

# stocked

The best a fridge can get



## ■ Case: Liat



**\$250**  
/MONTH

Average monthly spend on groceries



**\$25**  
/MONTH

Average amount of food wasted each month due to overbuying and spoilage



**\$300**  
/YEAR

Total amount of food wasted each year



**82.9%**

of students often cook  
the same meals

**52.4%**

of students feel like they never  
know what to cook

**42.7%**

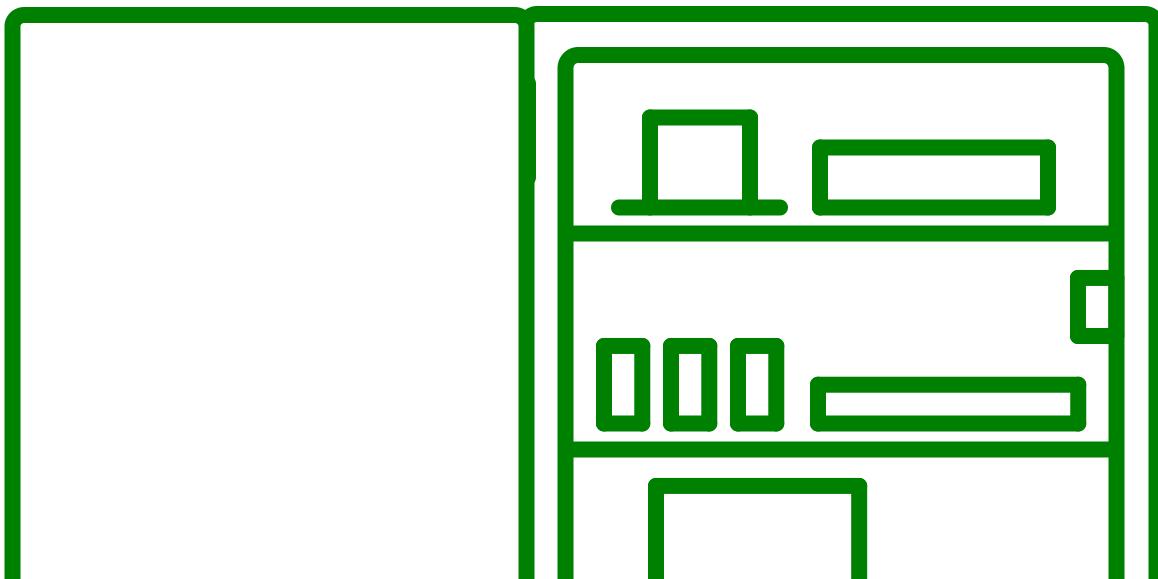
of students throw out food  
due to spoilage

**89%**

of students are interested in  
learning new recipes

~100 people surveyed

**How can we help Liat ?**



# Making a team Recipe



## 1. Diligent Devs



Quentin  
Roy-Foster



Sydney  
Tschritter



Victor  
Uemura

## 2. Passionate PM



Jason Yang

## 3. Bright BAs



Alice Qi



Shani  
Mithani



Jake  
Koszczewski

## 4. Understanding UI



Ricky Zhang

## ■ Problem Statement

As a busy individual's ability to track their on hand ingredients is limited, financial waste and common barriers to healthy eating become more frequent and apparent.

## ■ Value Proposition

Supporting busy individuals all the way from grocery shopping to a finished cooked meal – all within one simple platform.

# MVP Features



## Dynamic Pantry

- Track users on hand ingredients
- Scan users receipts
- Manual input



## Meal Generator

- Generate recipes based on ingredients in Dynamic Pantry



## Grocery List

- Create Grocery Lists
- Sort and send groceries to dynamic pantry

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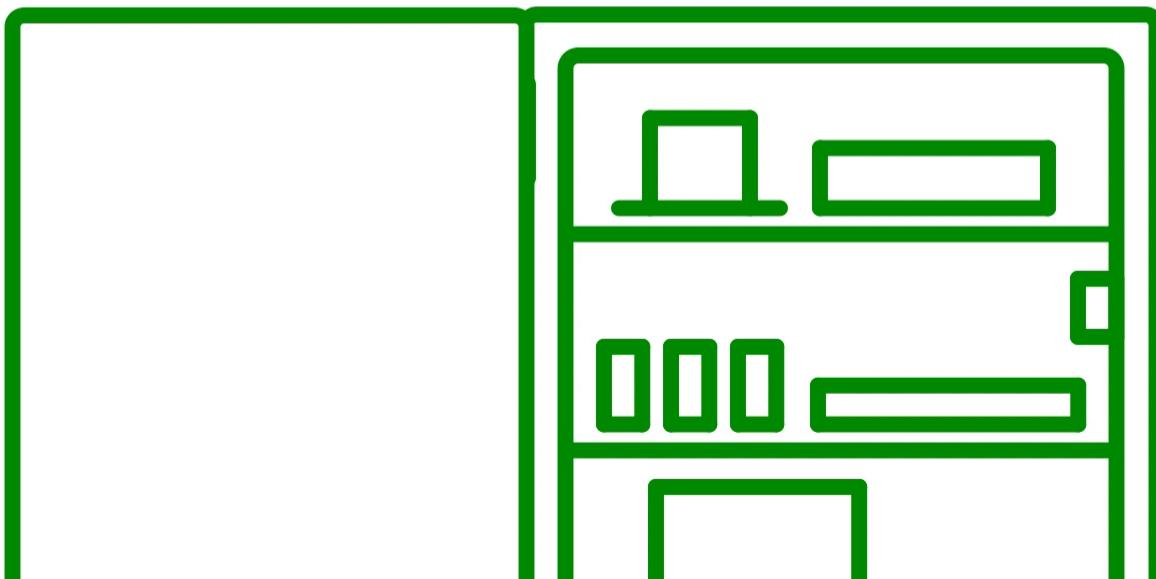
### VALUES

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- Efficient use of ingredients
- Receipt scanner reducing manual input

- Ideation, preparation and execution of meals
- Complex filtering, update grocery list

- Organize future purchases
- Bring it full circle



# User Research Summary

## Key Insights

**61%**

Would use an app to **remind them when their food would spoil**

**48%**

Would subscribe to a **Freemium pricing model**

**80%**

Would use an app to **track their food inventory**

**95%**

Are interested in using an app to **learn new recipes**

~100 people surveyed

# MVP Features

Integrate into your pre-existing routine



# Target Market Profile

Collection of needs that Stocked satisfies

Regular grocery shopper,  
pursues a healthy diet

## Common Problems

- Unaware of what foods are in her fridge
- Doesn't know what to cook
- Always buying the same ingredients for the same meals
- Food waste through spoilage
- Limited repertoire of recipes

