



Sales Presentation

Introduction - Codev



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The problem

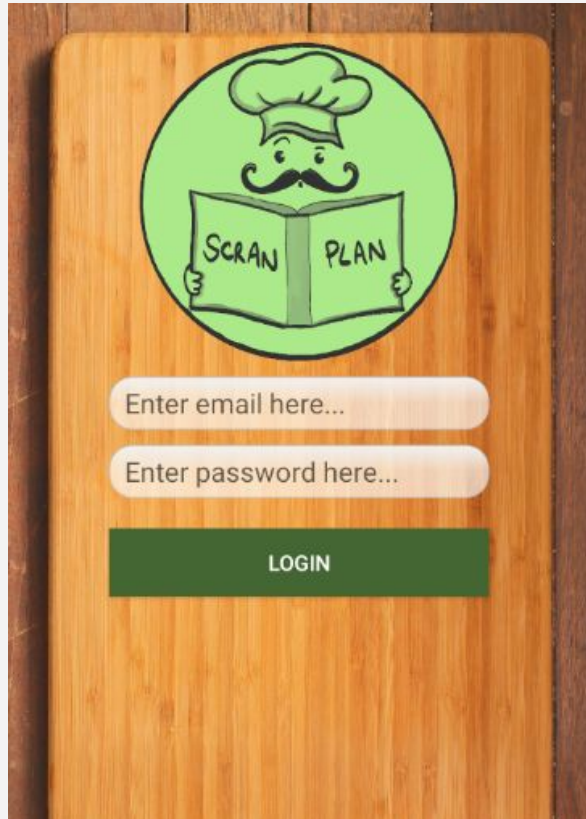
19% of 122 people surveyed have a cookery app

78% of those 122 would consider downloading a cookery app

Why?

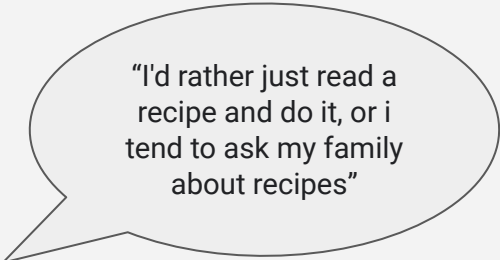
- Apps are old fashioned
- People are looking for something new and exciting
- Key features are missing from the current market of cookery apps
- A lot of social media are missing out on key aspects to alleviate the platform

The solution - Scrان Plan

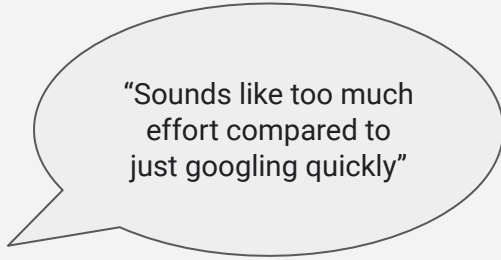


What makes our product different?

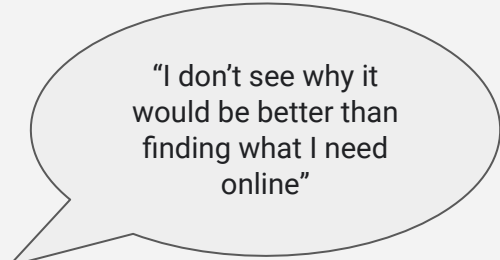
Why doesn't our target market have the current apps available?



"I'd rather just read a recipe and do it, or i tend to ask my family about recipes"



"Sounds like too much effort compared to just googling quickly"



"I don't see why it would be better than finding what I need online"

Competitors

Main competitors selling points

- BBC good food - User accounts and keyword searching
- Tasty - Allows users to create a shopping list

Scran Plan contains all of the above and more




What makes us better?



