



Recipe Suggestion App

Introduction

Features

Users

Investors

Competitors

SWOT

**Thank
you**

- Priyanka Popeta
- Suraj Nair
- Viyeta Kansara
- Zhenjie Zhao

Introduction

What's
Cooking?



Features



Core
Features

Extra
Features

Core Features

- Home
- Randomly suggest a recipe
- List of recipes
- Individual recipe page
- Categories
- Ingredients
- User Profile
- Add a recipe
- Rate a recipe/Mark as favorite
- Like/Dislike a comment on reviews



Extra Features

- Nutrition info for each recipe and filter/sort recipes based on it.
- Videos for recipes.
- Smart suggestions.
- Sentimental analysis for the reviews.

Users



Who is your
target user/
demographic?

Benefits for
the user



Who is your target user/demographic?

- Beginners who want to learn how to cook
- People who are willing to share recipes and discuss recipes
- People who promote a healthy lifestyle
- People having hard time to decide what to eat for the next meal



Benefits for the user

- Users can easily search for the recipes they want.
- Users can search for recipes based on the available ingredients
- Users can even randomly select a recipe without any restrictions
- Users can search for recipes according to the time of preparation
- Users can search by meal type or cuisine type.
- Users can further view the instructions and reviews of the selected recipe.

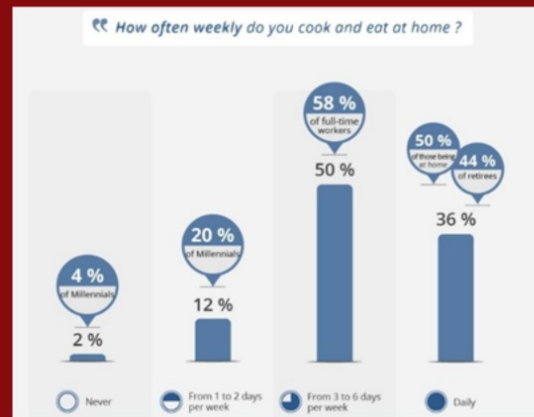
Benefits to the Investors

Why do we invest in food recipe app?

Why should you invest in "What's Cooking!" in particular?



Why do we invest in food recipe app?



Number of users

Revenue in the industry

Number of users

- 77% of Americans prefer to eat at home. With COVID-19, this is more crucial & relevant than ever.
- 59% of 25- to 34-year-olds head to the kitchen with either their smartphones or tablets
- 68% of millennial moms said that they also watch videos while cooking
- One survey even discovered that these food recipe apps enjoy a market size of 22,755,800 potential users from the countries of Canada, the USA, India, Australia, Philippines, and Pakistan, who have searched through Facebook and showed interest in cooking.

