Redesigning Flipp

Customers, Problems, and Stories

1. **SNAP/EBT Users**
   - Problem: Can't easily verify SNAP-eligible items or compare prices across retailers due to inconsistent labeling and lack of a central database.
   - Story: "I want to find and compare SNAP-eligible items online without worrying about checkout surprises, so I can stretch my benefits confidently."
2. **General Budget Shoppers**
   - Problem: No unified platform to track grocery prices, discounts, or sales across multiple retailers.
   - Story: "I want to track prices and get discount alerts across stores, so I can save money on everyday purchases."
3. **Community-Contributing Users**
   - Problem: No outlet to share verified discount codes or fix incorrect SNAP eligibility info in a collaborative way.
   - Story: "I want to help others by flagging wrong tags and sharing deals, so everyone benefits from accurate and up-to-date info."

Unique Selling Point (USP):

- Price comparison across platforms (Groceries initially with possible expansion)
- Dedicated platform for SNAP/EBT benefits users with more accurate and category specific filters (Possible expansion to other benefit programs like HAS/FSA)

Affordability-Specific Technical Hurdles:

- **No Centralized SNAP-Eligible Item Database (UPC Level):** A major gap is the lack of a comprehensive, easily searchable, official database of all SNAP-eligible items by their specific product codes. This makes it hard for apps and users to verify eligibility accurately.
- **"Hot Foods" vs. "Cold Prepared" Distinction:** The rule prohibiting SNAP for "hot foods at point of sale" while allowing many "cold prepared" items is confusing and hard to implement consistently in online filters or for users to understand.
- **Online SNAP Purchasing Glitches:**

- Retailer systems (Walmart) struggle to accurately filter for only SNAP-eligible items online.
- Payment processing for SNAP online can be complex, with limited approved tech providers and potential fees (though SNAP benefits themselves can't cover fees).
- Issues with split-tender transactions (SNAP + other payment) and handling substitutions in online orders are common.
- **Optional - Restaurant Meals Program (RMP) Data:** Identifying and maintaining an up-to-date list of RMP-participating restaurants is difficult due to the lack of a centralized, dynamic database.
- **Optional - Taxation Complexity (e.g., "Bagel Tax"):** Differentiating between "prepared" (often taxed) and "unprepared" foods for sales tax purposes varies by state and can be complex (like the example of sliced bagels being taxed differently). While SNAP purchases are tax-exempt, this complexity affects mixed-tender transactions and overall price transparency.

Background Knowledge (SNAP)

- **SNAP =** Supplemental Nutrition Assistance Program (formerly food stamps).
- **Goal:** Helps low-income people buy groceries using monthly benefits.
- **Delivered via:** EBT card (works like a debit card).
- **Covers:** Most food items (e.g. fruits, meat, dairy).
- **Excludes:** Alcohol, tobacco, hot prepared foods, non-food items.
- **Online Use:** Allowed at select retailers (e.g. Walmart, Amazon), but support is limited.
- **Delivery apps:** Instacart, Amazon/Amazon Fresh, Walmart, DoorDash, Uber Eats, Mercato (local stores), Target

Features:

- **Aimed at General Users**
    - Comparing carts across retailers
    - Generating routes for purchases
    - Discount Codes (Official and Community Contributed)
    - Existing Features
        - Price Tracking (Anticipated Drops)
        - Price Matching

- Price Comparison (Across Retailers)
- Sales Alerts
- **Aimed at SNAP/EBT Users**
  - Includes general features
  - Improved Filters
  - Excludes Ineligible Items (Community Driven)
- **Note:** Database to identify items, purchasing is through external links or in person

Sources of Revenue

- Optional Subscriptions for cloud features (Price Tracking and Notifications) aimed at non-SNAP users
- Sponsored items appearing at the top of search
- Other forms of sidebar or banner advertisements
- Affiliate links for commission on clicks

Market Research

- Grocery delivery e-commerce revenue in the US is expected to surpass the **455 billion dollar** threshold by 2029. The online grocery customer base counts roughly **138 million shoppers**. (Source: Statista)
- Leading online grocery retailers are **Amazon**, Walmart, Walgreens, Kroger, CVS, Ahold Delhaize, Target, and Costco (Source: Doorfinder)
- Leading grocery delivery apps are **Instacart**, 7-Eleven and Gopuff. However, Instacart is in the 4th place for grocery delivery brand awareness, behind Walmart, Costco and Uber Eats. (Source: Statista)

The Most Popular Grocery Store By State (in 2024)

States where people are making more purchases online

Grocery Spending by State

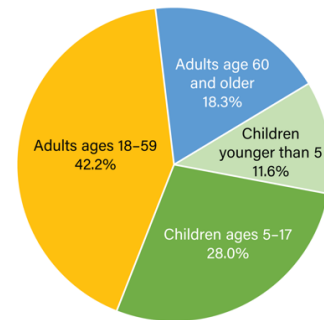Top 10 Most & Least Expensive States for Grocery Shopping in the US