Build up a chef profile

- Strong password security and unique usernames
- Extensive privacy options
- Decide on dietary preferences that sync with the apps functionality
- Go up through the chef ranks with our unique kudos system



A wooden cutting board with a chef profile registration form. At the top is a circular logo featuring a cartoon chef with a mustache reading a book titled 'SCRAN PLAN'. Below the logo are four input fields: an email field containing 'michlondon@gmail.com', two password fields (the first is masked with dots and has a green checkmark, the second is masked with dots and has a yellow X), and a username field containing 'michlondon' with a green checkmark. A blue 'REGISTER' button is below the fields. At the bottom of the board are two green buttons: 'BACK TO LOGIN' and 'Forgotten password'.

michlondon@gmail.com

..... ✓

..... ✗

michlondon ✓

REGISTER


BACK TO LOGIN

Forgotten password

Create your own recipes

- Create and share recipes whilst gaining Kudos as a chef
- Completely unique recipe creation

Basic Info



Salted Peanut & Caramel tart 6

A feast for the eyes and mouth. Nutty goodness baked into a soft tart with a crusty base and peanut filling.

Ingredients

Ingredient name	Measurement	
flour	180g	
white sugar	66g	
kosher salt	0.5 teaspoon	
salted butter	6 tablespoons	
egg yolk	1	

Allergens

Contains eggs	<input checked="" type="checkbox"/>	Contains shellfish	<input type="checkbox"/>
Contains lactose	<input checked="" type="checkbox"/>	Contains soya	<input type="checkbox"/>
Contains nuts	<input checked="" type="checkbox"/>	Contains gluten	<input checked="" type="checkbox"/>

Scran Plan

Step 1

Mist a tart pan with cooking spray and set on baking sheet. Combine the flour, sugar and salt and mix on low for about 10 seconds.

ADD MEDIA

ADD AUDIO

ADD TIMER

ADD GRAPHICS

ADD STEP

RECIPE FORMAT

CREATE RECIPE

Search for that next cook

- Ordered to bring users the best results
- Using industry standard searching solution Algolia
- Typo tolerance: reduce users' frustration by solving misspellings



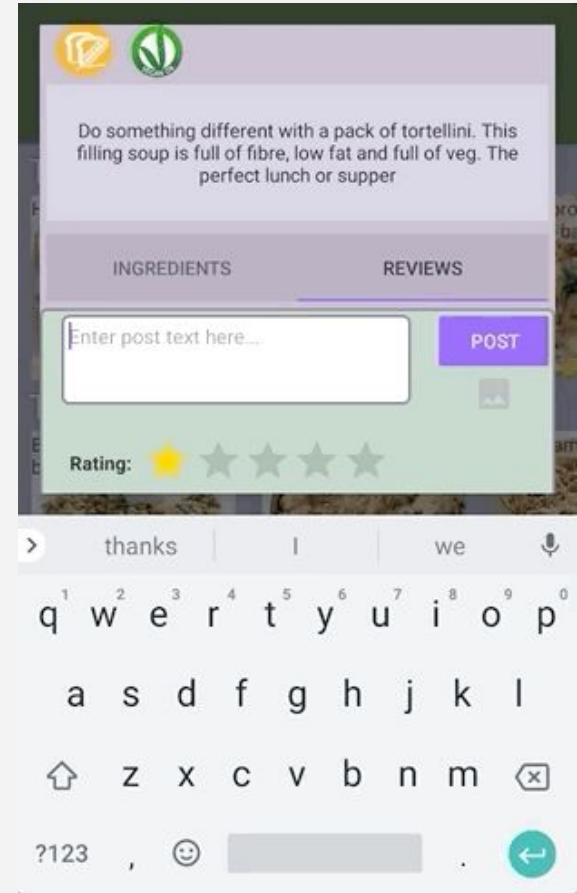
Step through each recipe as you cook

- Follow a step by step guide when viewing a recipe
- Have an inbuilt timer with certain steps
- See pictures and videos on steps for help with tough steps
- Leave comments for other users with your own personal tips



