

# BAKE MATE

Group 16 :

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# Introduction

Baking is an art that requires a lot of patience and skill. Many people want to learn how to bake, but they don't know where to start. A baking app can help such people by providing them with the necessary knowledge and guidance to bake their favorite dishes. In this business plan, we will discuss the functions of the software, target users, SWOT analysis, financial indicators, marketing strategies, and feasibility of the software.



The purpose of this business plan is to outline the development and launch of a new mobile app. The app will provide a unique solution to a common problem and target a specific user persona. To ensure the success of the app, we will use the right marketing channels to reach our target audience.



## INNOVATION of the Software:

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The baking app will have the following functions: Recipes、Videos、Shopping List、Timer、Feedback and Rating

**Recipes:** The app will provide a variety of baking recipes, from beginner level to advanced level, with step-by-step instructions.

**Videos:** The app will provide video tutorials for each recipe, which will make it easier for users to understand the process.

**Shopping List:** The app will generate a shopping list for the recipe selected by the user.

**Timer:** The app will have a built-in timer, which will help users keep track of the baking time.

**Feedback and Rating:** The app will allow users to rate and provide feedback on the recipes they have tried

# Unique Selling Proposition:



Our app's unique selling proposition is that it provides a personalized and easy-to-use platform for novice cooks to learn how to cook and recommend recipes based on their preferences and dietary restrictions.

## Target User Persona:



Our target user persona is health-conscious individuals. This includes individuals who are passionate about cooking and want to use fresh, high-quality ingredients in their meals. Our target audience also includes people who are concerned about the environmental impact of food production and want to reduce their carbon footprint.



## Strengths:

The app provides a unique solution to a common problem faced by people who want to learn how to bake.

The app has a simple and user-friendly interface.

## Weaknesses:

The app will require a significant amount of content creation to keep users engaged.

The app may not be able to provide a personalized experience for users.

## Opportunities:

The app can be marketed through social media platforms, such as WeChat.

The app can partner with baking equipment manufacturers to promote their products.

## Threats:

The baking market is highly competitive, with many established players.

The app may face legal issues if it uses copyrighted content without permission.



# Marketing Channels



01

Social Media  
Marketing

03

Influencer  
Marketing

02

App Store  
Optimization

04

Partnerships

Bake  
mate

The logo consists of two concentric circles. The inner circle is light orange and contains the words "Bake mate" in a dark serif font. The outer ring is dark grey.



# Financial Key Metrics for Your Mobile App Business Plan

01

User Acquisition Cost  
(UAC)

03

Average Revenue Per  
User (ARPU)

02

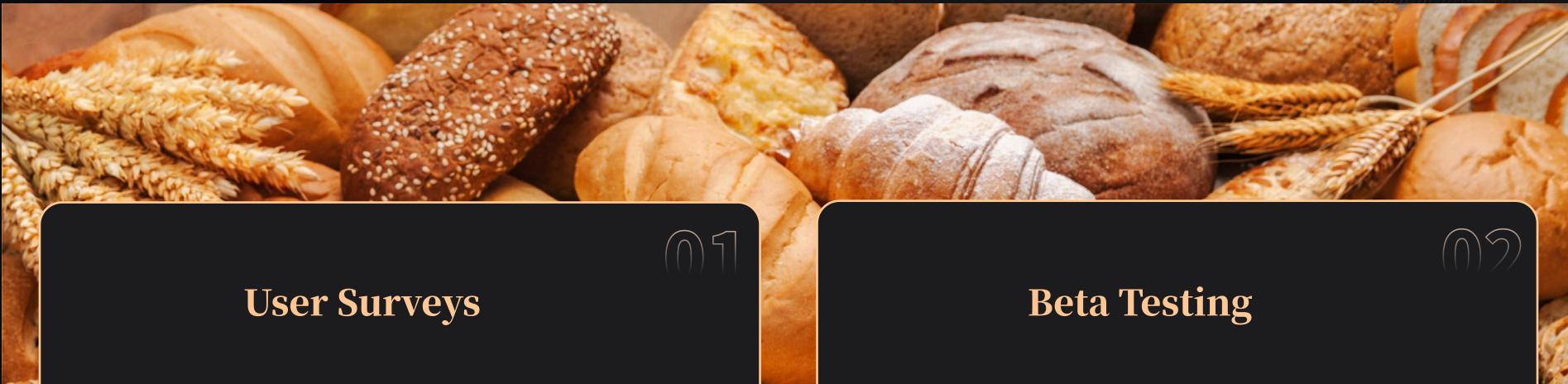
Customer Lifetime  
Value (CLV)

04

Monthly Active Users  
(MAU)

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# Channels to Validate an App



①

User Surveys

②

Beta Testing

③

Competitor Analysis

④

Landing Page

# Conclusion



Our app provides a unique solution to a common problem and targets a specific user persona. By using the right marketing channels, we can reach our target audience and encourage them to use our app to make healthier and more sustainable food choices. With a clear value proposition and effective marketing strategies, we believe our app can achieve significant success in the market.

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# Thank you