

# ResqFood

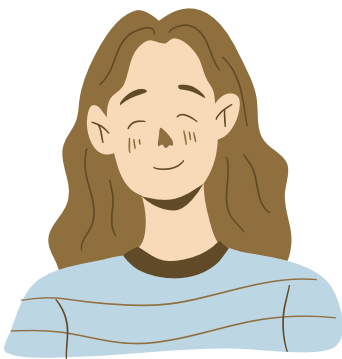


## Business Plan

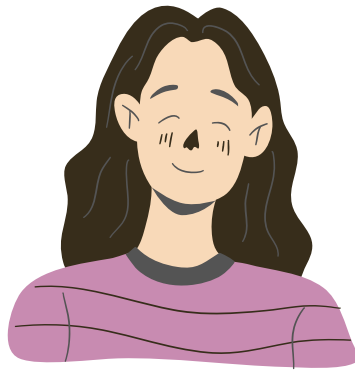
### Executive Summary

**Team Name:** E-Ladies

**Our Team:**



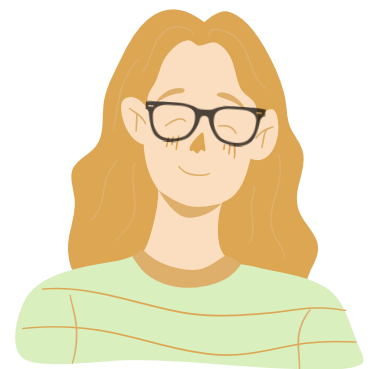
**Duguleanu Ana-Valeria**  
Head of Technology



**Nițu Carla Alessia**  
Head of Human Resources



**Szabo Eva Maria**  
Head of Marketing



**Șeitan Alexia Ana-Maria**  
Head of Finance

**Business and Mobile App Name:** ResqFood

**Business Headquarters:** Bucharest, Romania

**The Services / Products Offered:** Our solution to alleviating food waste is a technology-driven, innovative method of connecting food providers and individuals by displaying products close to their expiration date at a reduced price, significantly increasing their chances of being purchased, rather than pointlessly wasted.

# Company Description

## Mission



ResqFood's mission is to combat food waste, as well as limited access to aliments in our community, by connecting food suppliers and customers from all socio-economical backgrounds, and offering soon-to-be-expired products with a progressive discount.

## Structure



The business will be a social enterprise, as our main objective is fighting for two of the 17 United Nations Sustainable Developmental Goals, namely SDG 11, which tackles sustainable cities and communities, and SDG 12, related to responsible consumption and production. The entire profit will be further invested in the enhancement of the company.

## Management

All operations of ResqFood are currently being managed by the operating and founding team, which is comprised of four members, who represent the main software developers and marketers. After the initial phase, we will opt for hiring additional employees, which will occupy the roles of software developers, UI/UX designers, accountants, and PR/marketing specialists.

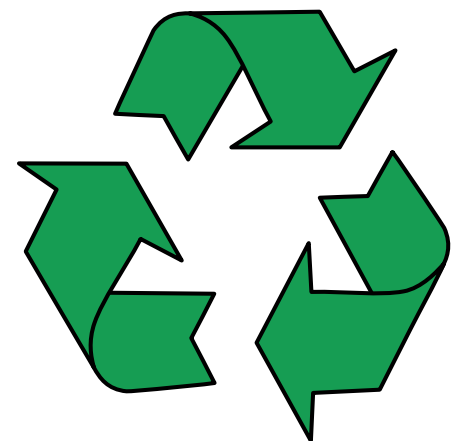
## Service

ResqFood is a mobile app that promotes sustainable food consumption by connecting food suppliers and individuals and displaying products close to their expiration date at a reduced price, encouraging their purchase, rather than having them go to waste. It brings an innovative solution to the matter because it manages to financially satisfy both the provider, who does not lose the money accumulated after selling the products, and the customers, who benefit from a progressive discount, as well as the entire community, due to the consequently decreased landfills and the larger number of resources that are being responsibly used.

## History

The initiative came to life at the end of the year 2022, in our city of residence, Bucharest, Romania, which, being the largest locality in the country and its capital, is subject to massive amounts of waste, mainly in the food field. As we came to the conclusion that there could be a solution not only to end the above-mentioned issue but also that of limited access to fundamental human necessities, such as fresh aliments, the app was invented.

