

Santulit: Home Cooked Goodness, Delivered with Love

Harsh Ranjan(A048)



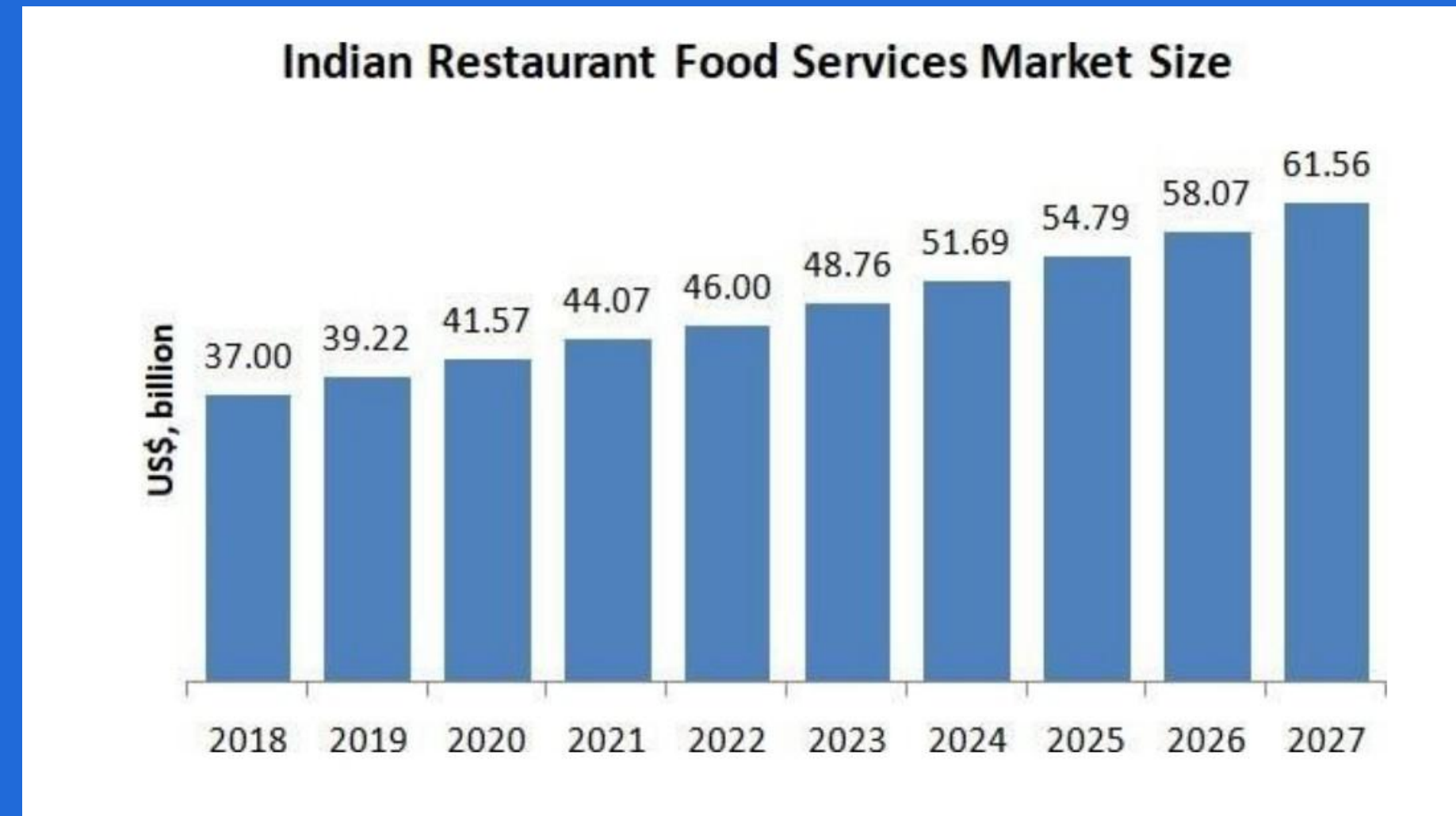


PROBLEM STATEMENT

In the fast-paced urban lifestyle, a significant challenge faced primarily by working professionals and students is the unavailability of nutritious and home-cooked meals. Amidst hectic schedules and limited cooking facilities, individuals often resort to unhealthy and time-consuming food options, compromising their well-being. In addition to this, the existing food delivery services predominantly offer restaurant and fast-food options, neglecting the demand for affordable, convenient, and nutritionally balanced home-cooked meals.