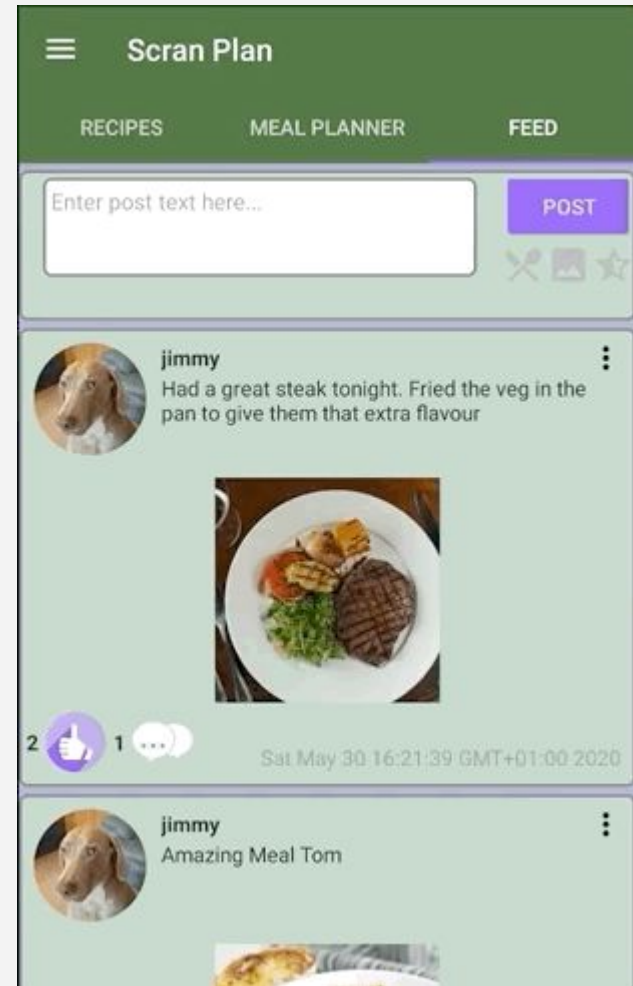
Set the new trends

- Users can leave reviews for the recipes they have cooked
- Rate the recipe out of 5 stars
- Ability to upload a picture of the cooked meal to show off to friends
- Ability to view and like other recipe reviews



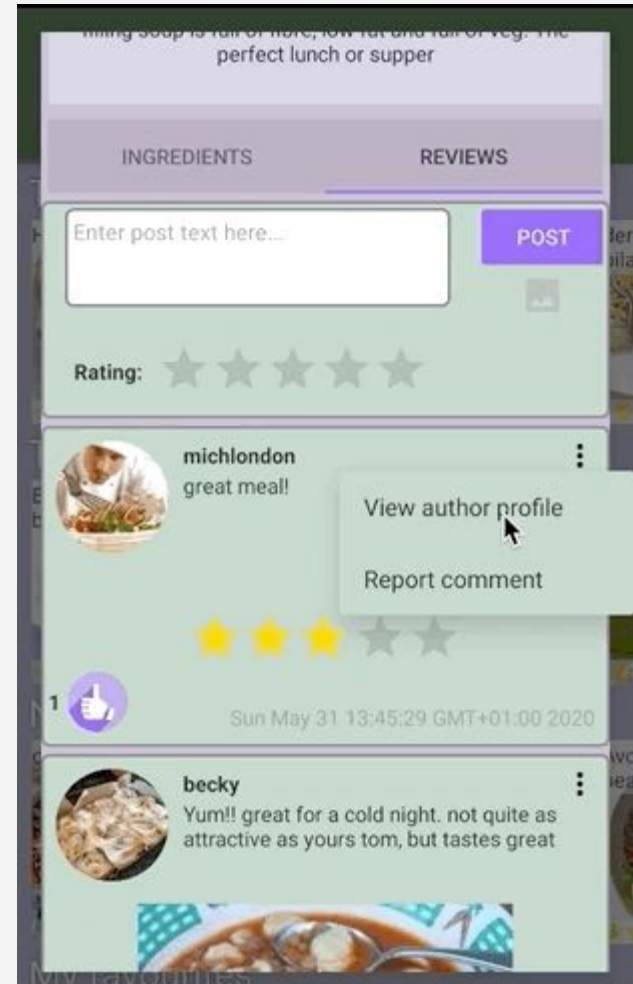
Built for sharing!

