

SG3 Enterprise

Hands Off!

The Modern Cookbook



Introduction

- SG3 Enterprise
 - Vision & Introductions
- Hands Off
 - Purpose & development process
- Demonstration
- Questions

SG3 Enterprise

Company Vision

- Developing high-quality software
- Delivering unique and innovative solutions
- Embracing modern technologies & trends
- Working together *with* the client



Meet the team!

Team Leader **Marco Bolt**

Multimedia & Content Manager **Alex Bennett**

QA & Documentation Manager **Alex Fletcher**

Software Manager **Jack Rookes**

Design Manager **Jérémy Servoz**

GUI Developer **Kevin Sum**

Finance Manager **Miranda Lowther**

Marketing Manager **St.John Gilbert**



Modern Cooking

Modern culinary trends for 18-30s


- Digital over Physical
- Mobile
- Quick, healthy & exotic
- Social Media

– Case study: Joe Wicks

Competition

Competition

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enjoy!



Overview Steps Comments (1) [f](#) [t](#) [p](#) [e](#) [p](#)

Blood orange roasted chicken with polenta

★ ★ ★ ★ ★ Too few ratings

Difficulty Medium 🍷

More delicious ideas for you

-  Duck breast with roasted Brussels sprouts and pumpkin
-  Roasted goose leg with stuffed apples and polenta

Competition

Ingredients

Servings:  4 

1	chicken
3	blood oranges
2 cloves	garlic
10 leaves	sage (divided)
30 g	dried cranberries
150 g	butter (divided)
500 ml	vegetable stock
200 ml	milk
180 g	polenta
60 g	Parmesan cheese
6 tbsp	sliced almonds
	butter for greasing
	salt
	pepper

Metric ☐ Imperial

How-To Videos



Duck breast with
roasted Brussels
sprouts and
pumpkin



Roasted goose leg
with stuffed apples
and polenta



Mushroom-stuffed
red cabbage rolls

Competition

Step 1/8



 1 chicken

 oven - cutting board

Pre-heat the oven to 180°C/350°F. Beginning at the breast, slightly loose the skin of the chicken with the stem of a spoon, taking care not to damage the skin. Set aside.

Competition

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FEATURED RECIPE

Boxed Baked Camembert

CHICKEN & AVOCADO SALAD



Really nice on a summer evening, but there's nothing stopping you having this during ... more »

THAI CHILLI BURGERS



That well known Thai dish - burgers... Ok, so they're not authentic, but they bring ... more »

CHEVRE AU CHAUD (HOT GOATS CHEESE SALAD)



This is a very simple, yet sophisticated salad that comes from the Franco-Suisse ... more »

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ST.ANDREWS INTERNATIONAL COOK OFF 2011



Three teams battle it out to discover which country makes the best

OXFORD BROOKES SHOPPING GUIDE



Follow our Food Shopping Guru Lee as he takes us on a tour of all

BATH: WHAT TO BRING TO UNI



Need to know what you need to bring to Uni with you? Here's the

Competition

RECIPES

THAI CHILLI BURGERS

That well known Thai dish - burgers... Ok, so they're not authentic, but they bring the flavour of Thai cuisine into a fat juicy burger that you can make yourself or with your mates. They're a right laugh to make and pack a spicy kick.

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INGREDIENTS

Ingredients:
400g minced pork
2 Limes
1 Green chilli / 2 teaspoons of chilli powder
1/2 Onion, chopped into little pieces
Garlic, peeled and chopped into little pieces
1 small chunk of Ginger, peeled and chopped into little pieces
Lemon
Egg
1 slice of bread
4 Burger buns (not optional, but you can serve the burgers on these)

OTHER INFO

For: 4
Vegan: No
Vegetarian: No
Cooking Level: Medium
Time to prepare: 45mins (but half of this time is them cooking under the grill)

NUTRITIONAL INFO

PER MEAL		
	Calories	321
LOW	Sugars	4.25g
MED	Fat	13.71g
MED	Saturates	4.47g
LOW	Salt	0.35g

Competition

STEP 01

Add a drop of oil into a frying pan and heat it up over a high heat.

STEP 02

Once hot, add the chopped onions, garlic and ginger and fry until brown.

Once they're brown, take the pan off the heat and leave to cool down. Turn the heat off, we won't need to use that again.



STEP 03

With a cheese grater, grate the bread into tiny crumbs. This will make breadcrumbs, which, along with the egg, will help hold the meat together in their burger shapes.

Crumble the minced pork into a bowl, and break it up even more with your hands, so that it's crumbly and fine. The smaller the pieces, the better the burger will stay together.



STEP 04

Add the breadcrumbs, chopped chilli, crack an egg in, then add the onion mix in from the pan. Squeeze the juice of half a lemon in, and then chop two limes in half and squeeze the juice from these in.

(I find it best to use a whisk for this next bit, but you can use a fork or just your hands.) Mix all of this together, making sure the egg gets mixed in and coats all the ingredients.



Our Demographic: 18-30

- Tight budgets, exotic tastes
- All about mobile
- Generation impatient
- Global community
- Knowledge is power
- Online streaming



Introducing:

Hands Off

- Create, discover and share recipes
- Large collection of recipes
- Easy to use, powerful functionality
 - Minimal interaction
 - Minimal screen contact
 - Minimal fuss.



Marketing Strategy

- Target Freshers
- Advertising - social media
- App Store Optimisation

Finance-Costs and Loan

- Estimated loan
- Costs:
 - Overheads
 - Code contracts
 - Wages

Our Business Model

- Based upon Freemium business model.
- Two versions of app:
 - Free
 - Subscription

Our Business Model

- Characteristics of freemium:
 - Large free user base.
 - Low cost per user.
 - Increase value over time.

Design Philosophy

- Customer First
- Agile Methodology
 - Flexible development
 - Cost Effective
- High Quality Product
 - Self-Assessment on QA Metrics

Demonstration

