

# MAP-A-MEAL

A digital platform for home cooks to deliver fresh home cooked meals



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Team 8: The Mealttime Mavericks



# Needs & Customer Segment



## UNMET NEEDS AND TARGET CUSTOMERS

### NEEDS

### BUYERS

Lack of time cook/ shop for groceries



No flexible subscription meal plan



Catering to dietary restrictions



Missing the taste and nourishment of staple diet



Unhealthy & expensive dine out options



Lack of cooking skills



### SELLERS

Unable to reach a wider audience



Lack of recurring orders from existing customers



Quick delivery assistance



### TARGET SEGMENTS-BUYERS

Students



Working Professionals



Senior Citizens



### TARGET SEGMENTS-SELLERS

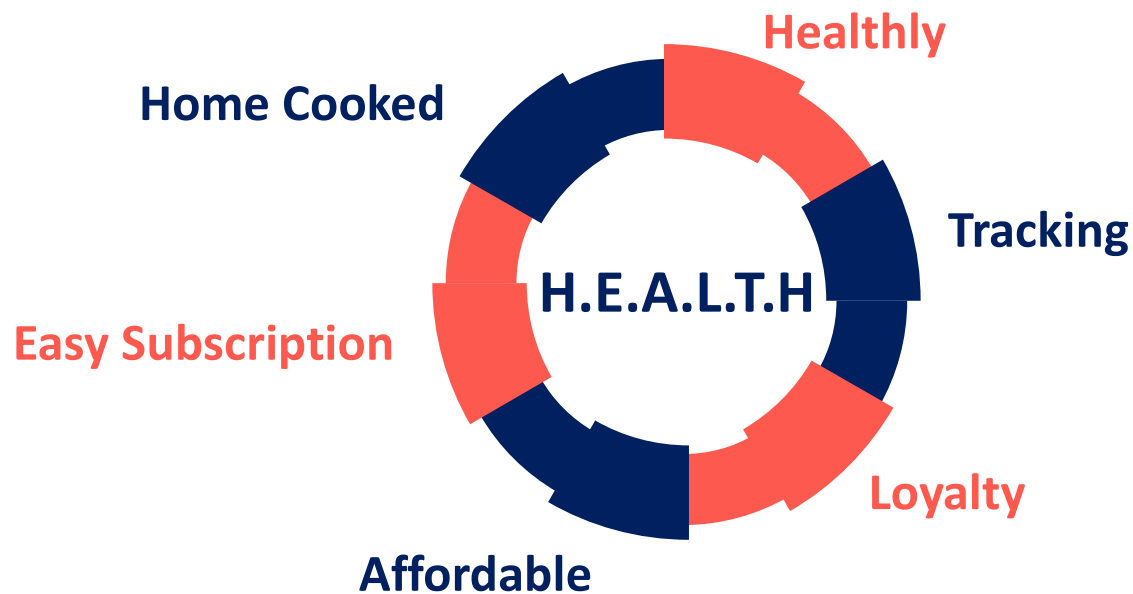


Homechefs

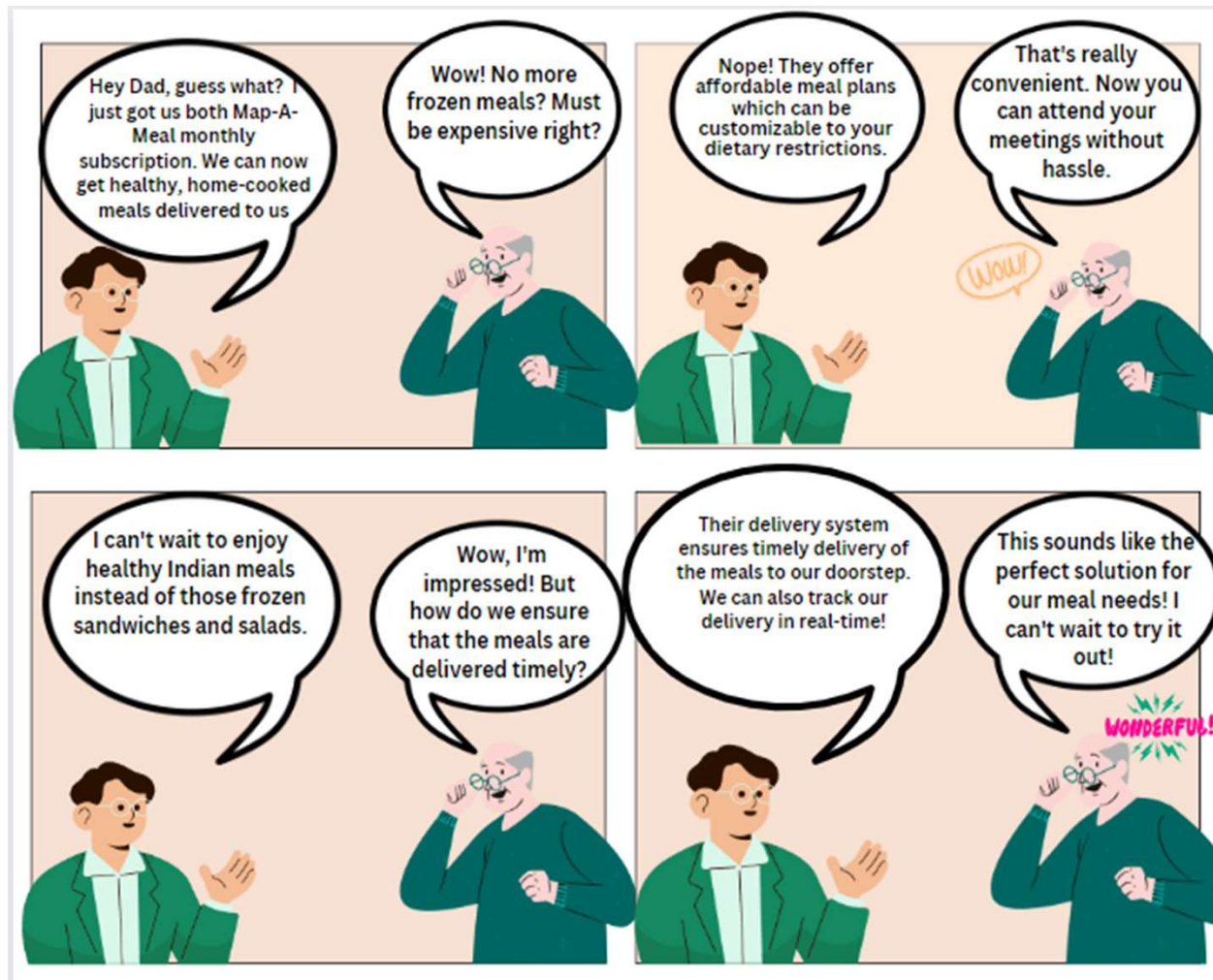
# Proposed Solution

## Vision

To create a digital platform delivering healthy home-cooked meals for busy individuals looking for nutritious, convenient food delivery options right at their doorstep.



