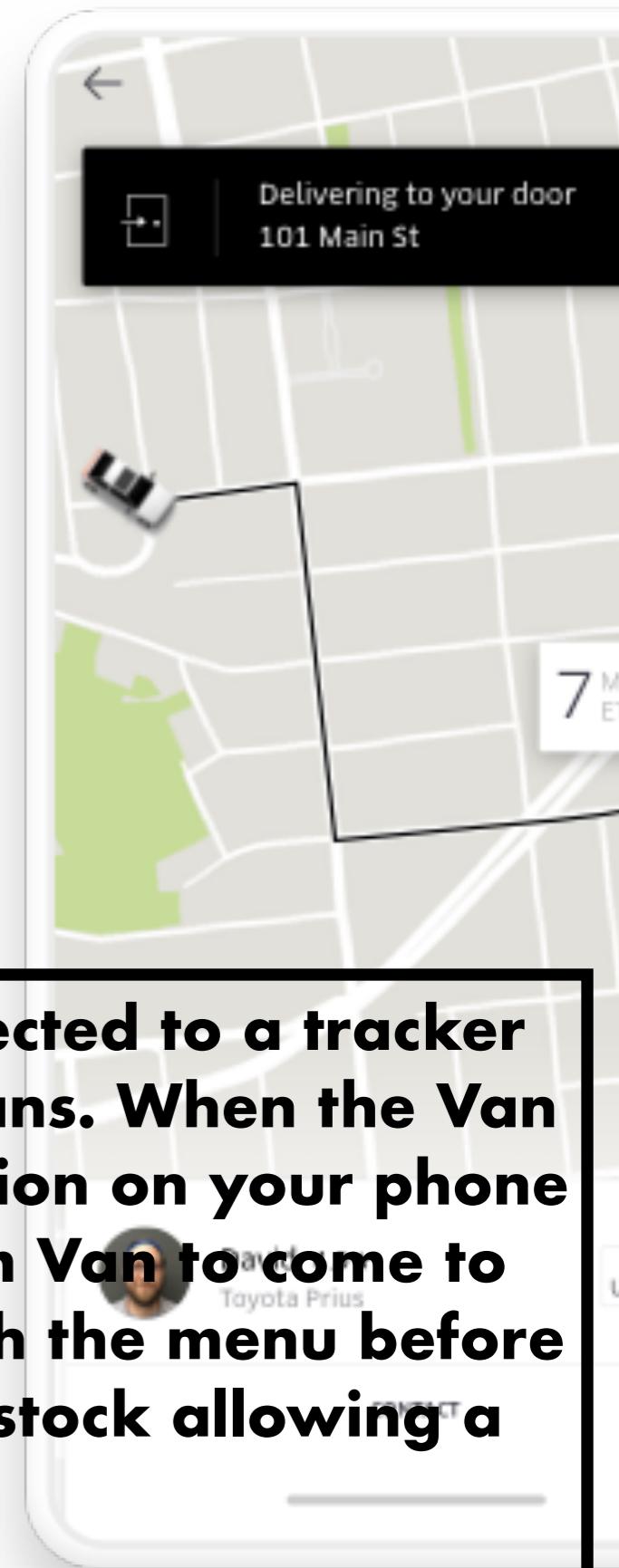
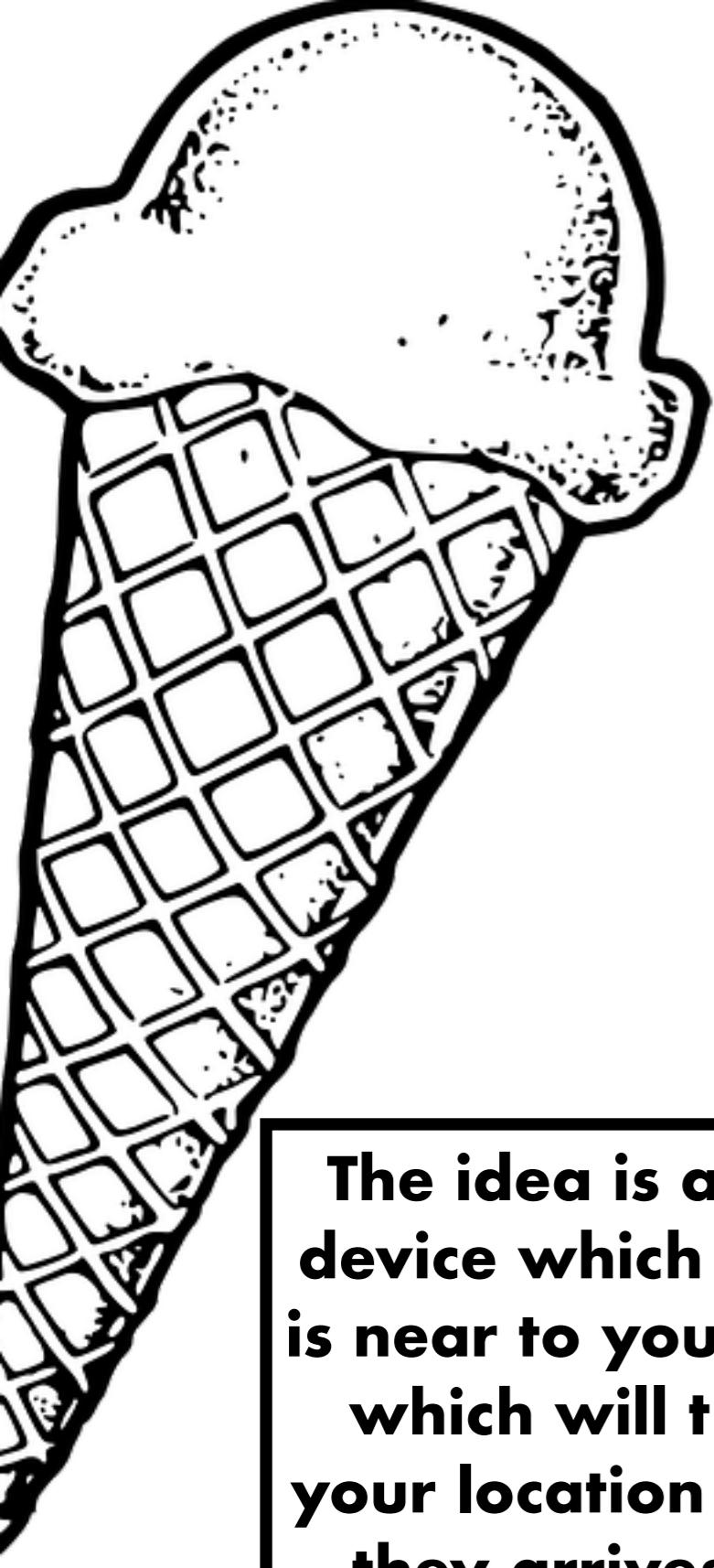


