**Value proposition**

**To company**

Samsung sells high-end fridges equipped with digital interactive displays, cameras inside the fridge and the capabilities to connect to the internet. We propose to add value to these fridges by creating a program that could be placed on them that is able to recommend recipes of food you are likely to want to make based on what is currently in your fridge and how long before the food goes bad. By adding this program to the fridges we won't increase the manufacturing cost per unit of the fridges but increase the value the fridges have to customers as well as adding a new unique feature that distinguishes Samsungs fridges above other companies. This will increase the marketability and ability to sell these fridges.

**To customers**

Many People aren’t at all times sure what and how much of what they have in their fridges this coupled with limited knowledge of recipes means people waste a lot of food. The problem with recipe apps and websites is that you have to find a recipe which you have all the ingredients too which can be a tedious process. Our program that is installed in the fridges equipped with cameras and food tracking software will allow the program to suggest recipes to users to which they have all the ingredients making it easy to find recipes you can cook now. The program will also prioritize using ingredients you have that are going bad soon which will reduce food waste saving people money.

To company

Add value to existing Samsung product by adding program to product

Increase product value without increasing manufacturing cost

Unique feature give edge over competitors

To customers

Access to what and quantity of everything you have in your fridge

Find recipes matching your fridge content

Help reduce food wastage