

PROJECT NAME: **MyFoodApp**

TEAM MEMBERS:

**Simion Sarah Stefania,**

**Vlad Preda**

IDEA IN SHORT: We made this app to help others choose from a worldwide variety of foods to cook in their own home.

# Hardcore entrepreneur hackathon 3.0

## 1.PRODUCT - PROBLEM WE SOLVE



With this app we are able to help others with the most common everyday problem: cooking. We made this app exclusively for those who like cooking and also like exploring more about the culinary world in an easy and interactive way.

## 2. OUR TARGET GROUP



This app is perfect for everyone that is passionate about cooking or just wants to try new meals. With this very easy to use app anyone can introduce their ingredients, even if it is a big variety or just leftovers and with just a click of a button they get a new meal to try everyday

## 3. SMART OBJECTIVES



- We are aiming to have at least 5.000 clients by the end of the first year of activity.
- To move up in the top 1000 most downloaded apps by the end of the year 2025.

## 4. PRICE



The app can be downloaded for free by anyone using Appstore for iPhone users and Play Store for Android users. The company's income will increase from: number of downloads, publicize ads from different companies and developing a monthly subscription for frequent users to wipe out the unnecessary ads.

## 5. PROMOTION



We thought to go exclusively online with app, using various methods to advertise:

1. social media, we will promote this app using Instagram, Facebook and Twitter.
2. native ads and sponsored content and banner ads