Infini

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Pitch Deck

Infini is a food app that focuses on delivering a simple personalized experience to our users by making use of randomization and advanced algorithms to discern what food a consumer wants.

Agenda

Our Business

- We aim to address the inconvenience of finding suitable food options in unfamiliar places or when individuals are unsure about what to eat. We understand that this can be a frustrating experience, and our goal is to simplify the process by providing personalized and accurate food recommendations.
- Our primary revenue stream will come from partnerships with restaurants and food establishments.

Our Product

- Create and advanced algorithm and search tool to create personalized results making unique food recommendation service.
- We will be competing against all food service apps like Uber Eats, DoorDash etc.

Our Execution Plan

- Develop an advanced algorithm and search tool
- Build a user-friendly app interface
- Curate and update a comprehensive restaurant database
- Monetization and partnerships: Develop a sustainable monetization strategy

Market Overview

- Our target market are Food enthusiasts and individuals who are passionate about discovering new restaurants and exploring specific types of food. Our target market includes individuals of various age groups, predominantly between the age of 25-45 years old, who have disposable income and enjoy outdoor dining. Also are market is going to target those that live in Urban areas where there is an increased density of food options. With that being said we expect our market to be large in cities. And areas with more variety of food options like new york to attract more users. The people that participate in this market are the consumer and any sort of food establishments. Food establishments post their meals on the website while users use the app to discover and explore restaurants they are interested in.

Business Drivers

- Core things our market cares about can be simplified with these points
- Restaurant and food information - People want to know what their eating and what type of food to expect when going to a Restaurant
- Ratings - Ratings are important people wanna know if their getting high quality food and ratings accomplish this.
- Search and Discovery - Huge thing now people want to find new and unique places with more dietary options being more promoted like vegans more people care to search for food that fits their unique preferences.
- Convenience - market values apps that are user-friendly, with clear navigation, simple booking or reservation processes, and integrated features like online ordering, delivery services, table reservations, and waitlist management.
- Deals - The market often seeks opportunities to save money or take advantage of promotional offers, making it valuable for food apps to collaborate with restaurants to provide such incentives.
- And Community Features - As food apps are primarily used on mobile devices, seamless integration with smartphones, including features like location-based services, push notifications, and mobile payment options, is essential for catering to the market's needs

The market for dietary apps is changing rapidly due to technology, smartphones, and people's desire for convenience. Users now want personalized recommendations based on their preferences and location. They also rely on reviews and social engagement for dining decisions. Food apps now offer additional services like online ordering, delivery, and reservations. These changes aim to meet users' evolving needs and expectations for seamless and tailored experiences.

Market Challenges

1. Competition: The market is highly competitive with established players like Yelp, Zomato, and TripAdvisor already having a significant user base, making it challenging to attract users and differentiate from competitors.
2. Data Accuracy: Maintaining an accurate and comprehensive database of restaurants, menus, and information is challenging due to frequent updates, closures, and changes in the restaurant industry.
3. User Reviews and Trust: Building trust among users can be difficult when dealing with user-generated reviews that may be biased or misleading. Ensuring a fair and transparent review system while combating fake or malicious reviews is an ongoing challenge.
4. Changing Restaurant Landscape: The dynamic nature of the restaurant industry with new openings, closures, and ownership changes requires staying updated and providing accurate information to users.
5. Monetization: Finding effective monetization strategies without compromising the user experience or overwhelming users with ads can be challenging.
6. Localization and Market Expansion: Expanding into new markets or catering to specific regions with unique food scenes and preferences requires extensive research and localization efforts.
7. User Engagement and Retention: Encouraging regular app usage and retaining users is a challenge in a competitive market. Providing ongoing value, fostering a sense of community, and offering incentives are important for user engagement and retention.

Impact by Segment

The app will be free for users, and we will make money through in app adds. The businesses that want to use the app to market their restaurant will have to pay. Also the app is open to other companies that want to market their business that are non restaurant related.

