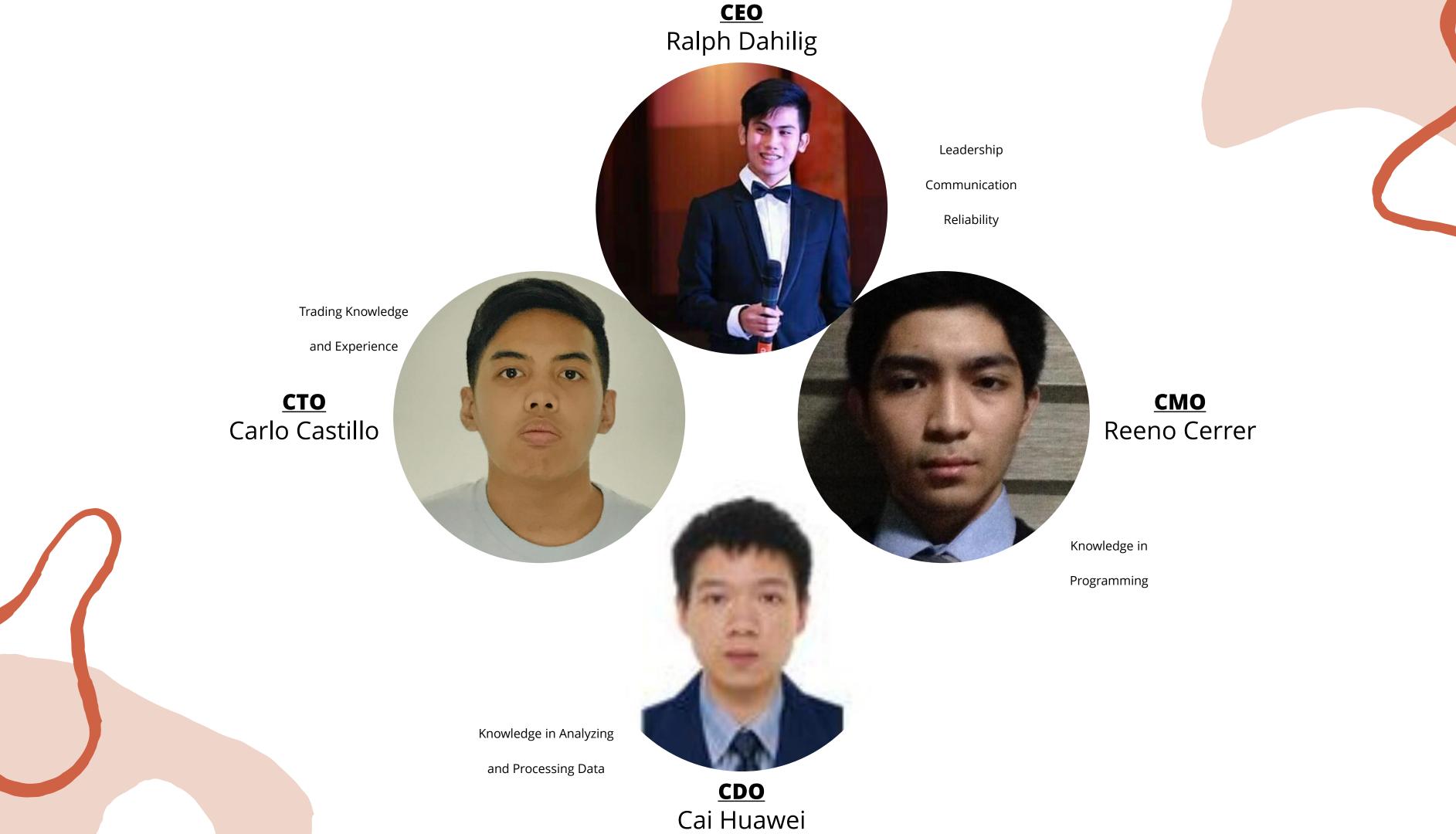
## PV Milestone 4

PRESENTING CMR INC. MVP

## CMR Inc. Team



#### **PV NAME AND ID**

CMR Inc.