- In FY 2023, **SNAP** served an average of **42.1 million** participants per month. Federal SNAP spending totaled $112.8 billion, and benefits averaged **$211.93** per participant per month. (Source: Economic Research Service, USDA)

Supplemental Nutrition Assistance Program (SNAP) average monthly participation and inflation-adjusted annual program spending, fiscal years 2000–23
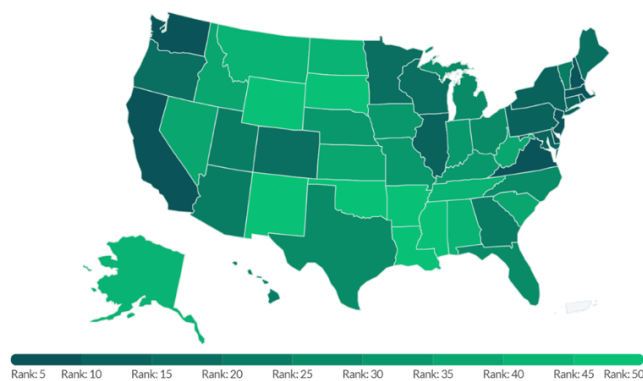
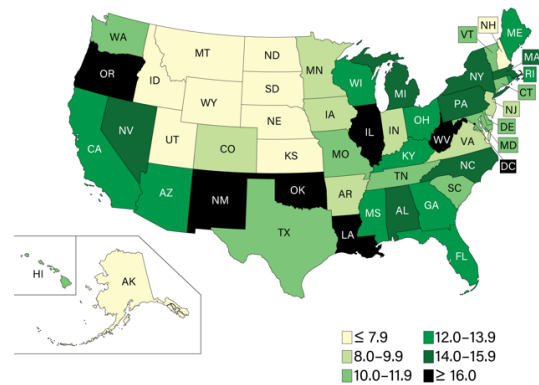*Participation rose and inflation-adjusted spending fell in FY 2023*
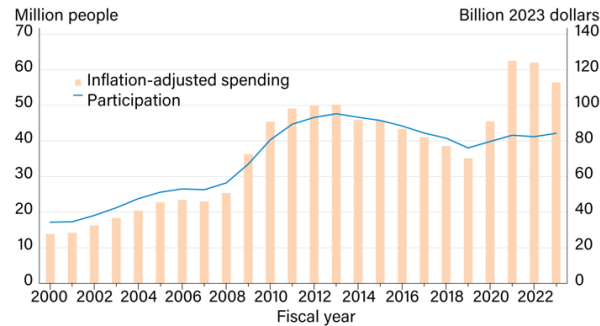
Distribution of SNAP participants by age, fiscal year 2022

- Adults age 60 and older 18.3%
- Children younger than 5 11.6%
- Children ages 5–17 28.0%
- Adults ages 18–59 42.2%

States where people are making more purchases online

Rank: 5 Rank: 10 Rank: 15 Rank: 20 Rank: 25 Rank: 30 Rank: 35 Rank: 40 Rank: 45 Rank: 50

Percent of population receiving SNAP benefits in fiscal year 2023

- ≤ 7.9
- 8.0–9.9
- 10.0–11.9
- 12.0–13.9
- 14.0–15.9
- ≥ 16.0

Competitors

- **Flipp app** – digital shopping list across online retailers, weekly ads, coupons, search for items/brands/stores, sort and filter, notifications for deals, share deals/ads.
    - **Missing SNAP EBT eligible filter**
- **Other price comparison apps** – BuyVia, Mycartsavings, Price.com, ShopSavvy
- **Reebee –** shopping lists, browse weekly flyers, price matching, deal alerts, adding loyalty cards
- **Ibotta app and extension –** cash back on everyday purchases, in-store and online, tracking online deals
- **Checkout 51 app –** cash backs on grocery purchases, gas, and other products
- **Groupon site and app -** daily deals, a loyalty program, a merchant platform, and a marketplace for goods, travel, and events
- **Canadian:** Voilà, Giant Tiger and PC Express
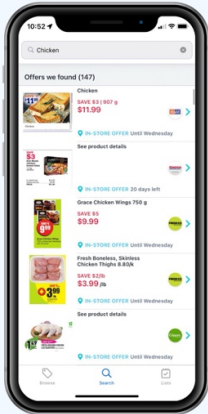
Your all-in-one savings app

Weekly Ads
Find deals from over 2000 weekly ads.

Shopping List
Add items you need and Flipp instantly finds you deals.

Watch List
Track the items you want at the price you're looking for.

Search
Quickly find a specific store, item, brand, or coupon.

Digital Coupons
Load coupons to your loyalty cards and view available matchups.

Item Details
Tap an item for additional product information.