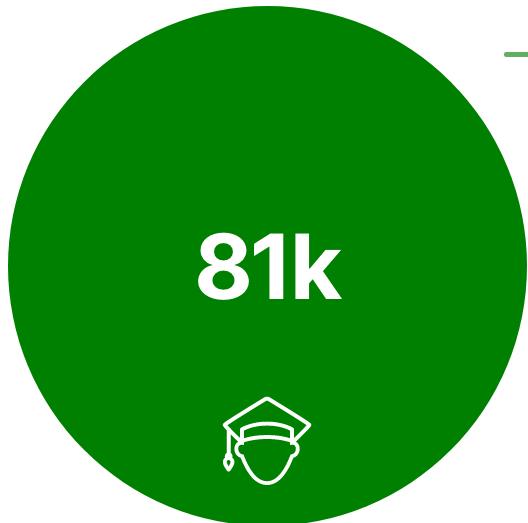


# Market Analysis

Stocked will reach 3 unique demographics with overlapping needs

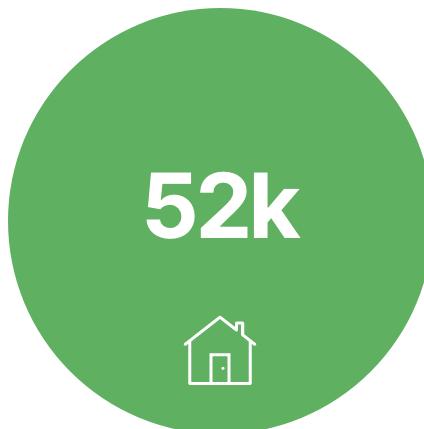
**150,000**

Total Addressable Market



## University and College Students

Living off campus and cooking for themselves



## Busy Households

Suburban/Urban location  
1+ children



## Young Professionals

Metropolitan areas  
Health conscious

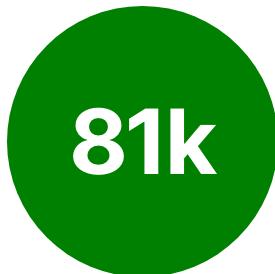
# Market Analysis

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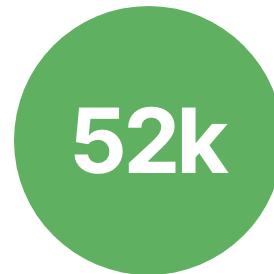
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Total Addressable Market

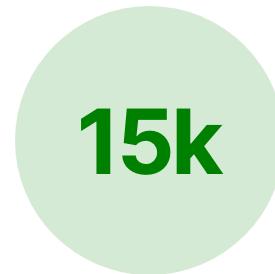
- All value time and money savings
- All regular users of mobile devices and apps
- Readily adopt new technologies