- Share thoughts and feelings; from pictures from last night's meal to a favorite recipe with a review
- Have a social circle as big as you wish with the follower system
- Keep up with the latest posts from all the accounts you are following
- Follow top chefs with public accounts or family members sharing their secrets with only a select chosen few



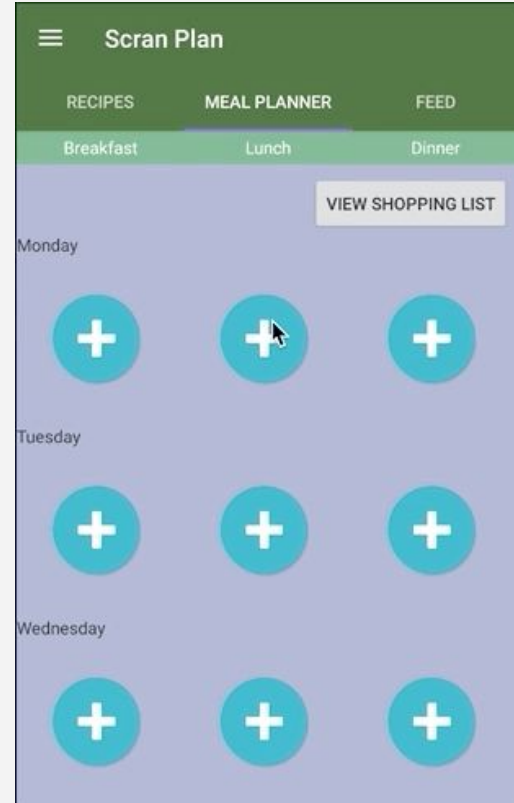
Touring a profile

- Finding other chefs via search, through a recipe, post or comment
- Dive deeper than recent posts with a full profile to explore
- From profile information to chef rank
- Search through three feeds of post history, picture history and created recipes

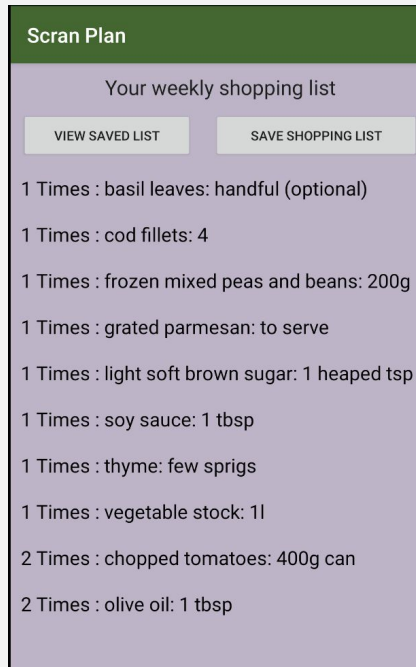
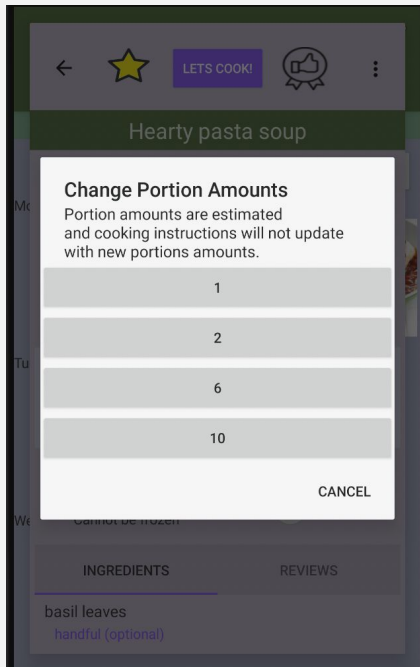
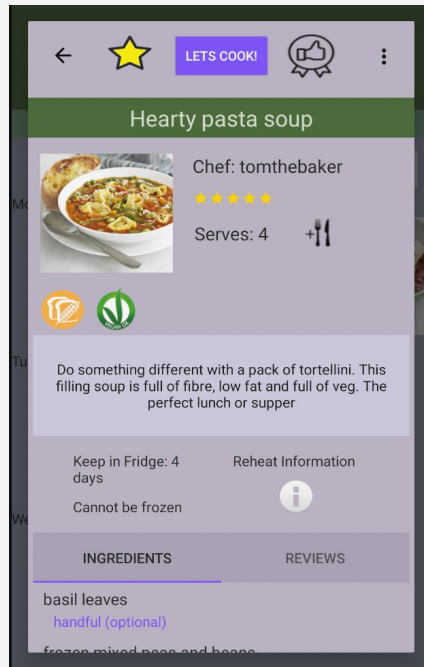