#### PROBLEM IDENTIFIED

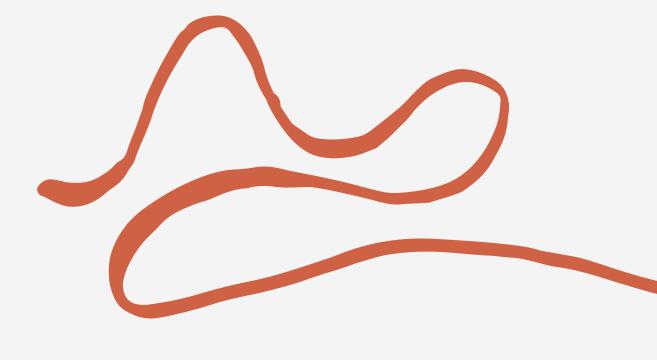
Fast-food concerns/issues

#### **PROPOSED SOLUTION**

2-Fast Order/2F-Order Application

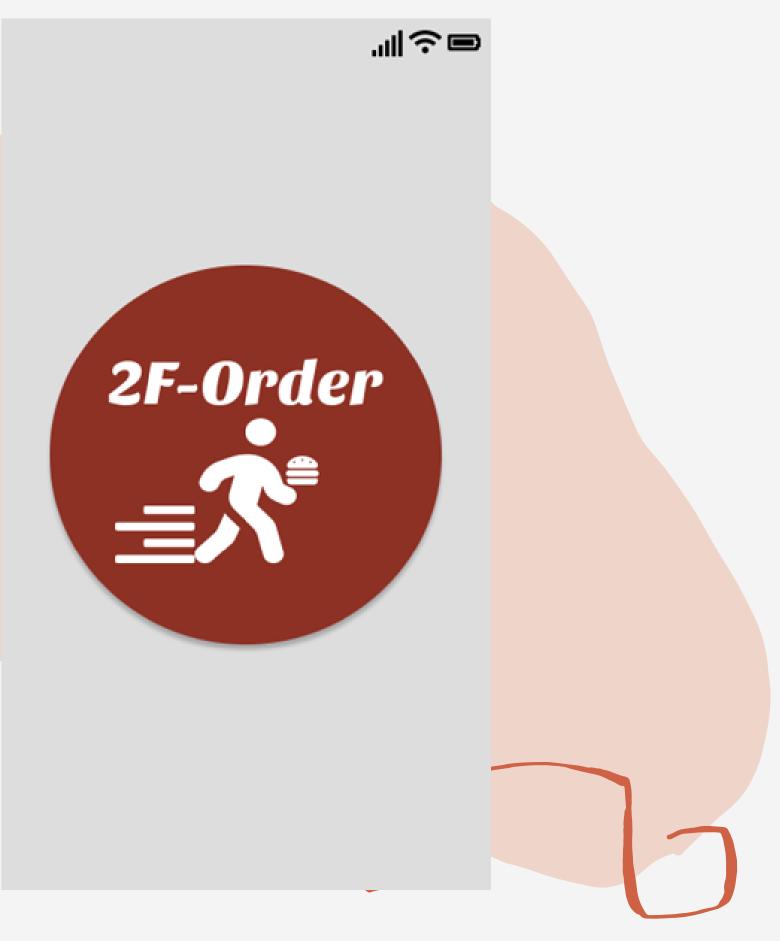
## Problem and Solution

## Problem Statement



The problem that we identified as worth solving is that of fast-food concerns/issues in ordering and easing up the queue in line.

Nowadays due the pandemic factors such as social distancing and the waiting time should be taken into consideration for the customers to be not expose.



### Solution

Our solution will address the customer's problem better than the existing alternatives:

To provide an ordering system through an application for fast food chains who do not have any alternatives that can assist when the customers order.