**University and College Students**



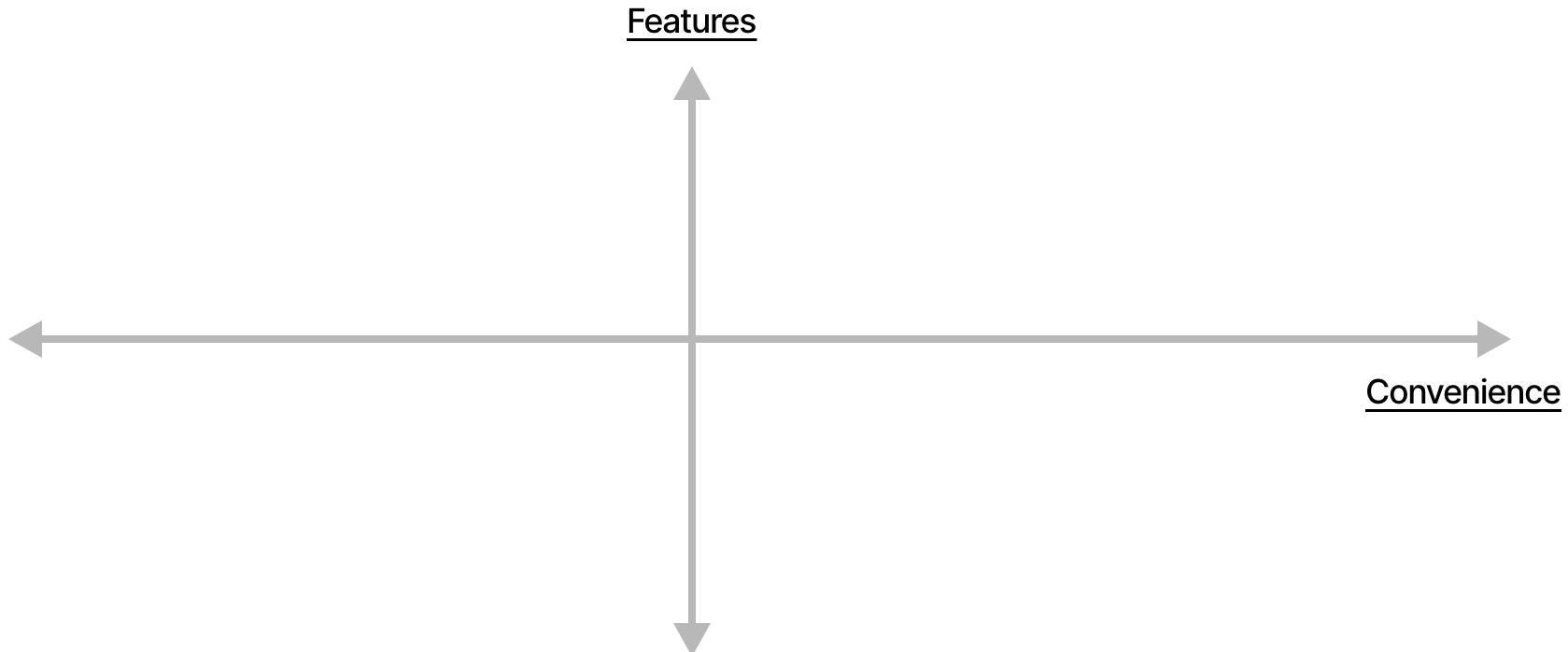
**Busy Households**



**Young Professionals**

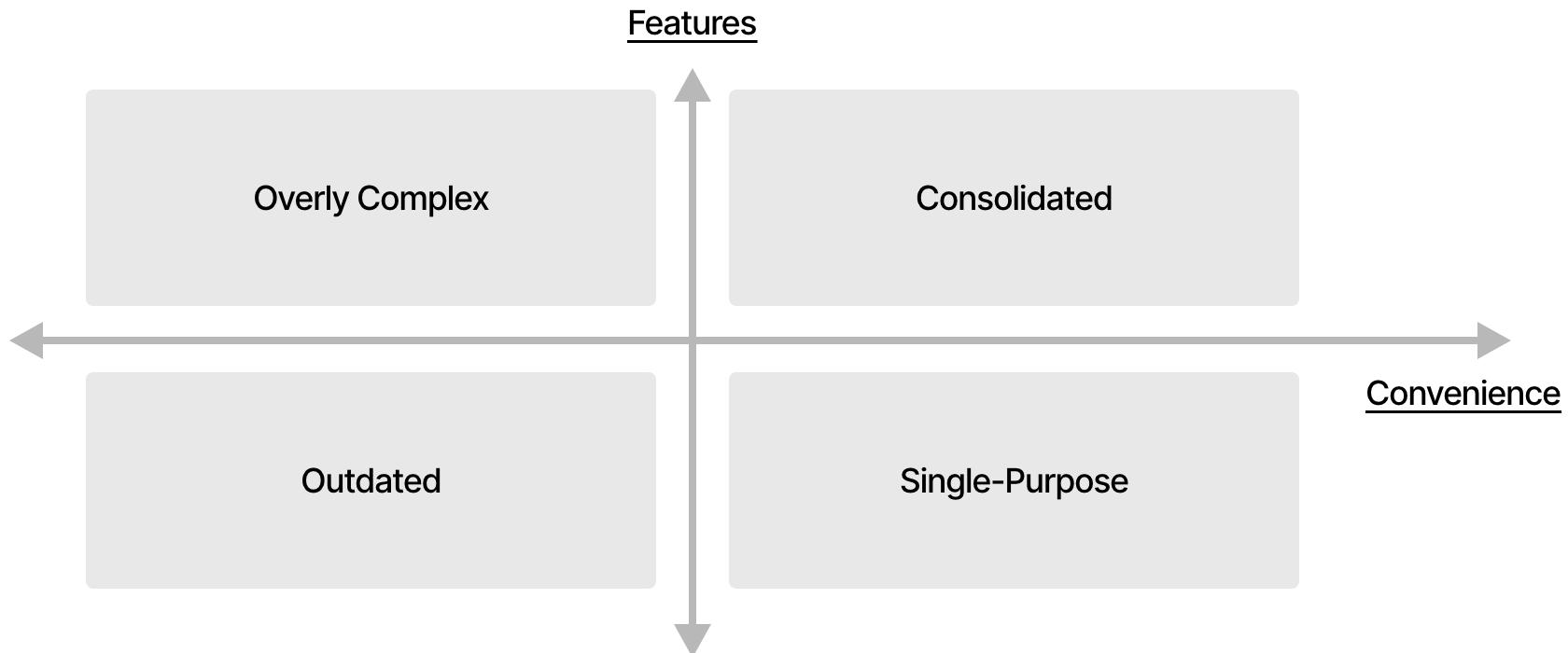
# Competitive Analysis

Stocked is positioned to stand out amongst a sea of competitors



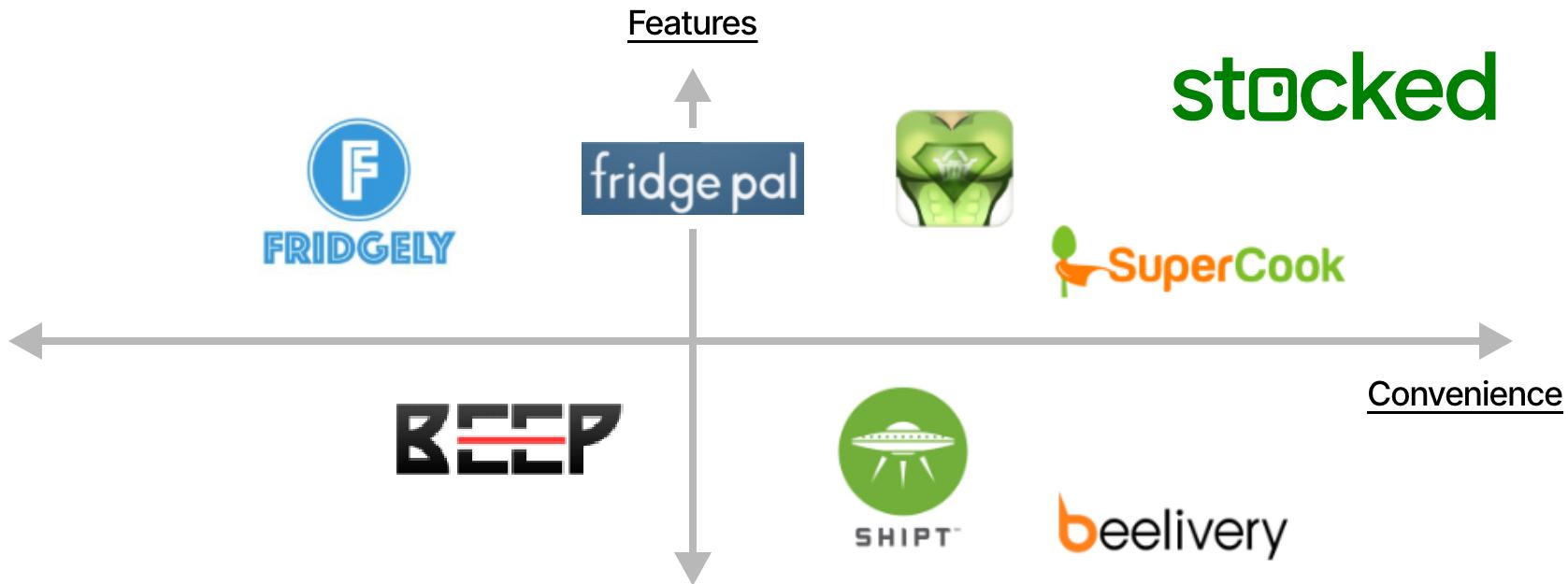
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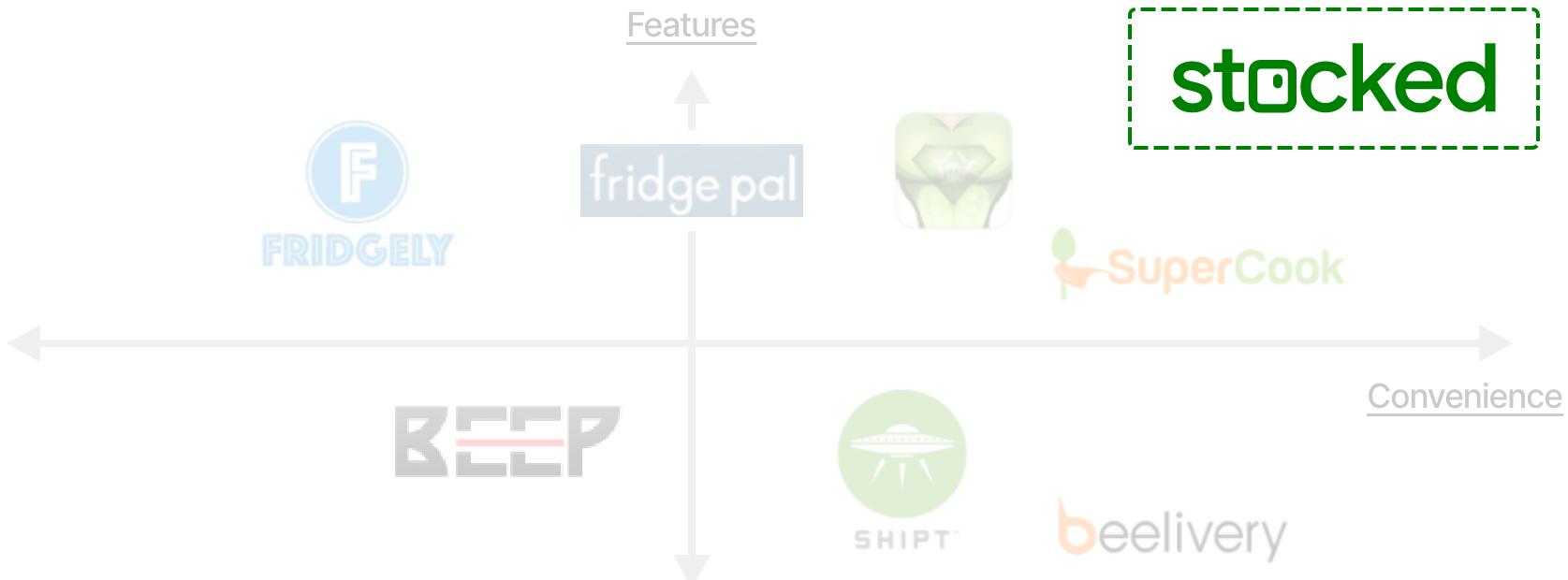
# Competitive Analysis