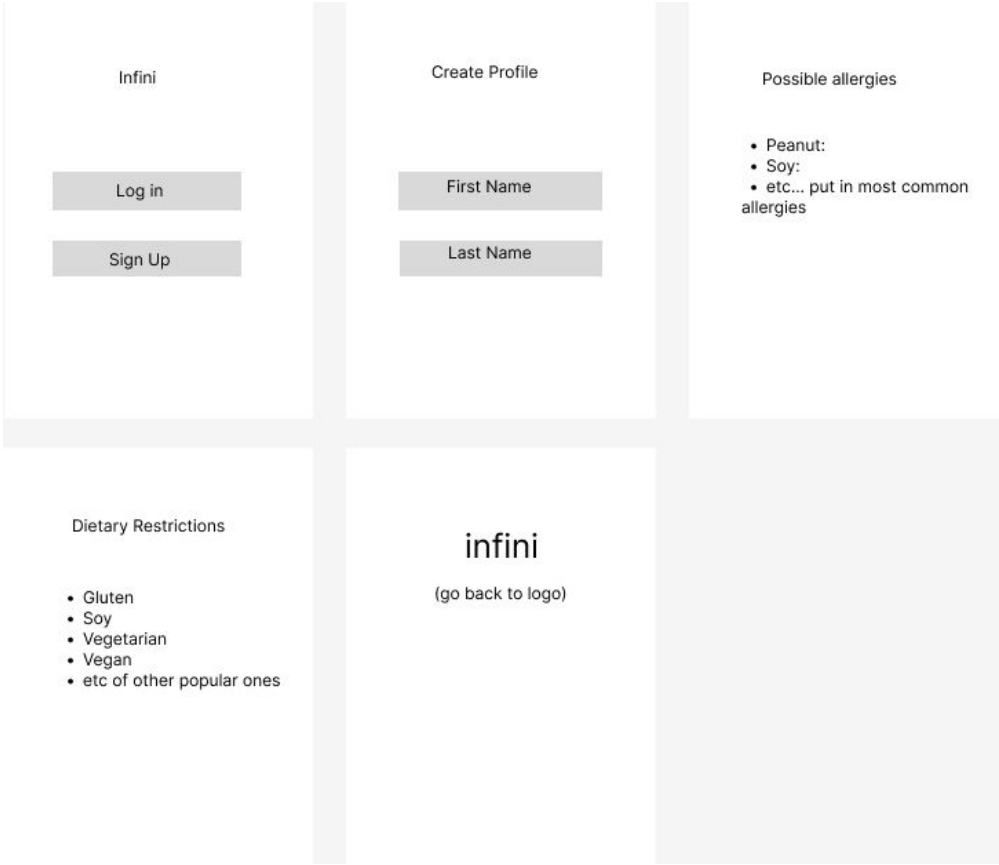
We know that businesses will pay to advertise their restaurants because they want to reach as many users as possible and thus increase their business. Also, if the user base ever becomes really big than other companies that are not in the food business will also want to reach our user base.

