

October 04, 2024

wash nakol

Students:

Youcef mhammdi bouzina (Leader)

Iheb dia el hak mekideche

ilyes halimi

Team Code :

Submission Deadline : 23 October 2024

Mission Statement

Problem Statement :

A platform is needed that allows users to input available ingredients and receive tailored low-cost recipes, minimizing food waste and maximizing creativity, inspired by the "Oum Walid" cooking style.

Why this problem is interesting :

This problem is interesting because it tackles two key issues: reducing food waste and helping people cook on a budget. Many struggle to use leftover ingredients or find affordable recipes, and this platform empowers them to be resourceful. Drawing inspiration from "Oum Walid," it taps into a popular, accessible cooking style that resonates with many. This makes the solution both practical and culturally relevant.

Who faces this problem :

This problem is faced by budget-conscious individuals, home cooks, and anyone looking to reduce food waste while making meals from available ingredients.

Why it is important to solve the problem :

Solving this problem helps reduce food waste, saves money, and empowers people to create affordable, nutritious meals using what they already have, promoting sustainability and resourcefulness.

Why your solution to the problem would be the best compared to existing solutions

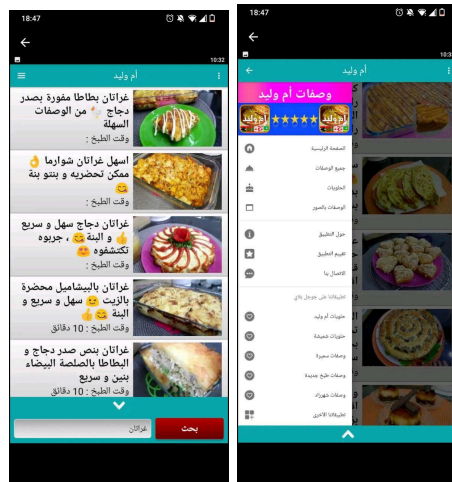
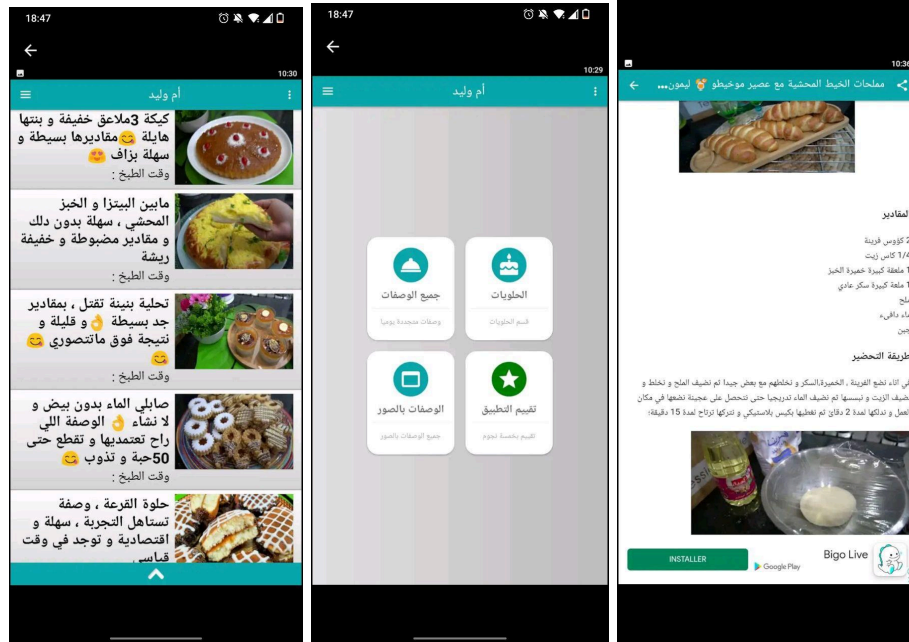
My solution excels by allowing precise ingredient input, offering tailored recipe suggestions based on quantity and type. The low-cost recipe filter, inspired by "Oum Walid," targets budget-conscious users. Advanced filters (cuisine, dietary needs, cooking time) and features like ratings, favorites, shopping lists, and nutritional info make it highly personalized and user-friendly.