Stocked is positioned to stand out amongst a sea of competitors



# Competitive Analysis

Stocked is positioned to stand out amongst a sea of competitors



While most competitors also propose identical features, Stocked has unmatched convenience due to its receipt scanning and meal generator.

# Competitive Analysis

A consolidated solution for the busy student

fridge pal



SuperCook



stocked

Expiry Tracker



Recipe Suggestion



Inventory Tracker



Grocery Delivery



Receipt Scanning



# Competitive Analysis

A consolidated solution for the busy student

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Receipt Scanning



stocked



# Pricing Model

Freemium pricing strategy focusing on growing user base

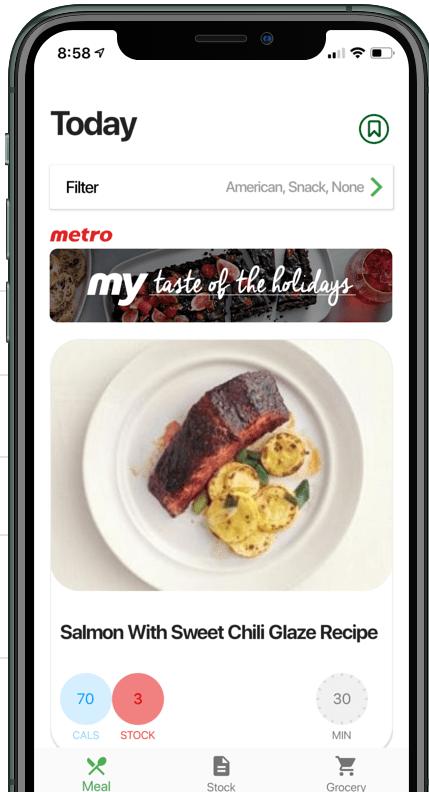
Free App

+

Monthly Subscription for Additional Features

# Pricing Model

Freemium pricing strategy focusing on growing user base



## Free App

Mass user acquisition by allowing free users to experience nearly all the features and benefits

User's receipt scans per month

Limited to 3 scans

Filtering

Limited

Banner ads

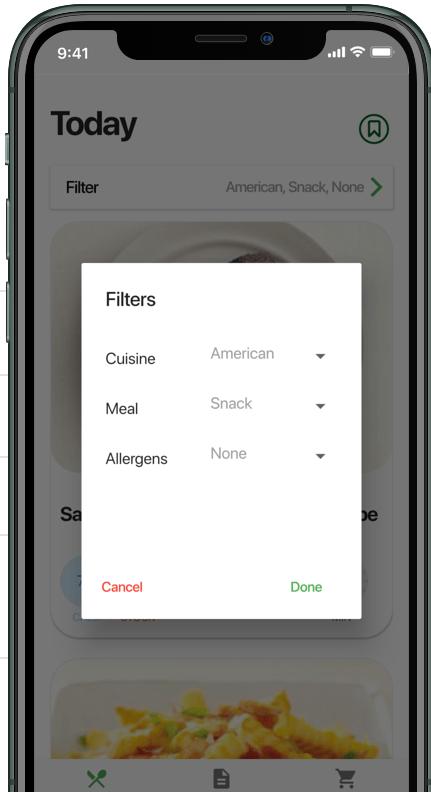
\$0.10/click

Watch 1 longer video ad

1 additional receipt scan,  
\$0.30/video

# Pricing Model

Freemium pricing strategy focusing on growing user base



## Monthly Subscription for Additional Features

Monthly subscription for \$1.99/month — competitively priced amongst competitors

User's receipt scans per month      Unlimited

Filtering      Filter by cuisine type and meal type

Ads      None

Monthly cost savings for the user      \$23

# Pricing Model

Revenue projections for 2 year time horizon

**34k**

Free Users

**\$0.40**

Average Monthly  
Revenue/User

**1.5k**

Paid Users

**\$1.99**

Average Monthly  
Revenue/User

**\$200k**

Cumulative Revenue



# ■ Marketing Plan

## Digital Marketing



Social media pages

Facebook Advertising

# ■ Marketing Plan

## Digital Marketing



Social media pages

Facebook Advertising

## Referral Program



General user referrals (free premium)

Ambassador program (commission-based)

# ■ Marketing Plan

## Digital Marketing



Social media pages

Facebook Advertising

## Referral Program



General user referrals (free premium)

Ambassador program (commission-based)

## Corporate Partnerships

**metro**



*"Use Stocked to reduce food waste!"*

In-app coupon promotion

In-store promotion

# ■ Marketing Plan

## Digital Marketing



Social media pages

Facebook Advertising

## Referral Program



General user referrals (free premium)

Ambassador program (commission-based)

## Corporate Partnerships

**metro**



*"Use Stocked to reduce food waste!"*

In-app coupon promotion

In-store promotion

Marketing efforts will begin through social media and digital marketing, but branch out over time to Universities and popular grocery stores in populous residential areas

# Partnerships

Market Stocked through many channels



InstaCart

Grocery Delivery



Studio 330 Yoga

Sharing their "Fridge"