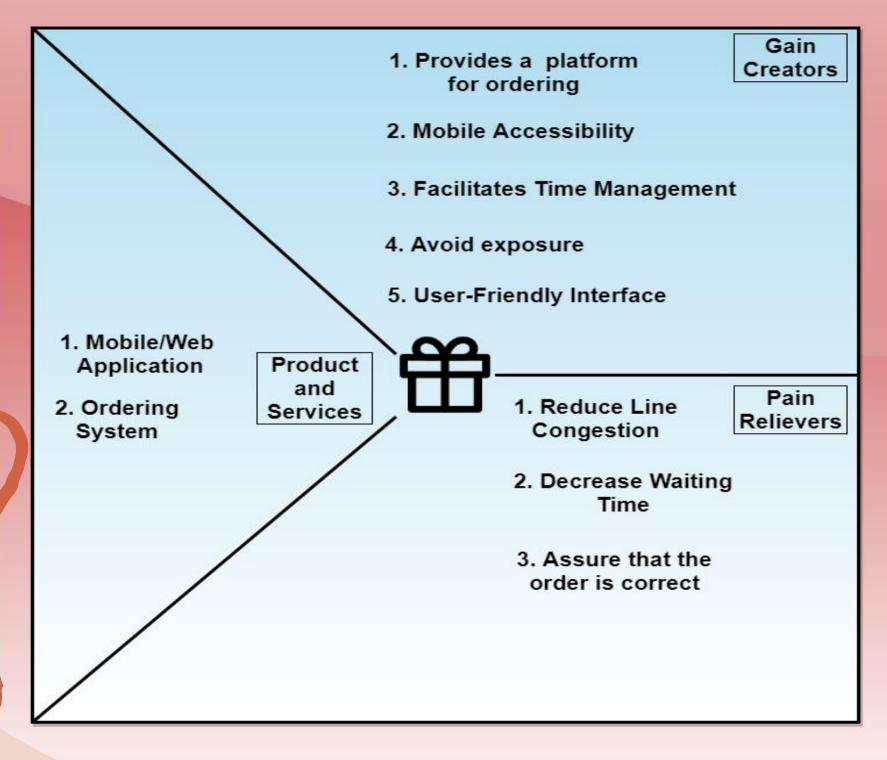
## Competition Analysis

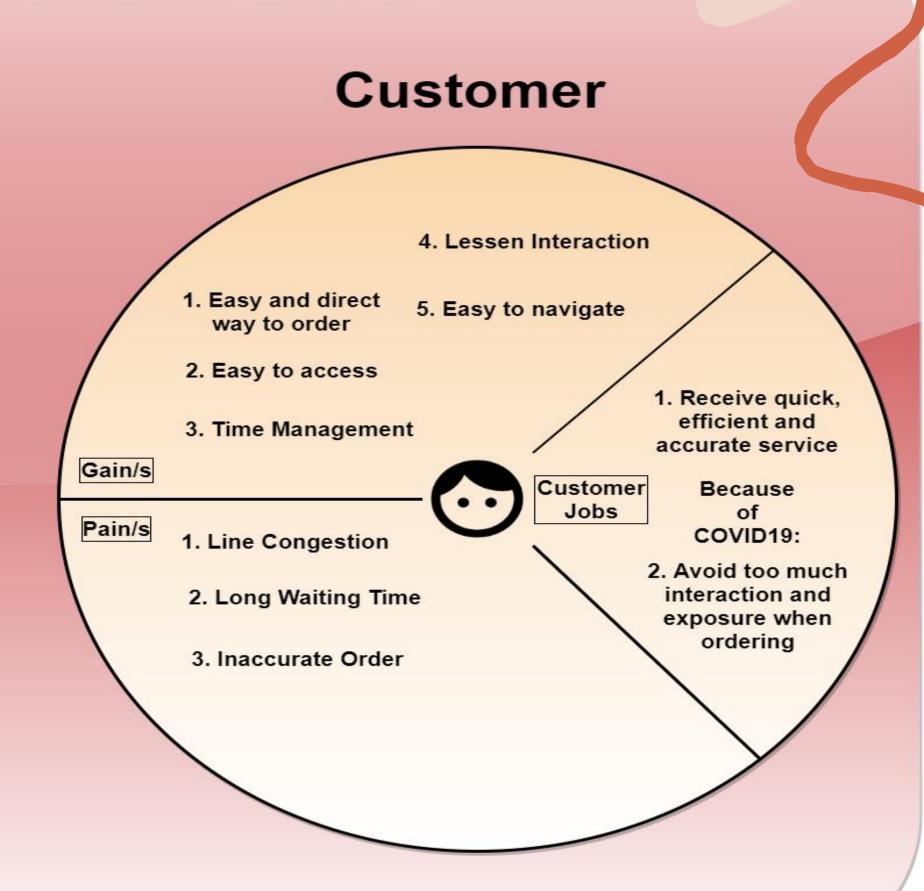
Product Benefits	McDonalds	Jollibee	<b>Grab Food</b>	Food Panda	Chowking	2-Fast Order
r roduct belieffts						
Product	Self-Ordering KIOSK	Mobile and Web Application	Mobile and Web Application (2F-Order)			
UVP	Alternative way of ordering when the line is long	Ordering delivery for take-outs	Accurate and quick way to order through mobile/web application (dine-in)  Premium (Take-out)			
	Establishment buys the machine: Php 239,000	<b>Application:</b> Free Download	<b>Application:</b> Free Download	<b>Application:</b> Free Download	<b>Application:</b> Free Download	Application: Free Download
Price	Free to use	Application Development: (Php 500,000 - 700,000)	Application Development P100,000  Subscription Fee P100/monthly P250/Lifetime			
Branding	Famous and known Fast- Food Chain	Famous and known Fast-Food Chain	Well-known Delivery Application	Famous and known Fast-Food Chain	Famous and known Fast- Food Chain	Alternative Ordering System
Market Review	Mostly Good and Positive Reviews Negative Reviews due Limited Payment Method	Mostly Good and Positive Reviews Negative Reviews Wrong and Late orders	Mostly Good and Positive Reviews Negative Reviews Wrong and Late orders	Mostly Good and Positive Reviews Negative Reviews Wrong and Late orders	Mostly Good and Positive Reviews Negative Reviews Wrong and Late orders	Not Applicable

