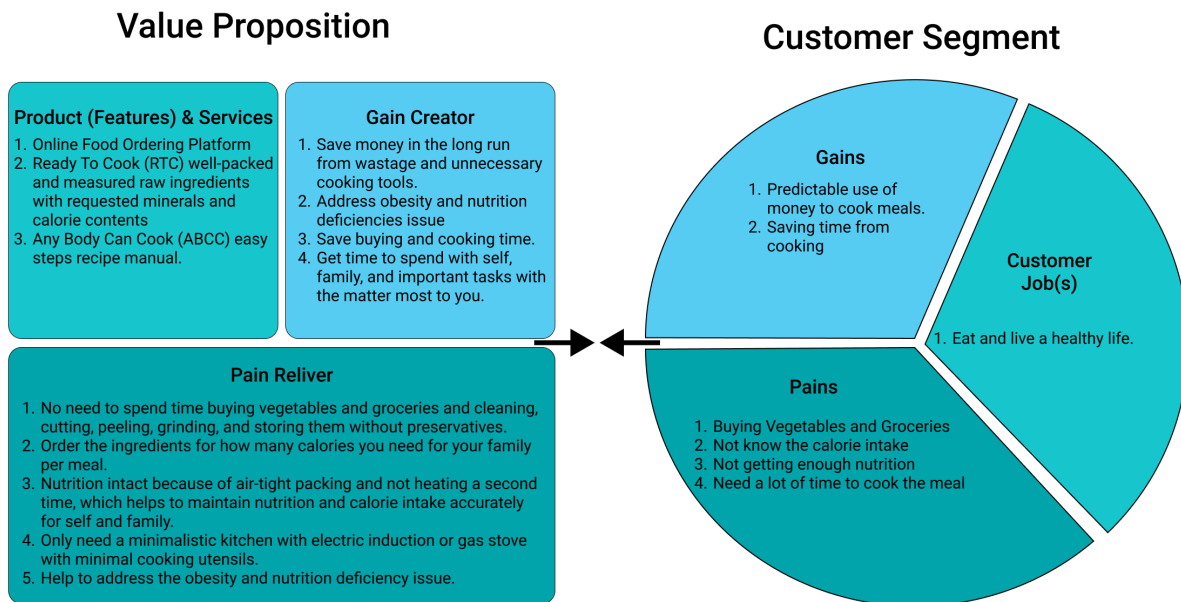


Any Body Can Cook (ABCC)

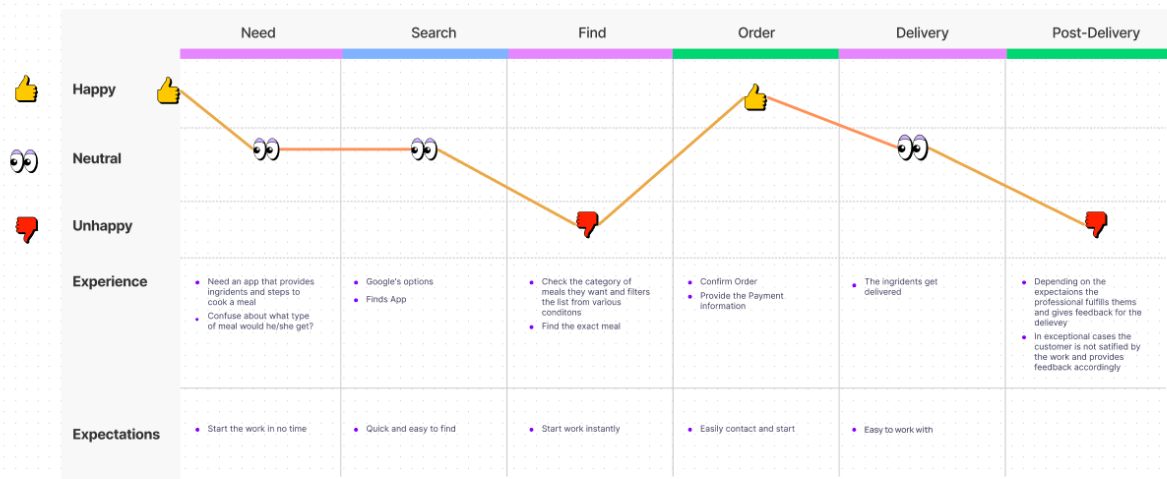
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📋 Assignment	

Value Proposition Canvas



User's Journey Map

User's Journey Map 📌



Customer Segmentation

1 Calorie-Conscious and Health-Conscious parent with children under the age of **18**.


2 Students between the ages of **19 and 24** who are health-conscious and calorie-conscious and require nutrition and a balanced diet while studying away from home.

