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Spoon AI

an AI chef assistant

The smart way to cook and eat.





Following a recipe is not always fun

Have you ever tried following a recipe to cook yourself a delicious meal and then all of the sudden you reach into a problem: you don't have the correct ingredients to prepare it! What can you do in these situations?

Introducing Spoon AI.

Spoon AI

Can you imagine having your own personal chef in your pocket to help you in situations like this and finally prepare your whole meal?

Spoon AI can save you time, money, and hassle while improving your cooking skills and nutrition. Whether you want to impress your date, feed your family, or treat yourself, Spoon AI can help you cook delicious meals with ease and enjoyment, while it adapts with what you have and your cooking skills.



Your Chef Assistant and More!



AI-powered chef assistant

Spoon AI is more than just a recipe app. It is an AI-powered chef assistant that can help you with every aspect of cooking, from planning to preparing to serving. It can also help you give you alternatives when you don't have all the ingredients.



Voice Control

You can use your voice to interact with Spoon AI and ask for recipe suggestions, ingredient substitutions, cooking instructions, nutrition information, and more. You can also give feedback and ratings to the app and get personalized recommendations and tips based on your preferences and dietary needs.



Smart Connectivity

Spoon AI can connect with other smart devices in your kitchen, such as your refrigerator, oven, or microwave, and help you manage your food inventory and cooking process. You can also order food or groceries through the app and get them delivered to your door.

Market Opportunity

The market possibility: According to Grand View Research¹, the global artificial intelligence industry was worth USD 136.55 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 37.3% between 2023 and 2030. According to the report, the demand for AI solutions in the food service sector is expected to grow due to the growing need for automation, personalization, and efficiency. Spoon AI can meet this demand by giving customers and businesses with convenience, value, and quality.



Costs

Development

The cost of app creation is determined by the app's complexity, functionality, and quality, as well as the size and expertise of the development team. The starting point for a custom AI system is \$5000-\$6000, or we can take advantage of OpenAI's gpt-4 to take advantage of the full power of their LLM.

Hosting

The cost of hosting is determined by the quantity of data, traffic, and resources consumed by the app, as well as the security and dependability of the hosting provider. According to WebFX2, based on the hosting plan and provider, the expense of hosting an AI app can range from \$0 to \$1000 per month or more.

Sales and Marketing

According to an article by ITRex3, sales and marketing costs can account for 15% to 35% of the total AI project budget.

Monetization

Freemium

Spoon AI could offer free recipe suggestions based on the user's ingredients, but charge for more advanced features such as voice control, video tutorials, or meal planning. This way, the app can attract a large user base with the free features, and then generate revenue from the users who are willing to pay for more convenience and value. The freemium model could also allow for cross-selling and upselling opportunities, as well as referrals and word-of-mouth marketing.

Partnership

Spoon AI could partner with smart device manufacturers to integrate its app with their products, such as refrigerators, ovens, or microwaves. The app could also partner with food delivery or grocery services to offer discounts or coupons to the users who order through the app. The partnership model could create a win-win situation for both parties, as they can share their customer base, resources, and revenue.

Advertising

Spoon AI could display ads from food delivery or grocery services that are pertinent to the user's preferences and needs. The app could also use user data and feedback to better target advertisements and increase click-through and conversion rates. As long as the ads are not intrusive or annoying, the advertising strategy could provide a steady stream of income for the app without negatively impacting the user experience.

A Unique way to monetize

Spoon AI could use **gamification** to create a more engaging and rewarding user experience. For example, the app could assign points to users based on their cooking activities, such as trying new recipes, following instructions, giving feedback, and sharing photos. The app could also award badges to users for achieving certain milestones, such as cooking a certain number of dishes, using a certain number of ingredients, or cooking for a certain number of people. The app could also create levels that users can progress through as they accumulate more points and badges. The app could also display a leaderboard that shows the ranking of users based on their points and badges. The app could also create challenges that users can participate in, such as cooking a dish with a limited number of ingredients, cooking a dish from a different cuisine, or cooking a dish within a certain time limit.



How can it be monetized?

We could charge people to access special tournaments to gain more points in the leaderboard. For example, a tournament where people prepare the largest lasagna and people have to pay a fee to get into the tournament where a jury will judge the results and share them with the community, the winner will get a monetary prize in exchange.





Spoon AI's Potential

Spoon AI is viable, because it makes use of existing technologies and platforms, such as artificial intelligence, voice recognition, cloud computing, and smart devices. The software requires no hardware or infrastructure investment because it runs on any smartphone or tablet. The software also does not require any specialized skills or training because it can communicate with users in natural language and has intuitive and user-friendly features. The app can also learn from user data and feedback to adapt and develop over time.