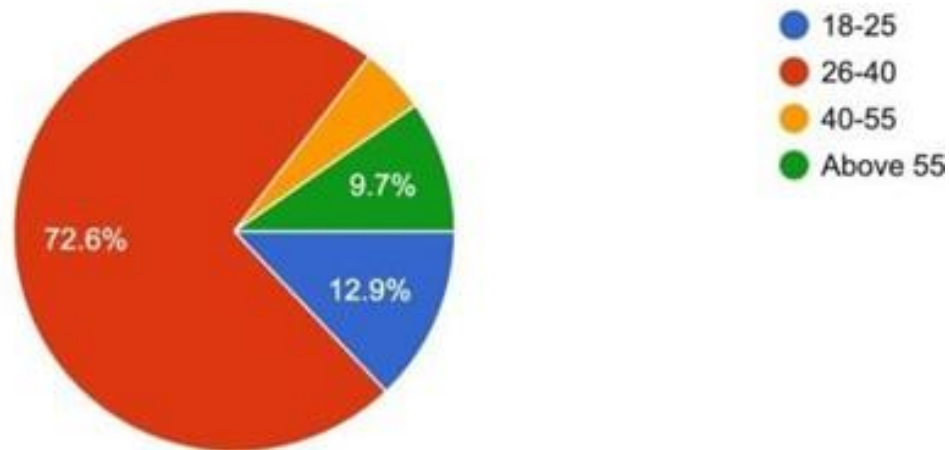
MARKET RESEARCH

- Over 90% of food consumption in India is from home-cooked meals.
- Local ingredients are valued in Indian home-cooked meals, reflecting unity in diversity.
- The home-cooked food industry in India is worth \$150 billion.
- 58% of Indians are willing to try new ingredients and dishes.
- Average annual grocery expenditure for home cooking is 40,000-50,000 rupees per household.
- The food delivery market in India is expected to reach USD 15 billion by 2025, with a 25% CAGR.
- 60% of urban Indians order food online at least once a month.
- 75% of working professionals find it challenging to

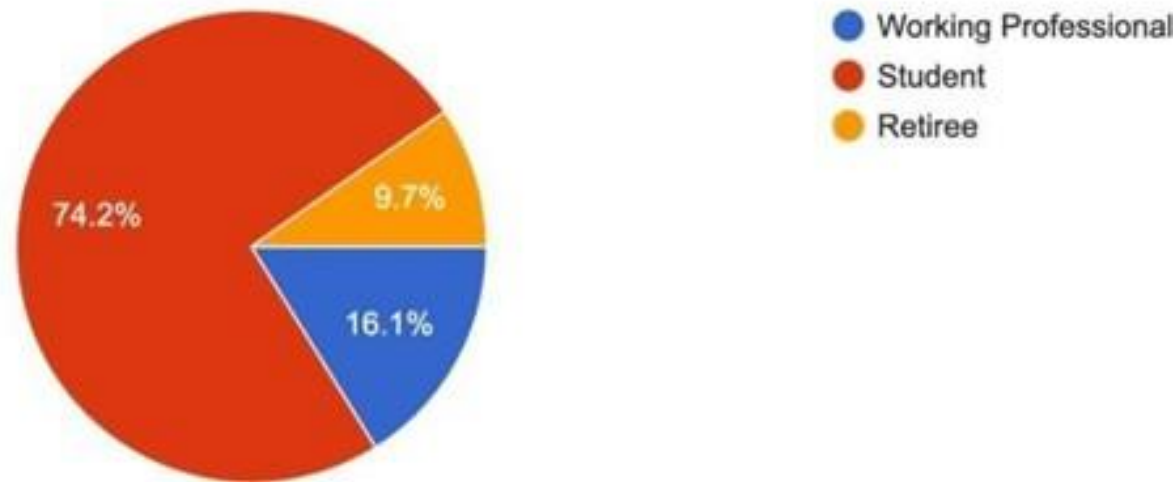


OPPORTUNITY IDENTIFICATION

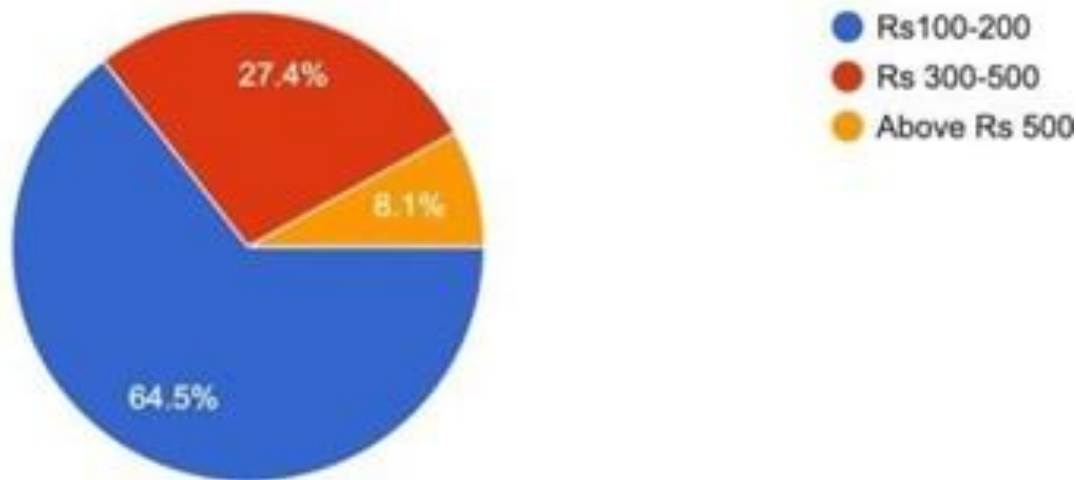
Which age group do you belong to?
62 responses



