



# MealShip

*Max, Usher, Anjali, & Emma  
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## Hunger and homelessness in the U.S.

**12 million**  
children are experiencing  
food insecurity

**38 million**  
people are experiencing  
food insecurity

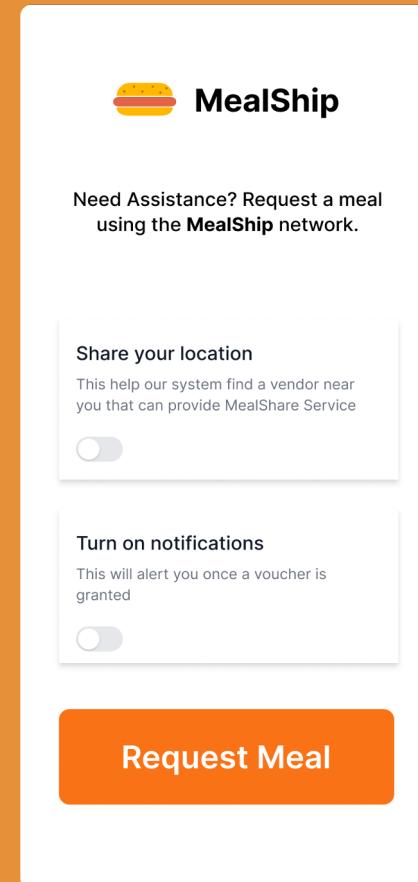
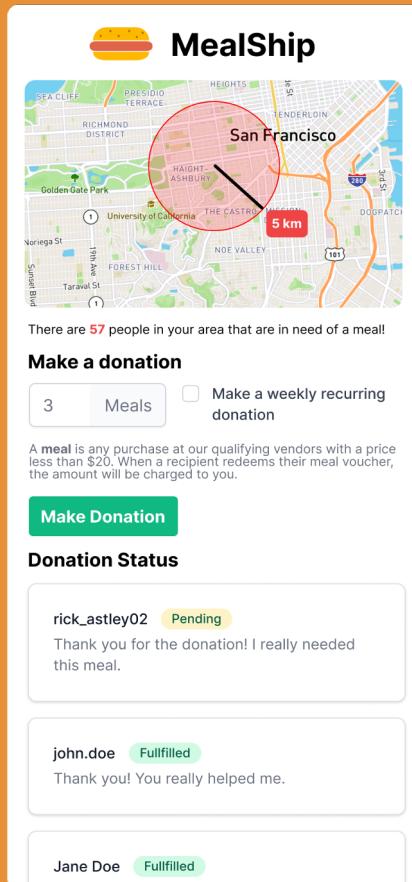
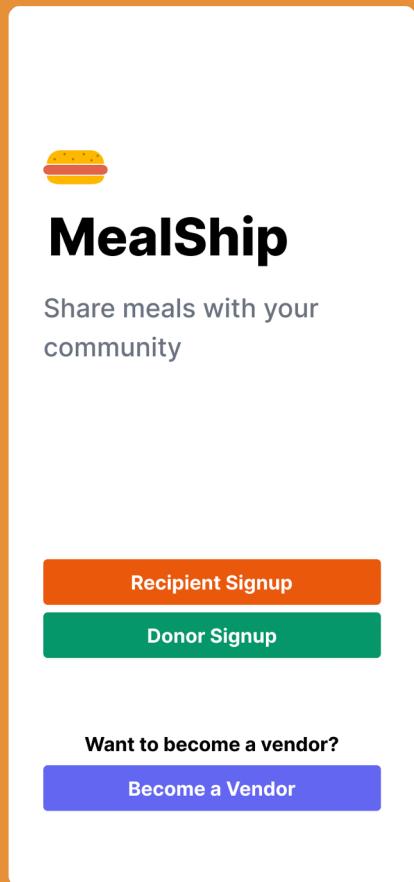
**553,742**  
people are  
experiencing  
homelessness on any  
given night

# Introducing MealShip

Donor

Recipient

Vendor



## What sets Mealship apart

Unlike soup kitchens, which  
only provide one meal

Freedom of  
choice

Recipient gets meal  
where and when they  
want it- no  
transportation expenses

Ease of  
access

Direct  
connection



Donors get to give to  
someone in their  
neighborhood and see  
the request fulfilled

# Being a Recipient

Authentication form  
(Is the recipient legit or not)

MealShip

Need Assistance? Request a meal using the MealShip network.