Final Major Project

Formative

Jacob Fielding



Proposal

The idea is an app on your phone, which is connected to a tracker device which is placed into operating ice cream vans. When the Van is near to your location you will receive a notification on your phone which will then allow you to order the Ice Cream Van to come to your location (for free) you can then scan through the menu before they arrives so you already know what they in stock allowing a much smoother transaction.



Why?



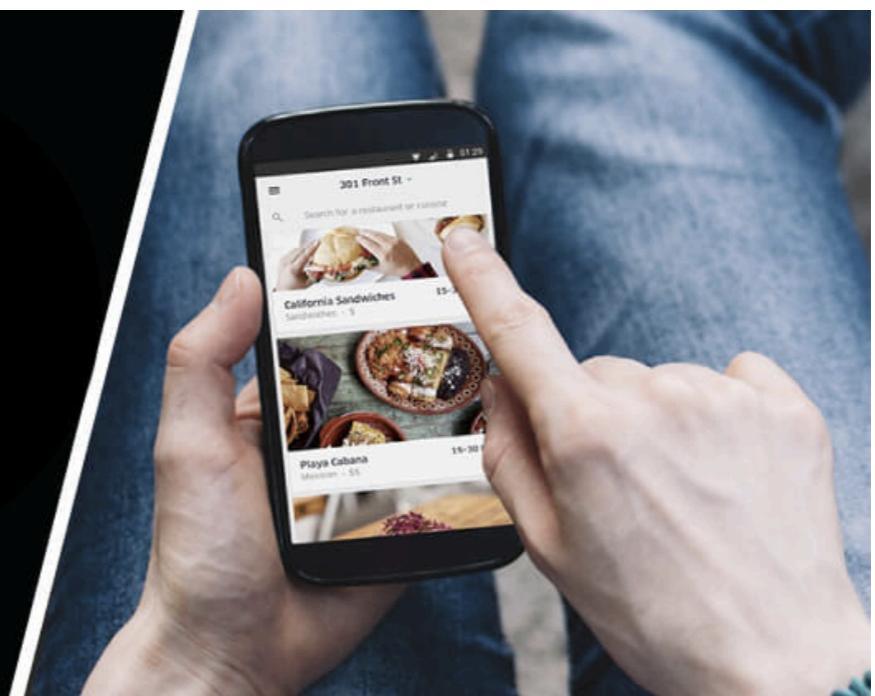
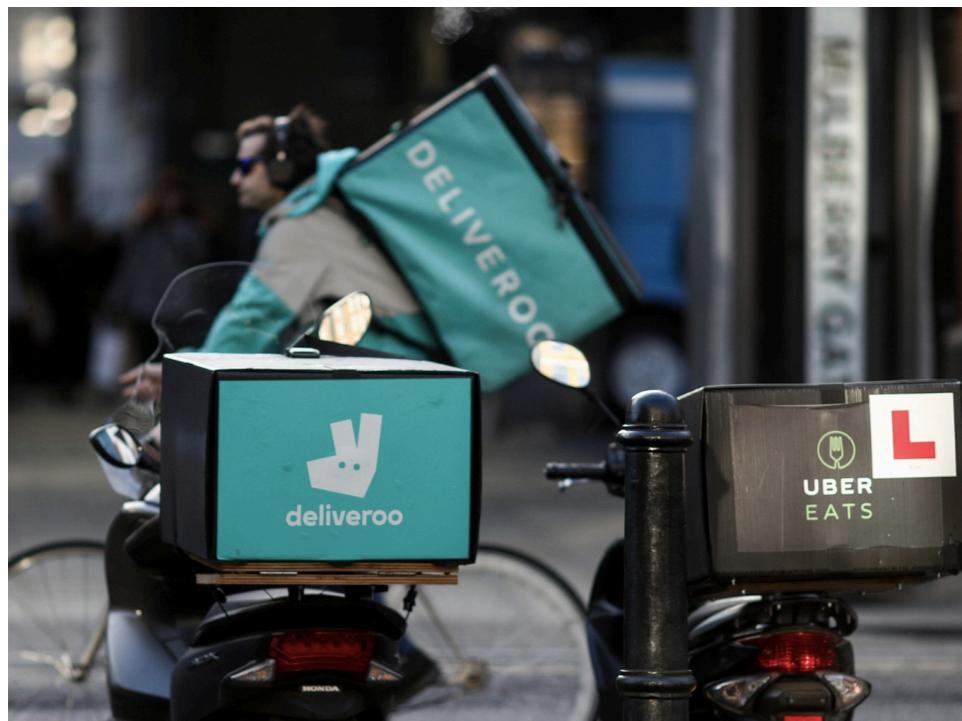
The App is needed as the industry is really in a dying state and has been on the decline for years, anyone who lives in Britain knows the nostalgic feel you get from hearing the ice cream van or reminiscing of a past time getting the classic ice cream. There is an opportunity for the industry to be revitalised by modernising the system already in place the ice cream van could defiantly make a comeback. there are thousands of vans in the uk which are constantly roaming the streets so digitalising this industry and developing it further will allow a comeback for ice cream van, which can be the most convenient and accessible way to order a delivery.

WHO?

The App is aimed at the younger generation from 12-25, but there is no discriminating because all ages love ice cream and children's parents could even use the app to reward their kids when the time is right. Also the idea could be expanded to fresh food as well as ice cream which would just broaden the marketplace possibilities.



