

The LunchBox

The Homemade Food Delivery System

Team 8

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Design Problem

Ensure Healthy lives and promote well-being for all at all ages





Understanding the problems

- 01 Not have enough time to cook
- 02 Lack of cooking skills
- 03 Adopting canned food - Easy option
- 04 Lack of menu planning

Meet Rachel...



Rachel is an international student studying psychology at Dalhousie University while working at Dollarama part-time.

Her day starts with attending lectures, doing assignments, and after the university, she has shifts almost every day. With her busy schedule, she cannot cook and eat healthy meals.

Living away from home and managing everything all alone, she always orders food from the restaurant, or she eats canned/frozen food, and she cannot cook due to a hectic lifestyle.



Research and Analysis

In 2020, annual sales of food totaled \$72.1 billion from which 44.4% is from fast food industry.

Significant amount of increase (\$1.6 billion) has been also calculated for upcoming year.

Research suggests that, as much as 62% of the canadian diet consists of highly processed food



Customer Survey

To users:

1. What is your occupation?
2. Can you cook?
3. How much time it takes for you to cook?
4. How many items you can cook?
5. What will you choose if the cost will be same?
6. How frequently you order from outside per week?
7. Do you plan for a week or cook anything you want?
8. On busy schedule do you skip a meal or cook?

For existing tiffin service systems:

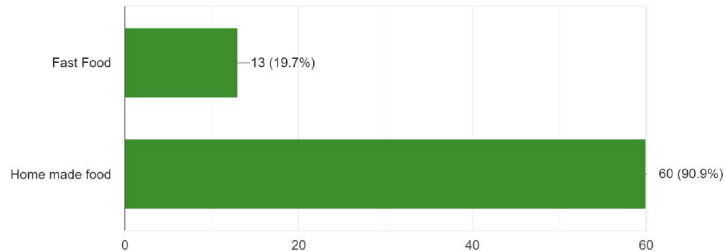
1. Do you hire catering for cooking or provide homemade food?
2. How many dishes should we consider at initial stage?
3. Do people adopt the tiffin service? Why?
4. Do you take charge on the dishes you prepare?
5. Have you pre-decided the menu?
6. Do you use any platform for users? If no, how can you take orders?
7. What difficulties you have faced till now?

Customer Survey Results

72 responses,
Contact with delivery services and catering services

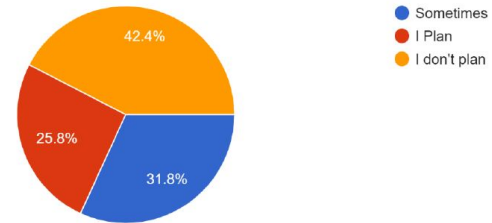
What will you choose if the cost will be same?

66 responses



Do you plan for a week or cook anything you want?

66 responses





Solution

- 01 System that is focused on homemade food delivery – “The Lunch Box”.
- 02 Select the 7 days meal generation from several options considering diet and nutrition.
- 03 Food delivery
- 04 Customizing our own diet according to our needs. Considering the workload, disease, diet plans to provide food accordingly.
- 05 Membership subscriptions – Gold, Silver, Platinum can attract customers by providing offers on weekdays, free delivery, and nutrition advice.



Lean Canvas: Customer Segment

- Students (18 – 35 years)
- Workers (25 – 45 years)
- People in Halifax (17+)



Lean Canvas: Unique Value proposition

- Consistent quality food items
- Customization for the order they are placing.
- Suitable for a variety of ages.
- Meal Planning
- Easy to navigate and use
- Time saving
- One click lunch box



Lean Canvas: Existing Alternatives, Key Metrics

Existing Alternatives:

- Hello Fresh
- Indian Tiffin Service
- Hali Hub

Key Metrics:

- Active Users
- Customer survey response
- Number of Goods Sold
- Profit
- Service Rating and Feedback
- Employee Turnover
- Inventory Turnover ratio



Lean Canvas: Channels

- Social Media Marketing
- Food Bloggers
- Public events
- Hosting and Participating in Student Events
- Email Marketing
- Advertisements
- paper pamphlets



