

# Project Outcome

The outcome of this project is to build a website for Sage on the domain [eatwithsage.com](http://eatwithsage.com).

The primary reason for the website is to make the company look legitimate to potential B2B buyers.

## Customer Overview

Sage is a B2B2C product. This website should be entirely focused on appealing to B2B customers.

Sage target customers include the industries below:

<u>Industry</u>	<u>Benefit</u>
Food retailers. The hypothesis is mid- to higher-end grocers are more likely customers. <ul style="list-style-type: none"><li>• National (e.g., Kroger, Walmart)</li><li>• Regional (e.g., H-E-B, Wegmans)</li><li>• Natural (e.g., Whole Foods, Sprouts Market)</li><li>• Ecommerce (e.g., Instacart, Amazon)</li></ul>	Either embed Sage within their app, or offer it as a white-labeled second app (e.g., H-E-B Meal Planning) in order to increase: <ul style="list-style-type: none"><li>• Brand loyalty by making them easiest and default store to buy from</li><li>• Average shopping cart value</li><li>• Margin by promoting season, sale, or high dollar items.</li></ul>
CPG manufacturers (e.g., ConAgra, Kraft Heinz)	Offer a white-labeled version of Sage to increase product usage, product cross-promotion, and market share.
Chronic disease foundations (e.g., Crohn's & Colitis Foundation, American Heart Association)	Offer a white-labeled version of Sage as a benefit to relieve the burden for people who suffer from chronic disease. For this industry, Sage would be customized to make disease-specific recommendations.
Self-insured employers who offer Sage to employees (a majority of US employers).	Offer Sage (non white-labeled) to employees to reduce the cost of self-insuring their employee base. For the most expensive employees in a pool, Sage would be given the chronic disease(s) they suffer from and make disease-specific recommendations.

Kitchen appliance manufacturers (e.g., GE, Samsung)	Offer a white-labeled version of Sage to make their products, particularly “smart” products, more useful.
Food media (e.g., Bon Appetit, eater.com)	Offer a white-labeled version of Sage to increase their brand relevance and to add inventory.
Tech companies (e.g., Propel, Cozi)	Offer a white-labeled version of Sage for various reasons.

## Website Sections

<u>Section</u>	<u>Content and Objective</u>
Home>Hero Section	<ul style="list-style-type: none"> <li>• A headline and sub-headline that make Sage appealing to the companies above for the benefits given</li> <li>• Request a demo form including first name, last name, and email address</li> </ul>
Home>Product Overview	<ul style="list-style-type: none"> <li>• Summarize the Sage benefits</li> <li>• Shows key screenshots (currently Figma)</li> <li>• Request a demo form including first name, last name, and email address</li> </ul>
Home>Social Proof	Please provide options on what can be done when the product does not exist yet? One consideration, there was a predecessor B2C app. I can provide quotes from users of that app.
Industry Pages	<p>A more detailed page explaining why Sage will benefit buyers from each industry mentioned above</p> <p>Include Request a demo forms including first name, last name, and email address</p>
About us	<p>This section should support the company’s “reasons to believe”:</p> <ul style="list-style-type: none"> <li>• The “Sage Story”: One of the founders had a heart attack at a young age. Before that, he thought he was healthy. Now he is on a mission to</li> </ul>

	<p>combine the power of commerce with cutting-edge technology to help people live longer and better.</p> <ul style="list-style-type: none"> <li>● Believability: <ul style="list-style-type: none"> <li>○ The founders have done extensive research on how food choices can have a significantly positive impact on peoples' longevity and quality of life, and virtually eliminate problems stemming from chronic diseases.</li> <li>○ Meal planning, specifically, puts a positive routine around good food decisions ultimately saving time and money while reducing bad decisions.</li> <li>○ They also understand people, especially parents, live busy lives and are bombarded with conflicting information about health and nutrition.</li> <li>○ By using the latest technological tools they make health and nutrition easy.</li> <li>○ The founders have extensive experience with consumer food, technology, and working with large enterprises and governments to implement new programs.</li> </ul> </li> <li>● Credentials: The founders' professional background includes: <ul style="list-style-type: none"> <li>○ Smashburger (consumer goods)</li> <li>○ MillerCoors (consumer goods)</li> <li>○ The Scotts Miracle-Gro Company (consumer goods)</li> <li>○ Mondelez (consumer goods)</li> <li>○ IBM (tech)</li> <li>○ Greely (tech)</li> <li>○ CBS Sports (media)</li> <li>○ Learfield (media)</li> <li>○ The Hub Companies (tech)</li> <li>○ MTN Axe (entertainment)</li> </ul> </li> </ul>
Blog	Create the backbone of a blog, including the ability to add and edit posts. But hide it at launch.