UBER / Deliveroo Competitor Analysis



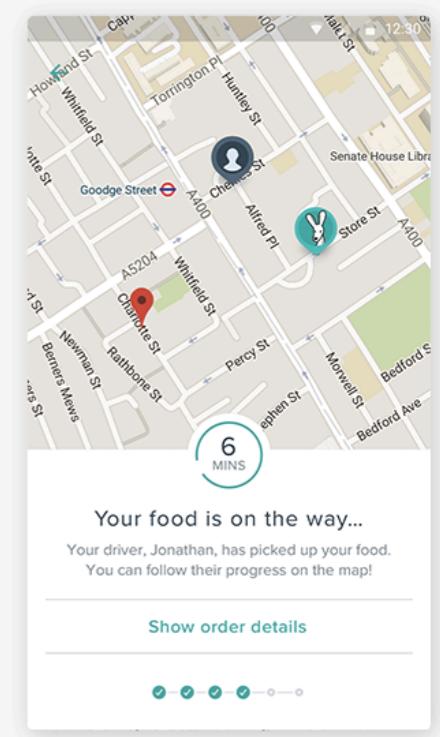
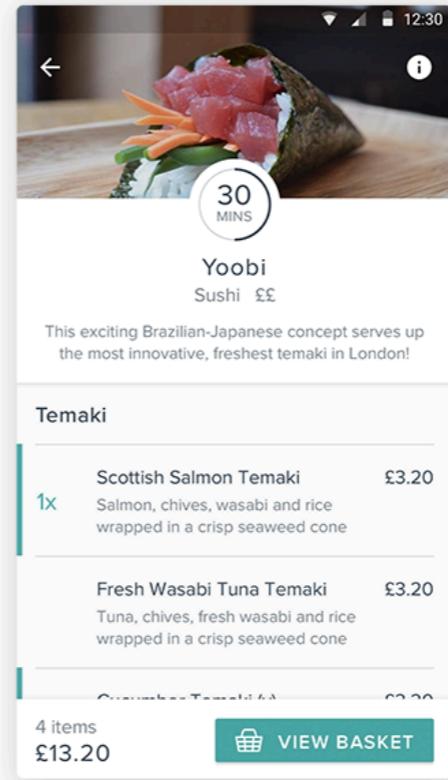
