

CINNAMON CRICKET'S



PERFECT MIX OF SAVORY SPICE & CRICKET PROSPERITY

OUR IDEA



CINNAMON CRICKETS

Our Business Idea



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Why COOKUPS?



Tired of eating out?



Bored with cooking same food?



Want to get creative with your ingredients?

COOKUPS will spice up your food ☺



Cook



Eat



Stay Fit

- ✓ CookUps generates recipes for your ingredients.
- ✓ CookUps gives you calorie count for our food.

CookUps competitive edge

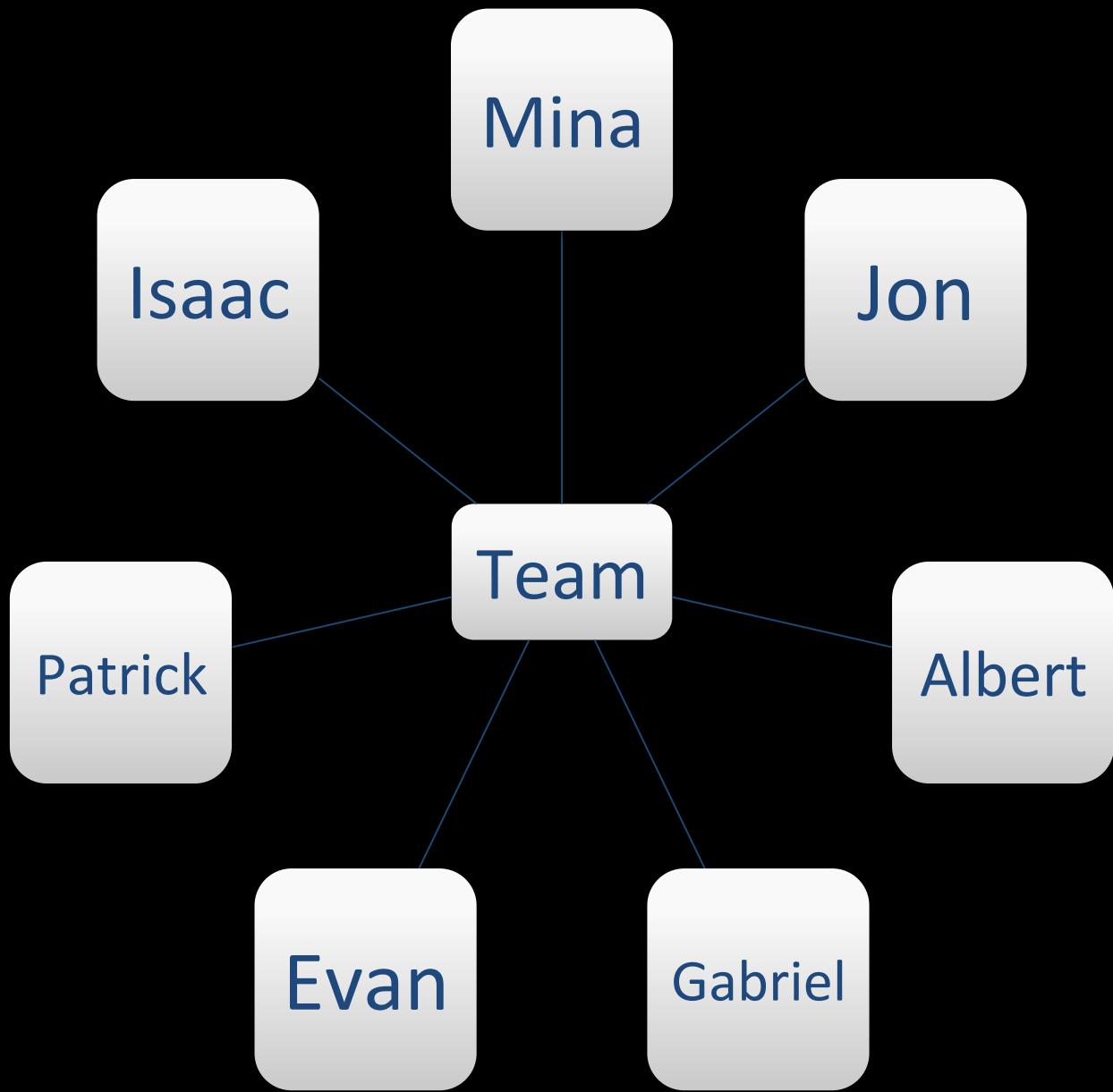
- ★ CookUps database avoids duplicate recipe suggestions → **Innovative Meals**
- ★ CookUps allows you to add, share and recommend recipes → **Fun Cooking**
- ★ CookUps provides calorie count → **Healthy diet**



OUR TEAM



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OUR PLAN



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Frameworks

- Node.js
- Express.js
- PostgreSQL



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Front-End

Design: Developing the UI layout, design will ensure that the application's looks and workflow are as smooth as can be. (Pat, Isaac, Mina)

Functionality and Connectivity: Working within the UI, the front end functionality and connectivity will create requests and handle responses sent from the back end. (Evan, Pat, Jon, Isaac)c



