



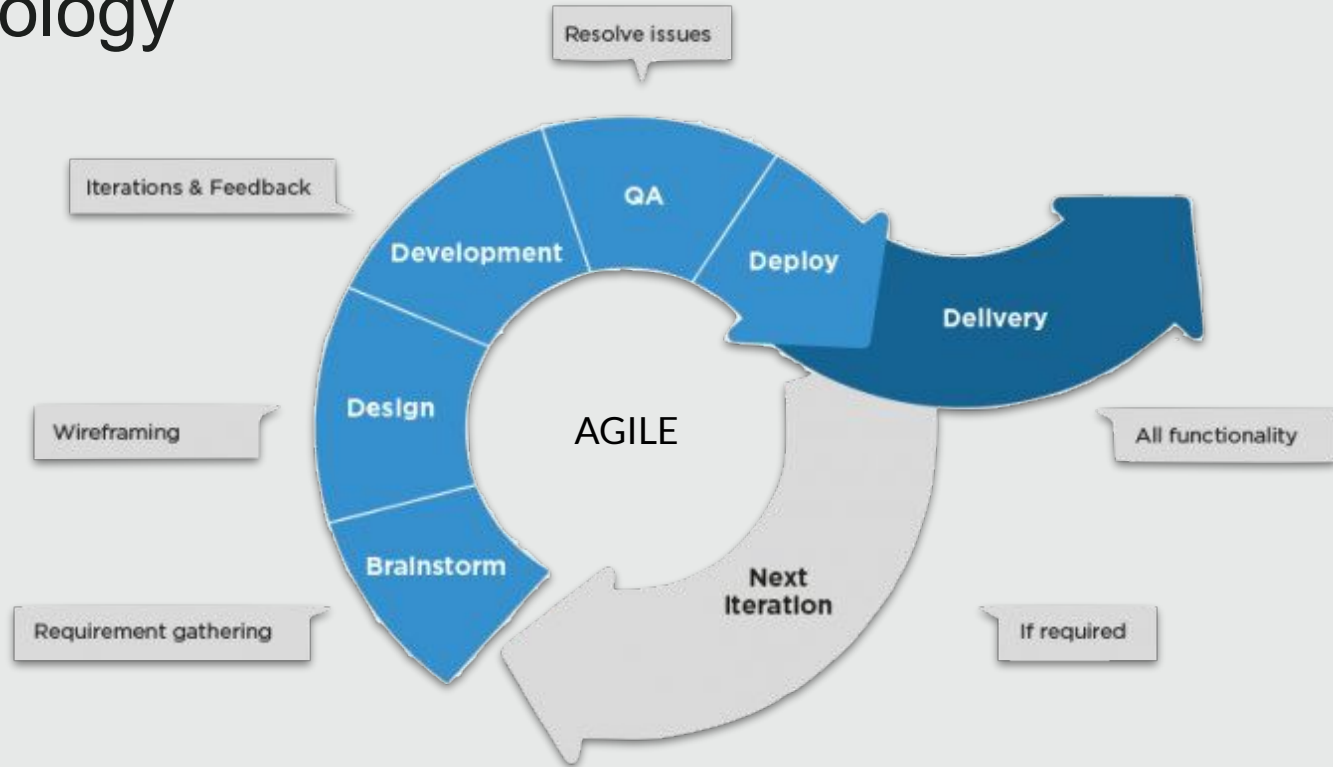
Tender Presentation

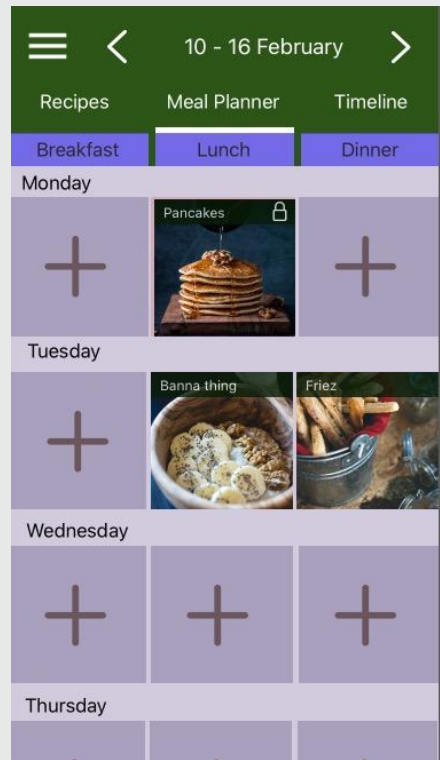
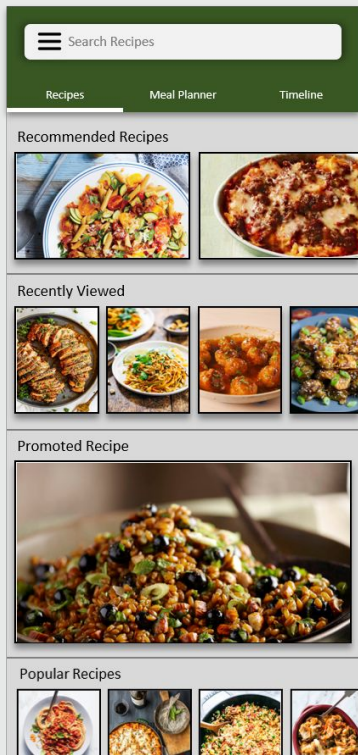
Company

- Development team
- Create android mobile and tablet applications
- Aim to be a leader in app development



Company Methodology





Target market

- For students, by students...

Students want:

- Price of a meal to be seen easily
- Easy to follow recipes
- Information on how to store food
- A free application