Personas

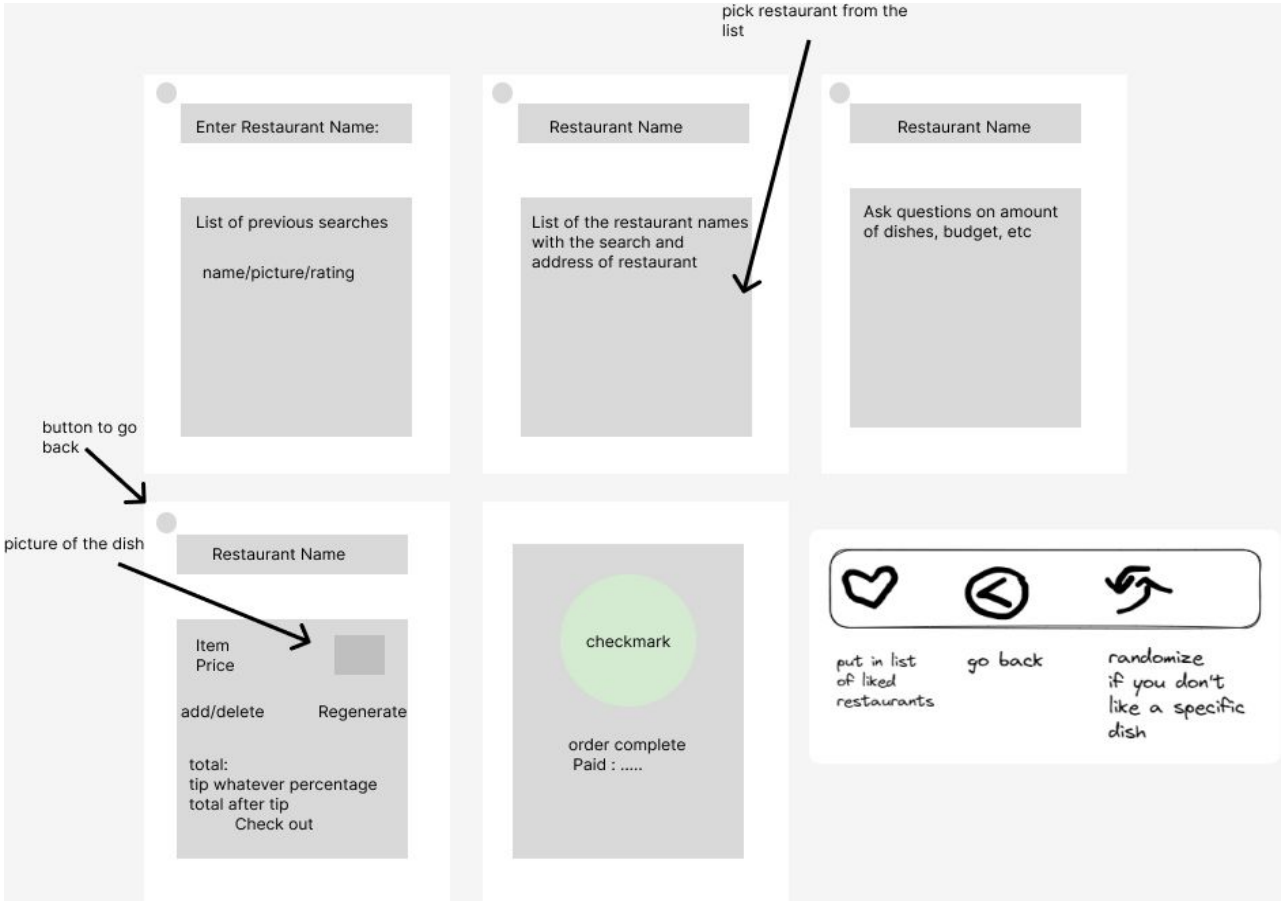
- Kevin is a 25 year old digital marketer living in new york city. He loves using infini to find new places for him and his girlfriend to dine. He is also travels a lot with his girlfriend and the app comes in handy when he is in a new country. Kevin also loves that the app after a while starts giving him personalized recommendations based on the restaurants that him and his girlfriend frequent. This was Kevin always checks infini over other apps such as yelp/tripadvisor.

- Celine is a 19 year old college student at Columbia University in New York City. She loves finding affordable places to dine at. She loves the fact that infini is a free app that can recommend her budget places to grab food. She appreciates that infini will recommend her places that she will like using machine learning and will take into account her budget restraints.