# Visual Storyboard



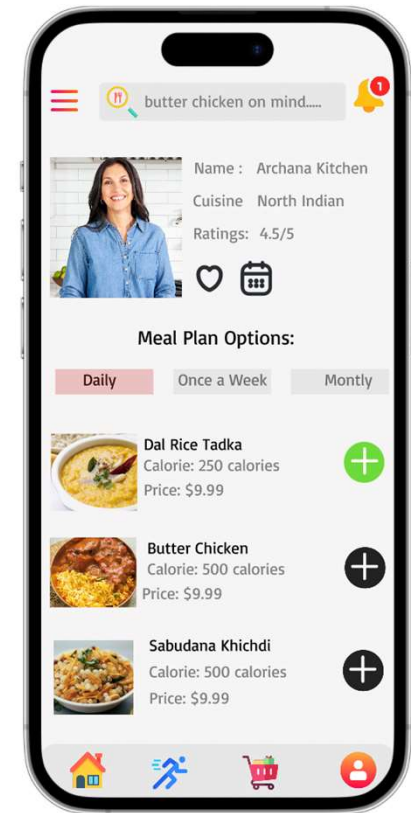
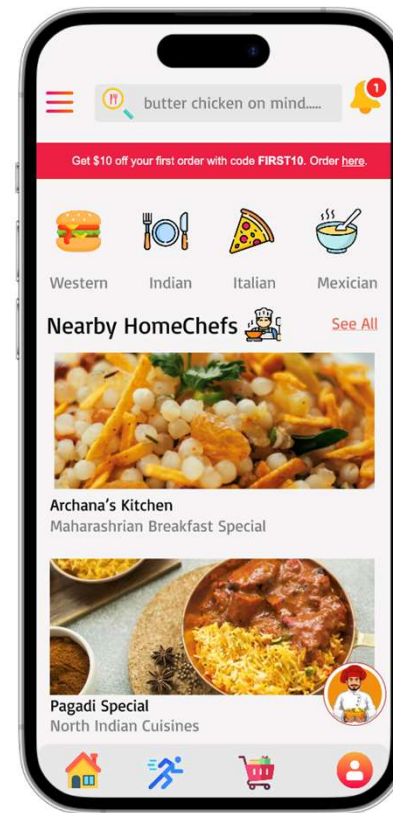
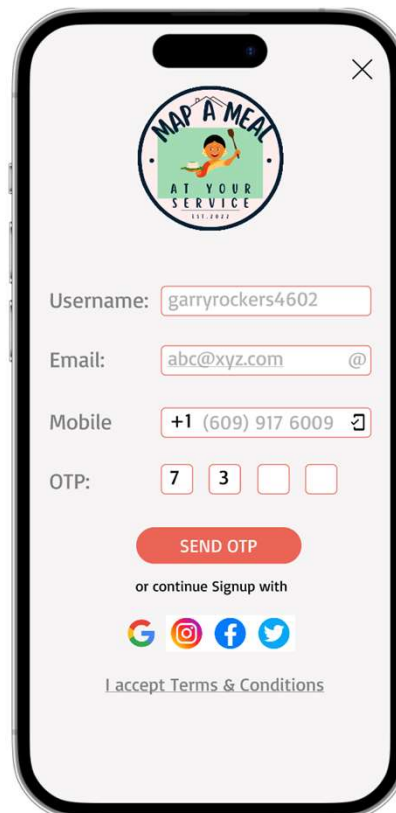
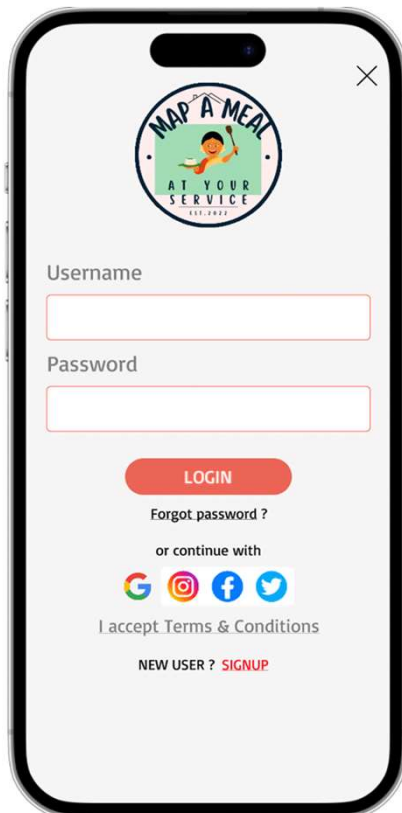
\*Images are only for reference purpose