Cottage Springs



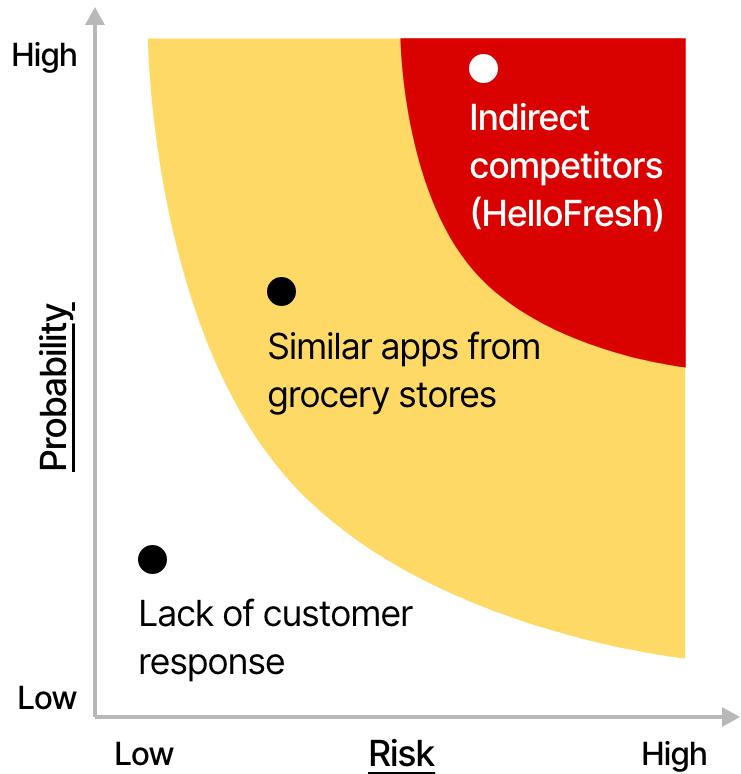
The Girl on Bloor

Mutual Advertising



Metro

# Risks & Mitigation



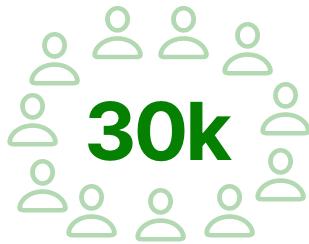
Although indirect competitors offer similar convenience, Stocked will leverage its competitive advantage of being **a healthier and cheaper**

Stocked will utilize its **first-mover advantage** to build rapport within the community and have a product better suited for our target demographic

Stocked will utilize **marketing analytics and feedback** to constantly gauge performance and alternate marketing strategies if there is lack of response