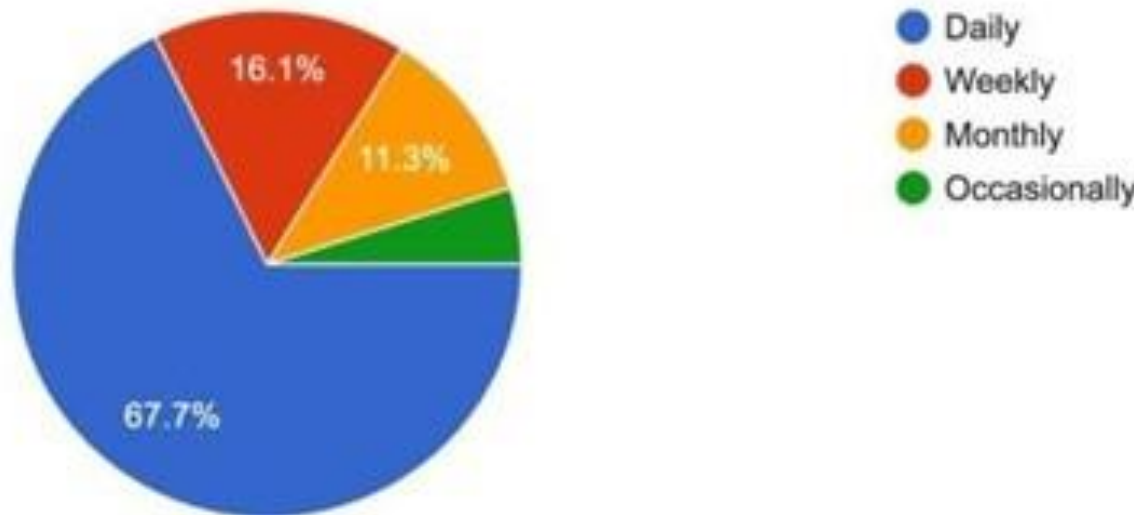
What is your current profession?
62 responses



How much are you willing to spend per meal ?
62 responses



What is your frequency of ordering food?
62 responses



BUSINESS

Customer Segments

- Working Professionals with Busy Schedules:
 - Characteristics: Demanding jobs, long working hours, limited time for meal prep.
 - Needs: Quick, nutritious meal options that fit into busy schedules.
- Students in Universities/Colleges:
 - Characteristics: Academic commitments, limited access to cooking facilities.
 - Needs: Affordable, healthy food alternatives meeting nutritional needs.
- Health-Conscious Individuals:
 - Characteristics: Prioritize health and well-being over convenience.
 - Needs: Convenient access to nutritionally balanced home-cooked meals.
- Individuals with Limited Cooking Skills:
 - Characteristics: Lack of cooking expertise or facilities.
 - Needs: Ready-to-eat home-cooked meals requiring minimal preparation.



BUSINESS MODEL

Value Proposition

- Convenience: Healthy, affordable, and delicious home-cooked meals delivered to your doorstep.
- Health & Quality: Emphasis on fresh, local ingredients, diverse regional cuisines, and customizable dietary options.
- Variety & Personalization: Discover new dishes, tailor meals to preferences, and schedule deliveries as needed.
- Transparency & Trust: Track orders, view ingredient lists, and understand the cooking process for peace of mind.

USP 1: Tailored Nutritional Excellence

At Santulit, we believe in providing more than just a meal – we deliver tailored nutritional excellence. Our experienced chefs meticulously curate a menu that not only caters to diverse dietary needs but also ensures a balanced and wholesome experience. Say goodbye to bland diets; say hello to flavorful, nutrient-packed meals that support your health goals.

USP 2: Customizable and Affordable Meal Plans

We understand that one size doesn't fit all. With Santulit, you have the power to customize your meal plans according to your preferences and dietary requirements. Choose from a variety of options that suit your taste buds and lifestyle. What's more? We offer affordability without compromising quality. Enjoy the convenience of home-cooked goodness without breaking the bank.



