

eChef

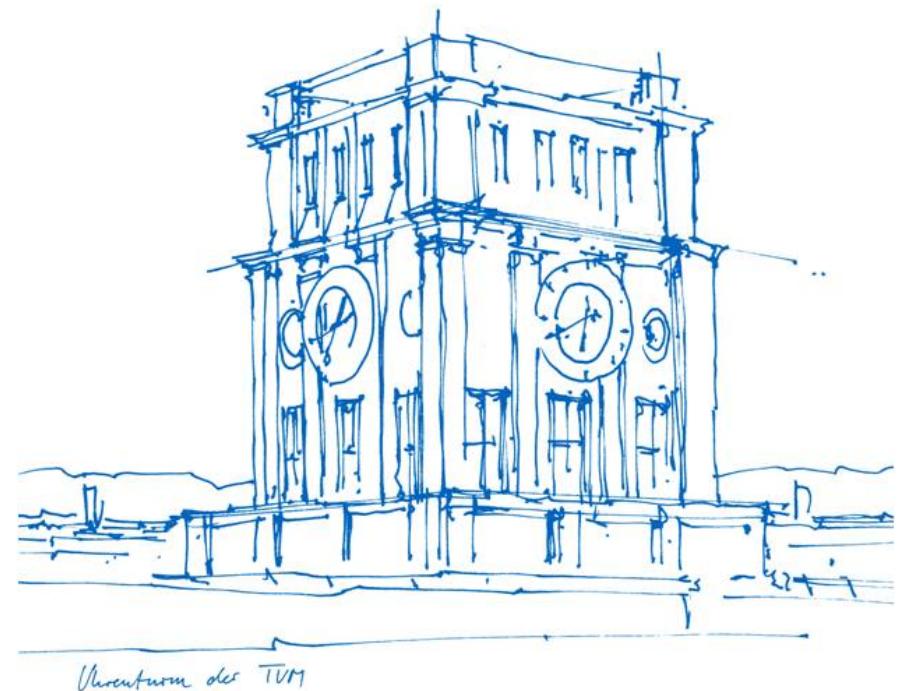
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SEBA Master - Web Application Engineering

Munich, 15 May 2020



Team Members – Group 20



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What is eChef?



Choose your cuisine



Customize serving size

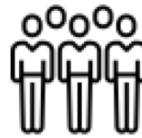


Get the ingredients delivered



Cook with our recipe

Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> • Sellers • Delivery • Logistics • Chefs recipes 	<p>Key Activities</p> 	<p>Key Resources</p> 	<p>Value Propositions</p> <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 	<p>Customer Relationships</p> 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Individuals • Households • Restaurants • Celebration organizers
<p>Cost Structure</p> <ul style="list-style-type: none"> • Software development • Driven by technology • Customer service centers • Partnerships 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Commission • Subscription fees for quick deliveries and recipes • Partnerships 			

Customer Segments



Individuals



Households



Restaurants



Celebrations

Value Propositions



Recipes(video, text)



Competitive pricing



Fast delivery



Convenience



All ingredients needed in
quantities for recipes



ingredients customizable
for number of persons



Choice of Brands in
ingredients



Customer Relationships

- ✓ Reviews and comments
- ✓ Photos and videos uploads of recipes prepared
- ✓ Customer service