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# Visual Storyboard

## Hi - Fi Prototypes

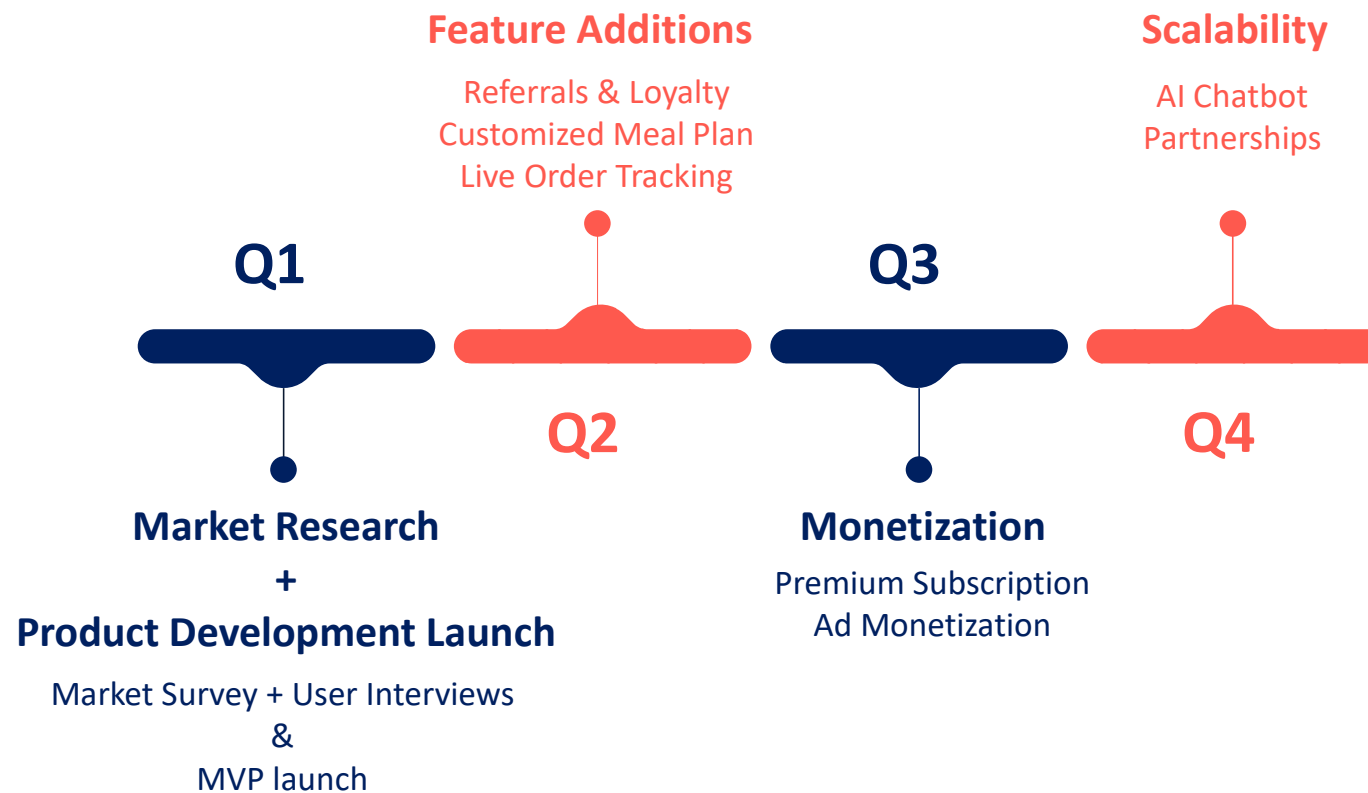


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# Product Roadmap



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# Product Features



**Customized Menu  
Options**



**Flexible Subscription  
Plans**



**Real Time  
Meal Tracking**



**Earn & Redeem  
Loyalty Points**



**Secured Payment  
Gateways**



**Live Customer  
Support**

# Features MVP Launch



CUSTOMER



USER REGISTRATION

HOME CHEF PROFILE



MEAL CUSTOMISATION

REVIEWS & RATINGS



ORDER MANAGEMENT



CHEF

MENU MANAGEMENT



CHEF REGISTRATION



ORDER ACCEPTANCE &  
MANAGEMENT

PAYMENT MANAGEMENT

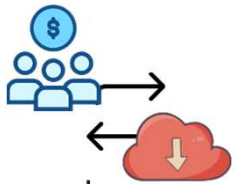




# Key Metrics



**INSTALL-TO-ORDER  
CONVERSION RATE**



**TOTAL NUMBER OF  
ORDERS PLACED DAILY**



**REPEAT PURCHASE  
RATE**



 **SUBSCRIPTION  
CONVERSION RATE**

**NET PROMOTER  
SCORE**



**CUSTOMER LIFETIME  
VALUE**

**ACQUISITION**



**ENGAGEMENT**



**RETENTION**

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# Operational Needs



## Customer Support

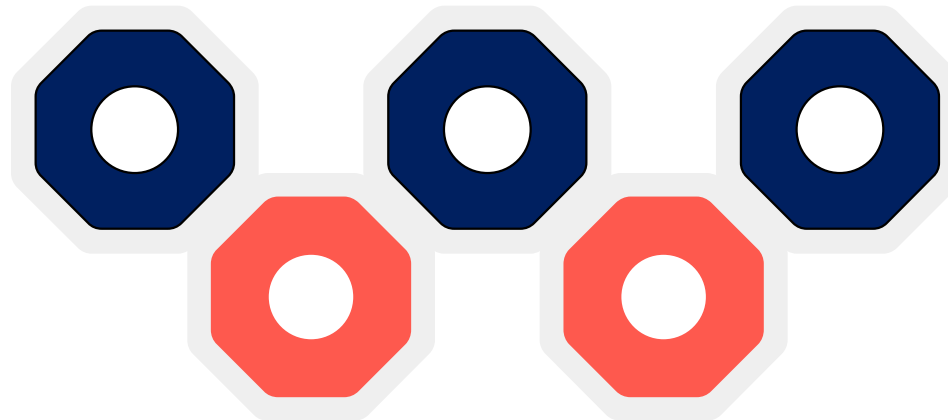
Provide customers a live chat bot to address their issues and concerns

## Robust Infrastructure

To handle high volume and traffic of active users

## Delivery Management

Real time meal tracking on the mobile app with live status updates



## Data Privacy

Protection of the sensitive personal information provided by customers during everyday app usage

