

# First Bites

## Problem

Content distribution on mobile platforms today use one of two paradigms:

### Distribution 1.0

- User found the content, meaning a user actively searched
- Used by Amazon, Yelp, Uber Eats
- Optimized based on esoteric metrics, for example menu size & waiting times

### Distribution 2.0

- Content found the user, meaning a user passively browsed
- Used by Facebook, Twitter, TikTok
- Optimized based on attention metrics, for example watch time

Today's food platforms all use distribution 1.0. Not adapting to distribution 2.0, means users have to take the time to distinguish between a myriad of options. Not adapting to distribution 2.0, also means merchants become shadow banned for poor performance on metrics that don't pertain to them (e.g. menu size and delivery wait times). Ultimately, distribution 1.0 leads to a sub-optimal experience for both users and merchants, which dissolves platform trust.

## Solution

Creating a new food platform built around distribution 2.0 will solve all of distribution 1.0's problems. TikTok has shown this model works great - now it's time for First Bites to bring it to food.

## Impact

*For Users:* This group will get introduced to content that is closer to their preferences (with less energy), but also have the opportunity to discover content that they didn't even know they wanted.

*For Merchants:* This group receives better feedback based on attention metrics and gets more transparency about what drives their platform performance. They will also have the opportunity to attract users that previously were not reached. Ultimately, the chefs can now focus on what they do best, cooking food!

## Feature Set:

- A TikTok style video editor with advanced food tagging
- A TikTok style video feed for unfocused meal discovery
- A Yelp style menu mapped to video content for improved menu transparency
- An AI recommendation algorithm for connecting users with food video content