First Bites

Problem

For Consumers, the internet of food is dominated by three main platform types: review sites (e.g. Yelp), ordering apps (e.g. UberEats), and social media (e.g. TikTok). Each has a fatal flaw. Yelp and UberEats have low resolution content (predominantly text) and social media apps such as TikTok have no restaurant organization (food content is poorly mapped to the restaurant of origin, if at all).

Solution

Ignoring mobile ordering apps for now, if review sites were to merge with social media, users would experience the best of both worlds. Top quality food video content properly mapped to the restaurants of origin.

Impact

The implication of such a merge means two things.

Menu Transparency: When users are deciding what to order, AKA browsing a menu, they can frictionlessly peek at high quality video content of the menu items they are considering purchasing. This feature fundamentally raises the transparency of the users online ordering experience (from a separate app for now).

Meal Discovery: When users are browsing their social media feeds and see an amazing dish, they can learn about where that dish is from and basically begin the ordering process from there. This is a new type of food discovery which changes the dynamic from first being introduced to a restaurant's brand to first being introduced to a restaurant's product, AKA their delicious looking food. We believe this is not only a far better pull for new customers, but also keeps existing customers exploring, as well.

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