



Unique gourmet dishes delivered to your front door.

Mission

“UpChef is a web application that will provide a convenient gourmet dining experience to clients looking to have a unique, gourmet meal. The company will provide chefs with the opportunity to offer their cooking services while building up their reputation and making a profit.”

Critical Needs

Convenient gourmet food

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Up-and-coming chefs need experience

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Gourmet food delivery system

Market

Industry: foodservice home/delivery

Growth: 12.49% by 2018.

Competition: Grubhub

The Service

- Cuisines: Italian, Oriental, Indian, Mexican
- Locations: New York City, Chicago, Seattle, Atlanta, Portland, Los Angeles
- Pricing: \$25-\$75
- The UpChefs will have a hard cap of 10 dishes per day

Competitive Advantage

- Convenient
- Gourmet dishes
- Variety of chefs
- Unique dining experience

Target Market- Customers

Customer Segments

	Geographic	Demographics	Psychographics	Behavioral
The Entrepreneur	Big City	Single Male 35-55 High Income Business Owner	Innovator Experienter	Hooked, Online & Single
The business woman	Uptown & Downtown City area	Single Female 30-45 Medium to High Income Working Executive	Experienter	Hooked, Online & Single Time Sensitive Materialist
The young foodie	City area	22-35 Secure job Medium Income	Experienter Maker	Time Sensitive Materialist Hunter Gatherers

Target Market- Service

Service Segments

	Geographic	Demographics	Psychographics	Behavioral
The New Chef	Big City	Single Male 20-28 Low Income	Maker Striver	Click-and-mortar Hunter Gatherers
The In Between Jobs Chef	Uptown & Downtown City area	29-45 Medium Income	Maker Achiever	Hunter Gatherers Time Sensitive Materialist

Revenue

- 15% markup commission
- Advertisements on website

Revenue Projection

Financial Projections

	Month 1	Month 2	Month 3	Year 1	Year 2	Year 3
Chefs	48	55	63	147	176	211
Revenue from order	\$360,000	\$412,500	\$480,500	\$1,102,500	\$1,320,000	\$1,582,500
UpChef Commission	\$54,000	\$61,875	\$72,075	\$165,375	\$198,00	\$237,375

Marketing & Sales

Recruiting Chefs

Direct mail

Newspaper advertising

Personal selling

UpChef Promotion

Social Media

Niche Blogs

Opinion Leaders

