

SG3 Enterprise

Hands Off!

The Modern Cookbook



Agenda

- Brief Product Description
- Market
- Key Demographic
- Competition
- Demonstration
- Marketing Plan
- Business Model
- Revenue Streams
- Enterprise Objectives
- Pricing Strategy
- Financial Analysis of Forecast Financial Information
- Our Strategies to Achieve Our Objectives
- Questions

Our Market

- 5 million apps by 2020
- 3.8M apps, hundreds of cooking apps
- Everyone has to eat

Key Demographic

- 18-30 year olds
 - Approx 9.3 million
 - Median income - £15,000
 - Biggest savers
- Tighter budgets, exotic tastes
 - New and exciting ingredients
 - Recipe length
 - Price of ingredients

Key Demographic

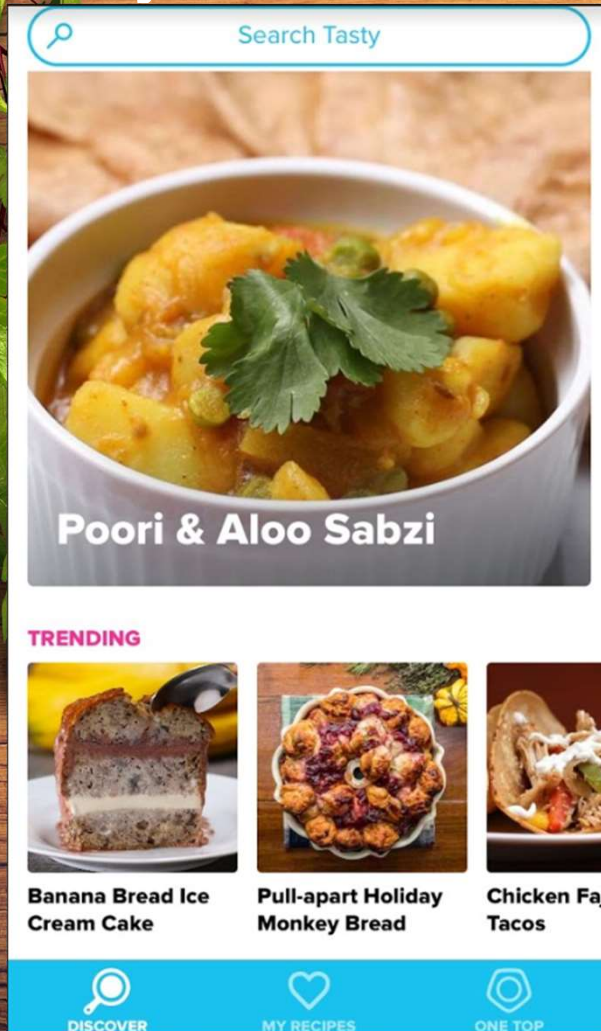
- Youth trends
 - Instant Gratification
 - Deal with real people from around the world
 - Informed, entertained and inspired
- Technology
 - Apps - particularly social media
 - New digital innovations
 - Streaming

Key Demographic

- Cooking habits
 - Cook for themselves
 - Enjoy experimenting
 - View recipes online
- Desire for quick, cheap and varied meals
- Market lacks an elegant solution

