










The Business Model Canvas

Designed for: SETU Carlow

Designed by: Ronan Green

Date:

Version: 1.0

<div>Key Partners</div> <div></div> <div><p>Firestore: A NoSql database used to store user account information, recipe preferences and shopping lists with seamless real time updates.</p><p>Spoonacular: Using the Spoonacular APIs the base of the application supplying recipes that meet the users preferences.</p><p>Open Food Facts: The Open Food Facts API Will be used to add extra nutritional detail to recipes provided by Spoonacular.</p></div>	<div>Key Activities</div> <div></div> <div><p>AI Model Development and Training: Developing an AI model for ingredient identification and recipe suggestions</p><p>Application Usability: Creating an easy and appealing interface with clear and understandable tools for shaping recipes and shopping lists.</p></div> <div>Key Resources</div> <div></div> <div><p>Technical Infrastructure: Firestore for storing data, various APIs for functionality.</p><p>AI and ML Expertise: Skills to develop, train and improve machine learning models.</p><p>Datasets: Various datasets for training the AI model.</p></div>	<div>Value Propositions</div> <div></div> <div><p>AI-Driven Recipe Suggestion: Personalized recipe suggestions based off fridge contents, speeds up meal choice and makes cooking easier.</p><p>Health-Conscious Recommendations: Suggesting healthier ingredient alternatives.</p><p>Shopping Assistant: Creates an organizes shopping lists, provides a chat bot to discuss decisions with.</p></div>	<div>Customer Relationships</div> <div></div> <div></div> <div>Channels</div> <div></div> <div><p>Mobile application.</p></div>	<div>Customer Segments</div> <div></div> <div><p>Health Conscious People: People who want healthier alternatives to their favorite meals.</p><p>Busy Individuals: Individuals who might not have time to organise a meal or create a shopping list.</p><p>New Cooks: Allows new cooks an easy and accessible way to prepare meals with available ingredients without extensive knowledge.</p><p>Students: Allows for low budget recipes/shopping list and varying level of recipe difficulty.</p><p>Families: Families who want fresh and new recipes shopping lists created for them, varying levels of time for meal prep and execution.</p></div>
<div>Cost Structure</div> <div></div>		<div>Revenue Streams</div> <div></div>		