We decided to establish this business due to concern about environmental problems caused by food waste, such as increasing the level of environmental pollution and affecting the harvests, reducing nutritional quality, and causing problems in the supply chain. Moreover, we are also faced with the issue of the sustainability of food, which has led to unnecessarily discarding enormous amounts of valuable nourishment, especially in our local community. In fact, a recent study conducted by the European Parliament has shown that, regardless of the poor condition that our nation is under, we still don't shy away from discarding a daily average of 6000 tonnes of food.



## Objectives

In the near future, our team plans on officially launching the app on Play Store, and beginning the marketing process. After the initial stage, in which we will carefully analyze user feedback, we will also be adding a number of new and appealing features, such as logging in with Google or Facebook, card payment, a rewards system, and advanced search options, as well as availability on iOS.

# Products and Services

The app ResqFood was written using MIT App Inventor. Firebase was also used as a backend for storing user information.

## Main features

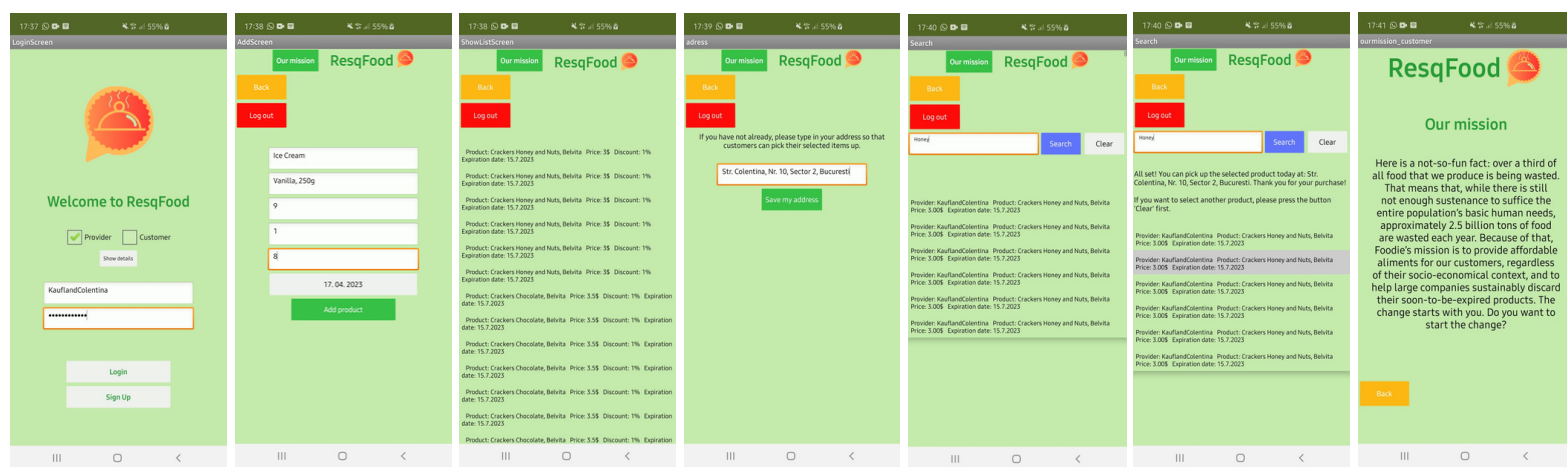
ResqFood is only available for Android and has many different intuitive features. It divides its users into providers and customers. This separation takes place on the starting screen. The user finds the button 'Our mission' on every screen, which directs them to a screen presenting the motivation behind developing our app, ResqFood, namely fighting against food waste.

### Providers can:

- add a product, with the data being stored in a database along with the username
- see all the products they posted on the app that have yet to expire
- save their address so the customer can pick up the desired item from the location.

### Customers:

- will be shown all the valid products available, with the automatically reduced price, and the provider's username
- can type items in the search bar
- can select a product and they will be told to pick it up from the provider's location on the same day
- after every selection and/or search, the customer must click the 'Clear' button



## Benefits for users and advantages of ResqFood compared to other apps

ResqFood offers many benefits to all users:

- A user can be both a provider and a customer, depending on which box is ticked on the starting screen, and they do not have to create two different accounts, unlike in many other apps.
- Products of the same quality are sold at a better price, with a dynamic discount. Contrary to other apps that offer soon-to-be-expired products at a fixed reduced price, ResqFood decreases the cost with each passing day automatically.
- By buying soon-to-be-expired products, customers help alleviate sustainability issues. Supermarkets can sell products even on the last day before expiration, thus making a profit and reducing the number of products thrown away daily.
- CO2 emissions, a product of excessive waste in landfills, can also be reduced. With less waste, our environment can heal, and we all can live healthier.