Market Research

Competitors and Existing Apps

1. وصفات أم وليد 2024 بدون انترنت

○ Screenshot:

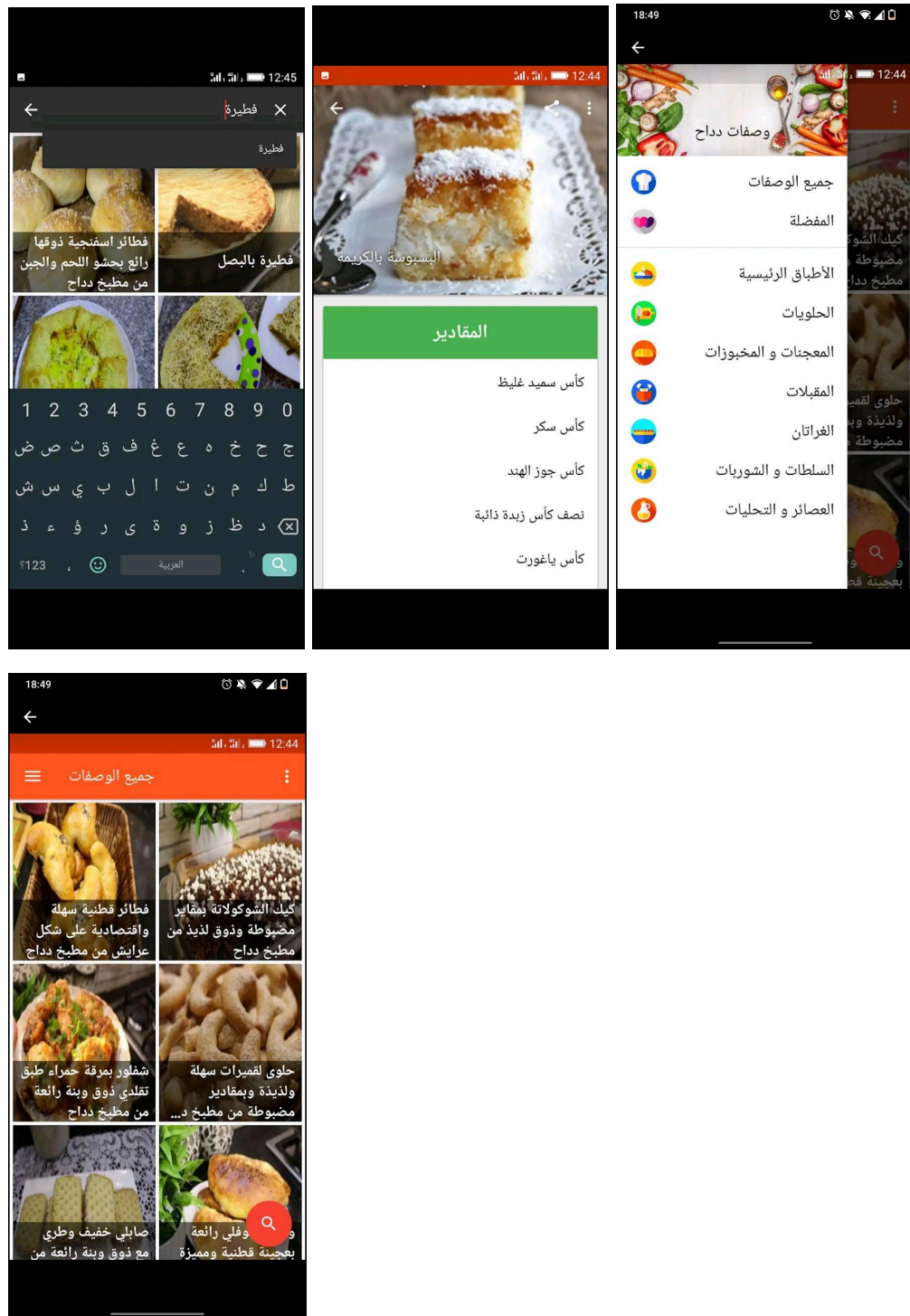


○

3. وصفات طبخ بدون نت

4. وصفات دداح 2024 بدون أنترنت

○ Screenshot:



- **NOTE:** We did not provide an overview for each app because:
- **They all share similar functionalities and design.**
- **Many have outdated and poor design.**
- **They provide offline services, which may be preferable in Algeria (not sure since these apps are from the 3G generation).**
- **These apps are unofficial and often steal branding from famous influencers or TV channels.**

Market Size in terms of users:

- وصفات أم وليد 2024 بدون انترنت : Over 1 million downloads on Android (25k reviews 4.5 stars).
- وصفات سميرة 2024 بدون انترنت : Over 1 million downloads on Android (5k reviews 4.4 stars).
- وصفات طيخ بدون نت : Over 500k downloads on Android (2k reviews 4.7 stars).
- وصفات دداح 2024 بدون أنترنت : Over 100k downloads on Android (846 reviews 4.5 stars).