General site navigation

No social media links. Include Request a demo forms including first name, last name, and email address.

If someone requests a demo, email the request to [dave@eatwithsage.com](mailto:dave@eatwithsage.com) bcc'ing [davidmillikenco@gmail.com](mailto:davidmillikenco@gmail.com).

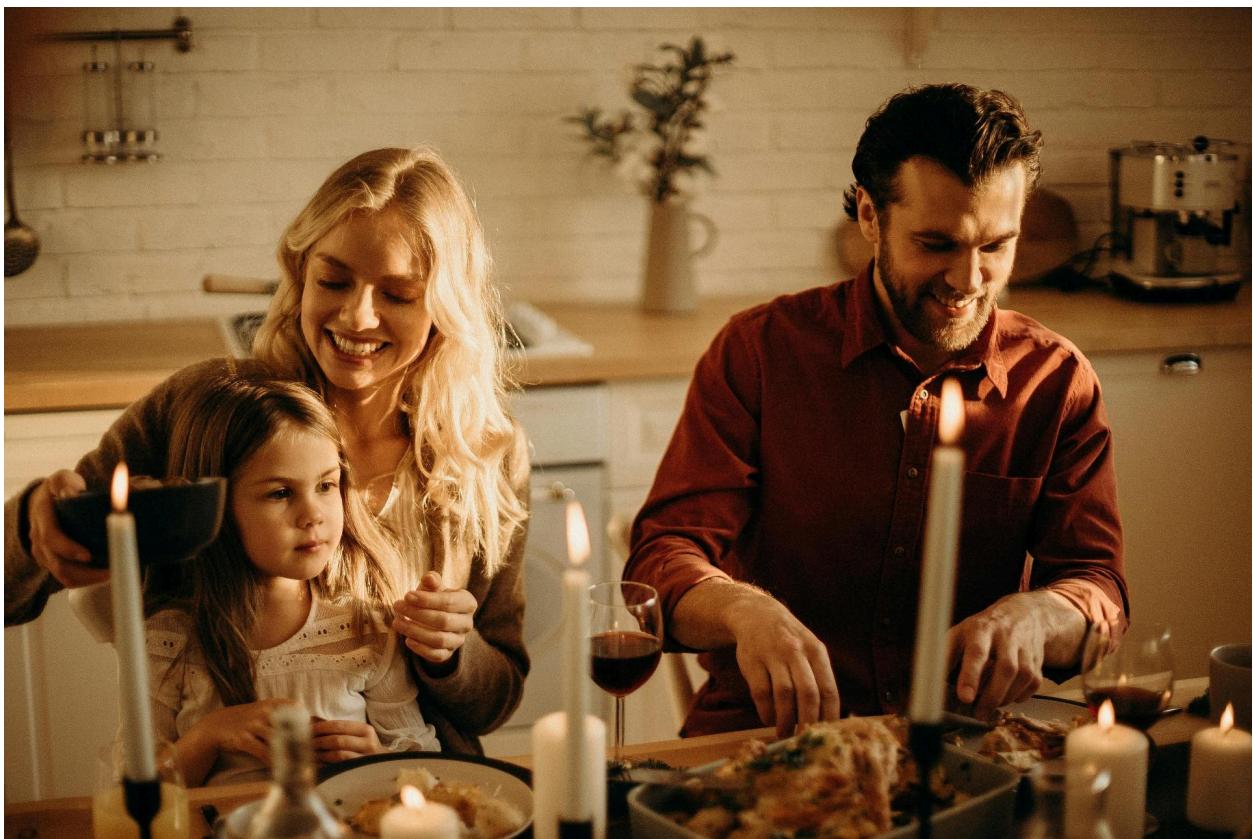
## Images

Below are some images you can use. Please recommend additional royalty-free images to make the site highly visual.









# Sage Product Overview?

Sage is on a mission to bring Chronic WELLness. Sage is a series of tools that makes it easy for everyone to eat the right foods for them given their preferences, allergies, and health goals.

## Branding

- Hex #8A9A5B; RGB (138, 154, 91)
  - Accent color1: #052D24
  - Accent color2: #F7F5EF
- Logo



- Sage should be positioned as a very premium product.
- Sage's brand personality is a trusted friend.

## What Sage Does

Sage Gets to know you and the people you eat with in order to automate meal planning, makes execution easy, get advice when you need it.