## Product development

Our app is fully functional; however, there are some future features we want to add, such as:

- working towards holiday offers with the providers, as the holidays are usually a time when lots of food is being wasted. Discounts could be more considerable during the holidays.
- adding card payments for a more effortless buying experience.
- adding pictures for products.
- making the app available on iOS as well.
- enabling a Login with Google/Facebook.
- adding a premium version for 1.49\$/month, enabling making reservations and advanced searching, while also adding a rewards system with points accumulated after each purchase, which will be transformed into donations for the UN World Food Programme.

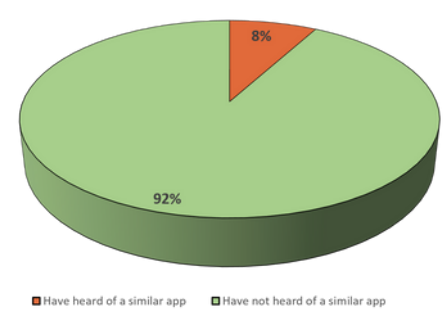
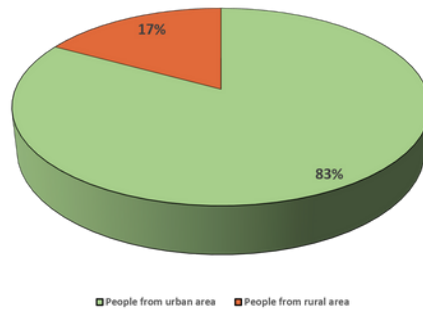
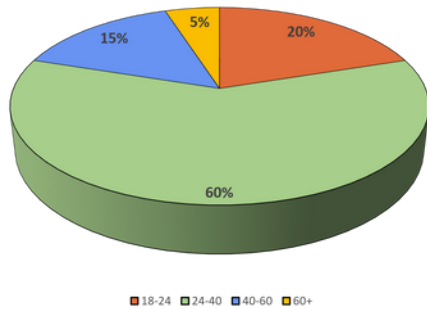
# Market analysis

## Customer Research

In order to better understand the needs of our target audience, we conducted a thorough survey on the general topic, as well as the app itself and its potential competitors. After having carefully analyzed all 250 answers, we concluded that the vast majority of participants came from an urban environment and that they are predominantly between the ages of 18 and 40. Moreover, through this survey, we also learned more about our main competitors, which are apps with a similar concept, such as *bonapp.eco* and *Too Good To Go*, as well as mini markets and any shop&go.

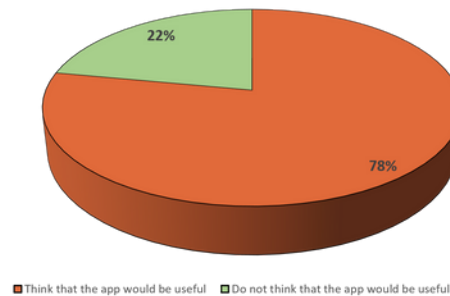
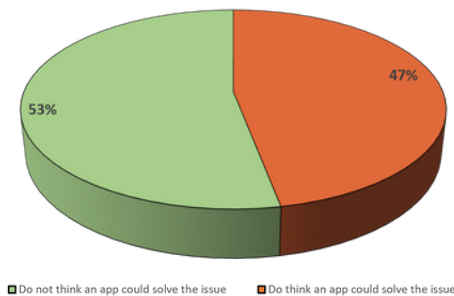
Survey available on:

[https://docs.google.com/forms/d/e/1FAIpQLSfiOz5vm\\_KuRayZMmcW-oWxgFGiFiswOCLcRip2DNDxpQlahO/viewform?usp=sharing](https://docs.google.com/forms/d/e/1FAIpQLSfiOz5vm_KuRayZMmcW-oWxgFGiFiswOCLcRip2DNDxpQlahO/viewform?usp=sharing)



Additionally, we were able to better understand the extent to which our survey takers considered the app to be useful, as well as the exact reasons why they stated they were against it.

In the beginning, about 47% of those interviewed stated that they believed an app could be a feasible solution against food waste, while the remaining 53% were of the opinion that it would be unlikely. However, after sharing our exact idea, 78% stated that they would in fact use such an application and that they believe it would alleviate this significant issue.



## Competitor Analysis

Compared to our competitors, a clear advantage that our application has is the fact that our discount is gradual, as opposed to it only being applied once. Moreover, our app is not limited to a single city, but rather the entire country. Nevertheless, the main disadvantages that ResqFood has, compared to its competition, are that we do not allow card payments at the current moment and the lack of filters and sorting methods for advanced search. Our team is however currently working on tackling the aforementioned issues, in order to ensure the best possible in-app experience.