Share your location

This help our system find a vendor near you that can provide MealShare Service

Turn on notifications

This will alert you once a voucher is granted

Request Meal

MealShip

Request Submitted Successfully

Your request has been posted, waiting for a donor to fulfill your request

### Frequently Asked Questions

How long does it take for request to be fulfilled

It generally takes around 15-30 minutes but it depends on your geographical location

How do I get to the vendor?

Is my information shared?

Can I request for someone else?

How do I get support?

How can I find the vendor?

MealShip

Request Fulfilled

Emilia Gates has provided you with a MealShare voucher! You can order your meal priced at \$20 or less by showing your QR code to the locations displayed below.

You have been given a meal voucher! These are the locations available to you.

Starbucks Coffee 0.3 Miles Away Get Directions

McDonalds 0.5 Miles Away Get Directions

Panda Express 0.7 Miles Away Get Directions

View all

QR Code/Voucher

Use the QR code to redeem at Popeyes located on Paul Street. Add to Apple Wallet



Give thanks to your donor (optional)

Begin your message here...

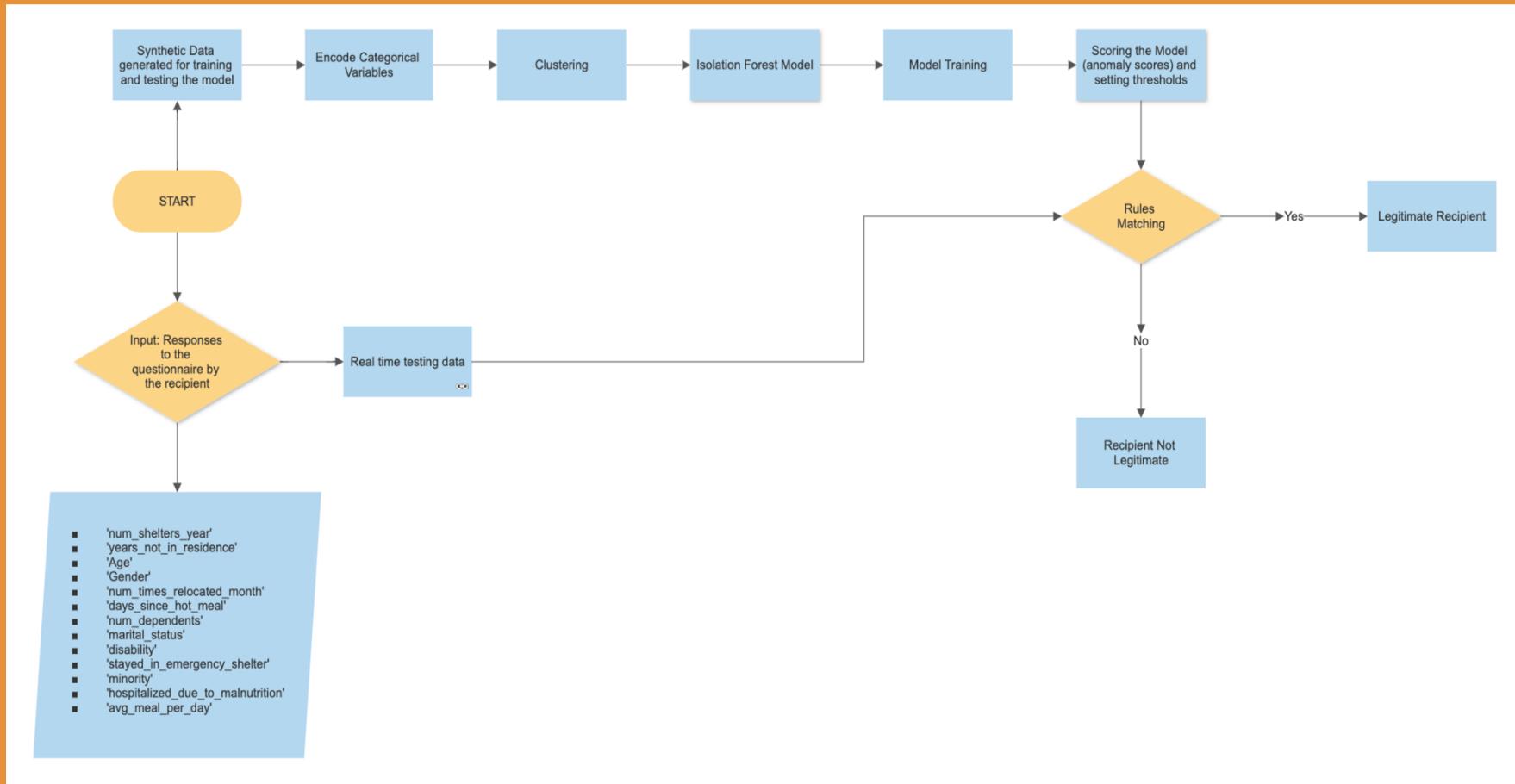
Submit Message

What do we provide that our competitors don't?

**TRANSPARENCY**

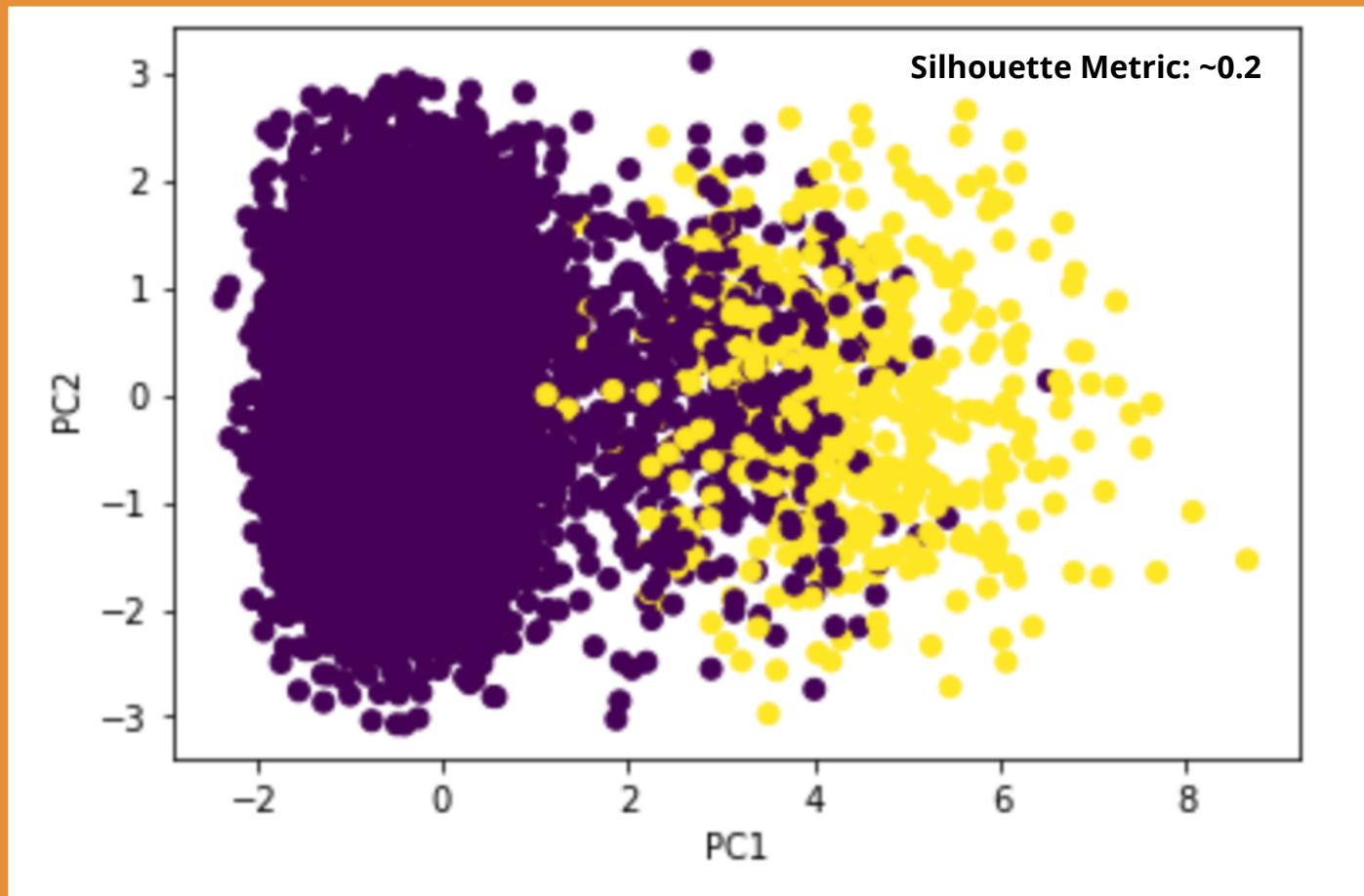
...But how?