BUSINESS MODEL

Channels

Online Platforms (Website and Mobile App):

- Primary channel for reaching the target audience
- Offers convenience for busy professionals and students
- User-friendly interface, customization options, secure transactions

Social Media Marketing:

- Essential for brand awareness and engagement
- Target audience active on platforms like Instagram, Facebook, Twitter
- Visual content, promotions, and influencers for effective outreach

Collaborations with Fitness and Wellness Influencers:

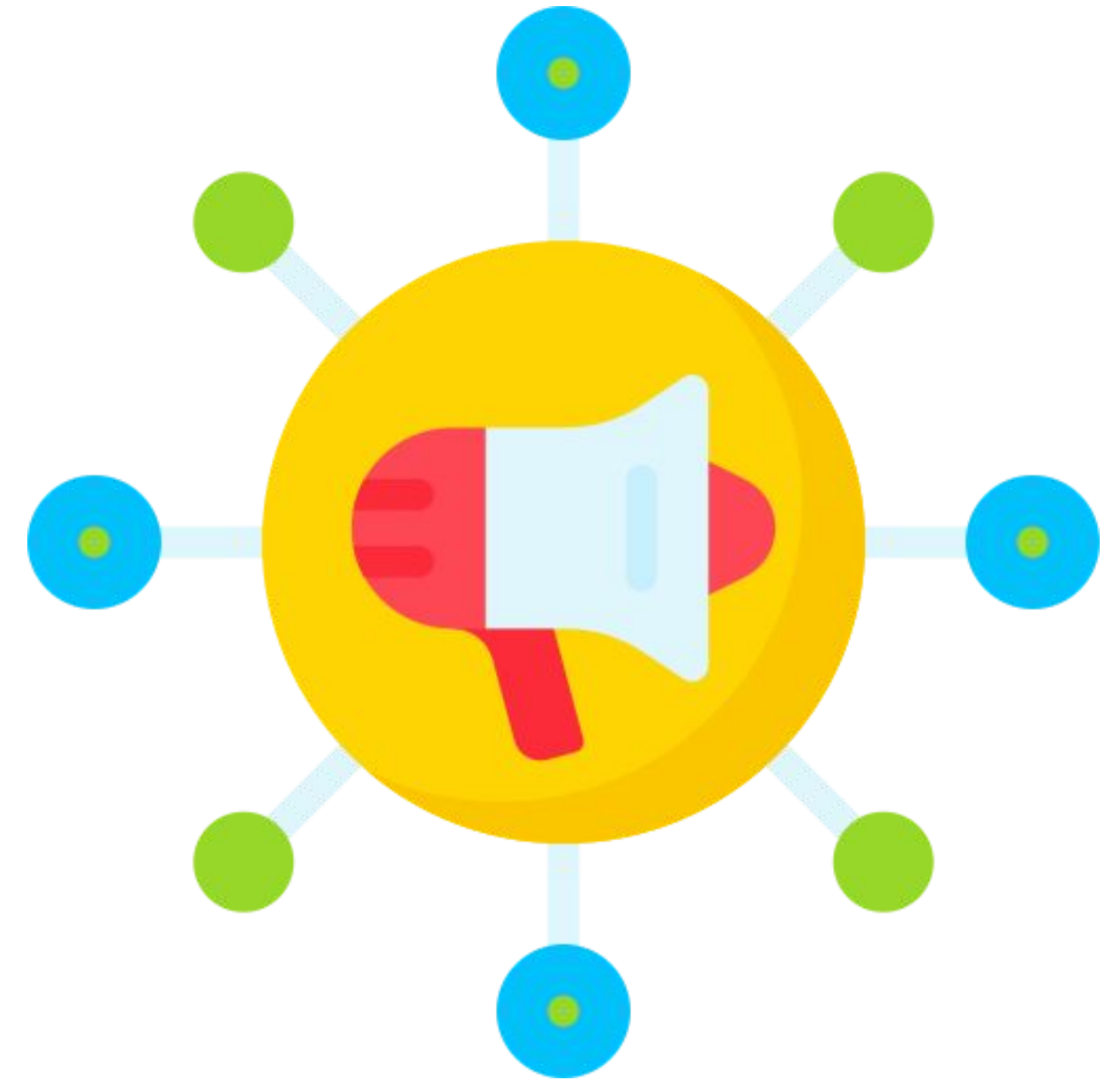
- Aligns with the health-conscious aspect of the audience
- Influencers have a dedicated following seeking health-related solutions
- Partnership taps into the pre-existing health-conscious audience

Local Community Engagement and Partnerships:

- Crucial for word-of-mouth marketing
- Valued by professionals and students in the target audience
- Collaborations with local gyms, wellness centers, events for direct interaction

Email Marketing and Newsletters:

- Direct communication channel for maintaining customer relationships
- Regular updates on new menu options, promotions, personalized offers
- Ensures target audience remains informed and engaged



BUSINESS MODEL

Customer Relationship Management (CRM)

- Online customer support for order-related queries
- Personalization based on dietary needs, preferences, and past orders
- Loyalty programs and discounts for repeat customers
- Gathering feedback to improve services and menu offerings



Revenue Streams

- Subscription Models: Offering weekly, monthly, or quarterly plans with flexible meal options and pricing tiers.
- Partnership and Collaboration with Fitness Influencers: Providing free trials or exclusive discounts to influencers' followers to boost sales.
- Advertisement Fees: Allowing local suppliers or food-related businesses to advertise on the app for additional revenue.



BUSINESS MODEL

Cost Structure

- Fixed Costs:

- App development and maintenance.
- Employee salaries (customer support, tech support, marketing, etc.).
- Marketing and advertising campaigns.
- Rental or server costs.