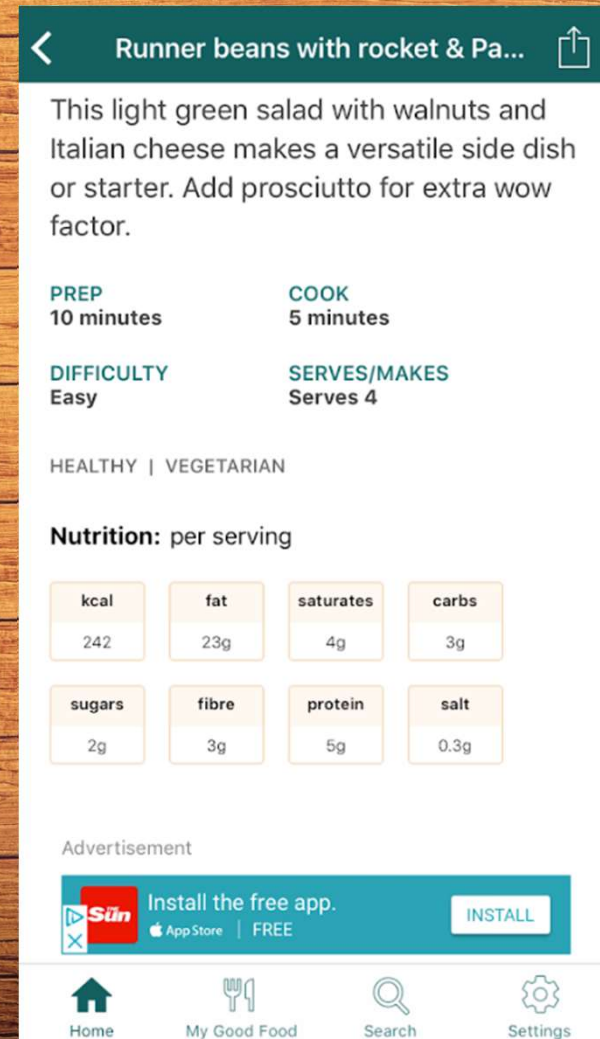
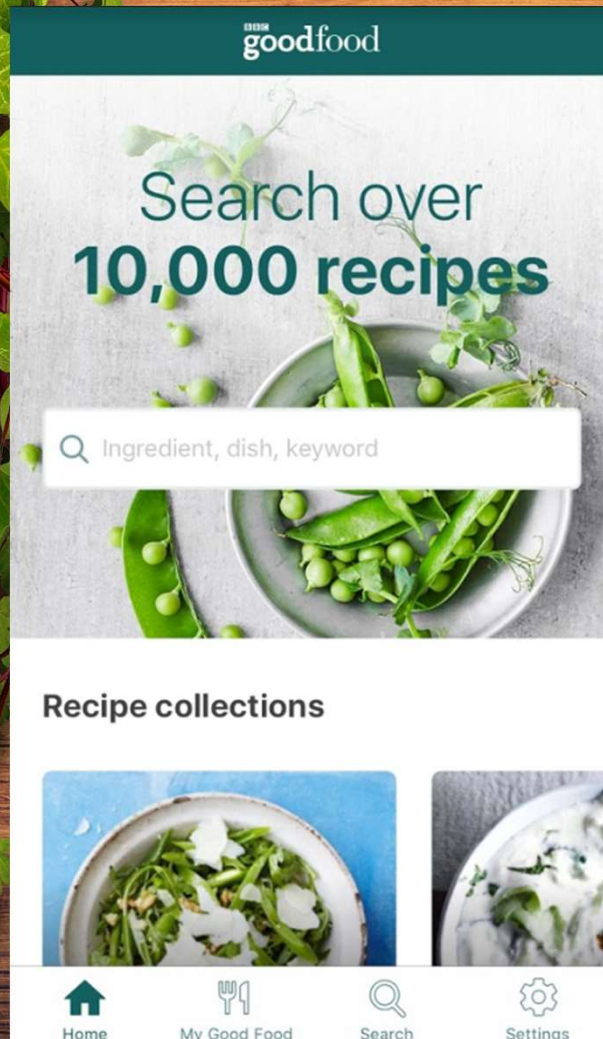
Competition

- Tasty



Competition

- BBC GoodFood



Competition

- BBC GoodFood

Runner beans with rocket & Pa...

This light green salad with walnuts and Italian cheese makes a versatile side dish or starter. Add prosciutto for extra wow factor.

PREP
10 minutes

COOK
5 minutes

DIFFICULTY
Easy

SERVES/MAKES
Serves 4

HEALTHY | VEGETARIAN

Nutrition: per serving

kcal	fat	saturates	carbs
242	23g	4g	3g
sugars	fibre	protein	salt
2g	3g	5g	0.3g

Advertisement

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Home My Good Food Search Settings

Runner beans with rocket & Pa...