# Product Goals - How to Measure Success

Key metrics to measure success of product



Active users by the end of 2021



4/5 Star Rating on App Store



Monthly Revenue

Stickiness ratio = DAU/MAU

Receipt scanner accuracy

Average revenue per user

Churn rate

Net promoter score

Number of paid users

# Going Forward

Future Product Roadmap

## Social

Interact with friends, discover popular meals



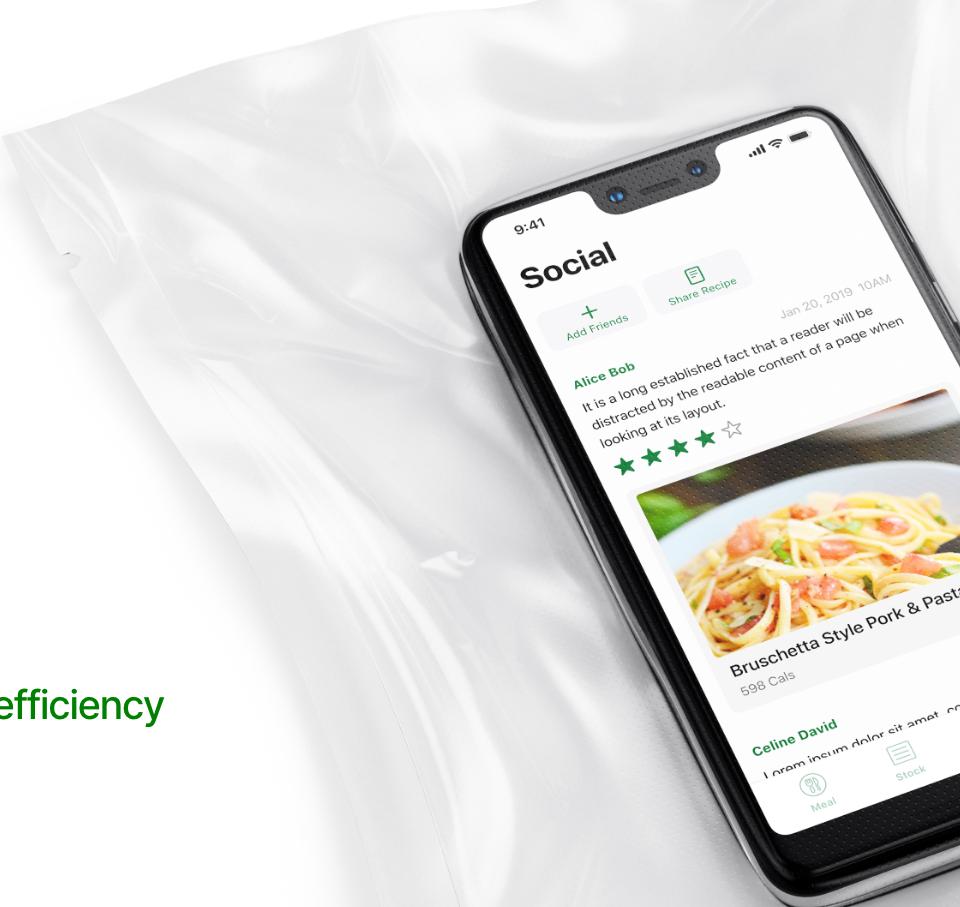
Add Friends



Post Recipes



Like and Share Recipes



## Delivery

Eliminate trip to grocery store, increase routine efficiency

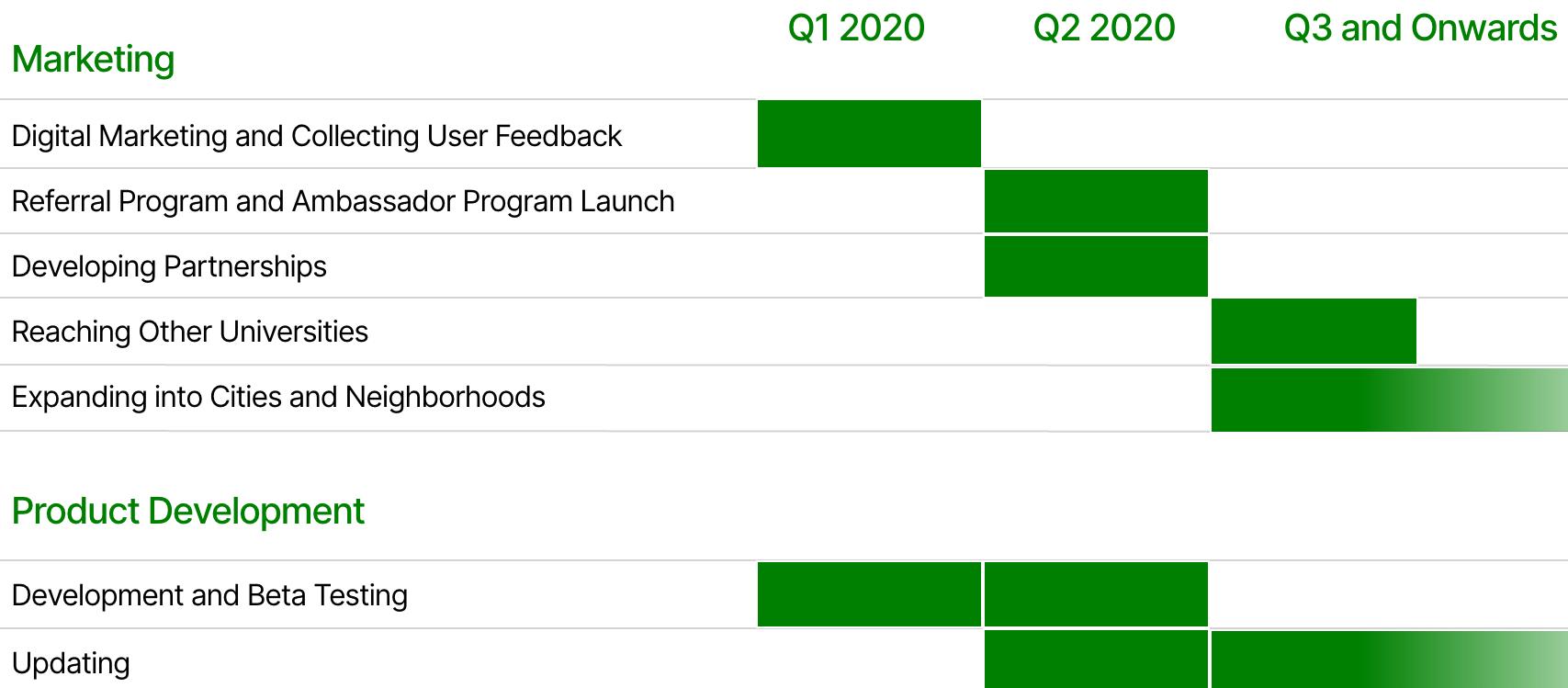


Order Groceries Directly in App



Powered by Instacart

# ■ Strategy Timeline





“Stocked takes the research out of meal preparation, maximizes my food efficiency and teaches me great recipes! ”



“What I like about Stocked is the idea of being mindful of what I buy and what I consume. For someone who has a very busy schedule, it would be nice to rely on something to help me with my weekly groceries and meals.”



“An app like Stocked would make life radically simpler as a university student — so often I find myself at Metro unsure of what ingredients I need or what to make (beside my usual 5 dishes)”

# Thank you for listening

## Questions?



# Appendix Overview

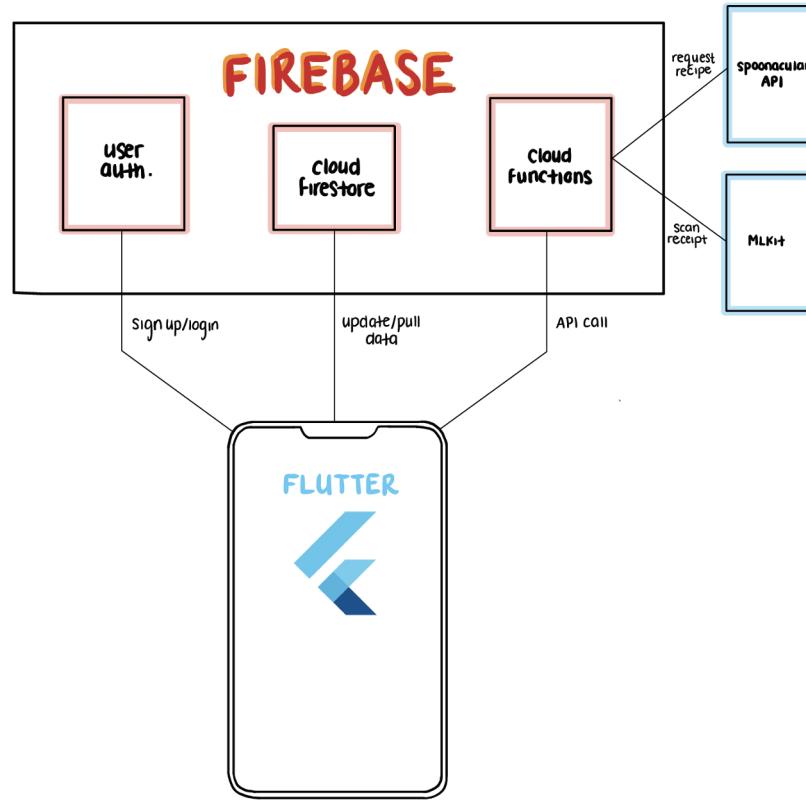
## Product Overview

1. [System Diagram](#)

## Go-To-Market Strategy

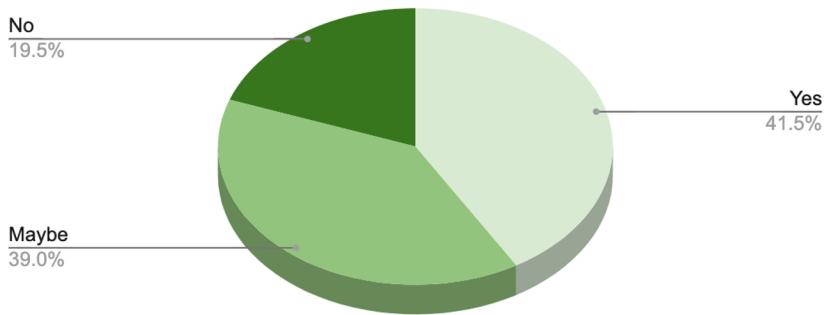
1. [User Research](#)
2. [Financials](#)
3. [Market Sizing](#)
4. [Partnerships](#)

# Appendix - System Diagram

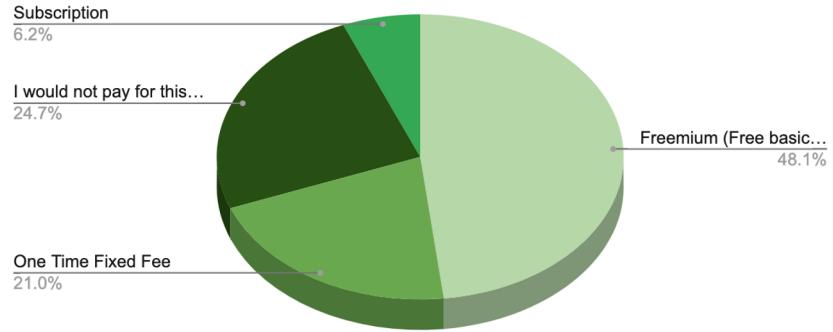


# Appendix - Research Summary I

I would use an app to keep an inventory on my groceries.

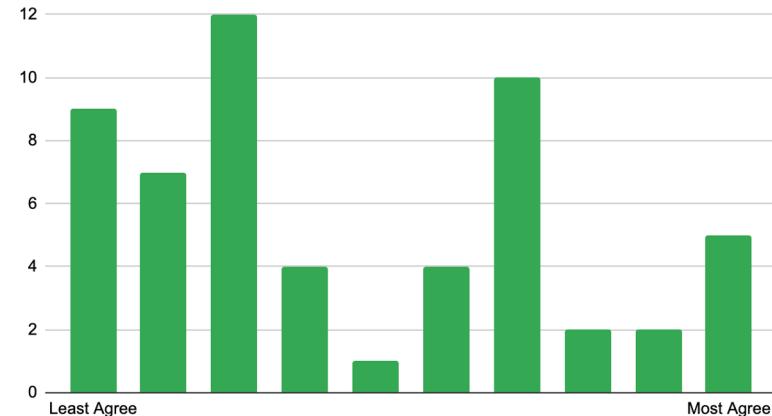


What pricing model appeals the most to you for an app like Stocked?