We will be targeting students through multiple advertising techniques. Including campus based advertising, social media presence and outreach initiatives.



Market competition

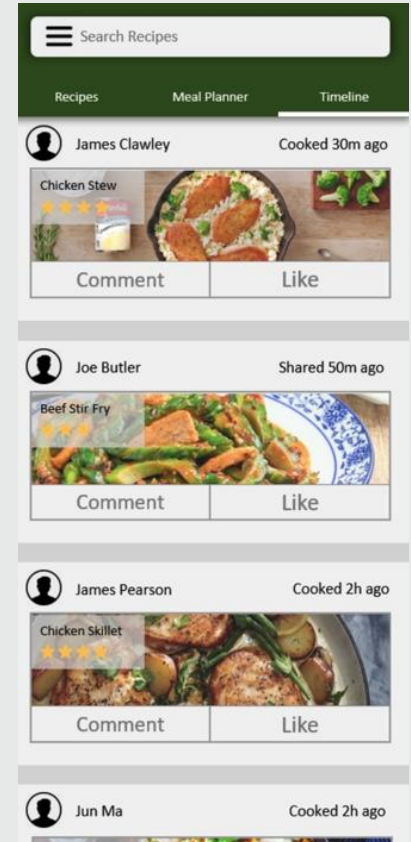
- There are hundreds of cookery apps out there
- But ONE on Google play directly advertised towards students
- Combining desired features in one application :
 - Batch cooking
 - Meal planning
 - Shopping lists from selected recipes
 - Profile building

Huge market for student cookery books, But only one android app for students?



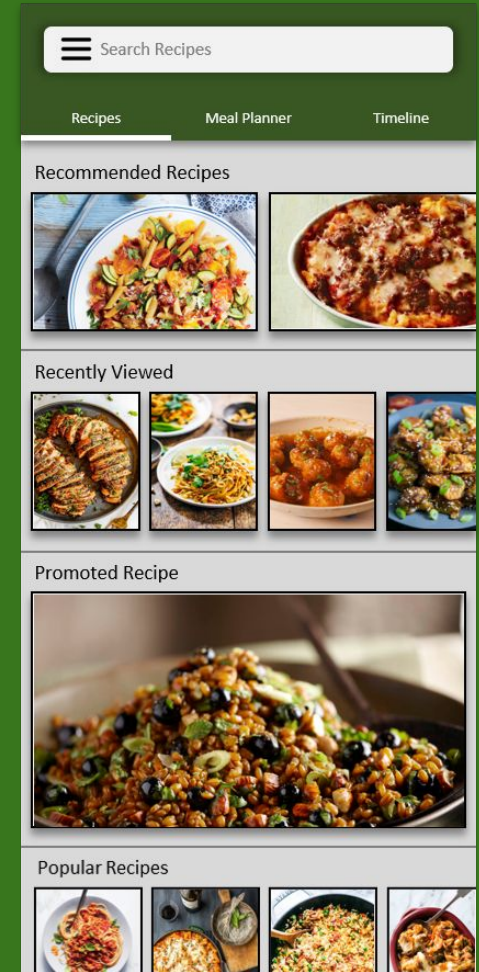
USP (Unique selling point)