Ingredients

50ml extra virgin olive oil

juice 1 lemon

300g runner bean, stringed and sliced

50g walnut half, roughly chopped

50g bag wild rocket

25g parmesan (or vegetarian alternative)

Method

STEP ONE

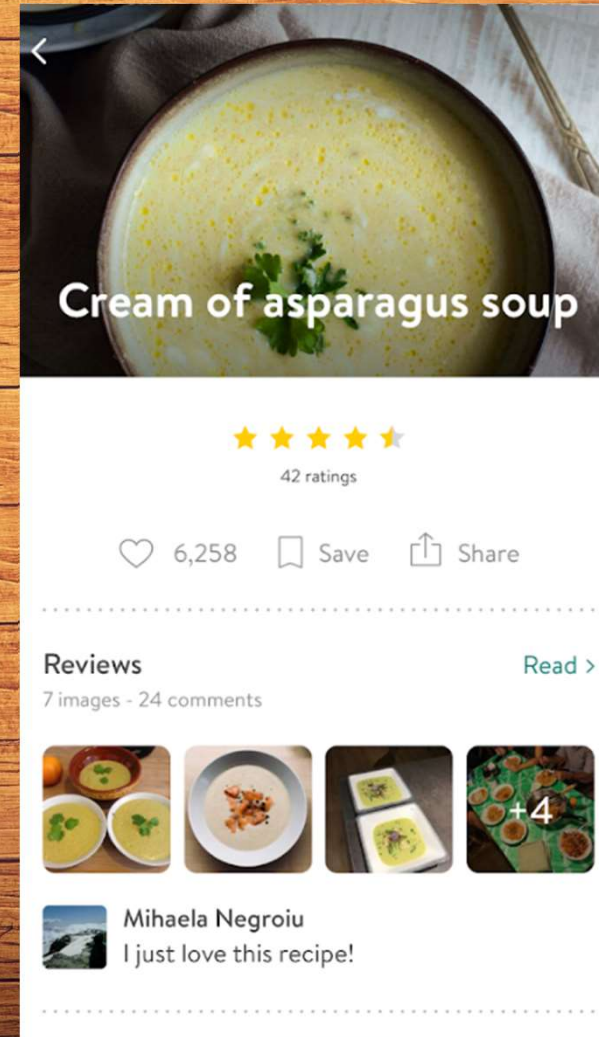
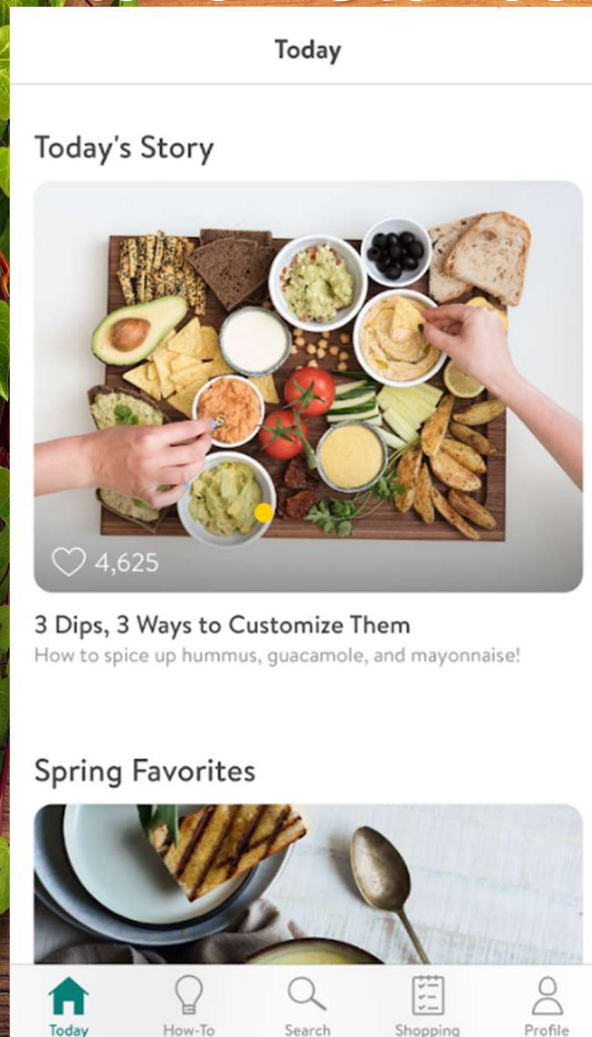
Mix the olive oil with the lemon juice