- Variable Costs:

- Payment processing fees.
- Quality control measures.
- Ingredient procurement and food preparation.
- Packaging and delivery logistics.

- Setup Costs:

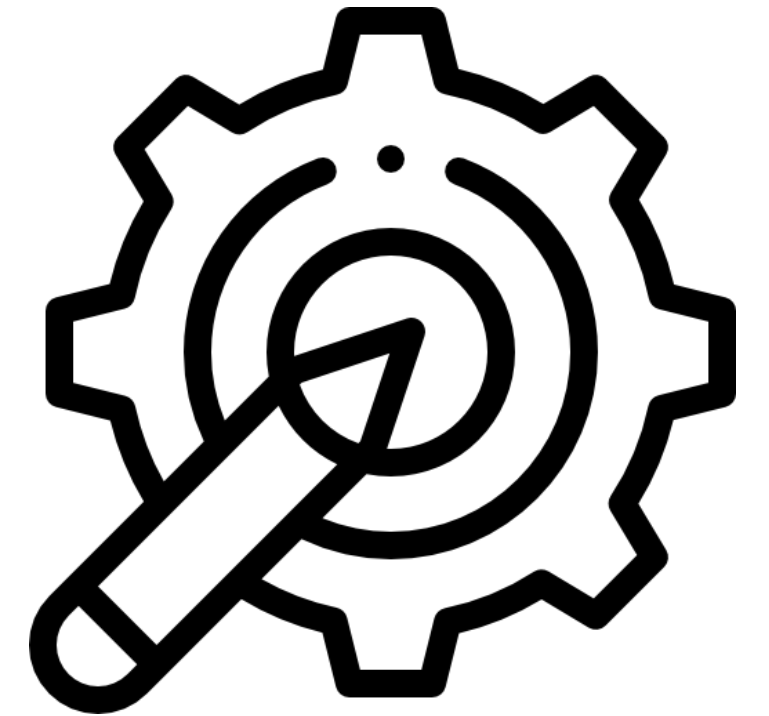
- Initial app development and launch costs.
- Initial marketing and promotional campaign setup costs.
- Onboarding of home cooks and other partners.



BUSINESS MODEL

Key Resources

- Mobile App: Provides seamless user experience for ordering, payment, and delivery. Technology
- Infrastructure: Includes app development, maintenance, and server system. Network of Home
- Cooks: Reliable cooks with regional cuisine knowledge.
- Quality Control Team: Ensures freshness and quality of meals. Marketing
- Team: Creates awareness and runs promotional campaigns. Customer Support
- Team: Handles queries and issues.
- Delivery Network: Ensures timely order delivery.



Key Partnerships

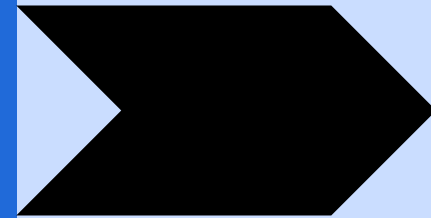
- Local Farmers and Suppliers: Secure reliable and affordable sources for fresh ingredients.
- Delivery Service Providers: Partner with established delivery services for efficient last-mile delivery.
- Nutritionists and Healthcare Professionals: Collaborate to develop healthy and balanced meal plans.
- Community Platforms and Fitness Influencers: Partner with food bloggers, social media influencers, and fitness influencers to reach the target audience effectively.



PRODUCT ROADMAP

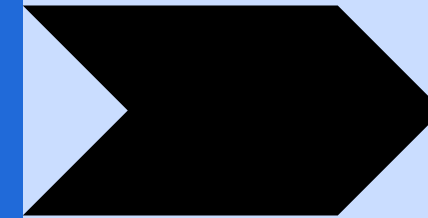
Phase 1 - Planning and Development (1-2 Months):

- Conduct market research
- Define unique value proposition
- Develop app prototype
- Refine business model



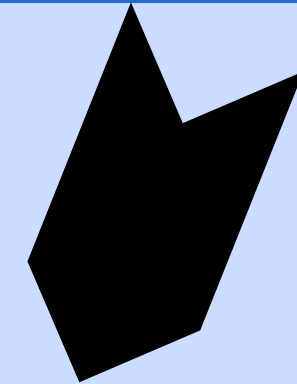
Phase 2 - Minimum Viable Product (MVP) Development(3-4 Months):

- Implement core features
- Onboard and verify home cooks
 - Implement quality control measures
- Conduct pilot testing



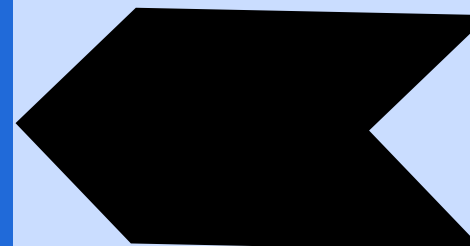
Phase 3 - Iterative Enhancements (Start on the 5th Month, Ongoing):