Upgrade to Gold Membership

- Zero advertising
- Boasting a meal planner
 - Build up a weekly meal plan



Plan your culinary week



Within the **Meal Planner** users have the ability to:

- Create a shopping list and edit it
- Change the portion size of the recipe
- View reheating information

Revenue Model



Freemium service

Boasting **free tier** with adverts

Evolving from adverts to sponsored content

Users still able to not only build up social chef profile

But to **share**, search for, create and cook all their favorite recipes



AdMob by Google

Gold membership

Zero advertising - search, cook and **share** without interruption

Full access to meal planner facilities

Competitive pricing with multiple subscription options

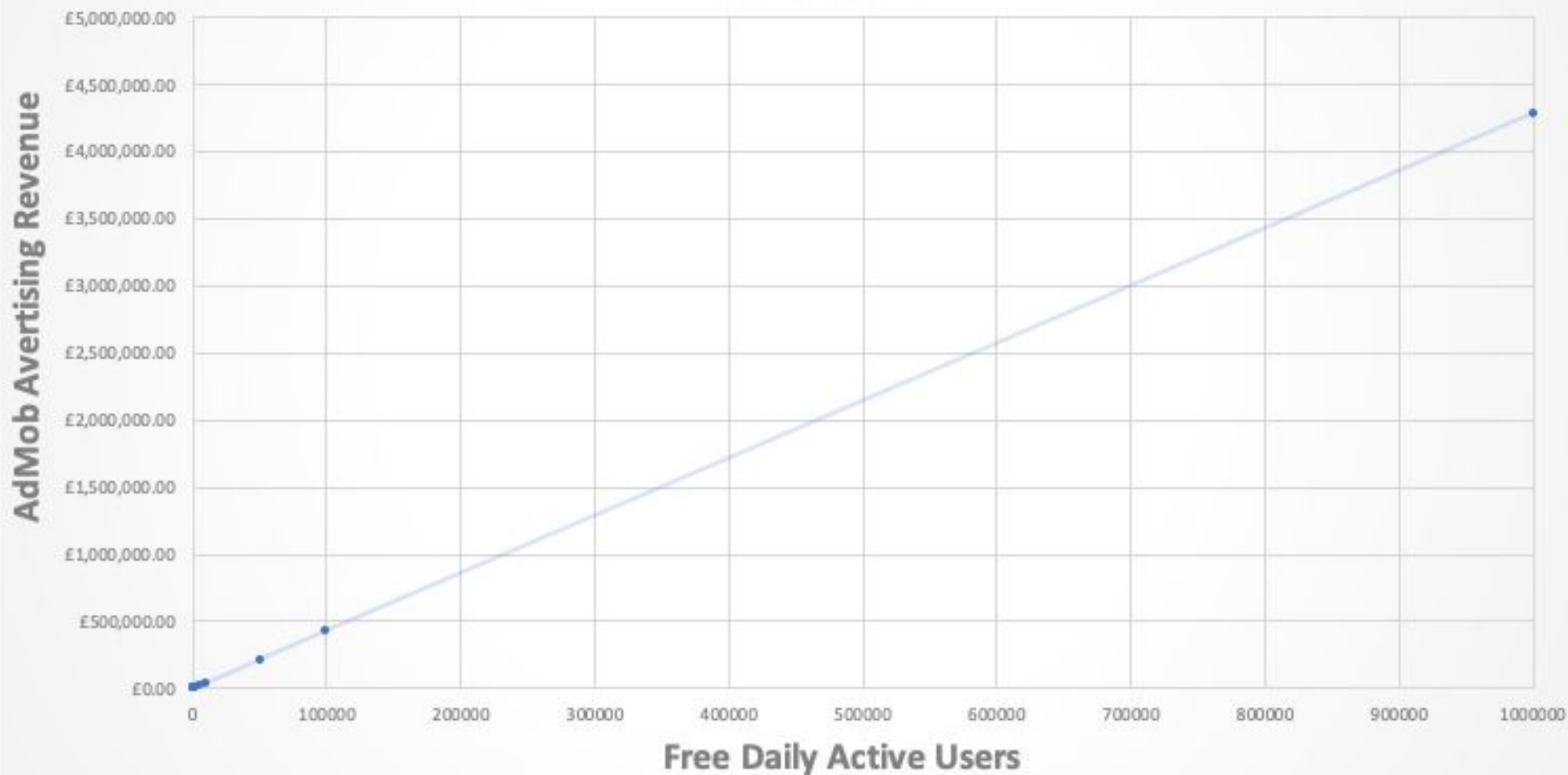
Instant access to all future gold benefits