- Our unique selling point is out social side of the app
- Users have the ability to add friends
- Share & post updates about their cooking
- Have a Gallery of food that users have cooked



Look and feel

- A simple, familiar, intuitive interface
- Readable, with recipes that fill the Screen and scale proportionately
- Discrete & relevant recipe info
- Ads that are unobtrusive



Road map

First Iteration

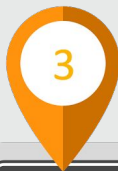
Launch Screen and Login Functionality

06/02/20 – Ability to create a new account and login if user has already registered



User Profiles & Privacy

14/02/20 – Functionality to customize and set privacy on profile as well as delete



Enable Meal Planner

12/03/20 – Added functionality to create a meal planner from chosen recipes



Main Home Screen

13/02/20 – Main home screen has been created with menus and tabs to house app functionality



Launch Presentation for recipes

27/02/20 – Launch XML presentation for instructions of chosen recipe



Road map

Second Iteration

Recipe Information

In-depth summary of information such and nutritional value, price, expiration date, etc.

1

Favorite Recipes

Users have ability to save their favorite recipes to their profile

3

Healthy Living System

Displays nutritional information based on their diet based on recipes

5

Recipe Ratings and Reviews

Users can rate recipes and leave reviews

7

Sorting, Filter and Search Functionality

Users have the ability to search for recipes or apply certain filters

Premium Membership

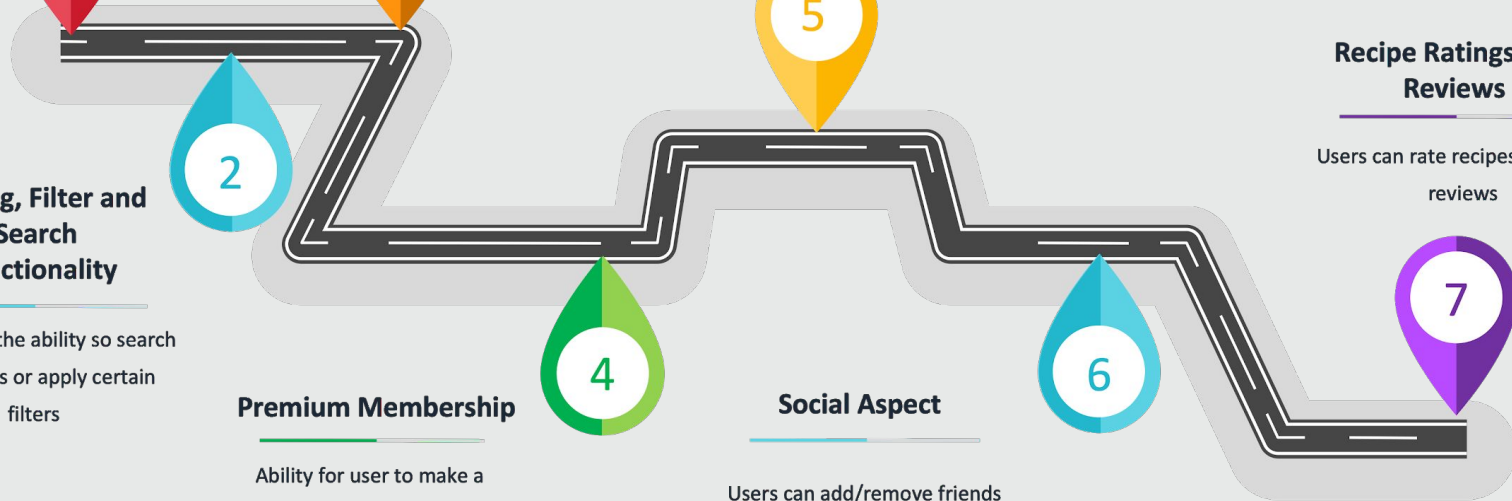
Ability for user to make a payment to get rid of ads and open other features

4

Social Aspect

Users can add/remove friends and share recipes

6



Road map

Third Iteration

Recipe Suggestions

Recipes suggested to users based on frequently used ingredients or recipe categories



Chef Stars and Badges

Chef stars awarded to users based on overall 5 Star ratings from recipe reviews. Badges awarded achievements



