

Problems Group

Recipes have long ingredients lists that are unfamiliar to beginners

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Healthy eating feels complex due to the variety of ingredients and dietary trends

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Recipes use cooking lingo or techniques that beginners won't understand

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Beginners aren't aware how much they might need to spend or where to buy the ingredients they'll need

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Solutions Group

Create a beginner friendly cooking system (compile simple, healthy recipes)

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Create a healthy eating "starter kit" (include basic meal templates for subscribers)

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Create an interactive learning app that teaches newcomers step by step how to prepare healthy meals

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Host an in person course that teaches people several simple, healthy recipes in person

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App Ideas Group

Library of recipes ranging from beginner to difficult, with ingredient list and instructions

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Gameified app that teaches users the recipes while also being entertaining

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Chat based app that allows users to communicate and share recipes and tips with other users

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Instead of having recipes and instructions, app has kitchen timer, ingredient lookup, nutritional information, etc. for users.

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Benefits Group

Beginners gain confidence to cook healthy meals without feeling overwhelmed by complexity

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Makes healthy meals more accessible and can lead to better long-term health outcomes

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Focusing on simple ingredients will let beginners cook nutritious meals without spending too much

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Reduces food waste as people will be using less ingredients in their meals

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Advertising Group

Social media posts on sites like Facebook and Twitter

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Hanging up or handing out ads in places nearby (good for the in person course solution)

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TV or radio ads, more likely to attract older audiences

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YouTube video ads, more likely to attract younger audiences

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