# Value Proposition Canvas

#### Value Proposition Canvas

#### **Product**





## Business Model Canvas

#### **2F-Order Business Model Canvas**

#### Problem 👄

 The problem identified is that of fast-food concerns/issues related to ordering and easing up the queue in line.

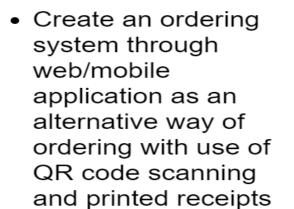
#### Existing Alternatives Mainly

Self-Ordering Kiosks

#### **Potential**

- Online Delivery Apps
- Fast-food Apps

#### **Solution**



#### Key Metrics

- Number of downloads and subscriptions
- Feedback and Reviews

#### Unique Value Proposition

 To provide a convenient and efficient way of ordering when dining-in, to avoid line congestions and long waiting time.

#### **High-Level Concept**

 Similar to fast-food chain applications but focuses mainly on dinein orders

#### Unfair Advantage

Channels 🛱

Mobile and Web

Partners & Sponsors

Application

Social Media

Ads

- Simple and Direct
- Various Partnerships

#### **Customer Segments**



- Fast-Food Chains
- Fast-Food Consumers
- Mobile Application Users

#### Early Adopters

- 19 respondents from the survey conducted which 80% supports the solution
- Age demographic (17 26)
- Metro Manila Area

#### **Cost Structure**

Fixed Costs

- Rents, Utilities = ₱11,000
- Salaries = ₱100,000
- Internet = ₱ 3,000
- Advertising = ₱3,000

#### Startup Costs

- App Development = ₱100,000
- Equipment = ₱50,000
- Legal Obligations = ₱ 7,000

#### Revenue Streams

- Subscription Fees
- Ad Revenue

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#### Subscription Revenue

• Monthly Renewal: ₱100

• Lifetime: ₱250

#### Ad Revenue

- Per Impression: ₱0.92 per 1k views
- Per Completion: ₱7.72 per completion
- In-App Ads: ₱120 per display