Back-End

Server Functionality and Connectivity: Requests from the front end are handled, using the server's resources to return a response. (**Mina, Gabriel, Jon, Albert**)

Database Design and Connectivity: Working within the server's functionality, DB connectivity will handle the queries made to both the local database, where user information and custom recipes reside, and the external 'Yummly' database. (**Evan, Mina, Jon, Albert**)

OUR TIMELINE



COOKUPS Timeline (9 weeks)

Time	Phase
26 th Sept - 4 th October	Structural Design
5 th - 25 th October	Database and UI Development
26 th Oct – 22 nd Nov	Advanced Design Phase
23 rd Nov – 5 th Dec	Debug and Stress Testing

Structural Design:

9/26/2014 - 10/4/2014

- Investigate deficiencies of similar websites.
- Determine all applicable use cases.
- Coordinate database functionality with use cases.
- Acquire url rights and set up pre-release web page.

Database and UI Development:

10/5/2014 - 10/25/2014

- Develop search by ingredients functionality
- Link local and external database search results
- Develop add recipe functionality
- Establish rudimentary menu trees and UI screens
- User Accounts

Advanced Design Phase

10/26/2014 - 11/22/2014

- Add search by time requirements, food category, and primary flavor
- Implement search result sorting
- Establish recipe rating system
- Allow recipe modification for user-created recipes
- Finalize appearance of UI

Debug and Stress Testing:

11/23/2014 - 12/5/2014

- Evaluate performance characteristics
- Confirm functionality in all use cases
- Stress test database and server functions

OUR COST OVERVIEW



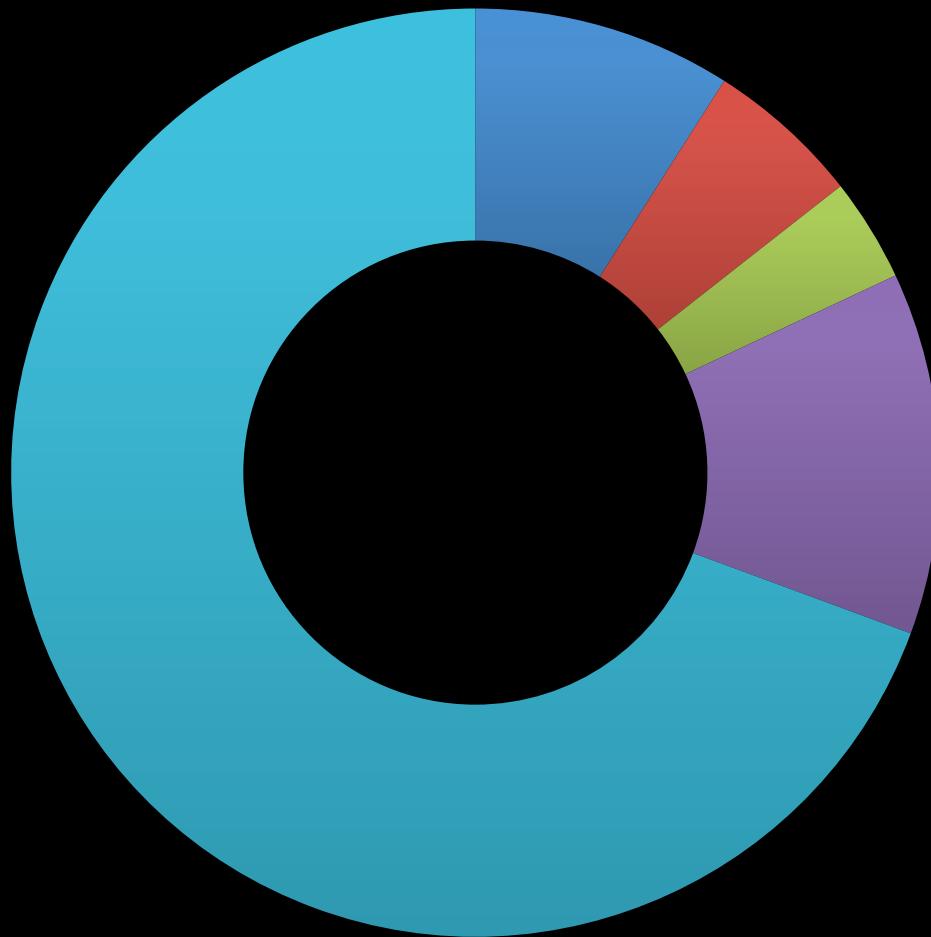
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COOKUPS Projected Costs

Period: Sept to Dec 2014

Expense Type	Cost
Marketing costs	\$5,000
Database cost	\$3,000
Food and logistics	\$2,000
IT costs	\$7,000
Worker Compensation	\$5,500 per employee x 7 = \$38,500
Total	\$55,000

COOKUPS Projected Costs



■ Marketing costs

■ Database costs

■ Food and logistics

■ IT costs

Employee Work Resources

Each employee gets their own :

- Custom made computer (speakers, keyboard, monitors, mouse included)
- Headphones
- Phones
- Laptops

THANK YOU



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