- Analyze user feedback
- Expand menu options
- Implement AI recommendations
- Enhance user experience



Phase 5 - Optimization and Scaling (Start on the 10th Month, Ongoing):

- Improve scalability
- Enhance data analytics
- Introduce sustainability initiatives
- Develop long-term roadmap



Phase 4 - Scale and Feature Expansion (7-9 Months):

- Expand to additional cities
- Launch subscription model
- Collaborate with fitness influencers
- Add real-time order tracking and user reviews

GO TO MARKET STRATEGY

Phase 1: Pre-launch:

- Teaser Campaigns
- Beta Testing
- Influencer Collaborations

Phase 2: Launch:

- Localized Launch
- Launch Events
- Public Relations
- (PR) Social Media Blitz

Phase 3: Post-launch:

- User Referral Programs
- Collaborate with Local Businesses
- Community Engagement
- Performance Marketing

Phase 4: Ongoing:

- Partnerships with Fitness Influencers
- Feature Rollouts
- Customer Loyalty
- Programs Continuous Marketing



TECHNICAL SPECIFICATIONS

Front-end Development Technologies:

- UI: React Native
- UX: Figma

Back-end Development Technologies:

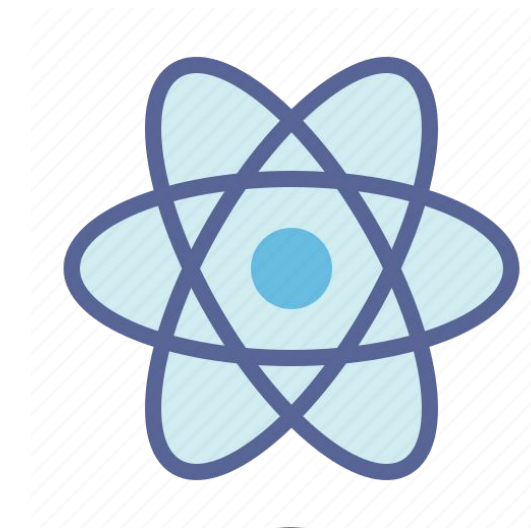
- API: Node.js
- Database: MongoDB

Integration with Third-party Platforms:

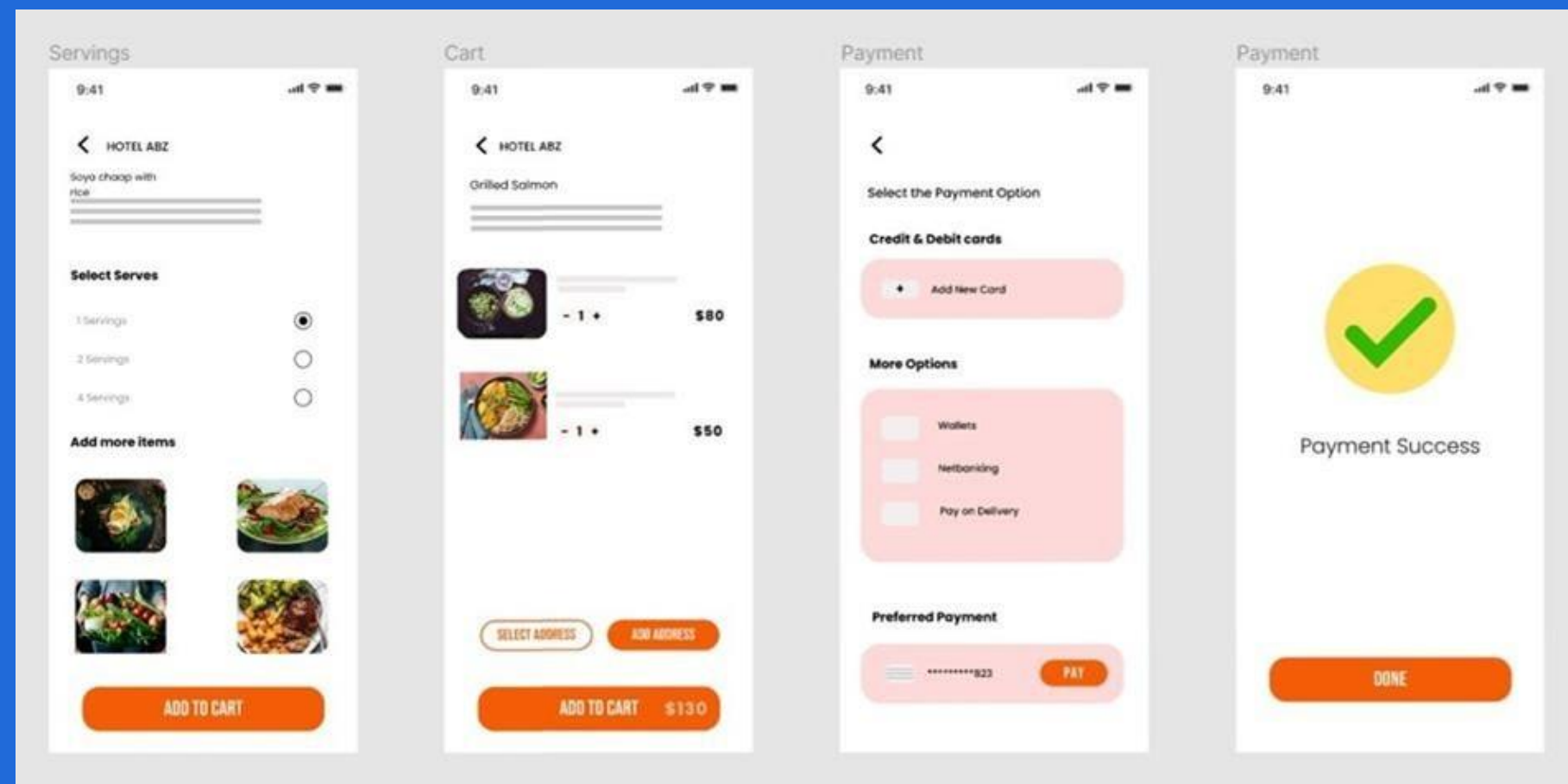
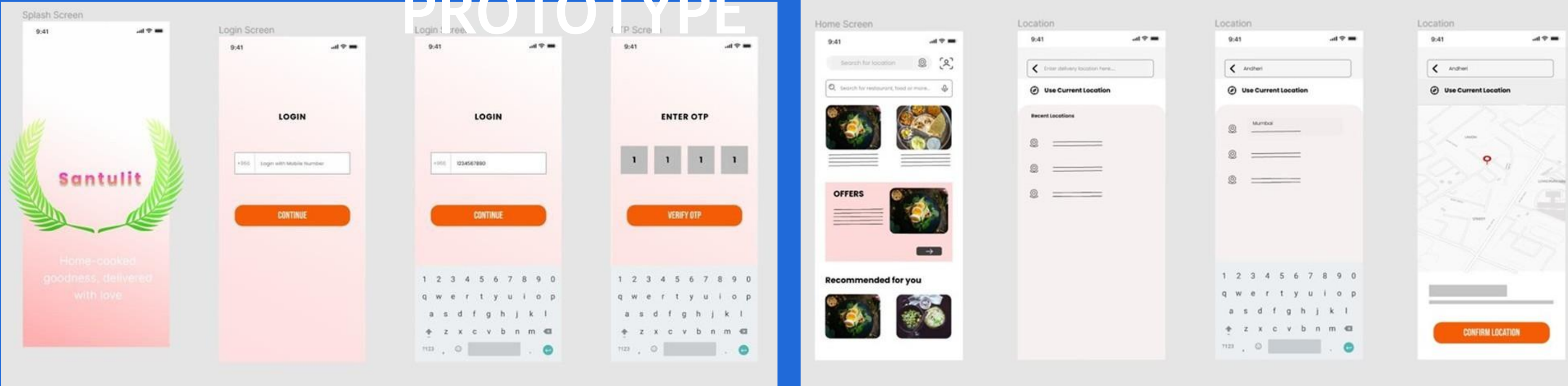
- Payment Gateway: Stripe
- Maps and Navigation: Google Maps API
- Push Notifications: Firebase Cloud Messaging

Security and Data Privacy Measures:

- Authentication: OAuth 2.0
- Data Encryption: AES-256
- Data Access Control: Role-based access control (RBAC)
- Regular Security Audits



HIGH FIDELITY PROTOTYPE



IP AND LEGAL



Office of the Controller General of Patents, Designs & Trade Marks
Department for Promotion of Industry and Internal Trade
Ministry of Commerce & Industry,
Government of India