Home My Good Food Search Settings



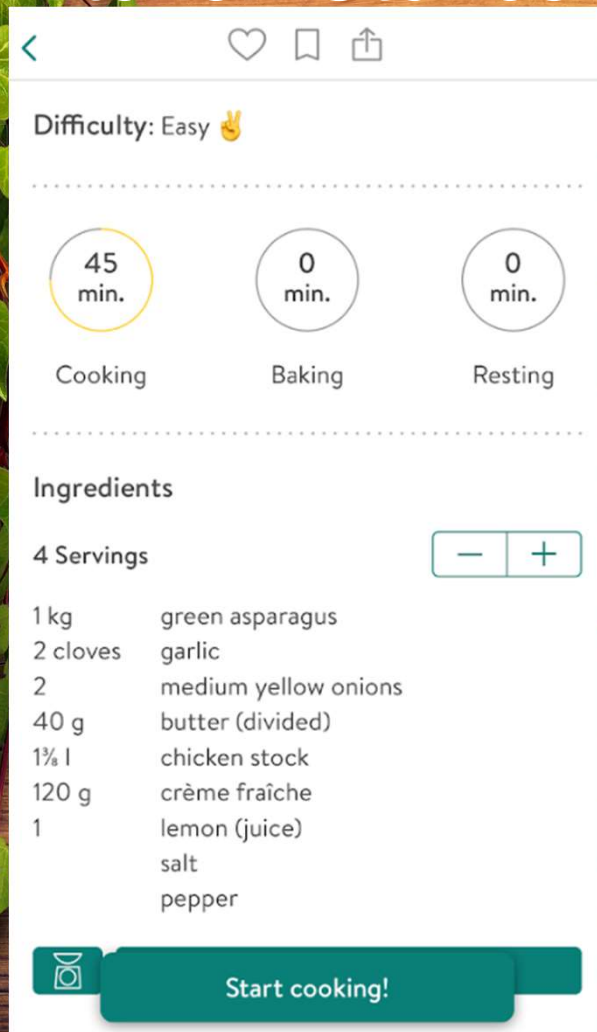
Competition

- Kitchen Stories



Competition

• Kitchen Stories



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Difficulty: Easy 🍷


45 min. 0 min. 0 min.

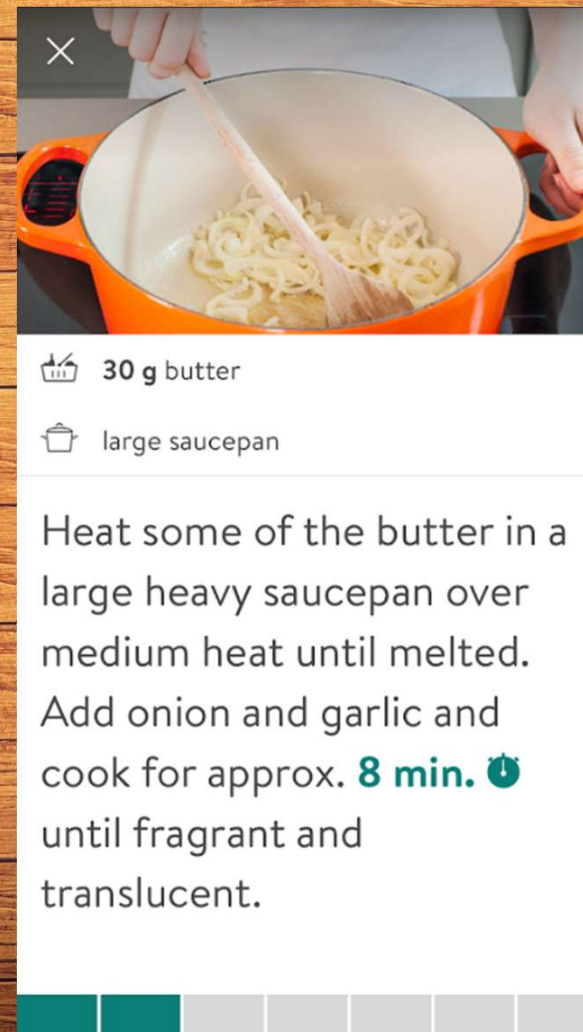
Cooking Baking Resting

Ingredients


4 Servings - +


1 kg	green asparagus
2 cloves	garlic
2	medium yellow onions
40 g	butter (divided)
1½ l	chicken stock
120 g	crème fraîche
1	lemon (juice)
	salt
	pepper

 Start cooking!