Storyboards



Storyboards



Solution Demo / Prototype

Pricing Strategy

- Components
  - Ordering food and delivery services
  - Charging delivery + service fees similarly to other food delivery apps
  - Partnerships with food establishments
- Cost Structure
  - The delivery fees will be based on the distance, such that a delivery fee of $2 for a 20 min delivery
  - The service fee will be 10% of the subtotal, with a $2.50 minimum for small orders
  - The cost of the items purchased through the app includes 15% fee for the restaurant
- Validate Pricing
  - All of the delivery service apps have different pricing structures
  - Delivery fees are based on location
  - Service fees are calculated based on the order subtotal
  - Restaurant share is similar to other restaurants but cheaper for this app due to it being smaller

Competitive Assessment

- Components
  - More specific search based on dietary preferences/restrictions
  - Randomization feature
  - Learning algorithms to recommend dished based on dietary restrictions
- Competitors
  - Popular food delivery apps like: Uber Eats (25%), Doordash (65%), and Grubhub (9%)
  - All these competitors have the same offerings of food delivery/pickup service, ratings/reviews of restaurants, and promotions/deals
  - We will have similar offerings but have an additional preference specification for users to have a more personalized experience while being more affordable.
- Unique Factor
  - As we acquire users with our new value proposition and solidify our place in the market, since users will have their preferences understood by our algorithms and will be reluctant to change away from their preferences. That and if we offer cheaper prices users will use our app over expensive ones.

Marketing & Sales Strategy

- Reaching our customers
  - With strong design and branding so we can establish ourselves
  - Referral system, giving new users 10$ of credit and those who referred the same 10$
  - Social media marketing both incorporating our own posts and other influencers
  - Partnerships and promotions from specific restaurants
  - Email listings to keep customers up to date with promotions and updates
- Ideal Prospect
  - Google and youtube ads
  - Social media influencers
  - Food Enthusiast/Critics
  - Delivery Services