Monthly	£1.99
Quarterly	£4.99
Annually	£14.99

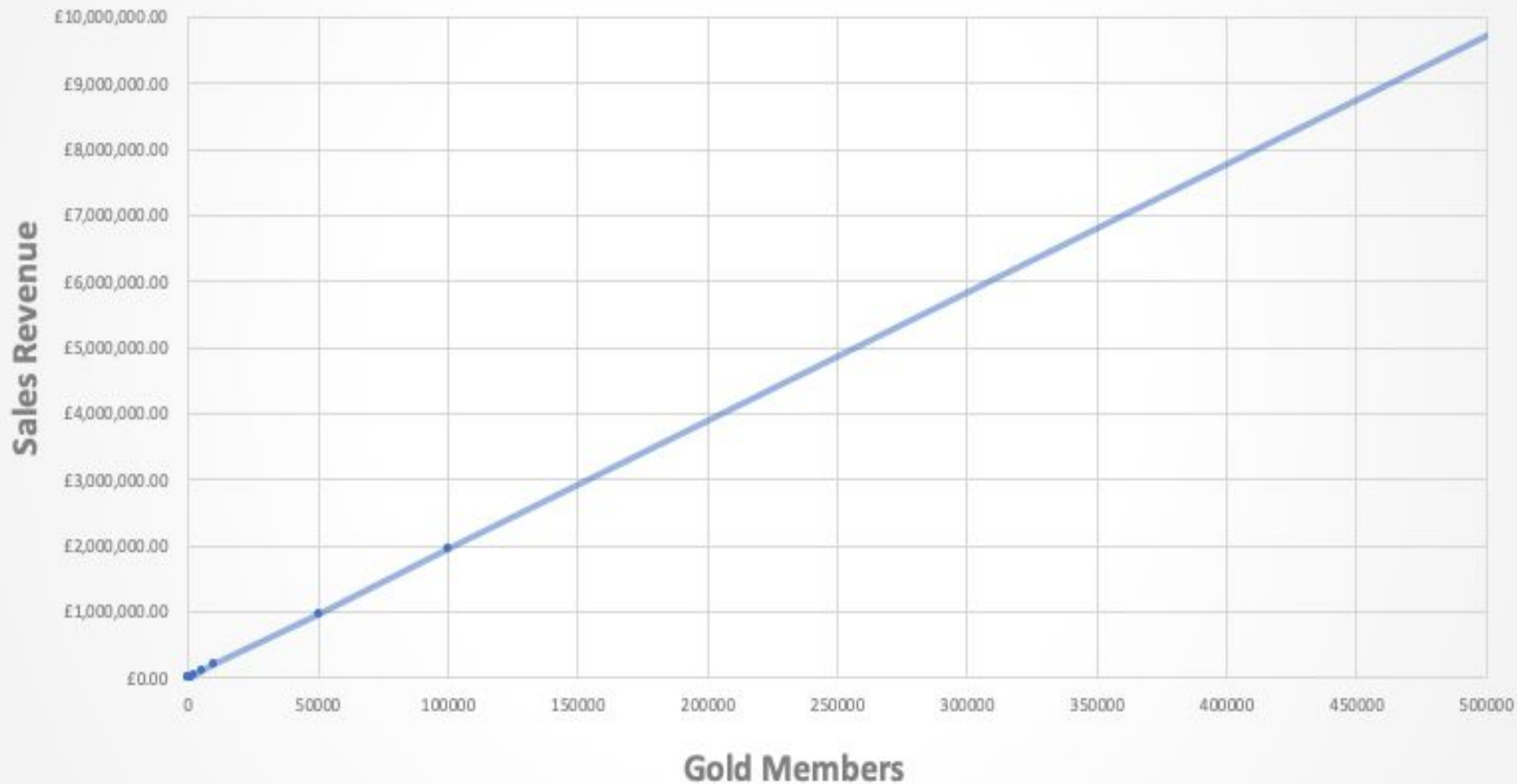


Three-day free trial - Flash sales & discounts - Parent and student membership

Annual AdMob Advertising Revenue against nuber of Free Daily Active Users



Annual Sales Revenue against number of Gold Members