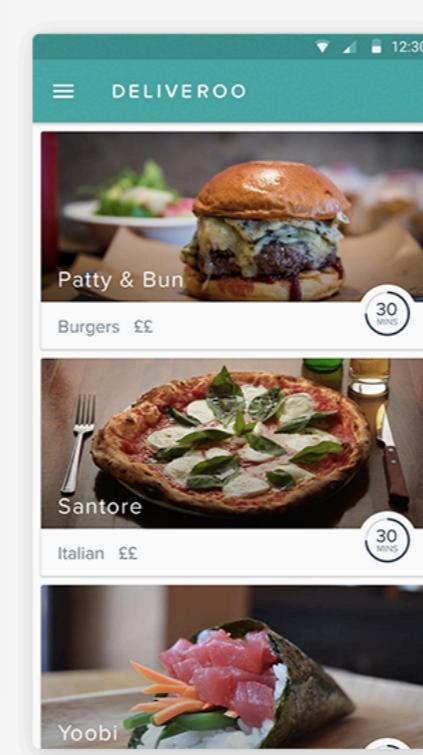
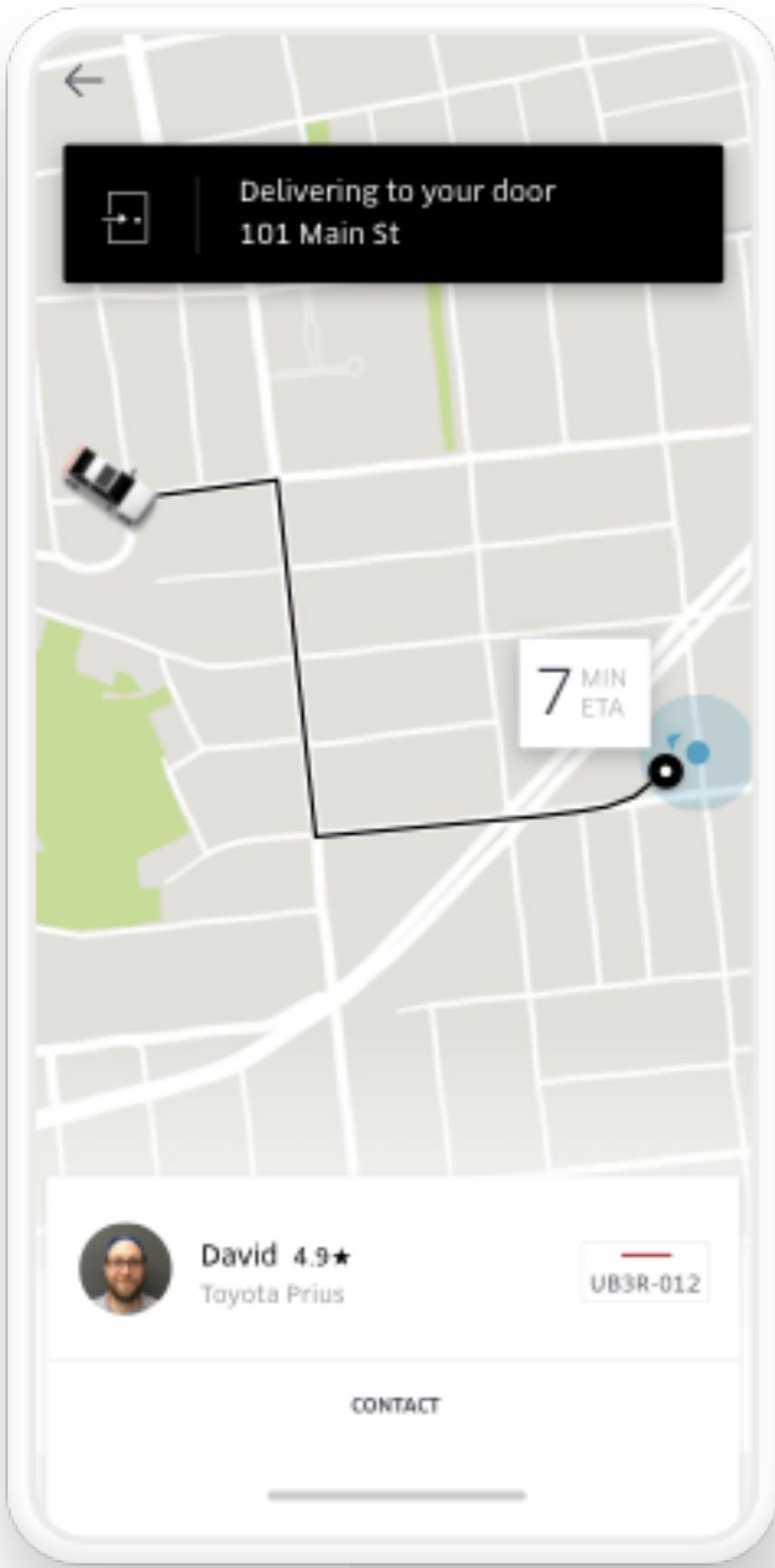
Stats & Facts

