Alternatives

✓	✗	✗	✗	✓	✗	✗	✗
---	---	---	---	---	---	---	---

Tutorials

✓	✗	✗	✗	✗	✓	✓	✓
---	---	---	---	---	---	---	---

Gamified
Learning

✓	✗	✗	✗	✗	✗	✗	✗
---	---	---	---	---	---	---	---



ΟΙΚΟΝΟΜΙΚΗ ΑΝΑΛΥΣΗ .

- Αρχικό Venture Capital
- Ανάλυση δεδομένων
- Διαφοροποιημένες ροές εσόδων
- Premium συνδρομές
- Cookware brand deals
- Food brand deals
- Πιθανή πώληση ή εισαγωγή στις αγορές του Χρηματιστηρίου

Break - Even point

Έχουμε πολλές και διαφοροποιημένες πηγές εσόδων, κάτι που διασφαλίζει υψηλό επίπεδο χρηματοοικονομικής σταθερότητας και ανεξαρτησίας, δεδομένου ότι θα έχουμε αρκετά μεγάλο μεγάλο userbase. Για αυτό τον λόγο θεωρούμε πως το break even point δεν θα πάρει περισσότερο από 2 με 3 χρόνια.



Αισιόδοξο

Πολλά brand deals μετά το launch
Πολύ χαμηλό customer turnover
Υψηλό ROI για τους επενδυτές
Profitability το πολύ μεσα σε λίγα χρόνια

Ρεαλιστικό

Μερικά brand deals μετά το launch
Χαμηλό customer turnover
Ικανοποιητικό ROI για τους επενδυτές
Profitability μέσα σε λίγα χρόνια

Απαισιόδοξο

Λιγοστά brand deals μετά το launch
Σημαντικό customer turnover
Χαμηλό ROI για τους επενδυτές
Αβέβαιο Profitability ίσως χρειαστούν πολλά χρόνια, παραπάνω Venture Capital, πιο επιθετικό marketing ή συνεργασίες με celebrity chefs



Η ΟΜΑΔΑ.

Αλέξανδρος

- Έρευνα
- Τεχνική Αξιολόγηση

Βασίλης

- Business Trends
- Marketing

Άννα

- Σχεδιασμός
- Έρευνα

Δέσποινα

- Σχεδιασμός UI
- Έρευνα
- Concept

Παναγιώτης

- Business Trends
- Σχεδιασμός UI
- Concept



ΠΛΑΝΟ ΥΛΟΠΟΙΗΣΗΣ .

Επόμενα Βήματα

- Εύρεση Venture Capital
- Εύρεση ομάδας development
- Δημιουργία συνταγών και βίντεο
- Επικοινωνία με advertising agencies
- Καθιέρωση συμφωνιών με brands



Παράγοντες - Ορόσημα

- Development από μια έμπειρη ομάδα με φρέσκιες ιδέες που θα καταφέρει να μεταφράσει τις λειτουργίες και το theme μας σε μια τεχνολογικά σύγχρονη εφαρμογή
- Στοχευμένο marketing “in-touch” με το target group
- Προσεγμένη λίστα συνταγών που ανανεώνεται συχνά
- Λογικό Subscription fee και περίοδο free trial καθώς και referral

-
-
-
-