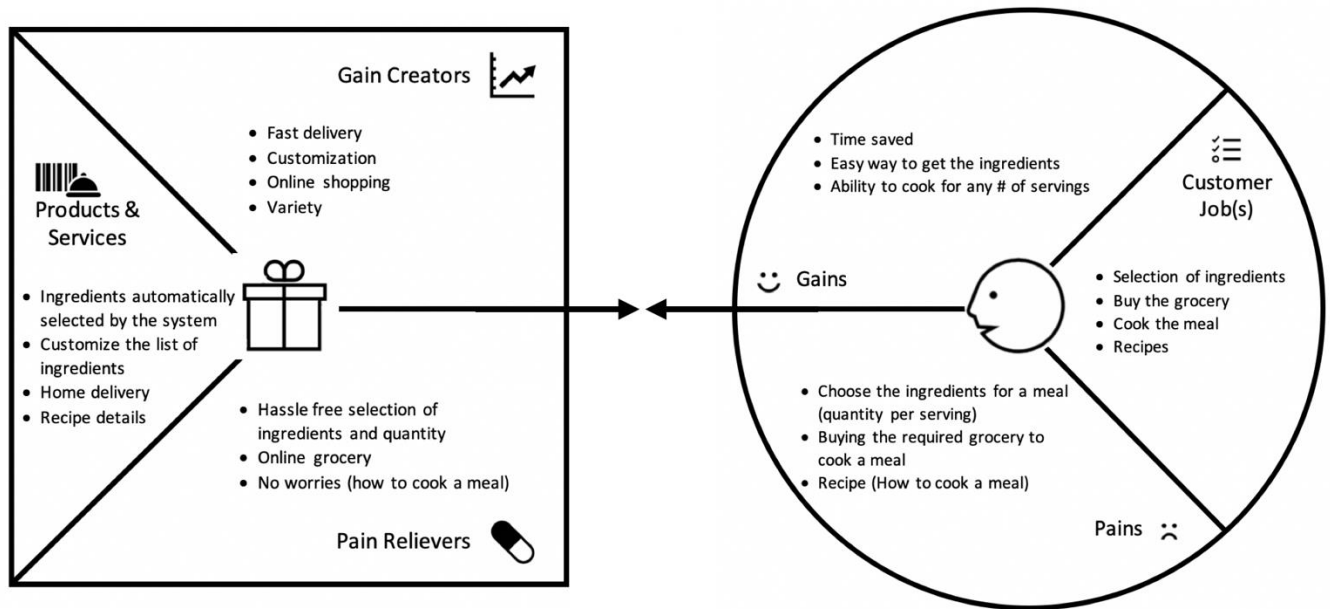


Business Idea










eChef is a one-stop go-to platform to help individuals/households/organizers identify ingredients of a recipe and buy them in a single click to solve the issue of selecting and shopping ingredients for a food item, along with the food recipes to prepare the food item.



Value Proposition Canvas



Business Model Canvas

Key Partners <ul style="list-style-type: none"> • Sellers • Delivery • Logistics • Chefs recipes 	Key Activities  <ul style="list-style-type: none"> • Development design and optimization • Manage supply chains and logistics • Secure and build partnership Key Resources  <ul style="list-style-type: none"> • Online platform development • full stack developers • Recipes 	Value Propositions <ul style="list-style-type: none"> • Recipes(video, text) • All ingredients needed in quantities for recipes • ingredients customizable for number of persons • Choice of Brands in ingredients • Competitive pricing • Fast delivery • Convenience 	Customer Relationships  <ul style="list-style-type: none"> • Reviews and comments • Photos and videos uploads of recipes prepared • Customer service Channels  <ul style="list-style-type: none"> • Website • Marketing • DHL services 	Customer Segments <ul style="list-style-type: none"> • Individuals • Households • Restaurants • Celebration organizers 
Cost Structure <ul style="list-style-type: none"> • Software development • Driven by technology • Customer service centers • Partnerships 		Revenue Streams <ul style="list-style-type: none"> • Commission • Subscription fees for quick deliveries and recipes • Partnerships 		

Business Model

1) Customer Segments:

Food is the most essential requirement for sustenance of human life. Therefore, any individual, household, event organizer, restaurants, or others having trouble in the preparation of food, specifically in identifying or shopping ingredients of a food recipe across different websites for a meal will be our key customers. Furthermore, people looking for food preparation guidelines for various cuisines will be our customers.