## How will ResqFood perform and why?

The survey, as well as private interviews, which only had positive feedback about the idea, and previous research on the feedback received by our competitors, which mainly referred to issues we managed to solve, such as the one of progressive discount as opposed to it only being applied once, helped us come to the conclusion that our app has a considerable chance of performing particularly well.

# Strategy and Implementation

## Branding

The name of the app directly addresses its mission to reduce waste, or “Rescue Food”, through wordplay, which makes it memorable, as well as meaningful, and distinctive. Moreover, it has been shown that apparent spelling mistakes, such as in the case of “ResqFood”, are more likely to attract a reader’s attention, making the brand stand out. In regards to the color scheme of the logo, we have opted for warm colors that are notoriously associated with food consumption and a comforting atmosphere. However, in order to separate ourselves from large fast-food chains which use similar hues, the color predominantly used in the app is green, which transmits the idea of eco-friendliness and renewal.

## Reaching the target audience

The first stage of promoting our app, which will be the first year after its launch, will mostly focus on local advertisements, by addressing the younger demographic. We will mainly achieve this by collaborating with volunteering clubs, such as but not limited to Rotary-sponsored clubs, as well as specific charitable events that we will help fund, and in exchange, will receive positive promotion on social media and more users. Additionally, we will also systematically use biodegradable stickers in locations near supermarkets, which will not only be substantially beneficial for attracting all demographics but will also increase the probability of finding potential food suppliers as partners. Starting with the second year, we will also use Instagram and Youtube Ads, in order to improve our online presence, leading up to the following years, when we will also invest in televised advertisements.

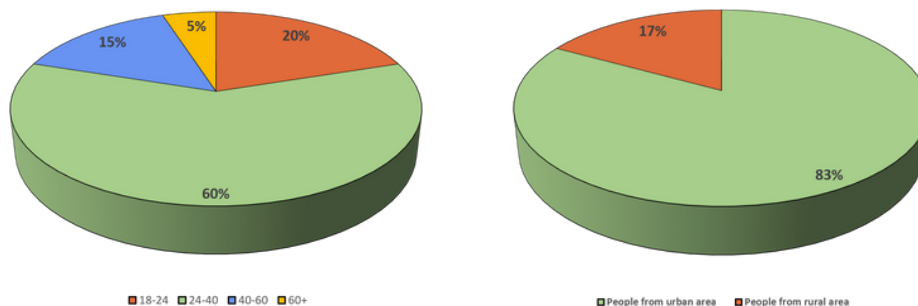
Moreover, the software development team will be constantly working on ensuring that the app’s user interface continues to be relevant, appealing, and operational. What is even more, we are already working on creating a website similar to the app itself, which will also include information about the charitable events we will be sponsoring, relevant news about the matter of food waste, as well as our partners and ambassadors, who will be carefully chosen advocates of sustainability and responsible consumption in our community, ergo SDG11 and SDG12. All of these details will also be part of our biweekly newsletter, which the users will receive.



Template of the stickers we will be using

## Initial feedback

After having conducted a rigorous survey with exactly 250 participants, we concluded that an overwhelming majority of 80% of our potential users are of ages between 18 and 40 years, which means that our main marketing method should focus on social media and our online presence. Moreover, 83% came from an urban environment, which means that our main area of advertisement should be located in cities.



## Pricing, promotion, distribution

Our team envisions a near future in which our app will get an official launch of the Android version of the ResqFood application, which will initially cost \$2.99. If everything goes according to our current estimations, after the first years, we will be able to receive enough ad revenue that the initial installation will be free of charge. In the meanwhile, our developers will analyze the user feedback we will have collected and start working on the iOS version. The updated version of the app will include a premium plan (\$1,49/month), which offers reservations, sorting methods, and a rewards system, with points that are accumulated after each purchase, which will be transformed into donations that we will make for the UN World Food Programme.

## Employment

Although in the first stages of the company’s evolution, the team’s resources will suffice, after gaining the first 200 users, we will require 2 software developers and 1 UX/UI designer who will be working on improving the app’s features and functions, as well as 1 marketing specialist and 1 PR agent, who will cooperate with our ambassadors, partners and ensure prosperous publicity.



# Financial Plan and Projections

ResqFood is a social enterprise, which means that our main objective is not making a profit, but rather helping people realize the imminent problem of food waste and giving them an affordable solution to combat it. When it comes to supermarkets and local businesses, they are able to collect money from the soon-to-be expired products, by not throwing them away, while also helping the environment.

