different fleshy.

looking in.

M. Emmanuel Waller

Designed by: TANG Kexin, TANG Xucheng SUN Rui, ZHAO Mengzi

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Version:

Key Partners



- Supermarket: Carrefour, Auchan, Simply

- Kitchenware company
- Bookstore

Our key partners include the supermarket, kitchenware company and bookstore. For example, when the user use our application to find a recipe online, he(she) can directly buy the food material prepared by the partner supermarket, and use the cooking utensil made by partner kitchenware company, and read the cookbook bought in the partner bookstore.

Key Activities

- Problem solving



Value Propositions

mistaken easily because they can be

similar to each other but with totally

- Build a linked database on food and

the spices. The App can inspire users

to try different dishes when they find

that every "word" in the recipe is linked

to a lot of recipes. We will also build

categories on analogous recipes like

diet recipes or postpartum recipes

which gives more ideas when users



- Provide customer service: telephone, - Use image recognition system to save users' time on typing or guessing the - changes application's disadvantage name of ingredient. Sea food can be
 - according to the statistic of customer satisfaction with the software - Update frequently, go to the download
 - store to see the customer's comments, remove the bug in the software and add better features

Customer Relationships

Customer Segments



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All type of people. especially

- People who are not good at
- People who like to explore some cate
 - housewife
 - People who are busy

Key Resources



- Machine learning technology
- Image identification
- Database of cookbooks and all kind of ingredients

- Software development and marketing

- Algorithm for identifying recipes

Channels



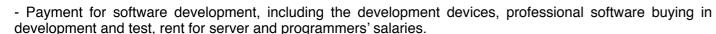
- Work with supermarkets and advertise on assemble markets.
- accessible in the app exclusively

- Work with some restaurants by buying
- their old recipes in change of inviting chef to record lessons which would be

Cost Structure

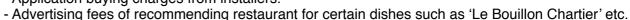


Revenue Streams



- Payment for initial dish data collections, including restaurant consulting, salaries for collectors.
- Payment for technical maintaining, including technical consulting, server maintenance, app bug solving.
- Company daily expense, including rent for office, electrical supplies, property costs and submit of expense
- Advertising fees for promoting the application.

- Application buying charges from installers.



- Advertising fees of recommending market to get original food materials and condiments such as Carrefour, Auchan etc.
- Charges for some non-free publishers, which means the company get a part of revenues for some charge
- Selling data or data analysed results to other companies or restaurants.