What are the future costs to the company?

- Firebase and Algolia costs
- Experienced Chefs to make quality content
- Marketing specialist to keep the Scrان Plan trending

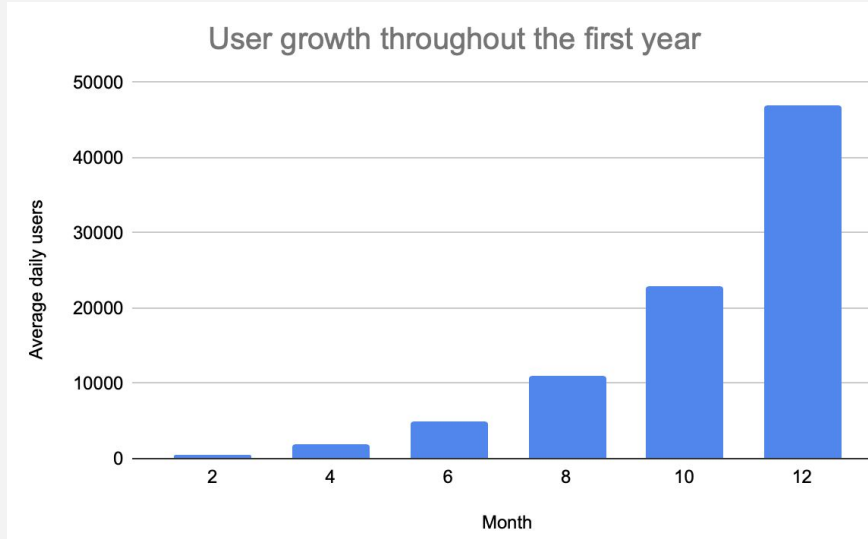


How we are going to advertise it?

89% of people said they would find out about a new app on social media!