### Gets to Know You

- The work and personal calendars for you and your household.
- Diet beliefs (I don't feel well after eating dairy, I eat only plant-based).
- Household allergies.
- Household likes and dislikes (through accepting recommendations and meal feedback).

### Meal Planning

- Personalized meal plans are automatically created each week
- Based on:
  - How much time you have to cook (work and personal calendars).
  - Who is eating each meal (family member calendars).
  - Each family members' dietary preferences and needs, health profiles and goals.

## Execution

Sage:

- Orders all ingredients.
- Coaches you.
- Ratings by family member.
- Maintains a “soft” pantry (fridge, freezer, pantry, spice rack) inventory.

## Advice

The “Sage Assistant” is an LLM that can:

- Point you to cooking techniques.
- Provide ingredient substitutions.
- Change the meal on the fly.
- Recommend options at a restaurant.
- Track nutrition

## How Sage Works

### Onboarding

- Brief intro or product tour.
- Basic health profile: Diet (low carb, keto, low salt, etc.) allergies, dislikes, maybe a scale of how adventurous you want to be).
- Optional: Build health profiles for others in the household.
- Optional: Link your calendar.
- Build your pantry via video of fridge, freezer, pantry, spice drawer.
- Magic: First week's meals are planned.

### Automated, Personalized Meal Planning

- [This is the Sage \*magic\*. Everything happens automatically, personalized based on every (known) consideration.]
- Every Thursday Sage takes all of the data it has, including the health profiles, calendars, what prior recommendations were taken versus rejected, feedback, and the pantry, to create a meal plan for the following week, Monday through Sunday.
- Users can:
  - Swap meals.
  - Cancel meals if they don't need to cook that meal.
  - Remix them to have more, for example, protein, or only ingredients in the pantry.
  - Finalize the weekly meal plan.
- By default, meals are:
  - Breakfast.
  - Lunch.
  - Dinner.

- Morning snack.
  - Afternoon snack.
  - Users can turn off meals if they don't eat them or eat the same thing.
  - Users can use Sage (the LLM, see below) if they want breakfast only on Sunday, or a special menu for Christmas dinner.
- The primary user provides ratings for each family member.
- Each meal is placed on the primary user's personal calendar, including prep time .

## Ingredient Ordering

- Modeled after the website we reviewed last week.
  - The user chooses their participating physical grocery store, based on zip code, or ecommerce grocer. Depending on the B2B customer, this may be limited to our customer's ordering system.
  - Default items but the user can select their preference.
  - Checkout and pickup/delivery logistics handled by the grocer.
  - Affiliate token, where applicable.
- All groceries for the meal plan, less what's in the pantry, are placed in the cart.
- Give users the ability to add groceries in addition to Sage-planned meals:
  - Using voice. E.g., Sage, I also need items for salad and bananas'.
  - Typing. E.g., lettuce, 2 tomatoes, a bunch of bananas.
  - Choosing specific products from within the affiliate app.
- If the user doesn't order, Sage keeps a grocery list by category. User can check off items as they shop.

## Pantry Management

- A user takes a video of their fridge, freezer, pantry, spice rack and any other parts of the house that include food storage. Sage reads as much as possible to determine the items and amounts remaining.
- Users can also manually add, edit, or delete pantry items.
  - Manually edit item quantities.
- Users can scan grocery receipts or forward it to an email address.
- Users can scan barcodes.
- Can use voice to bulk edit. E.g., I just ate an apple or I just bought a 12-pack of eggs and a bag of apples.
- When a user uploads a receipt, or scans a barcode, or checks items off the grocery list, they are added to the pantry.

## Sage, Your Always Available Health Advice

- A user can tap to go into an LLM to get health and meal advice.
  - By voice.
  - By typing.

## Recipe Management

- Users can browse all Sage recipes.
- Users recipe books:
  - Sage recipes they've made, including a variety of filters, including how the family members rated it.
  - Sage recipes they have saved.
  - Recipe user has uploaded by typing in a URL. If it's a recipe page, great, if not, Sage will build a recipe off of what it sees. E.g., TikTok/Instagram cooking videos or videos of food. Pulls an image from the page.
  - Recipes users have uploaded manually.
  - Recipes users import from other apps, like Paprika, or the web.

## Achieving Health Goals

- Sage integrates with other health apps and web-enabled devices, like Wifi scales.
- Sage builds a personal AI database for each family. Based on nutrition, health activities, and outcomes, Sage identifies correlations.
- Sage continuously adjusts to help each family member achieve their health outcomes.

## Notifications

- When the automated meal plan is ready for review.
- When to start cooking.
- Reminders to review.