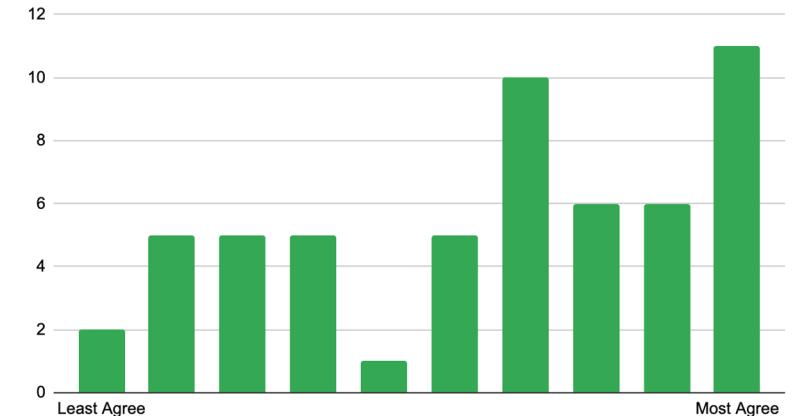


# Appendix - Research Summary II

I feel like I don't know what's in my fridge.

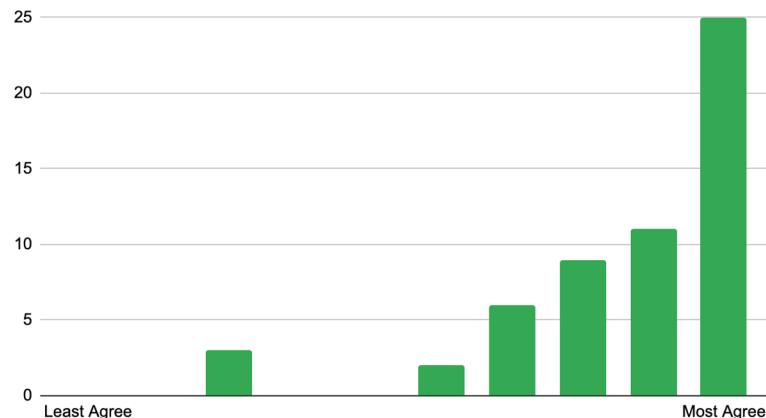


I never know what to cook.

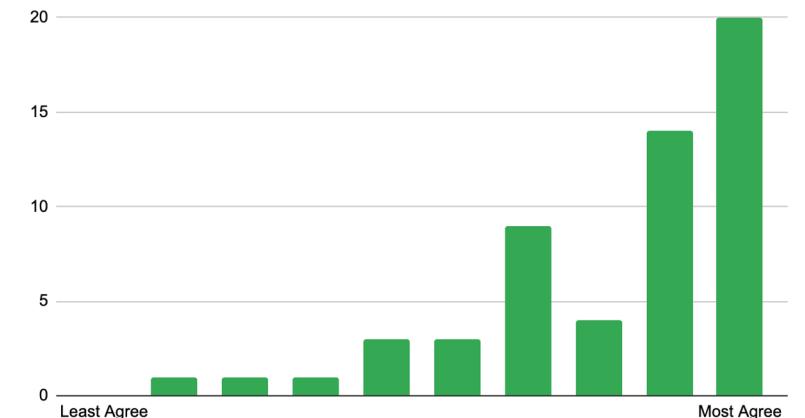


# Appendix - Research Summary III

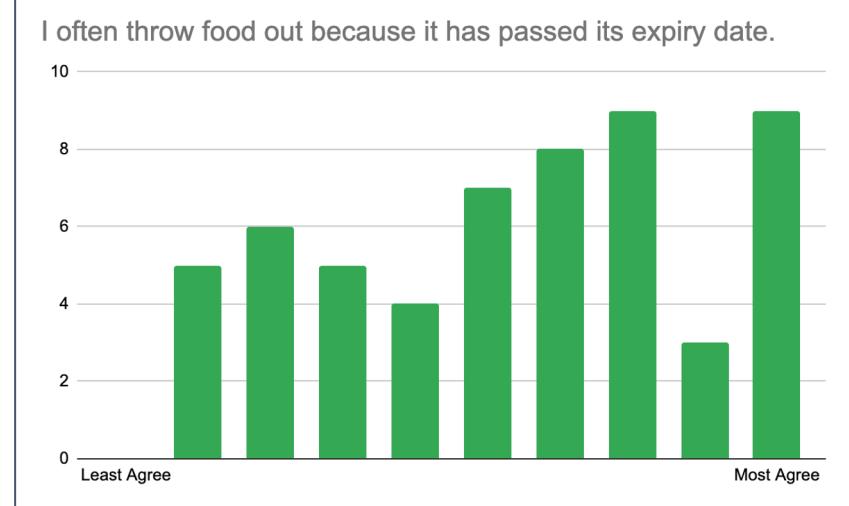
I am interested in learning new recipes.



I often cook the same meals.



# Appendix - Research Summary IV



# Appendix – Financial Analysis

<b>Revenue</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Q7</b>	<b>Q8</b>
Beginning # free users	7,000	7,000	8,400	10,080	12,096	15,483	20,283	26,165
Churn rate	0%	80%	70%	60%	50%	45%	45%	45%
Growth rate	0%	100%	90%	80%	78%	76%	74%	72%
Ending # of free users	7,000	8,400	10,080	12,096	15,483	20,283	26,165	33,229
Ad revenue per user	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40
Monthly free users revenue	\$2,800.00	\$3,360.00	\$4,032.00	\$4,838.40	\$6,193.15	\$8,113.03	\$10,465.81	\$13,291.58
Quarterly free users revenue	\$8,400.00	\$10,080.00	\$12,096.00	\$14,515.20	\$18,579.46	\$24,339.09	\$31,397.42	\$39,874.73
Beginning paid users	300	300	360	432	518	648	842	1,095
Churn rate	0	50%	45%	40%	35%	30%	30%	30%
Growth rate	0	70%	65%	60%	60%	60%	60%	60%
Ending # of paid users	300	360	432	518	648	842	1,095	1,424
Subscription fee	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99
Monthly paid users revenue	\$597.00	\$716.40	\$859.68	\$1,031.62	\$1,289.52	\$1,676.38	\$2,179.29	\$2,833.08
Quarterly paid users revenue	\$1,791.00	\$2,149.20	\$2,579.04	\$3,094.85	\$3,868.56	\$5,029.13	\$6,537.87	\$8,499.23
Total number of users	7,300	8,760	10,512	12,614	16,131	21,125	27,260	34,653
Total Monthly Revenue	\$3,397.00	\$4,076.40	\$4,891.68	\$5,870.02	\$7,482.67	\$9,789.41	\$12,645.10	\$16,124.65
Cumulative Monthly Revenue	\$3,397.00	\$7,473.40	\$12,365.08	\$18,235.10	\$25,717.77	\$35,507.17	\$48,152.27	\$64,276.92
Total Quarterly Revenue	\$10,191.00	\$12,229.20	\$14,675.04	\$17,610.05	\$22,448.02	\$29,368.22	\$37,935.29	\$48,373.95
Cumulative Quarterly Revenue	\$10,191.00	\$22,420.20	\$37,095.24	\$54,705.29	\$77,153.30	\$106,521.52	\$144,456.81	\$192,830.76