Revenue in the industry

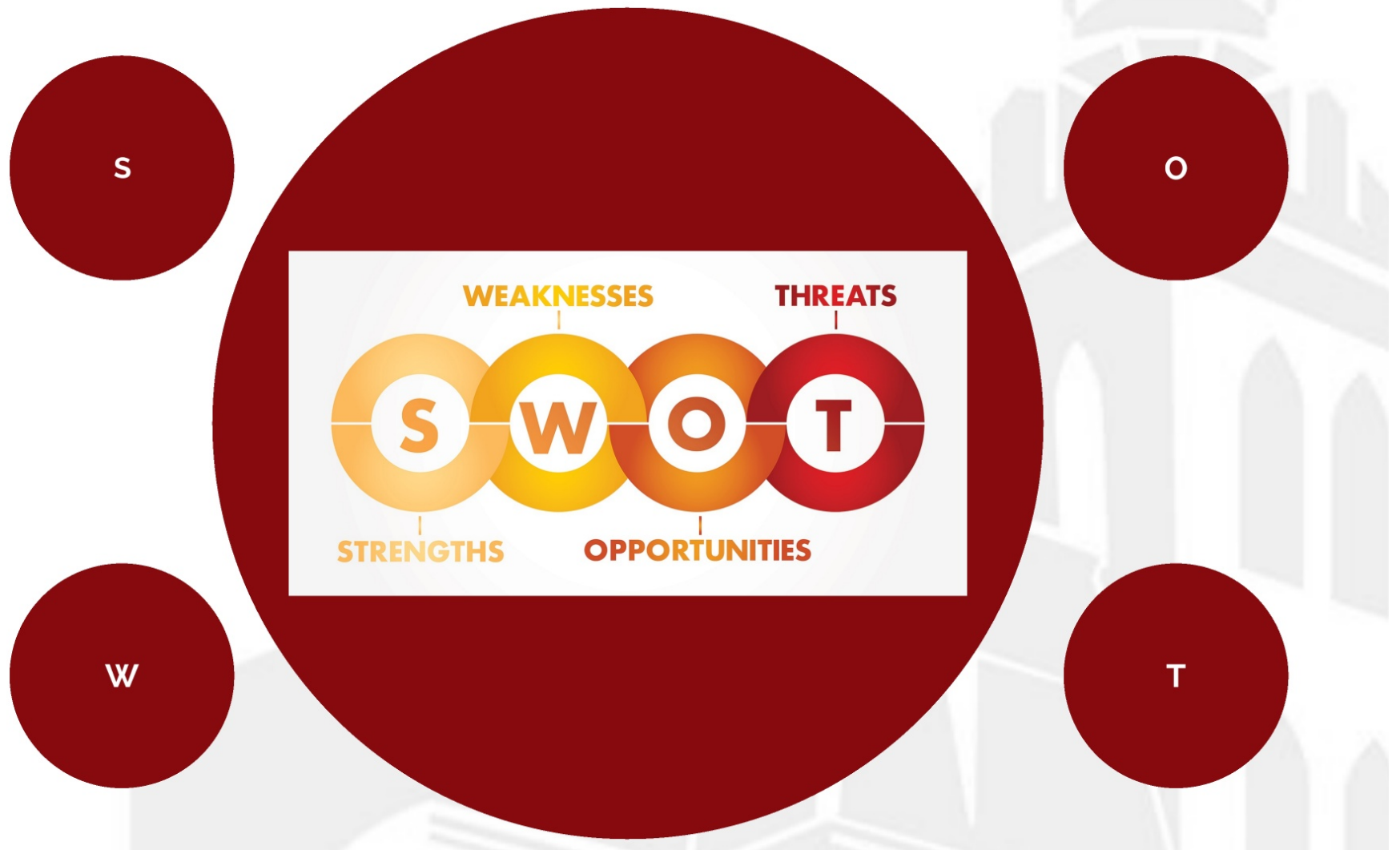
- In 2019, the total app revenue from these apps was \$461.7 billion all across the world and it was estimated to generate \$935.2 billion in the year 2023.
- And one out of each four is an iPhone or iPad user of the age 18 and older, who searched for food recipes on web.

Why should you invest in "What's Cooking"?

- 31% of food recipe users say that choosing what to cook was the least enjoyable part of the cooking process
- They turn to search for help, and the top 100 food search terms tend to be broad in nature ("dinner ideas," "healthy recipes," and "slow cooker recipes," for example). Search interest for "best recipes" on YouTube is up 48% year over year.
- Solution from our app:
 - Random recipe generation
 - Relevant recipe list to the user
 - Number of filters according to their needs

Competitors

- MyFridgeFood
- Supercook
- Allrecipes
- Recipeland
- BigOven



Strength

- Strong Technical infrastructure
- Strong teamwork
- Pride in putting forth innovative food recipes with the available ingredients
- Superior product quality with nutrients value.
- Abundant resources
- No special training required for customers to use the application

Weakness

- Small team for sales
- Lack of investment
- Lack of options for every meat product
- Improvement required in preservation

Opportunity

- Growing market for vegan food
- Being more responsive to the social changes to healthier options
- Being environmentally friendly for advertisements
- Expansion of the business in developing countries
- Health problems tackling options (extra feature)



Threats

- Increased competition
- Raw Material price growth
- Uncertain economic environment



Thank you