Channels

- ✓ Website
- ✓ Marketing
- ✓ DHL services

Key Partners



Sellers



Logistics



Delivery



Chefs



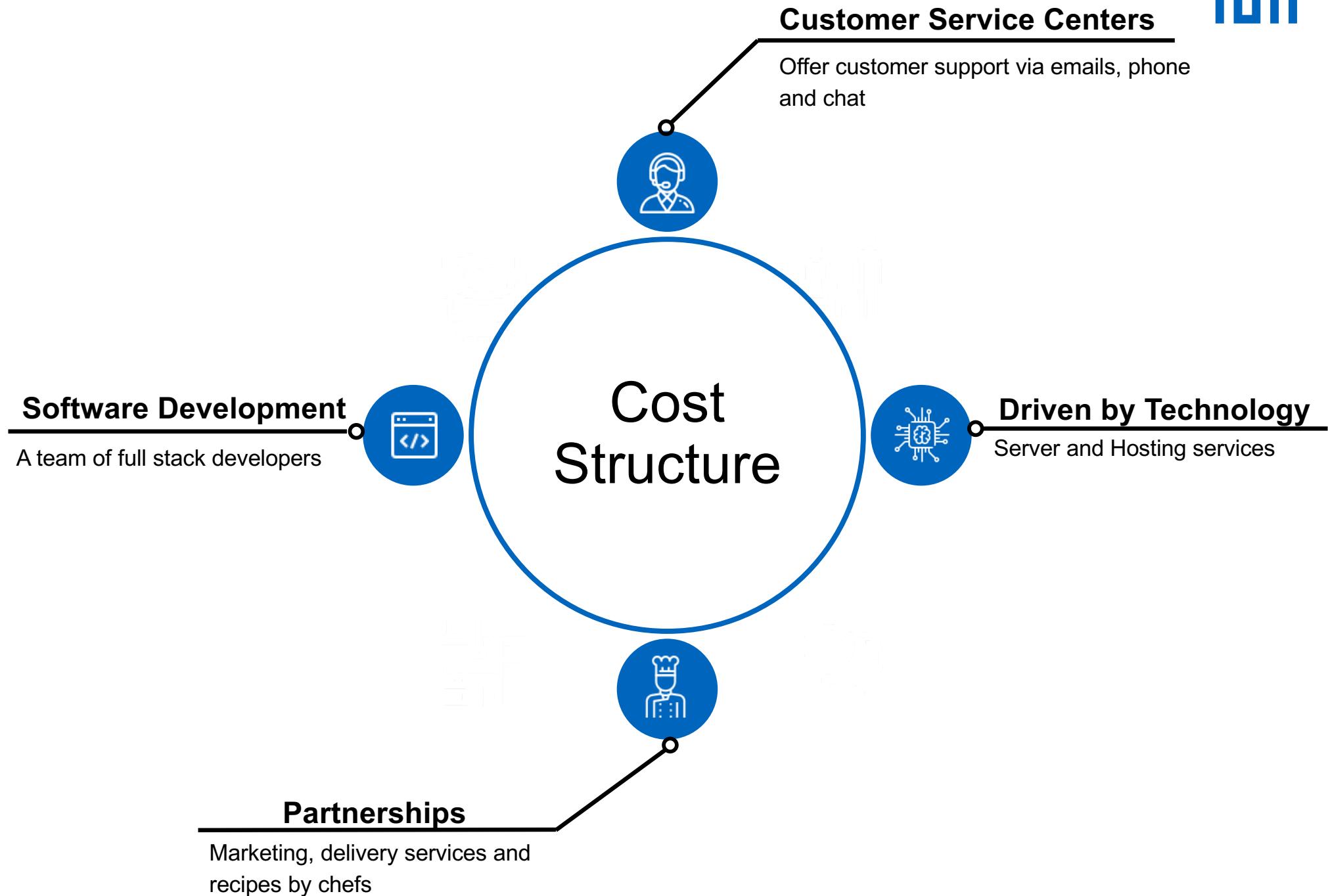
Key Resources

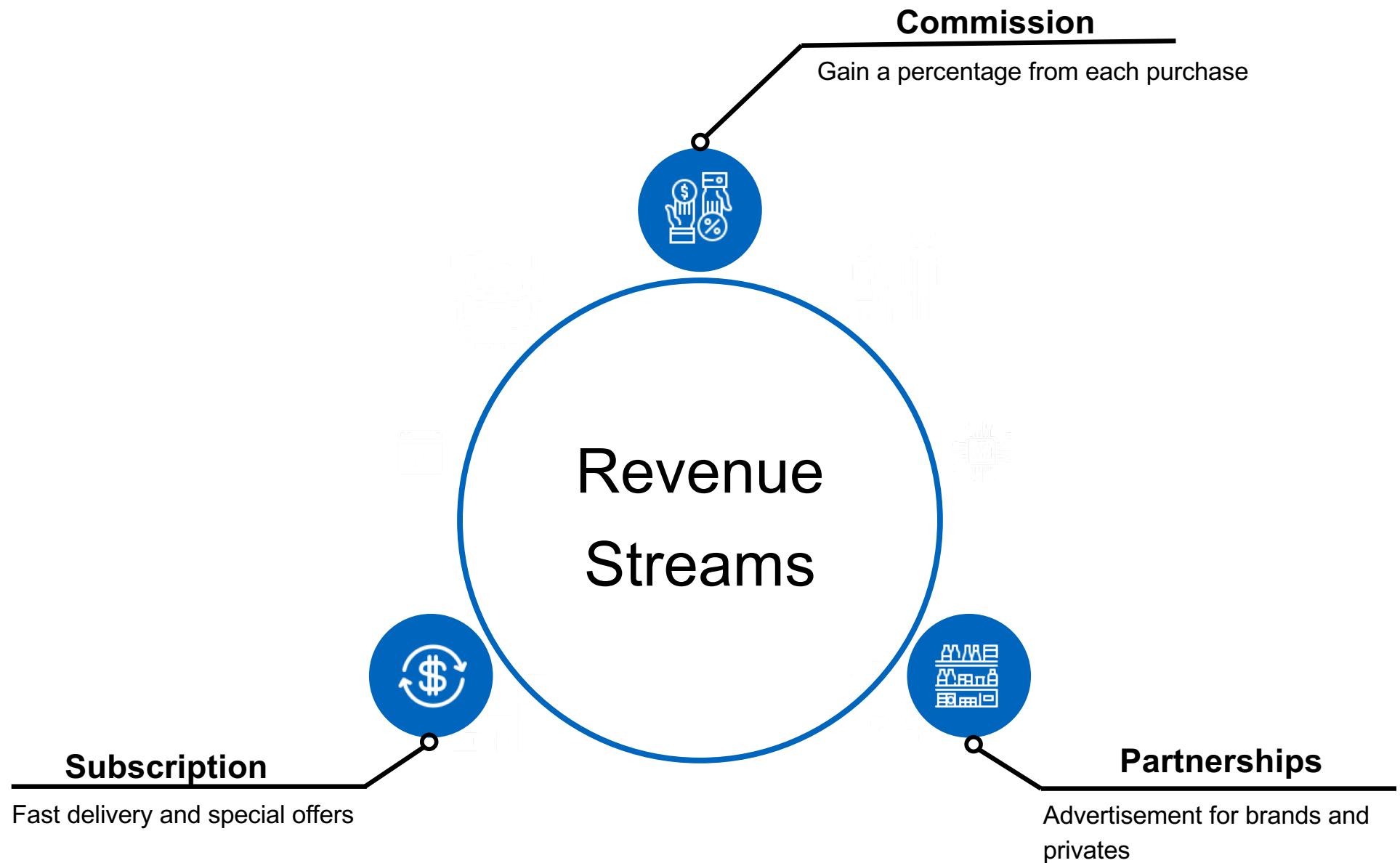
- ✓ Online platform development
 - ✓ full stack developers
 - ✓ Recipes



Key Activities

- ✓ Development design and optimization
 - ✓ Manage supply chains and logistics
 - ✓ Secure and build partnership





Thanks for your attention.
Questions?

Group number 20

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