Since food preparation is an everyday task, certain customers will be interested in getting the ingredients delivered on the same day and if possible, under a few hours as well. For this scenario, we would offer a premium version along with the free version to the customers. The free version covers the users who require food items delivered in standard time.

2) Value Proposition:

The product has a few new selling points for customers. It offers a one-stop platform for

- a. Identifying the ingredients of a food item – Customers can select a dish and all the ingredients required to make the dish will be automatically populated.
- b. Choosing quantities of ingredients – Customers can choose to increase or decrease the quantities of ingredients for serving more or fewer people.
- c. Uncheck ingredients - Customers can optionally choose to uncheck a few ingredients to exclude them.
- d. Providing different brands for an ingredient - Customers can choose between their favorite brands of a single ingredient.

Additionally, customers are provided with recipes of dishes from various cuisines to cook these meals alongside the online buying of the ingredients of the same dish.

For premium users, additional services along with the above-mentioned ones are provided, such as:

- Delivery under few hours.
- Points on each order, which could be used later for receiving gifts.
- The possibility to organize virtual cooking sessions with other premium users.

3) Customer Relationships:

Once the customer makes a purchase, we make sure to receive the feedback from ordering until the delivery. Sections for reviews and comments are provided to the customers:

- General comments – A section where the user can comment on the quality, quantity, and satisfaction of the service.
- Recipe comments – A section where users can comment about the recipe and post photos and videos of the food prepared.

In case of any issues, we would also provide customer service via email, online chat, or phone calls.

4) Channels

As the business idea is to offer customers and potentials partners an online platform, therefore, the business online website will play a key role as a distribution channel. We will also promote the website via online marketing using Facebook, and other social platforms. For delivery service, we will partner with DHL to make home delivery fast and convenient.

5) Key Activities

The project team will carry out the task of designing and developing the platform, create, manage the supply chain, and logistics. Furthermore, we will strive for building and securing partnerships with key partners to populate the website reliable authors of recipes, wholesalers, and merchants for food ingredients.

6) Key Resources

The eChef online platform and a team of full-stack developers will be our key resources to establish the business.

Apart from that, we will also offer a collection of recipes (including text and videos) which will be offered in our online platform.

7) Key Partners

e Chef's main partners will include:

- **Delivery services** will play a vital role in the logistics of the business.
- **Private Chefs** will provide detailed instructions for the correct preparation of the food.
- **Sellers:** such as Supermarkets, individual markets, and wholesale markets to provide the necessary sustenance.

8) Cost Structure

The main issue the business will have to worry about is the development of an optimized, technology-driven, up-to-date application that will allow customers to easily have access to their favorite recipes.

To achieve this, it is of vital importance that the business must consider the following costs:

- a. A fully working customer service.
- b. A huge roster of partnerships, to satiate even the pickiest customer.
- c. Eventual technological-related issues (e.g.: Service unavailable and similar issues).

9) Revenue Stream

The customers will save up on time by using this service, by avoiding long queues at a given market. Furthermore, by acquiring ingredients "By the recipe" they will have the insurance of having every necessary item in their dinner menu. As such, a small commission will be required for each transaction to ensure the correct payment of partners and delivery services. An additional subscription will allow users to receive on-time quick deliveries (up to a limit) and additional suggested recipes. Finally, further partnerships will be able to add up to the revenue of the business.

Business Model Categorization

The business model of this application can be described as a combination of a Merchant model and as well as a bit of Subscription model. Though the main functionality runs on the merchant model, we provide users with a subscription model for premium features.

1. Merchant Model

Most of the application uses the merchant model to deliver goods and services from wholesale and retailers to the customers, hence it is an E-tailer (also known as Online Merchant or Virtual Merchant). It eases the pain of selecting ingredients from different stores and having to queue up at the supermarket when preparing meals. By facilitating the market-to-customer chain, both businesses (markets) and customers receive an improvement in their daily needs. In the case of striking a deal with a manufacturer for bulk amounts of goods at a cheaper rate, we can offer the products at a discounted price to the customers rather than the listed prices.

2. Subscription Model

We also offer a few additional services which are only available to the customers who wish to have a quicker delivery under a few hours and gain some bonus points which they can later use to get some gifts.