Market Value in terms of revenue:

The global online food delivery market is valued at over \$100 billion and is projected to grow significantly.

Recipe apps specifically, including monetization through ads, subscriptions, and affiliate marketing, are estimated to reach a combined revenue of over \$5 billion by 2025.

Major players like Yummly and Tasty generate millions annually through partnerships and advertising.

Product & Functionalities

Product Overview:

The platform is a recipe suggestion app where users input the ingredients they have on hand to discover a variety of dishes they can make. It focuses on affordability, reducing food waste, and making cooking accessible for all.

Primary Functionalities :

- **Ingredient Input:** Users enter available ingredients.
- **Recipe Suggestions:** Tailored recipes based on those ingredients.
- **Ingredient Specification:** Input exact quantities and types for better suggestions.
- **Advanced Filters:** Search by cuisine, dietary restrictions, cooking time.
- **Low-Cost Recipe Filter:** Inspired by "Oum Walid" for budget meals.

Wish List Features :

- **Save Favorite Recipes:** Quick access to frequently used recipes.
- **Shopping List Generator:** Creates a list of missing ingredients.
- **User Ratings and Reviews:** Community-driven feedback.
- **Nutritional Information:** Basic nutrition details for each recipe.

Business Models and Estimated Revenue

Business Model:

The platform will primarily operate on a freemium model. Basic functionalities like ingredient input and recipe suggestions will be free. Revenue streams include:

- **In-app Ads:** Displayed to free users, with opportunities for food brands or kitchenware companies to advertise.
- **Affiliate Marketing:** Earn commissions from links to purchase ingredients directly through grocery delivery services.
- **Partnerships:** Collaborations with cooking influencers or food brands for sponsored content or recipes.

Financial Forecast for the revenue:

Year 1-2: Modest ad revenue and affiliate marketing growth. Estimated revenue: 100 millions DZD to 250 millions (low algerian CPM and CPC).

Year 3-5: Scale through partnerships. Revenue expected to rise to 1 milliard DZD to 10 milliards DZD through ads, and affiliate marketing ,and partnerships.

Estimated Expenses and Costs

Development: Initial app development and maintenance (we are developers).

Marketing: Ads, influencer partnerships, and promotional events (there is one in the team who knows marketing).

Hosting and Infrastructure: Cloud services to handle the platform's growth (5 millions- 10 millions).

Operational Costs: Salaries, customer support.

Marketing and Strategies

Get Users:

- **Influencer Collaborations:** Partner with food influencers like "Oum Walid" or regional chefs to promote the app.
- **Social Media Ads:** Target food lovers, home cooks, and budget-conscious individuals through engaging Instagram, TikTok, and Facebook ads.
- **Referral Program:** Offer rewards (e.g., premium access(no ads) or gifts) to users who refer friends to the platform.

Retain Users:

- **Personalized Content:** Leverage user data to suggest personalized recipes and meal plans based on preferences.
- **Gamification:** Introduce a point system where users can earn gifts or discounts (for **Partnerships** products) by using the app frequently or contributing reviews.
- **Push Notifications:** Send timely recipe suggestions based on ingredient expiration dates or seasonal ingredients, keeping users engaged.

Milestones

(Be Brief, one for each milestone is enough)

- - Week 4: Complete the full specification of the solution, outlining all functionalities and user requirements.
- - Week 5: Finalize the UI/UX design, focusing on user-friendly navigation and visual appeal.
- - Week 6: Begin backend architecture development and create a skeleton for the database and API.
- - Week 7: Start mobile app development using Flutter, focusing on the core functionalities.
- - Week 8: Continue app development and prepare for the release of the Minimum Viable Product (MVP).
- - Week 9: Add additional features based on user feedback and initial testing of the MVP.
- - Week 10: Implement user testing and refine the app based on feedback. prepare for launch.
- - Week 11-14: Marketing and promotional activities, user acquisition strategies, and ongoing feature enhancements.