## Solution

## CMR Inc. 2 Fast Order Application

**SOLUTION DEMO** 





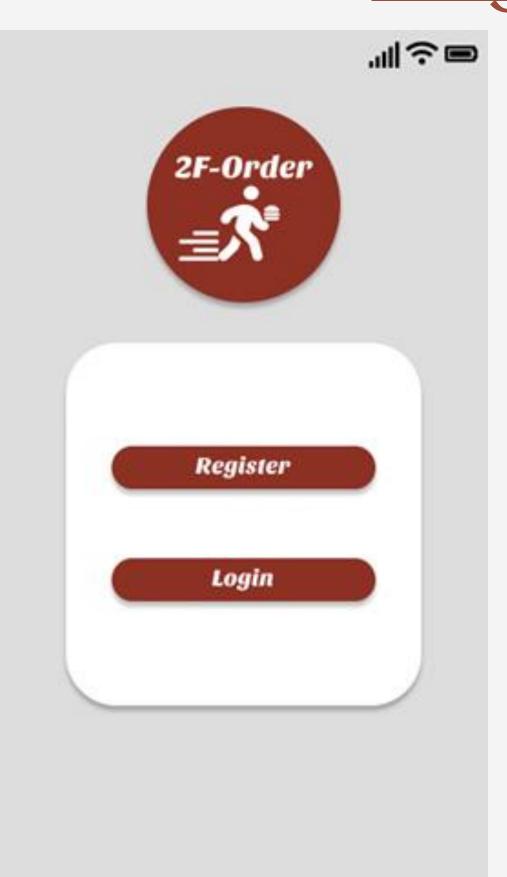
## Description

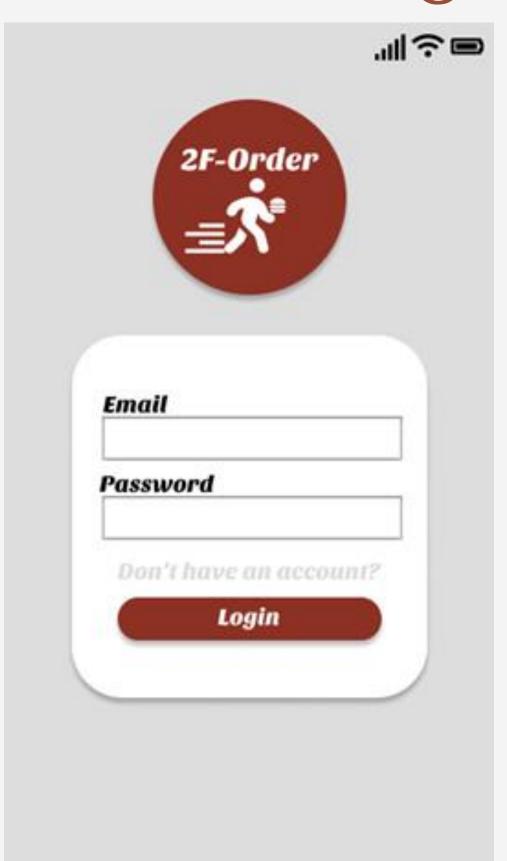
This application can take your order accurately through a virtual cart by simply tapping your preferred choices on your mobile phone.

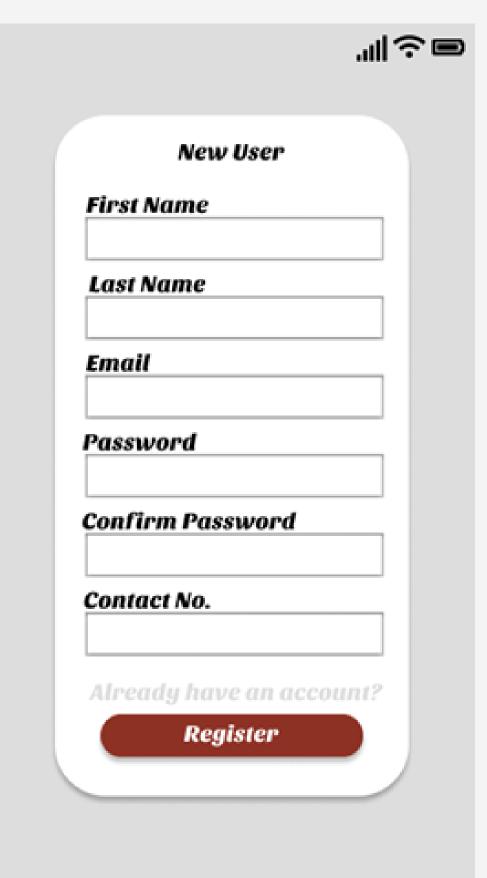
You can always change, add, and remove food items anytime. After completing your order, the application will give you a personal QR code or receipt. Then you will just go to any Fast-food joint and the cashier will scan the QR code or check the receipt generated by the app. And with that your transaction is done!

You can pay directly through the counter or the application itself.