Cost structure

- Website hosting (\$20-30/month) and Website Development (\$30,000)
- Safety Licensing Cost (\$200/month)
- Nova Scotia incorporation costs \$454.75 (Business Registration)
- Maintenance of website (\$450/month)
- Data storage
 - \$4.44 (\$1.25 per million writes x 3.55 million writes)
 - \$0.89 (\$0.25 per million reads x 3.55 million reads)
- Sales and architects:
 - 1 solution architect -80,000 CAD/annum
 - 1 sales executive -50,000 CAD/annum
- Developers:
 - 1 Manager-70,000 CAD/annum
 - 2 Developers-50,000 CAD/annum for each
- Supervisor:
 - 1 supervisor -30,000 CAD/annum
 - 3 packers – 15,000 CAD/annum for each

Total: \$408,334



Revenue Structure

B2B Model

- Advertising
- Membership Revenue
 - (Bronze: \$20 , Silver: \$30 ,Gold :\$40) / month
- Collaborate with Universities/colleges
 - (Bronze: \$10 , Silver: \$20 ,Gold :\$30) / month
- Commissions earned on each order from catering and food delivery systems.
 - Revenue generated on orders (5% from order total)
 - Delivery charges. (2% from order total)
- Food trucks at event and promotions.
 - Revenue can be variable based on event (\$10,000/annum)

1. $\$0.67 \text{ per each click} * 1500 \text{ clicks/ month} = \$12,060$
2. $300 \text{ Membership} = \text{Bronze}(20*100) + \text{Silver}(30*100) + \text{Gold}(40*100) = \$9000/\text{month}$
3. $15000 \text{ Customers} = 300,000 \text{ \$/annum}$
4. $\text{Total Revenue: } \$12,060 + \$108,000 \text{ (memberships)} + \$300,000 = \$420,060 \text{ /annum}$

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
<ul style="list-style-type: none"> In order to catch up with the busy world, many does not have enough time to cook healthy food due to their hectic lifestyle or their busy schedule. Lack of cooking skills Students who do not have enough time to cook healthy food due to their busy academics. Few workers work multiple jobs to keep their living, so they often avoid a meal to be on time. <p>The problem of missing a meal due to their work hours and perceived time barriers is a common problem for students and workers.</p>	<ul style="list-style-type: none"> We provide healthy food with delivery option to save time or provide a meal for people who are not to able to cook due to their busy schedules. We offer weekly meal plan to get rid of daily food ordering. We provide users option to select items in their meal plan giving the flexibility to decide their meal considering allergies, and diet for better experience. We offer premium benefits based on user premium plan. 	<ul style="list-style-type: none"> We offer consistent quality food items and customization for the order they are placing. We offer food that is suitable for a variety of ages. We offer weekly meal plan which gives users option to customize their weekly plan based on their subscription. easy to navigate and use Time saving One click lunch box 	<ul style="list-style-type: none"> Recipe – Nutritious features. 	<ul style="list-style-type: none"> Students (18 – 35 years) Workers (25 – 45 years) People in Halifax (17+)
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
<ul style="list-style-type: none"> Hello Fresh Indian Tiffin Service Hali Hub 	<ul style="list-style-type: none"> Active Users Customer survey response Number of Goods Sold Profit Service Rating and Feedback Employee Turnover Inventory Turnover ratio - the number of items restaurant has sold out of its total inventory 	<ul style="list-style-type: none"> Provides hygienic food Help health conscious people with maintaining nutrients 	<ul style="list-style-type: none"> Social Media Marketing Food Bloggers Public events Hosting and Participating in Student Events Email Marketing Advertisements paper pamphlets 	<ul style="list-style-type: none"> International Students Health conscious Athletes



Prototype demo

The Lunchbox

Team Members



Deep Patel: Design Expert
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“Health requires healthy food”



Janvi Patel: Facilitator
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“Eat better Not less”



Preetham Tikkavarapu: Decider
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Health Comes First



Divyansh Vyas: Finance Expert
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Aditya Arora: Marketing Expert
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“Health is Wealth”



Thank you!