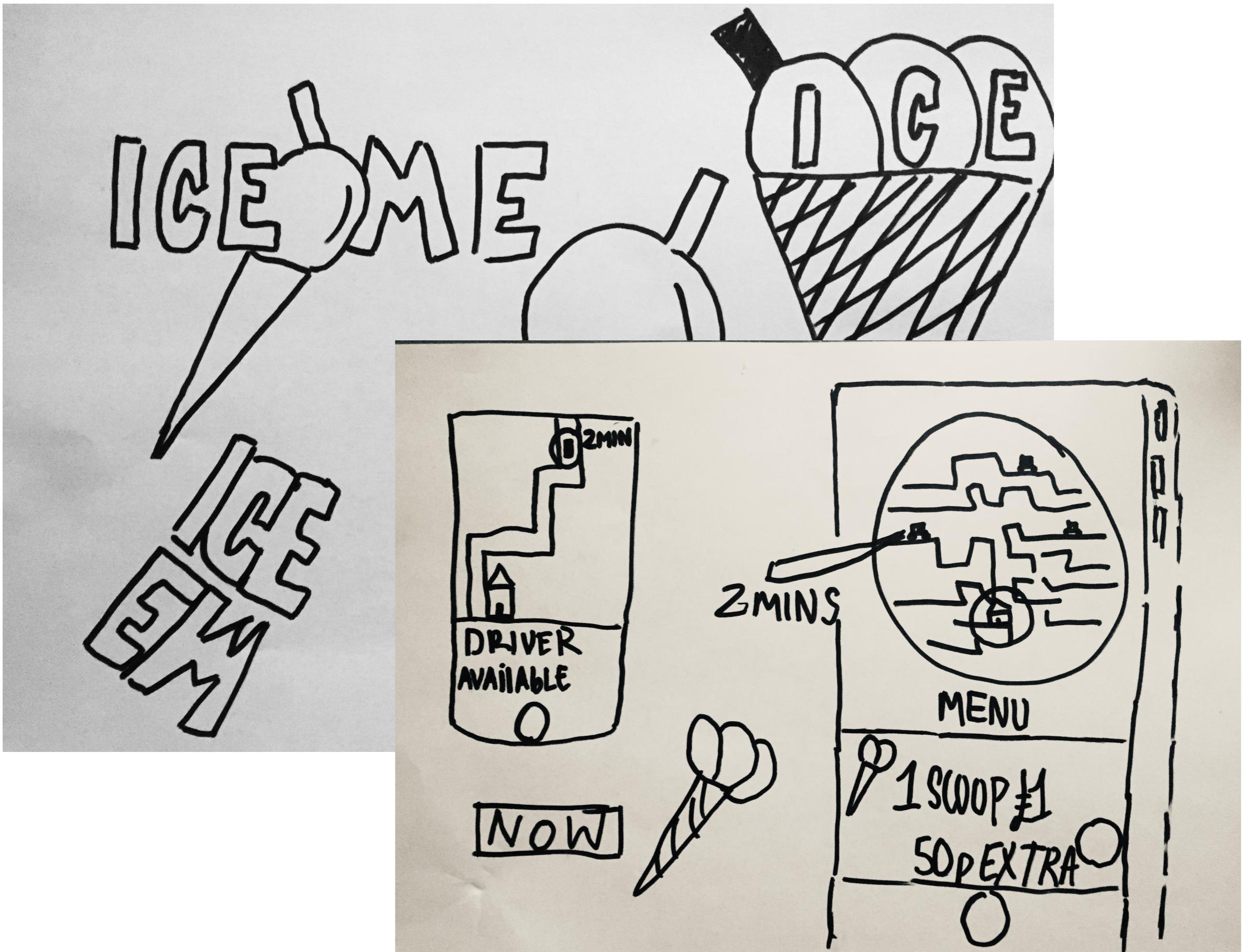
Brits devour an estimated 337million litres of ice cream each year, more than 5 litres per person with more than 100 flavours available.