Budget Chapters	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Startup Capital</b>	\$ 1,000	\$ 20,089	\$ 70,820.74	\$ 181,857	\$ 386,521.33
<b>Revenues</b>					
Dowland fee	\$ 598	\$ 1,495	\$ 2,392	\$ 2,392	\$ 2,093
Incomes from in-app ads	\$ 18,200	\$ 72,800	\$ 163,800	\$ 218,400	\$ 364,000
Revenues from premium accounts	\$ -	\$ 2,503	\$ 13,410	\$ 26,731	\$ 40,230
% from the supermarkets and local businesses	\$ 4,560	\$ 10,200	\$ 24,600	\$ 25,200	\$ 30,000
Investors	\$ -	\$ -	\$ -	\$ 50,000	\$ 100,000
<b>Annual Income</b>	<b>\$ 24,358</b>	<b>\$ 107,088</b>	<b>\$ 275,023</b>	<b>\$ 504,579</b>	<b>\$ 922,844</b>
<b>Operating costs</b>					
Google Play fee	\$ 25	\$ -	\$ -	\$ -	\$ -
Servers for all data	\$ 1,500	\$ 1,800	\$ 2,400	\$ 2,700	\$ 3,300
Sponsorships+Charities	\$ 2,500	\$ 8,500	\$ 12,500	\$ 20,000	\$ 50,000
Office space+utilities ( rent, water supply, electricity, internet, consumables)	\$ -	\$ -	\$ 20,016	\$ 24,000	\$ 36,000
Accountant Salary	\$ -	\$ 9,336	\$ 10,404	\$ 11,472	\$ 12,012
Mobile Developer Salary	\$ -	\$ -	\$ 21,360	\$ 26,700	\$ 32,040
Marketing executive Salary	\$ -	\$ -	\$ 9,336	\$ 10,140	\$ 10,680
Advertising	\$ -	\$ 12,000	\$ 14,400	\$ 18,000	\$ 24,000
Tax ( 1%)	\$ 244	\$ 1,071	\$ 2,750	\$ 5,046	\$ 9,228
Equipment	\$ -	\$ 3,560	\$ 3,560	\$ 8,000	\$ -
<b>Annual Outcome</b>	<b>\$ 4,269</b>	<b>\$ 36,267</b>	<b>\$ 93,166</b>	<b>\$ 118,058</b>	<b>\$ 177,260</b>
<b>Profit</b>	<b>\$ 20,089</b>	<b>\$ 70,821</b>	<b>\$ 181,857</b>	<b>\$ 386,521</b>	<b>\$ 745,584</b>
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Downloads	200	700	1500	2300	3000+
% of premium accounts	0	20% = 140	50% = 750	65% = 1495	75% = 2250
Daily active users	50	200	450	600	1000
Number of supermarkets and local businesses	5 markets/3 locals	10 markets/15 locals	25 markets/30 locals	25 markets/35 locals	30 markets/ 40 locals

## Year 1

We decided to have a download fee of 2.99\$ for both the customers and the providers. Considering the data received in our survey, (check market analysis) we expect 78% of the 250 respondents to download our app, which is equivalent to 195 users. So, our premonition for the first year is 200 users, including both markets and individuals. As other sources of revenue, we intend on collecting 2% from the value of all products sold through our app and adding ads. After some research, we expect every supermarket to sell products with a value of 3500 \$ monthly and every local business to sell total products of 500\$. We are aware that ads can be disturbing for users, so we try to keep their number minimal and have a limit of 10 ads per day, each ad being worth 0.10\$. As for the costs, considering that the app was built by us, with minimal to no financial resources, we have the 1% tax from income, the servers for all data, and the sponsoring of charitable events in exchange for publicity.

## Year 2

We hope that in the second year, our number of users to grow by 250% which means 500 new customers, and we plan on adding a premium version of the app for only 1.49\$, which allows the user to sort the products by some filters such as location, date of expiration and price, but also to reserve the wanted products. As for the provider, with the new version, they can receive a real-time notification when a product is being reserved. In addition to the first year, we would like to invest in advertising with more impact such as YouTube and Instagram ads.

## Year 3

The third year is expected to be the best for us, with the biggest increase in all areas: users, partnering supermarkets, premium accounts, and developments of the app. To make sure we achieve that, we decided to invest in renting a space for our office and hiring staff such as an accountant, a mobile developer to help us constantly upgrade the app, and someone in charge of marketing and finding new causes worth investing in.

## Next years

As for the next years, we intend to develop the app as much as possible, and why not, even find some investors who believe in our cause and who are willing to invest in exchange for some actions in our company.