Icons for Recipes and Ingredients

Each ingredient and recipe will display icons



Reporting of Content

Users can report offensive or inappropriate features



User Created Recipes

Users can create their own recipes and post them



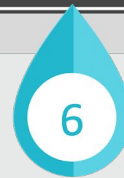
Notifications

Application can send push notifications to users



Measuring System

Users can change between measuring systems



Front end

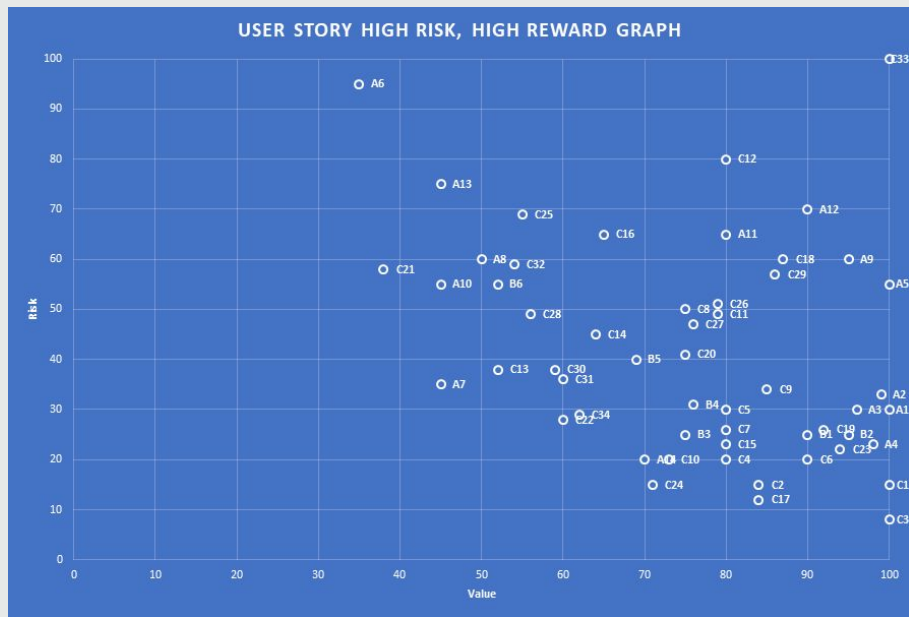
- Android version KitKat 4.4
- Transactions of payments made by customers handled with Google Pay
- Development is done through Android Studio v3
- Code is accessed by programmers through GitHub



Programming Practices



- User stories
 - Epics
 - Tasks
- Tracked on Trello
- Time recorded using clockify
- User stories assigned to pairs by programming leader
 - Priority based on risk and reward graph

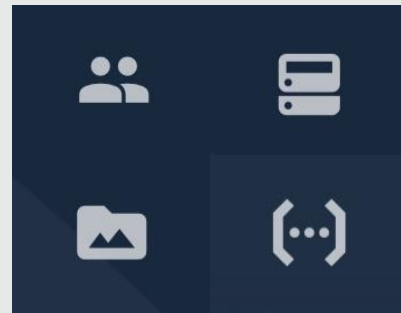


Back end



Firebase with authentication, cloud firestore, storage and cloud functions.

- Making use of Google & Facebook login
- Storing both offline data and real time data
- Notifying users when something interesting happens
- Free advertising