“Britons spend £1.1 BILLION a year on ice cream”

“The unstoppable rise of the takeaway delivery phenomenon means the market is now worth £4.2 billion, up 73% in a decade”

‘Deliveroo, JUST EAT, hungryhouse and UberEATS – have been the catalyst for this growth. They have levelled the playing field, allowing smaller independents to compete more effectively with the bigger foodservice chains.’





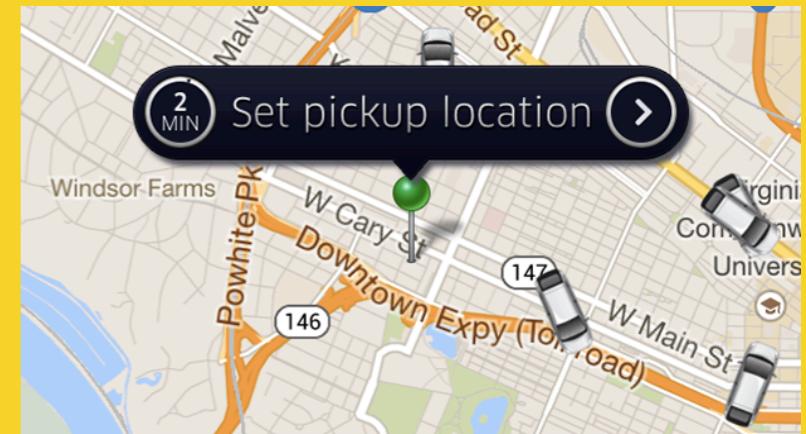


Instant ice cream at the touch of a button!