## Quality Control

Explicit quality control standards for home chefs including periodic quality control checks



# Projected Costs

## DEVELOPMENT COSTS

The cost of hiring developers, UI/UX designers, QA testers

\$25,000  
per month

## MARKETING & ADVERTISING

Cost of Marketing and the app to attract customers

\$3,000  
per month

## INFRASTRUCTURE COSTS

Cost of maintenance of the server infrastructure used to host and the application

\$7,000  
per month

## OPERATIONAL COSTS

Cost of administering the everyday functioning of the app

\$8,000  
per month

## MISCELLANEOUS COSTS

Costs required to cover legal docs, licensing & meal packaging

\$2,000  
per month

**TOTAL PROJECTED COST = \$45,000/month OR \$540,000/year**



# Risks & Mitigation Plan

## Food Safety



Food Safety Training  
For All Home Chefs

Instruction Manual for  
Safe Food Handling  
Techniques

## Legal Liability



Ensure  
Food Permits For All  
Home Chefs

Insurance Cover  
For Every Seller

## Delivery Logistics



Delivery Instructions  
For All Home Chefs

Meal Tracking On  
The Mobile App With  
Live Status Updates

## Customer Complaints



Live Chat Bot

Use Client Feedback To  
Constantly Improve  
The Platform

## Payment Fraud



Secure Payment  
Processing Solutions

Fraud Detection  
Software To Monitor  
Unusual Behavior

## Market Competition



Wide Range Of Cuisines

Personalized Meal Plans

Loyalty Program

Live Meal Tracking

Alternative Options  
For People With  
Dietary Restrictions



No More Meal Prep Stress  
Let MAP-A-MEAL  
Take Care of You!

Thank You



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