Testing

- TDD
- Unit Testing
- Test Lab
- Peer Review of Code

GitHub

JUnit



Travis CI

Overheads and costs

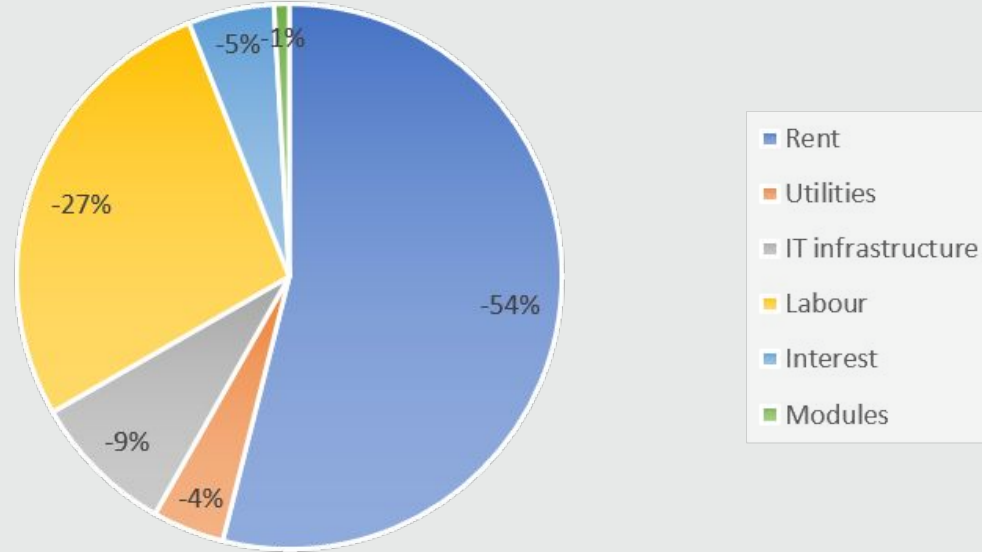
- Production costs

Team of 7 freelancers, rented space, utilities and IT infrastructure

- Post productions costs

Deployment to Play Store, marketing, initial recipe database (chefs or external) and a team of freelancers on hand.

Total Predicted Development Costs



Revenue model

Freemium service

Free tier with adverts

- Paid benefits include:
 - Zero advertising, customisation, badges, notification options and access to Premium area.
 - Premium area includes:
 - Diet analytics, health plan options, diet progression analytics with goals.
- Three-day free trial
- Flash sales & discounts
- Parent and student membership