## Login and Register

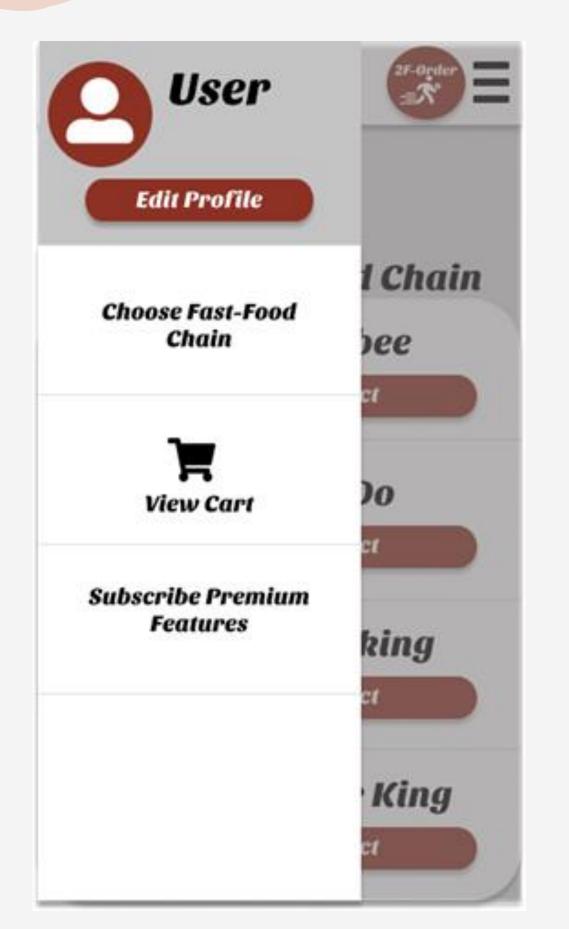


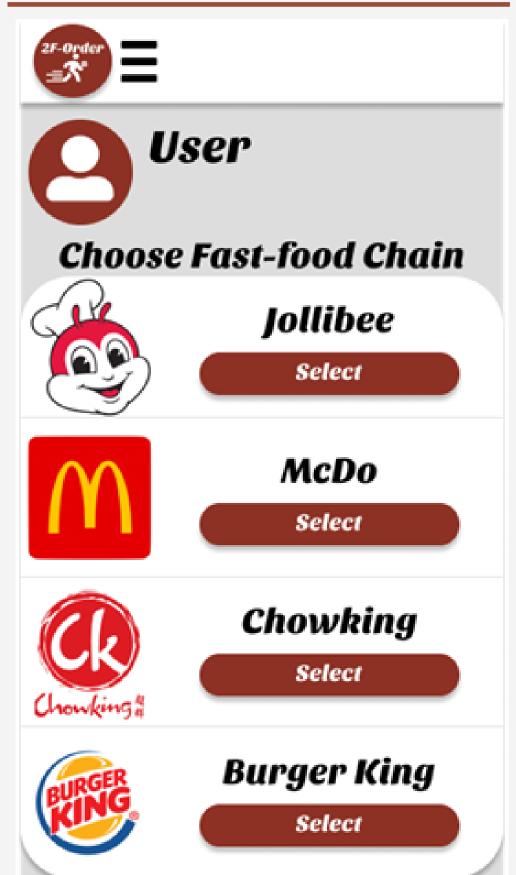


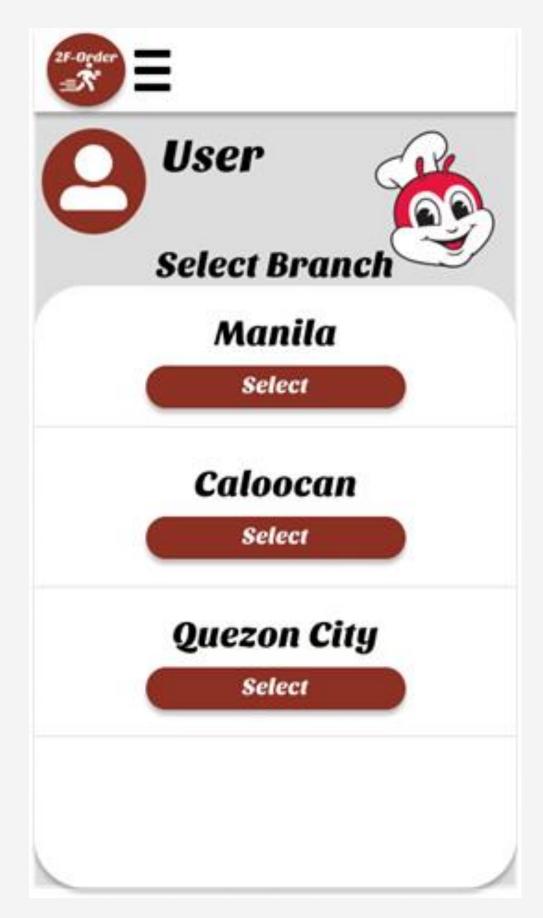


Create an account to use the application.