MINISTRY OF LABOUR AND EMPLOYMENT

GOVERNMENT OF INDIA



सत्यमेव जयते
Government Of India

**Central Consumer
Protection Authority**

W3C® Web Accessibility
Initiative WAI

WCAG3
W3C Accessibility
Guidelines 3



FINANCIAL PLAN

						Year 1						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website Visitors(20%)	10000	12000	14000	16000	18000	20000	22000	24000	26000	28000	30000	32000
App Downloads	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600
Active Users	100	120	160	220	260	320	400	450	510	600	750	900
Subscribers	10	12	30	50	80	100	120	200	250	300	380	520
Single Orders	20	24	30	40	60	80	110	120	140	180	200	220
Subscription Revenue	10000	12000	14000	16000	17500	18500	20000	21000	22000	24000	25000	26000
Single Order Revenue	5000	6000	7500	10000	15000	20000	27500	30000	35000	45000	50000	55000
Partnership Revenue	0	0	0	0	0	0	0	0	0	0	0	0
Total Revenue	15000.00	18000.00	21500.00	26000.00	32500.00	38500.00	47500.00	51000.00	57000.00	69000.00	75000.00	81000.00
Payment processing fees.	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
Quality control measures.	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100
Ingredient procurement and food preparation	1500	2500	3500	4500	5500	6500	7500	8500	9500	10500	11500	12500
Packaging and delivery logistics	3000	5000	7000	9000	11000	13000	15000	17000	19000	21000	23000	25000
Total Variable Costs	5502.00	8602.00	11702.00	14802.00	17902.00	21002.00	24102.00	27202.00	30302.00	33402.00	36502.00	39602.00
App development and maintenance.	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000
Salaries (customer support, tech support, marketing, etc.).	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000
Marketing and advertising campaigns.	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000
Rental or server costs.	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000
Initial Set Up Cost	2000000	0	0	0	0	0	0	0	0	0	0	0
Total Fixed Costs	2370000.00	370000.00	370000.00	370000.00	370000.00	370000.00	370000.00	370000.00	370000.00	370000.00	370000.00	370000.00
Operating Income	-2360502.00	-360602.00	-360202.00	-358802.00	-355402.00	-352502.00	-346602.00	-346202.00	-343302.00	-334402.00	-331502.00	-328602.00
Cash Flow from Operations	-2360502.00	-360602.00	-360202.00	-358802.00	-355402.00	-352502.00	-346602.00	-346202.00	-343302.00	-334402.00	-331502.00	-328602.00
Cash Flow from Investing	0	0	0	0	0	0	0	0	0	0	0	0
Cash Flow from Financing	1000000	1000000	1000000	1000000	0	0	0	0	0	0	0	0
Net Cash Flow	-1360502.00	-721104.00	-81306.00	559892.00	204490.00	-148012.00	-494614.00	-840816.00	-1184118.00	-1518520.00	-1850022.00	-2178624.00
Cash Flow at end of the month	-1360502.00	-721104.00	-81306.00	559892.00	204490.00	-148012.00	-494614.00	-840816.00	-1184118.00	-1518520.00	-1850022.00	-2178624.00

FINANCIAL PLAN

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FINANCIAL PLAN

					Year 3							
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website Visitors(20%)	43000	44000	45000	46000	47000	48000	49000	50000	51000	52000	53000	54000
App Downloads	6000	7000	8000	9000	10000	11000	12000	13000	14000	15000	16000	17000
Active Users	5000	6000	7000	8000	9000	10000	11000	12000	13000	14000	15000	16000
Subscribers	4000	4500	5000	5500	6000	6500	7000	7500	8000	8500	9000	10000
Single Orders	1700	2500	3500	5000	6000	7500	8500	9500	10500	11500	12500	13500
Subscription Revenue	41000	43000	45000	47000	49000	51000	53000	55000	57000	59000	61000	63000
Single Order Revenue	425000	625000	875000	1250000	1500000	1875000	2125000	2375000	2625000	2875000	3125000	3375000
Partnership Revenue	8000	9000	10000	11000	12000	13000	14000	15000	16000	17000	18000	19000
Total Revenue	474000.00	677000.00	930000.00	1308000.00	1561000.00	1939000.00	2192000.00	2445000.00	2698000.00	2951000.00	3204000.00	3457000.00
Payment processing fees.	2	2	2	2	2	2	2	2	2	2	2	2
Quality control measures.	4300	4400	4500	4600	4700	4800	4900	5000	5100	5200	5300	5400
Ingredient procurement and food preparation	19500	20000	20500	21000	21500	22000	22500	23000	23500	24000	24500	25000
Packaging and delivery logistics	33000	34000	35000	36000	37000	38000	39000	40000	41000	42000	43000	44000
Total Variable Costs	56802.00	58402.00	60002.00	61602.00	63202.00	64802.00	66402.00	68002.00	69602.00	71202.00	72802.00	74402.00
App development and maintenance.	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000	50000
Employee salaries (customer support, tech support, marketing, etc.).	210000	210000	210000	210000	210000	210000	210000	210000	210000	210000	210000	210000
Marketing and advertising campaigns.	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000
Rental or server costs.	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000	20000
Initial Set Up Cost	0	0	0	0	0	0	0	0	0	0	0	0
Total Fixed Costs	380000.00	380000.00	380000.00	380000.00	380000.00	380000.00	380000.00	380000.00	380000.00	380000.00	380000.00	380000.00
Operating Income	37198	238598	489998	866398	1117798	1494198	1745598	1996998	2248398	2499798	2751198	3002598
Cash Flow from Operations	37198	238598	489998	866398	1117798	1494198	1745598	1996998	2248398	2499798	2751198	3002598
Cash Flow from Investing	0	0	0	0	0	0	0	0	0	0	0	0
Cash Flow from Financing	0	0	0	0	0	0	0	0	0	0	0	0
Net Cash Flow	-651028	-412430	77568	943966	2061764	3555962	5301560	7298558	9546956	12046754	14797952	17800550
Cash Flow at end of the month	-651028.00	-412430.00	77568.00	943966.00	2061764.00	3555962.00	5301560.00	7298558.00	9546956.00	12046754.00	14797952.00	#####

Thank You