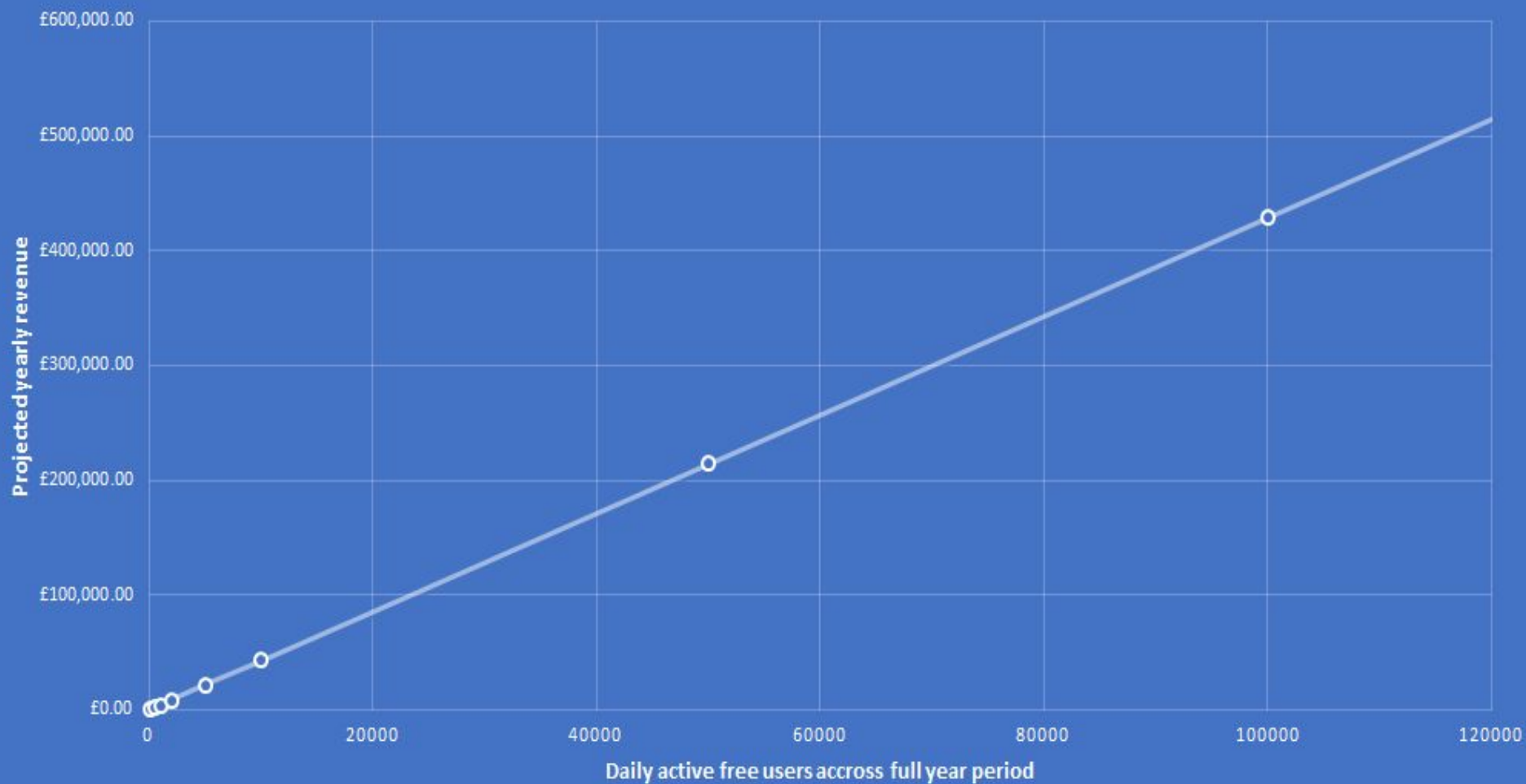
Google Play



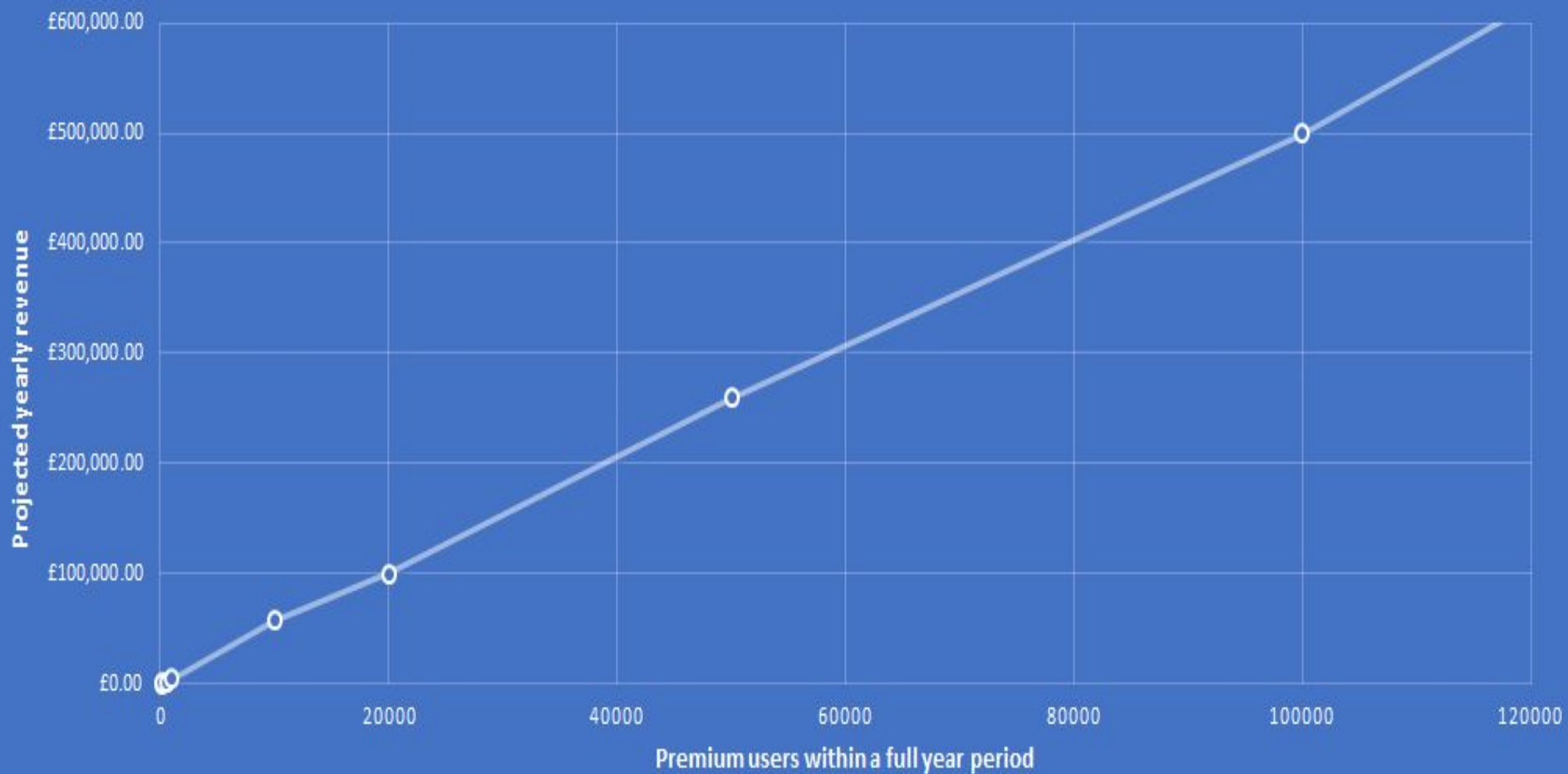
AdMob by Google



YEARLY REVENUE FROM FREE DAILY ACTIVE USERS GENERATED FROM ADMOB



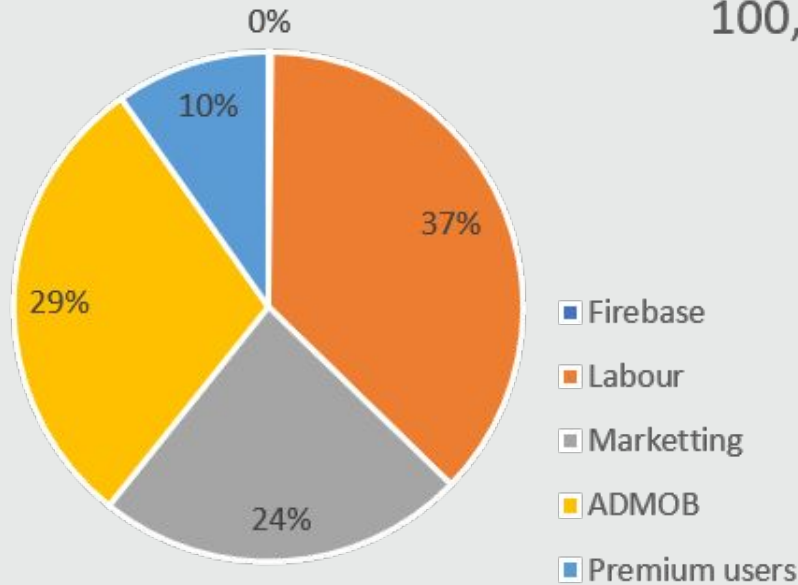
YEARLY REVENUE FROM PREMIUM USERS



Overheads and revenue post production

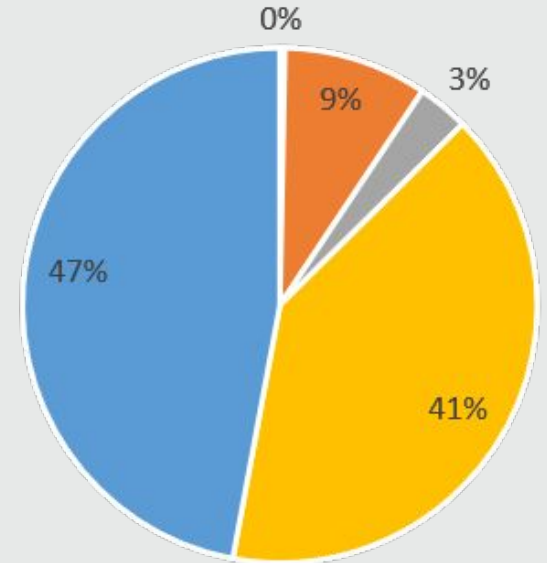
10,000 Free DAU and 2,500 Premium Users

1 marketing campaign a month and 5 staff members



100,000 Free DAU and 10,000 Premium Users

1 marketing campaign a month and 8 staff members



Why to back this project?

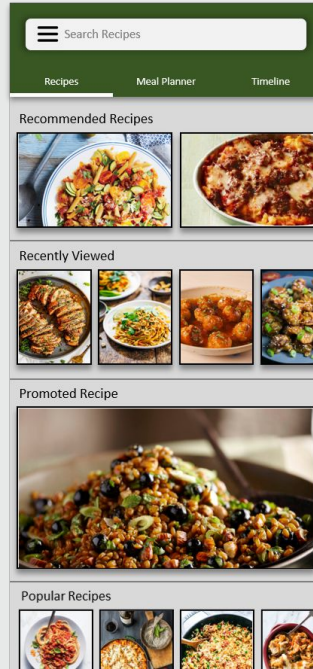
- Profit only a matter of users
- Finding our feet with a niche
- Opportunities for other markets:
 - Chefs, parents, organised, anyone who likes food!
- LinkedIn for Chefs, YouTube of Recipes, Find My Friends of diet, Strava of cooking, Goodreads of good food and Google Calendar of meal planning.



No limit to where Scrان-Plan can go,
bringing real value to our customers.

Revenue





Questions?