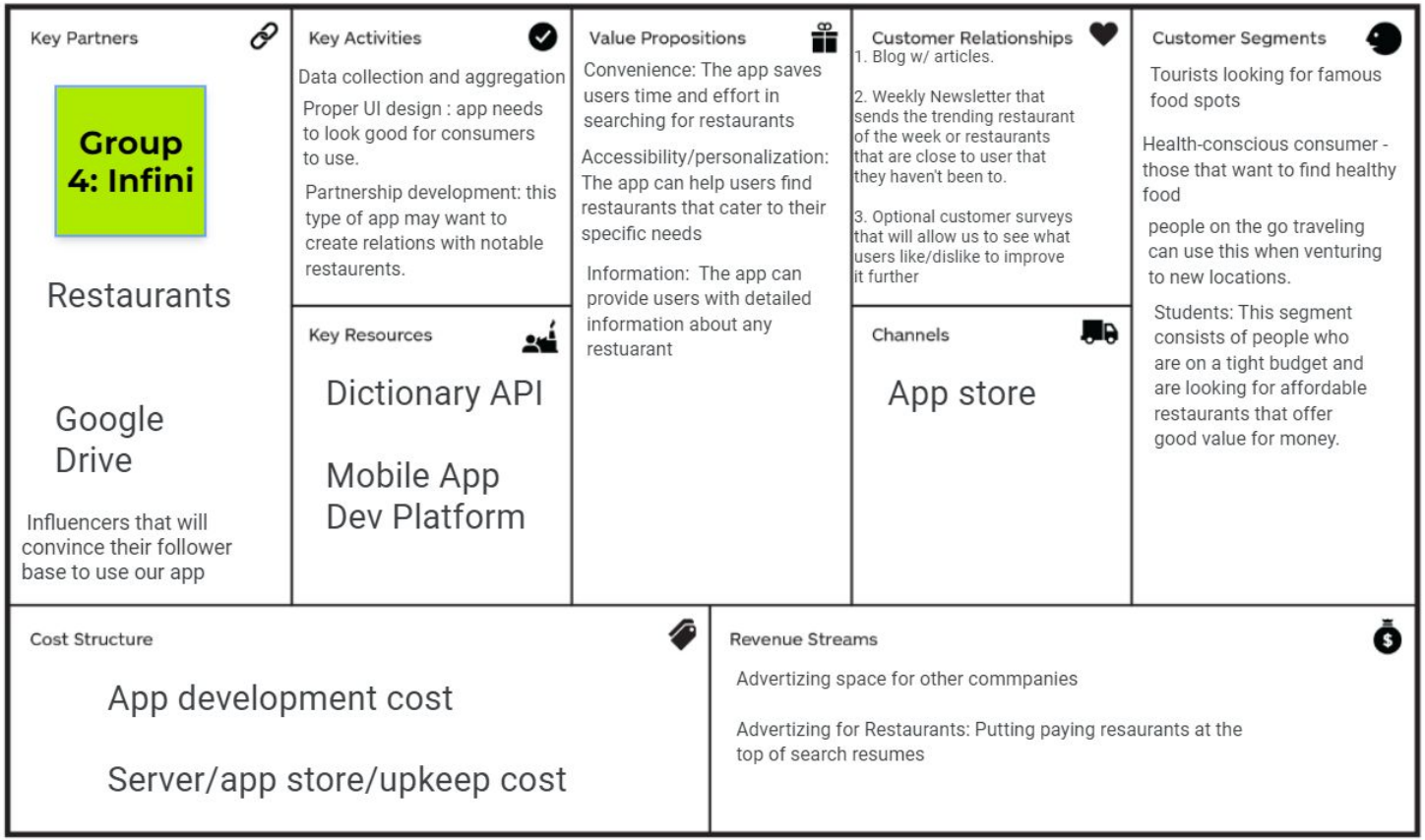
Execution Plan

- Team Structure
  - Product Development
  - Marketing and Sales
  - Engineering
  - Customer Support
- Scaling Team
  - As we continue to grow our product and the number of users increase we will expand the Customer Support and Engineering team to accommodate for the growing user base. For the Product Management will also require more tools to handle a growing number of users so also creating a Data Analysis team.

Key Dates & Metrics

- Key Stages
  - Fully implemented MVP (8 weeks)
    - Order and delivery
    - Search on map with preferences
    - Randomizer and algorithm based on preferences
  - Launch (2 weeks)
  - Ongoing development / Additional Features
    - Continue tuning the algorithm
    - Customer reviews of restaurants
    - Continual growth looking at customer feedback
- Metrics
  - **Daily Active Users to Monthly Active Users ratio** (target around 20%) shows that our application is being integrated into users daily routine
  - **Customer Churn Rate** allows us to measure the success of any new development we deploy
  - **Customer Satisfaction Score** allows us to understand if people are satisfied with the features of our product

Appendix



Business Model Canvas (BMC)

Personas

Target Persona:
Name:Kevin
Role: Digital Marketer
Personal Quote: I love using the restaurant finder app because it saves me so much time and effort in finding the perfect place to dine out. With personalized recommendations based on my location and food preferences, I no longer have to waste time scrolling through generic search results or relying on unreliable reviews. The app has introduced me to so many amazing restaurants that I would have never discovered on my own, and I love being able to share my experiences and recommendations with my friends and followers on social media
Personal Information: Age:25 , Gender: Male, Education: Bachelor's, Income: 80,000, Interest: Traveling, Fine dining.
Consideration:Personalized Food Recommendations
Scenario:Uses the app when hungry and trying to find something new to eat.

Target Persona:
Name:Celine
Role: Student
Personal Quote: The app is great in recommending me cheap eats since I am a college student on a tight budget.
Personal Information: Age:19 , Gender: Female, Education: Bachelor's, Income: -100,000, Interest: Cheap Eats, reading books.
Consideration: Recommending affordable locations for food
Scenario: So hungry but so broke.

Day in the Life For Kevin

8:30am - Arrive at the office. Check calendar and review any urgent tasks or meetings.
9:00am - Attend a team meeting to discuss ongoing projects and goals for the week.
10:00am - Work on advertising and promotion tasks.
12:00pm - Break for lunch.
1:00pm - Conduct research on industry trends and competitors.
4:00pm - Analyze and report on campaign performance.
6:00pm - Wrap up any remaining tasks for the day and plan for tomorrow's work.
7:00pm - Have dinner at select restaurant with girlfriend.

MVP

Figma MVP

https://www.figma.com/proto/8SXzTrE1NgUJjnixVWrzp7/digital-product-dev?type=design&node-id=27-2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=27%3A2