# Appendix – Financial Analysis

Expenses	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
<b>Marketing spend per user</b>								
Social media advertising	\$2,000.00	\$2,600.00	\$3,380.00	\$4,056.00	\$4,867.20	\$5,840.64	\$7,008.77	\$8,410.52
Spending growth %	30%	30%	20%	20%	20%	20%	20%	20%
In-store promotions	\$1,500.00	\$2,250.00	\$3,375.00	\$4,725.00	\$6,615.00	\$9,261.00	\$12,965.40	\$18,151.56
Spending growth %	50%	50%	40%	40%	40%	40%	40%	40%
Ambassador program commissions	\$500.00	\$650.00	\$845.00	\$1,014.00	\$1,216.80	\$1,460.16	\$1,752.19	\$2,102.63
Spending growth %	30%	30%	20%	20%	20%	20%	20%	20%
Total marketing spend	\$4,000.00	\$5,500.80	\$7,600.80	\$9,795.60	\$12,699.60	\$16,562.40	\$21,726.96	\$28,665.31
<b>Maintenance costs</b>								
API/day	\$25.00	\$26.25	\$27.56	\$28.94	\$30.39	\$31.91	\$33.50	\$35.18
Growth %	5%	5%	5%	5%	5%	5%	5%	5%
Backend maintenance	\$10.00	\$10.50	\$11.03	\$11.58	\$12.16	\$12.76	\$13.40	\$14.07
Growth %	5%	5%	5%	5%	5%	5%	5%	5%
Cloud functions	\$10.00	\$10.50	\$11.03	\$11.58	\$12.16	\$12.76	\$13.40	\$14.07
Growth %	5%	5%	5%	5%	5%	5%	5%	5%
Total maintenance costs per day	\$45.00	\$47.35	\$49.71	\$52.19	\$54.80	\$57.53	\$60.40	\$63.42
Quarterly maintenance costs	\$4,050.00	\$4,261.50	\$4,474.13	\$4,697.38	\$4,931.80	\$5,177.94	\$5,436.39	\$5,707.76
<b>Total Monthly Expenses</b>	\$2,683.33	\$3,254.10	\$4,024.98	\$4,830.99	\$5,877.13	\$7,246.78	\$9,054.45	\$11,457.69
<b>Total Quarterly Expenses</b>	<b>\$8,050.00</b>	<b>\$9,762.30</b>	<b>\$12,074.93</b>	<b>\$14,492.98</b>	<b>\$17,631.40</b>	<b>\$21,740.34</b>	<b>\$27,163.35</b>	<b>\$34,373.07</b>
Total Quarterly Profit	\$2,141.00	\$2,466.90	\$2,600.12	\$3,117.07	\$4,816.62	\$7,627.88	\$10,771.94	\$14,000.88
<b>Cumulative Profit</b>	<b>\$2,141.00</b>	<b>\$4,607.90</b>	<b>\$7,208.02</b>	<b>\$10,325.08</b>	<b>\$15,141.70</b>	<b>\$22,769.57</b>	<b>\$33,541.51</b>	<b>\$47,542.40</b>

# Appendix - Market Sizing

Canada	37,590,000	University students	2,034,957	University students	2,034,957
Households with 3+ persons	5,267,685	% living off campus	80%	% entering the workplace	15%
% in target market	1%	Off-campus	1,627,966	New graduates entering work	305,244
Target market	52,677	% in target market	5%	% in target market	5%
		Target market	81,398	Target market	15,262
Total Target Market	149,337				

[https://www.statcan.gc.ca/eng/dai/smr08/2018/smr08\\_220\\_2018](https://www.statcan.gc.ca/eng/dai/smr08/2018/smr08_220_2018)

<https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=01&SearchType=Begins&SearchPR=01&B1>All&Custom=&TABID=3>

# Appendix - Potential Partnerships I

Grocery Stores		
Name	Partnership Details	Feasibility - 5 Stars
Metro	<ul style="list-style-type: none"><li>● Discounts for Stocked Users</li><li>● Advertising products on the app</li><li>● Similar to the flyers you pick up at the entrance</li></ul>	
Grocery Checkout		
Loblaw's		
Food Basics		
Farm Boy		

# Appendix – Potential Partnerships II

Other Food-Related Establishments (Delivery Services, Products, etc.)		
<b>Instant Cart</b>	<ul style="list-style-type: none"><li>• Have your groceries be delivered to your door</li></ul>	
<b>Hello Fresh</b>	<ul style="list-style-type: none"><li>• Mutual advertising</li></ul>	
Fitness & Health		
<b>The ARC</b>	<ul style="list-style-type: none"><li>• Advertising</li><li>• Using Stocked to enhance their services<ul style="list-style-type: none"><li>○ I.e. “What’s in our fridge?”</li></ul></li></ul>	
<b>Studio 330 Yoga</b>	<ul style="list-style-type: none"><li>• Advertising</li><li>• Using Stocked to enhance their services<ul style="list-style-type: none"><li>○ I.e. “What’s in our fridge?”</li></ul></li></ul>	
Recipe Blogs		
<b>Food Bloggers of Canada</b>	<ul style="list-style-type: none"><li>• Mutual advertising - we advertise their recipes, they advertise Stocked</li></ul>	
<b>The Girl on Bloor</b>	<ul style="list-style-type: none"><li>• Mutual advertising - we advertise their recipes, they advertise Stocked</li></ul>	

# Appendix – Potential Partnerships III

## Local Favourites

<b>Queen's University</b>	<ul style="list-style-type: none"><li>● Increasing student wellness through healthy eating</li></ul>	
<b>Cataraqui Centre</b>	<ul style="list-style-type: none"><li>● Providing in-kind sponsorships for mutual advertising</li></ul>	
<b>Kingston General Hospital</b>	<ul style="list-style-type: none"><li>● Using Stocked to enhance services - specifically nutritional services</li></ul>	
<b>Beverages</b>		
<b>Nutrl, Cottage Springs, etc.</b>	<ul style="list-style-type: none"><li>● Mutual advertising</li></ul>	
<b>Twisted Tea, Hey Y'all, etc.</b>		
<b>Beers, Local Breweries (Riverhead Brewing Company)</b>		

# Appendix - Potential Partnerships IV

Other		
<b>Home Depot</b>	<ul style="list-style-type: none"><li>• Mutual advertising - specifically for fridges</li></ul>	
<b>The Brick</b>		
<b>Vistaprint</b>	<ul style="list-style-type: none"><li>• Custom fridge magnets</li></ul>	