# Authentication Algorithm (Responsible AI): Proof of Concept



- Features in synthetic data were engineered after researching various sources like forums, studies, surveys, etc. done by both public and private organisations

# Authentication Algorithm (Responsible AI)

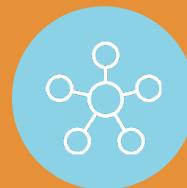


- Two distinct clusters, one for legit and not legit

# Being a Donor

The screenshot shows the MealShip app's donation interface. At the top is a map of San Francisco with a red circle indicating a 5 km radius around the Castro area. Below the map, a message says "There are 57 people in your area that are in need of a meal!". The main section is titled "Make a donation" and includes a button to "Make a weekly recurring donation". A definition of a "meal" is provided: "A meal is any purchase at our qualifying vendors with a price less than \$20. When a recipient redeems their meal voucher, the amount will be charged to you." A large green "Make Donation" button is prominent. The "Donation Status" section lists three pending donations:

- rick\_astley02 (Pending): Thank you for the donation! I really needed this meal.
- john.doe (Fulfilled): Thank you! You really helped me.
- Jane Doe (Fulfilled): The donation has been completed.



## Local Donations

Donors control how big of an impact they want to make in their community by specifying a donation radius



## Scalability

A donor may donate as many meals as they'd like, their donations will be fulfilled as recipients request meals