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App Store

GET IT ON
 Google Play



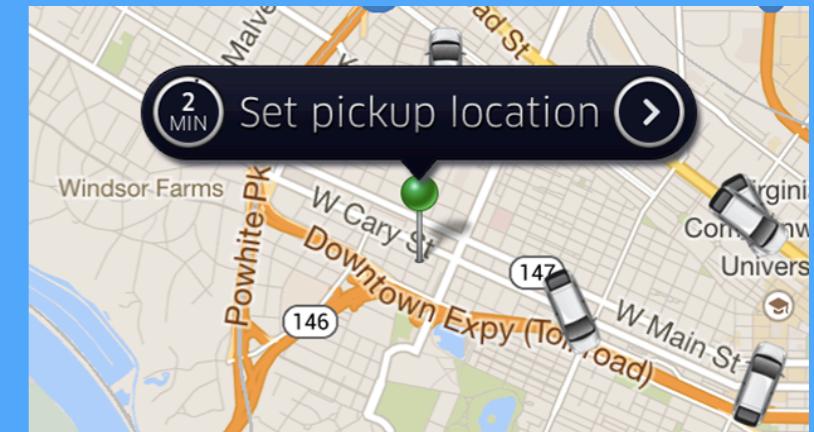
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ICE EM

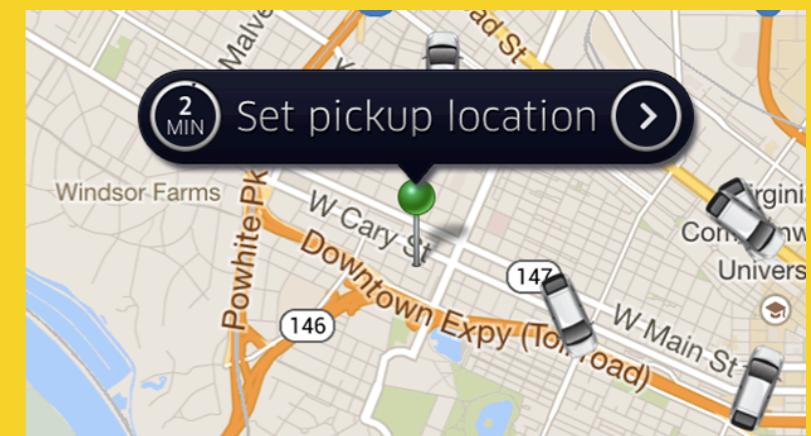