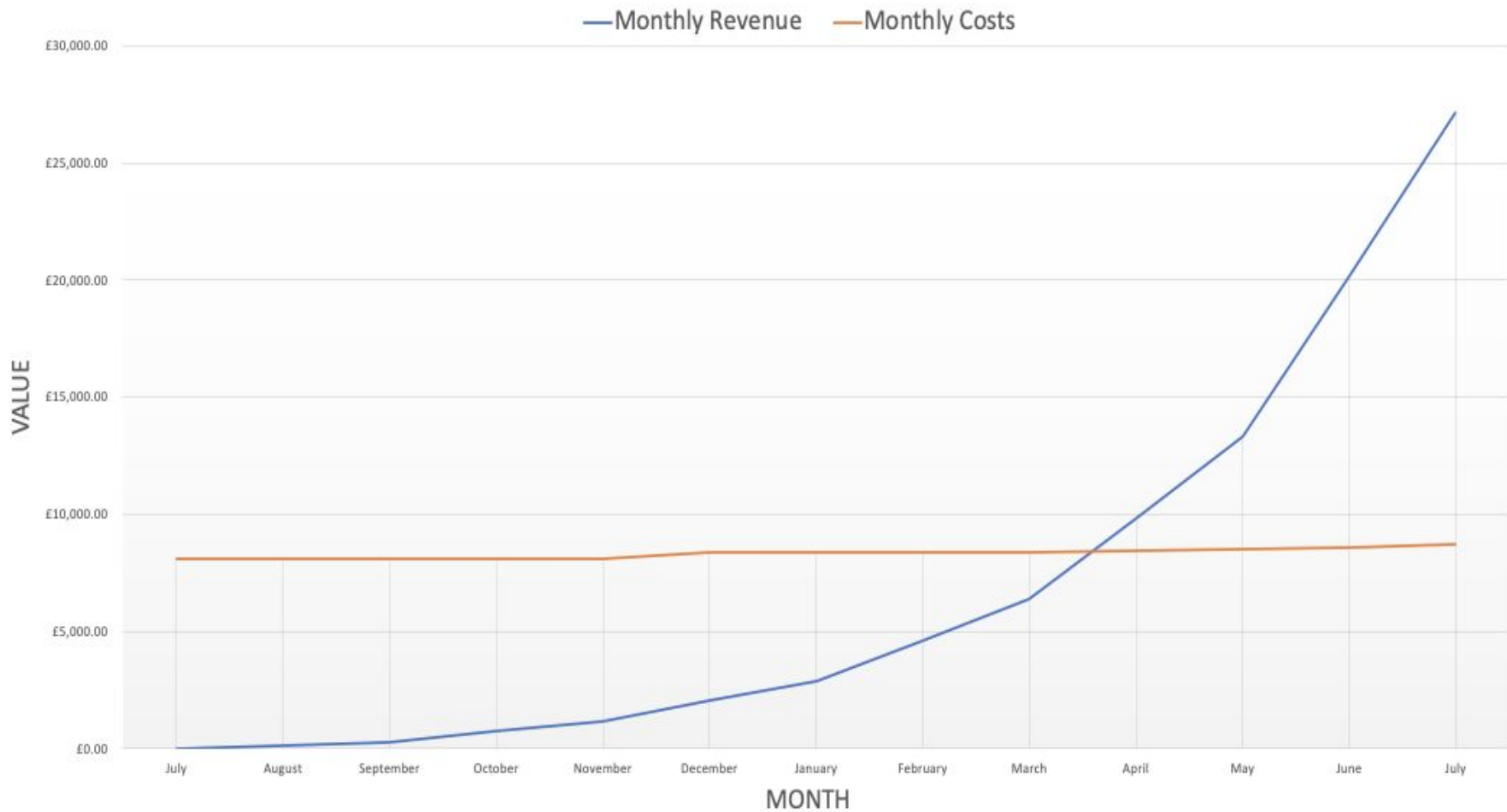
Main marketing strategies:

1. Adverts on existing social media
2. Outreach initiatives, contacting social media influencers



£2300 per ad campaign (Every 2 months) will cover the full cost of ad campaign

CoDev - Plotting Monthly Costs along side Monthly Sales Revenue July 2020 - July 2021



Why to back this project?

- Bringing a bespoke solution to common problem
- Initially targeting students with no limit on expansion elsewhere
- Bringing real value to our customers

Recipe for success

Strava of cooking - Goodreads of good food

Google Calendar of meal planning - Facebook of recipes - LinkedIn for chefs

Instagram of the world's most amazing meals

No limit to Scrان Plan's potential

Revenue



Any questions?