### Main Menu

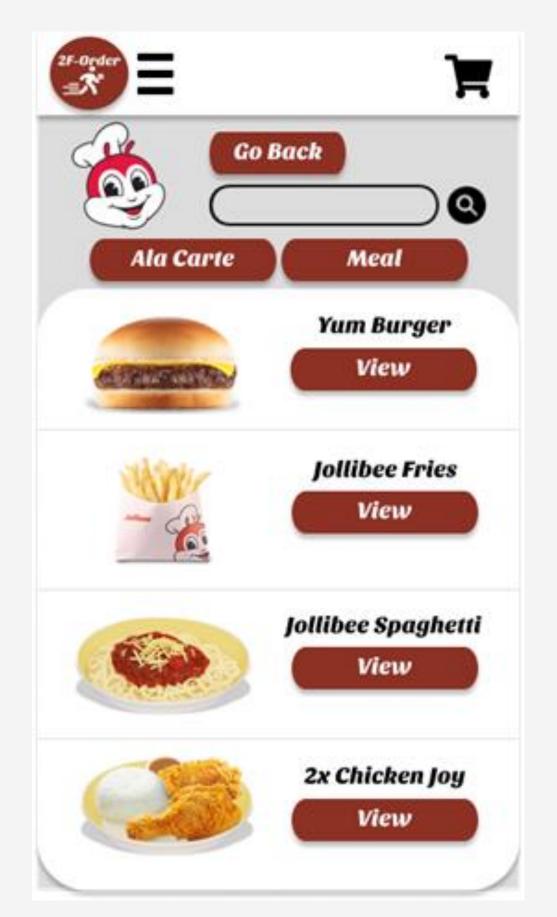






Navigate through the main menu functions

## Ordering







After selecting a fast-food chain you can select an item available in their menu

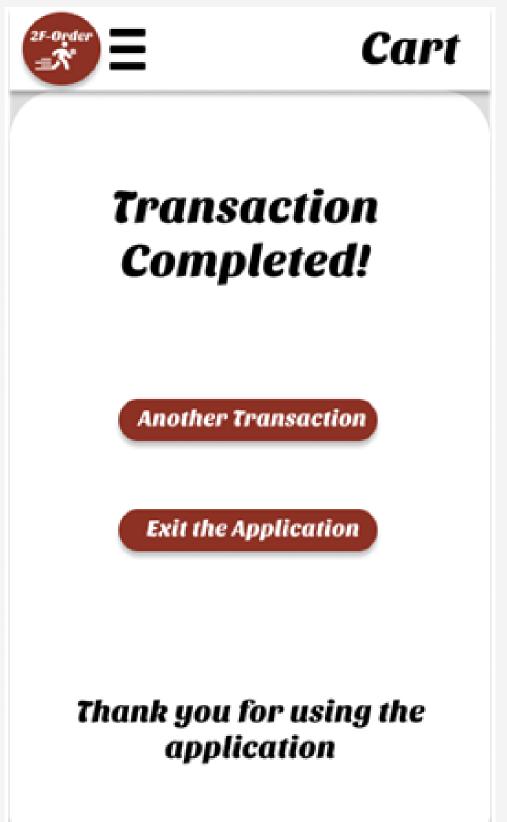
## Order Availability



It indicates the availability of an item in the menu

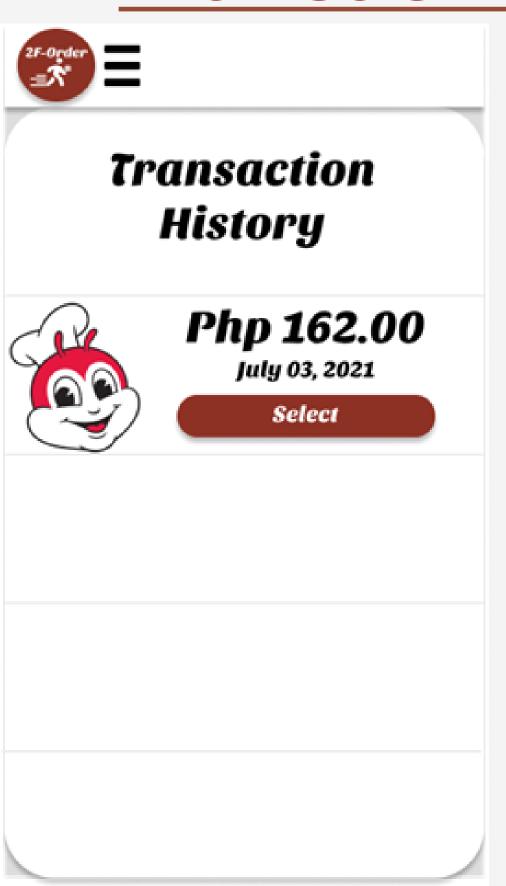
### QR Code





After confirming your order it will generate a QR Code and just by scanning through the establishment the transaction will be recorded

### Transaction History





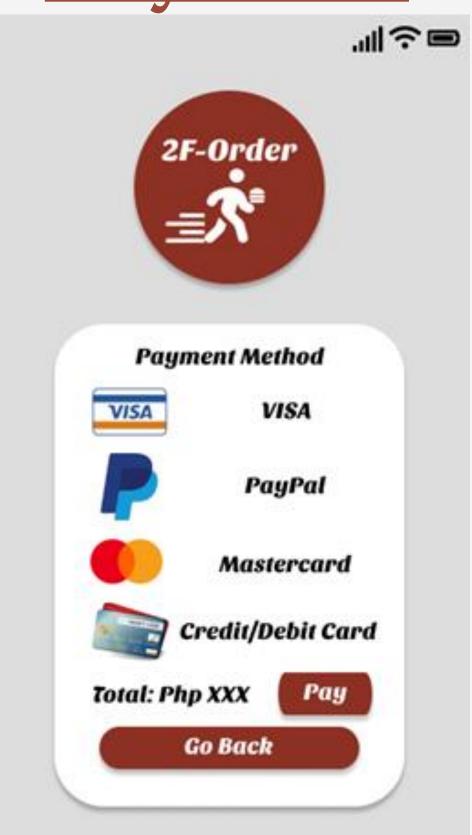
Provides a user to view his past transactions and use it create another transaction with the similar order

