**A business model**

From a business point of view, our application targets a niche in the market, a new student revolution by where fresher’s can be eased in to university life. No longer do students have to struggle with the step up into independent life, with this app they can begin independent life with a helping hand towards cooking proper meals that will not only be cost beneficial but also healthier. This can give more confidence to families sending their kids away to university and not having to worry about them eating unhealthy food.

The idea is the consensus by society is first year students go from mum’s healthy meals to eating unhealthily. In our interviews we conducted, 6/7 students said as a first year they did not eat healthily, this was mainly due to not having any guidance on cooking meals and overall taking the easy option with easy to cook food like frozen, pizzas, takeaways etc.

**Competitive audit**

We found there is a few apps out there that follow a similar concept to ours, but our app still fits in its own unique category. Other competitive applications seem to have their way of doing things the other way round compared to ours, for instance they let you pick the recipe first and then add the ingredients you need to a shopping list.

Our competitors all have very high ratings mostly at 4.5 out of 5, I believe this is because they’re all extremely use friendly and efficient to use. They all have very simplistic pages when navigating through them, with very easy to read content making for a smooth time when using their services.

They all have a free service with options to pay later. They also offer additional cooking utensils to buy or pre-made shopping lists to send to your door for a fee. In addition, some apps have a fee to pay if you want to remove ads.

There are a lot of recipe and shopping list style apps. However, our app seems to fit perfectly in the middle of these two, it mixes the two together to make for a very dynamic app. From a user’s perspective if we can get this app out there for many eyes to see then it can definitely be a hit, as from our surveys/interviews this app will help students by pushing them on to cook healthy food.

**Affiliation business models**

Advertising - This will be an extension to our business model where we will provide a service in the form of banner ads, presenting offers on supermarkets deals. Pay Per Click, can also present students offers from restaurant places.

Affiliate - Affiliate with partner supermarket sites, this overlaps with advertising methods. As we are giving students offers from supermarkets, this can help us in offering financial incentives to partner sites.

Community – We know loyalty is key here, and if we can get the user to put time into a Facebook page, then they can share recipe books and voluntary contribute their own created recipes.

Subscription – We can offer a monthly fee that will give the user access to a vaster range of recipes, share with friends, and create groups where they can add in their own recipes.

Infomediary – We will have value in the personal data from the students, we can act as a trusted agent, providing opportunity for clients to monetize and profit from the information profiles.

**Means for generating a stream of revenue**

The end goal for us is to get the user to eventually signup to subscription-based service; of course, this will be steady and consistent stream of revenue.

We can work with online bookstores like Waterstones, WHSmith etc. Obviously, they sell recipe books, so we can setup a partnership where we can send traffic (our customers) their way and if they buy a book then we can earn a small percentage from that.

The PPC feature can be beneficial to revenue, setting up partnerships with companies.

Subscriber data access for email marketing,

**Conclude business proposition**

In conclusion, we have a solid home inventory system, which can give students the incentive to learn to cook from new recipes whilst eating healthier compared to the average student. Overall, if we get student halls to offer this app to the students as they move in, then it should stay consistent and be get by the majority of students, as it will be all they know.

**Clearly defined business goals**

* To appeal to our target audience, enticing them into using the app on a day-to-day basis.
* To be a well-structured and user-friendly application, with easy navigational functions.
* To have an end goal for the user, which should be them paying a monthly/yearly fee for our services.
* To integrate a Facebook page for users to share content on.
* Setup affiliations with supermarkets offering financial incentives.
* Have a Pay Per Click internet advertising model uses to direct traffic to offers at restaurant sites.
* To have 50% of student using this app after 1 year.