✕

 30 g butter

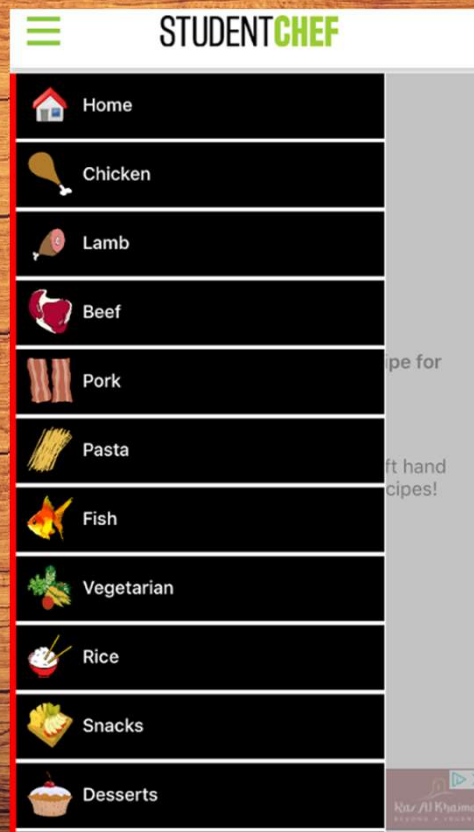
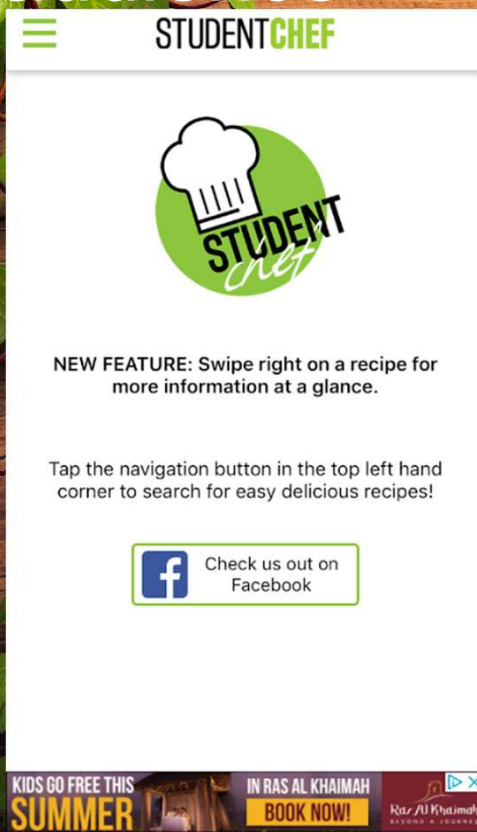
 large saucepan

Heat some of the butter in a large heavy saucepan over medium heat until melted. Add onion and garlic and cook for approx. **8 min.** ⌚ until fragrant and translucent.



Competition

Very few, well executed app targeting similar audience



Demonstration



Marketing strategy

- Target Freshers fairs
- Product placement and clever advertising
- Pop up stalls
- Big brands

Business Model

- 'Participants'
- Flow (Company to User)
 - Our Product + Our Service = a Unique Experience
- Flow (User to Company)
 - Freemium
 - Free and paid versions.
 - Rewards scheme.

Revenue Streams

- AdSense
- Paid Version of our App

Financial Analysis of Our Forecast Financial Information

- Profit
- Net Present Value
- ROCE
- Overhead Recovery Rate
- Burn Rate
- Minimum volume to absorb our costs

Objectives and Strategies

- Short Term
- Long Term



Questions?

We would like to invite you to ask
any questions