## Subscription



The application is available for a month trial and it is encouraged for users to subscribe if they want to continue using its features

Payment



Subscription payment method is mobile payment particularly through credit/debit Order payment method can be in the form of cash or mobile payment





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## Description

#### The application has:

- The ability to change the concept and perspective of customers when ordering
- The ability to save time and maximize productivity
- The ability to reduce exposure and interaction

 The MVP was modified based on the response and feedback from the interview conducted to the early adopters.

For the Solution Demo, CMR added some features recommended by the early adopters.
 (Selection of Fast-food branch and Order Availability)

10 early adopters have been interviewed which then validated the latest MVP.

- All the early adopters/interviewee agreed that the MVP is a viable solution in resolving fast-food chains issues in regard to ordering and queueing in line.
- Mutual benefits are gained from fast-food chains and customers. Because of COVID19 people are at risk to exposure due to prolonged waiting time in the establishment. Early adopters agreed that the MVP could potentially minimize the exposure and increase the efficiency of ordering.
- 80% of the early adopters think it is priced reasonably while 20% think it can be improved by reducing it to 50 Pesos for the monthly subscription.
- All the early adopters are willing to partake in a 30-day trial though some are not because they do not usually go directly to the fast-food establishment themselves or use any food delivery application at all.
- All the early adopters are willing to share MVP to other people.

## Financial Plan

Startup Costs	INR
App Development	100000
Equipment	50000
Legal Obligations	7000
Total	157000

Fixed Costs (for a		Salary per	No. of
month)	INR	employee	emplo
Salary	60000	15,000	
Internet	3000		
Electricity	4000		
Rent	7000		
Advertising	3000		
Total	77000		

Variable Costs (per unit)	Cost	Unit	Rate
Total	0		

Revenue (for 30 days)	
Number of customers	900
Units per customer purchased	1
Price per unit (in your current	100
Purchase frequency during m	1
Total sales in units (no.)	900
Total sales revenue (in yr curr	90000

Customers (per day)		No. of days	
	30	3	0

SUMMARY		
Revenue	INR	
Sales	90000	
Others		
Total	90000	
Profit	13000	
Breakeven	770.00	
Pay back period		
(months)	12.08	
Contribution (margin)	100.00	

#### Currency

INR

Burn Rate and Runway Period			
Your Monthly Fixed Cost (F11)	77000		
Your Monthly Variable Cost (K11*C19	0		
Your Monthly Operating Expense			
(P6 + P7)	77000		
Your Monthly Revenue	90000		
Burn Rate ( P8 - P9)	-13000		
Your cash reserve (the money you			
have with you at your disposal)*			
Your Runway Period ( P12/P10)	0		

#### Back of the Envelope Template

Initial solution or idea: To create an ordering system through web/mobile application

Nature of Business: Service and product based

Category	Description	Estimated Value
Setting up expenses	Equipment	P100,000
	Technology – developing website/app;	App Development
	getting Point of Sale (POS) machine; Internet	P100,000
		Internet P3,000
	Legal/regulatory obligations	P7,000
Monthly expenses	Rent of the place	P10,000
Note: If you think your cost is applicable for an entire	Electricity	P4,000
year, divide it by 12 and	Salaries, contract payment, or any other	P60,000
put the value up in the relevant column	payment towards outsourced work	
Televani estanii	Raw materials and supplies	N/A
	Advertisement/promotions	Average app UA costs
		worldwide with a registration cost up to
		P350 in-app purchase –
		up to P4000 for
		subscription
		(P350 – P4,000), M =
		P2000
	Others, please specify	N/A
Loan	Monthly interest	N/A
Total approximate cost per		P77,000
month		

Estimated Price per unit		FREE download Premium with no ads P100
		P250 for lifetime subscription
Expected no. of sales per day		Based on download 30
Expected revenue per day (no. of sales x average price)		30 x P100 = P3,000 Monthly
Expected revenue per month		P90,000
Profit per month		P13,000
Business is feasible	Yes/No/Maybe	Yes

That's all, Thank you!