## Non-Fixed Meal Prices

Recipients are able to choose from a variety of meal options

# Being a Vendor

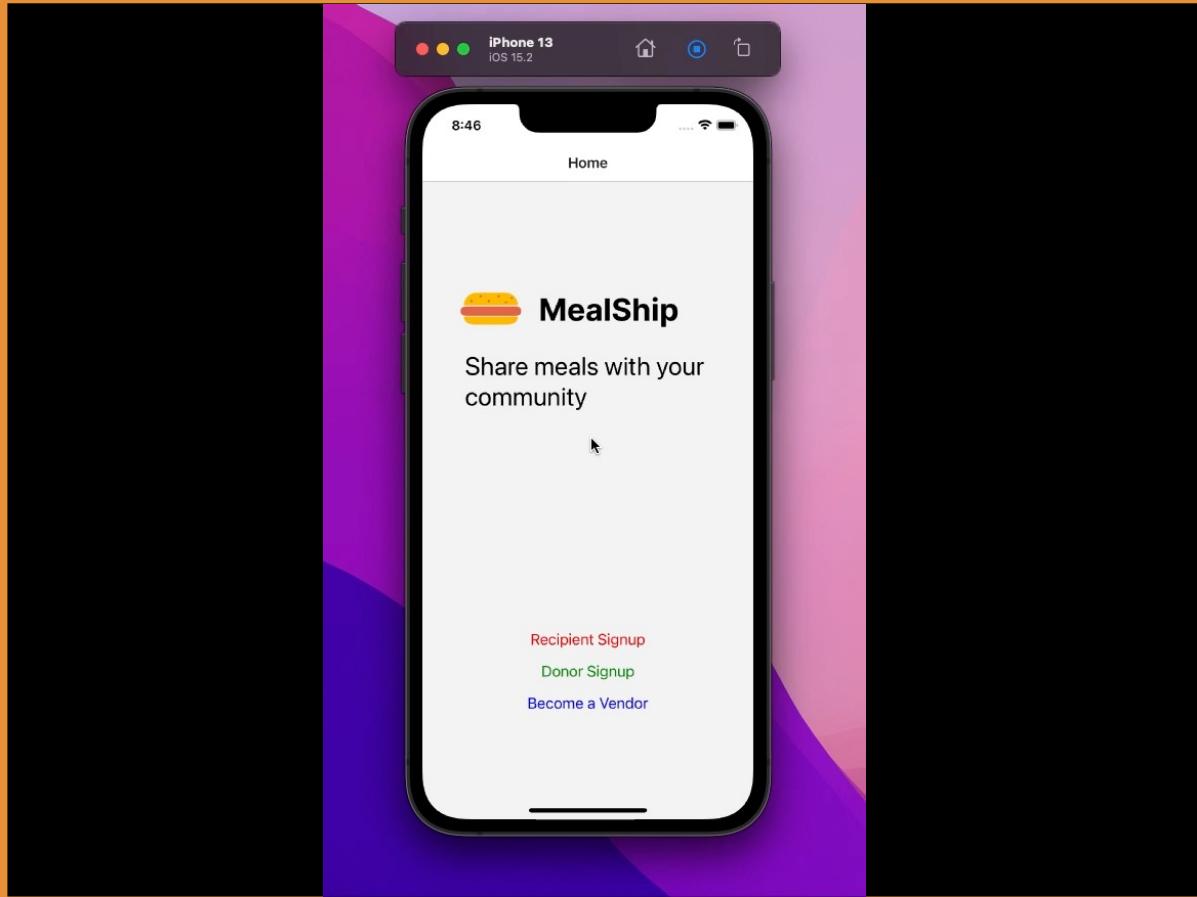


ex: <https://mealship.com/api/redeem-voucher?voucherId=1>

## How does it work?

1. The QR code is created by encoding a URL that links to our “redeem-voucher” API endpoint
2. The vendor then scans the QR code and inputs the purchase amount. Once the transaction is confirmed, it is sent back to MealShip’s server
3. The server is now able to charge the donor’s credit card (via the Adyen financial API) and it marks the voucher as void to prevent further use

# Our Prototype



## Successes

- Working prototype in React Native that encompassed the basic structure of app

## Successes not shown in the prototype

- Machine Learning model to help determine the validity of new recipients using Anomaly Detection model called Isolation Forest
- Backend API using Express.js and TypeORM with a PostgreSQL database which handled sign-up, meal requests, donations and voucher redemption

## What we didn't have time for

- Configuring QR codes to work on two devices over the internet

# Execution Timeline

From launching in GTA to achieving North American success



# Target Market Analysis



Joshua, 46  
Toronto, ON

- Difficult for him to move around a lot
- Needs a hot and healthy meal



Emilia, 28  
London, ON

- Want to contribute to social causes
- Wants more transparency and accountability
- Is active in volunteering
- Loves local community



Ali, 38  
Brampton, ON

- He is also socially aware
- Wants to hit their business' corporate social responsibility goal
- Wants to improve the livelihood of the recipients living in their local community

# 4 P's of Marketing

## Price:

- Reducing service fees if government funding and benefits are available
- Competitive to local food banks and support local businesses

## Place:

- Toronto will be the main areas with focus on getting vendors, in lower income community and downtown area
- Expansion to more locations if needed and based on trends
- Provide stores or kiosk to eliminate accessibility to technology

## Product:

- As more data flows in, we will be able to get better understanding of donor profile and adjust marketing based on the trends
- Also changes vendors based on recipient needs

## Promotion:

- Social media campaign
- Physical poster/billboard campaign

**LOVE JULIO'S PIZZA?**  
SHARE IT WITH A NEIGHBOR!

**Mealship**  
There's nothing like a hot meal.  
Julio's will match donations  
March 1-15.

[Download Mealship to give now.](#)

Brand/community loyalty marketing campaign

# Financial Feasibility

## Greater Toronto Area Projection

### Fixed

Server Cost	\$ 5,000.00
Marketing Cost	\$ 10,000.00

### Variable

\$ 10.00	per	10,000 users
\$ 200.00	per	vendor
2.50%	per	transaction

### Total Cost

Total Fixed Cost	\$ 15,000.00
Total Vendor Cost	\$ 100,000.00
	\$ 115,000.00

### Breakeven

Average meal price	\$ 15.00
Revenue per meal	\$ 0.68
Breakeven	170370 Meals shipped

Scenarios	Base User	MtM Growth	Total Meals Shipped	Profit
Low	3,500	3%	105309	\$ (43,916.30)
Mid	4500	5%	194134	\$ 16,040.22
High	5500	10%	347737	\$ 119,722.57

Questions?