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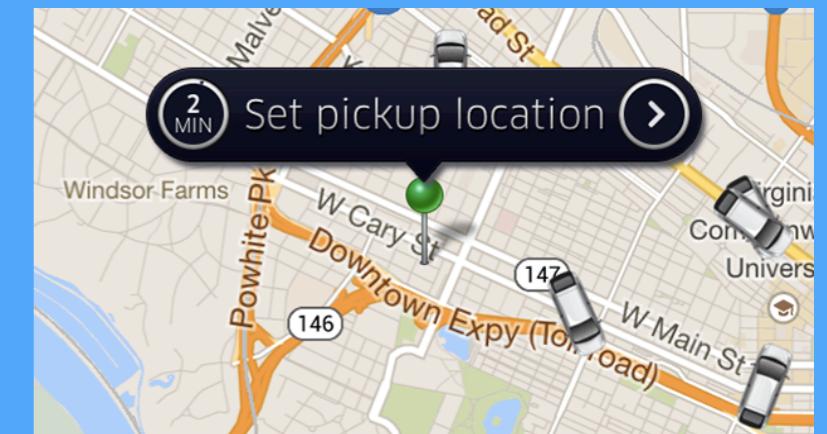
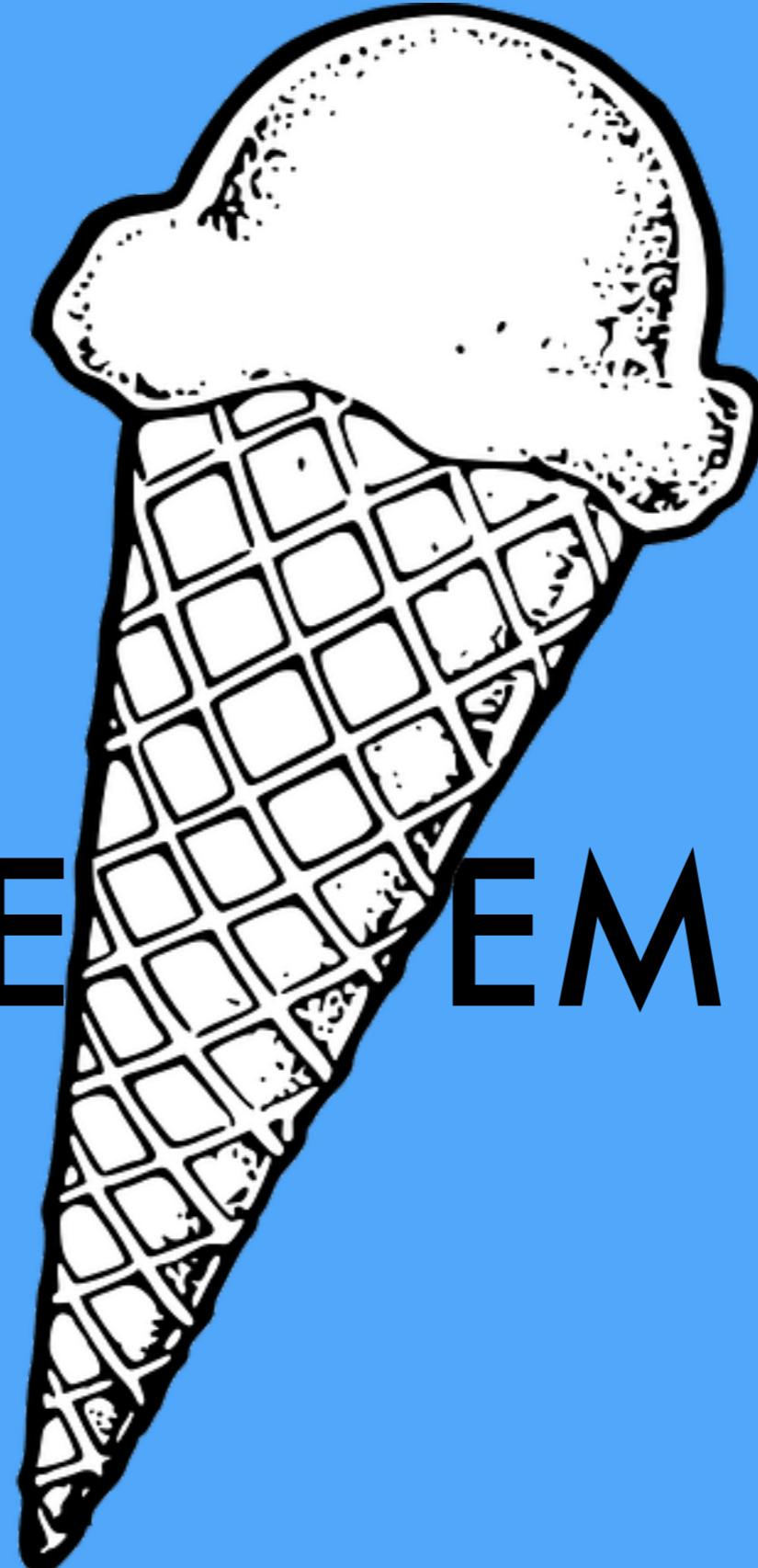
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ICE CREAM



Instant ice cream at the touch of a button!

ICE CREAM



The End

Thanks for listening