

# Ratatouille

unleash your inner chef



# The Problem

Ever walked into your kitchen with no idea what to cook?

## Open the fridge

You look at your fridge with a few scattered ingredients.

## Decide to google a recipe

But then you realise to cook that dish in mind you fall short of ingredients

## Give up

Abandon search and just decide to make Maggi. What you don't realize is that not only is this causing a waste of food but you're not getting appropriate nutrient intake.



# Our Solution

Presenting to you a one stop approach to tackle this problem

## First Step

Lets work counterintuitively.  
Scan your fridge.

## Second Step

Then open our app,  
Enter the ingredients you see

## Third Step

And let us give you the recipe



# Service Provided

We propose an app to suggest dishes along with their recipes, that could be cooked based on the ingredients that our customer has immediate access to.

Another functionality also suggests the user other dishes that could be made with a subset of the ingredients that he/she enters.



# Timing

Why is the our product so relevant right now?

## Reason 1

Considering the current pandemic, ordering food from outside is a great risk

## Reason 2

The rising trend of fitness has pushed people to live healthier lifestyles and reverse what had happened in the 2 decades following globalization.

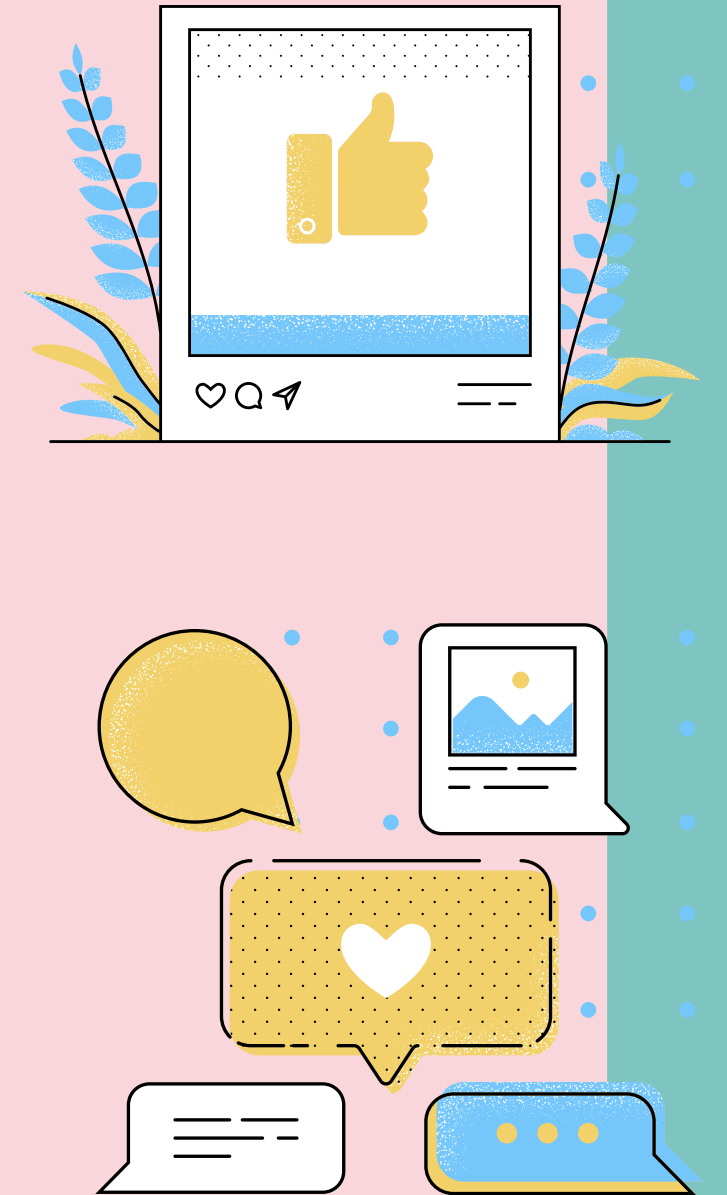
## Reason 3



# Target Market

Who are the customers we want to cater to?

- Hostellers
- Bachelors
- People living in isolation due to the pandemic
- Anyone who wants to start cooking but lacks guidance
- Anyone who has limited supplies for various reasons



# Size the Market

1.9 Billion

TOTAL AVAILABLE MARKET (TAM)

53 M

SERVICEABLE AVAILABLE MARKET (SAM)

10.6M

SERVICEABLE OBTAINABLE MARKET (SOM)

# Direct Competitors

The Yummy Idea



FoodCloud



CookPad



# Indirect Competitors



Swiggy



Zomato



Uber Eats



# Competitive Advantages

- Completely free of cost
- Recipes that particularly suit your ingredient availability
- A healthier option



# Business or Revenue Model

Revenue is mainly based  
advertisement views by  
users.



# Future Roadmap

We plan on integrating a feature which would allow the user to recognize the commercial name of the ingredient by clicking a photo of it.

The model for the same has already been made by us, integration is the only step left