3 A busy couple aged between **25 and 35** who are health-conscious and calorie-conscious.

4 Seniors Citizen above the age of **60** who live alone and prefer not to eat out or go to the market on a regular basis to buy vegetables and groceries, as well as clean and store them.

Personas

Keya and Arjun



Attributes

Smart Health Concious Friendly

Fun Loving Hard Working Emotional Intelligent

Keya is a HR Professional and Arjun is a Software Engineer working at a software firm in Bangalore. They have two kids of age 10 and 14. They meet a lot of people in a day, and are very busy. So, they doesn't get to cook food at home regularly. During the pandemic, a cook is not available too. And they are not ready to order out everyday as it is effecting their family health badly.

"We are very busy. We want our family to have healthy food, but we don't want to order out everyday."

Demography

Age: 32 and 38

Work: HR Professional and Software Engineer

Family: Married and Two Kids

Location: Bangalore

Goals

- Remain healthy and fit
- Family gettogether during weekends and holidays
- Want to eat variety of cuisine to make the meals interesting

Frustrations

- Not enough time to cook food during dinner.
- Cook is not available due to pandemic restrictions.
- Consuming outside food everyday affecting family health badly.

Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perciving

Motivation

Incentive

Fear


Growth

Power

Social

34.9% (~ 486 Million) of Total India's population is 0-19 years are potential customer (**Serviceable Addressable Market**). Assumption is 10% (~**48.6 Million**) of this segment is currently health conscious potential customer (**Serviceable Obtainable Market**)

Advik



Arttibutes

SmartHard WorkingIntelligent

Fun LovingFriendlyActive

Advik is a collage student living in Bangalore. He stays alone. He spends 1 hour to workout everyday. At weekdays during lunch, he has his food at collage canteen but for dinner and weekends he prefers to order food online. But he wants to know his calorie intake as he workouts. He does not have the time to go buy the ingredients and cook food.

"I want to know how much calories intake I am having in my meals."

Demography

Age: 19

Work: Collage Student

Family: Not Married

Location: Bangalore

Goals:

- Remain healthy and fit
- Get the ordered food on time as expected

Frustations:

- Not enough time to cook food
- Consuming outside food frequently

Personality

Introvert ————— Extrovert

Thinking ————— Feeling

Sensing ————— Intution

Judging ————— Perciving

Motivation

Incentive

Fear

Growth

Power

Social

9.1% (~ 127 Million) of Total India's population is 15-19 years are potential customer (**Serviceable Addressable Market**). Assumption is 10% (~**12.7 Million**) of this segment is currently health conscious potential customer (**Serviceable Obtainable Market**)

Ishana and Aakash



"We want to cook our own meals, but don't have the time to go and buy the groceries"

Demography

Age: 26 and 28

Work: Fashion Designer and Graphic Designer,

Family: Married

Location: Bangalore

Attributes

Smart

Health Concious

Friendly

Fun Loving

Hard Working

Intelligent

Ishana is a Fashion Designer and Aakash is a Graphic Designer, living in Bangalore. They both workout for an hour everyday. They want to know the calorie intake in their meals. They both love cooking. They are very busy in their work, so they don't get to cook food at home regularly.

Goals

- Remain healthy and fit
- Want to cook their own meals
- Want to know the calorie intake in their meals

Frustrations

- Not enough time to cook food during dinner
- Consuming outside food everyday affecting their health

Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perciving

Motivation

Incentive

Fear

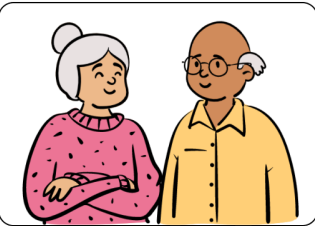
Growth

Power

Social

14.1% (~ 196 Million) of Total India's population is 15-19 years are potential customer (**Serviceable Addressable Market**). Assumption is 10% (~**19.6 Million**) of this segment is currently health conscious potential customer (**Serviceable Obtainable Market**).

Anjana and Swamy



"We don't like to eat out or go to the grocery market on a daily basis."

Demography

Age: 75 and 82

Work: Retired

Family: Married and One Son

Location: Bangalore

Attributes

Smart

Health Conscious

Friendly

Fun Loving

Hard Working

Emotional Intelligent

Anjana and Swamy are two seniors of age 75 and 82 respectively. They have one son, who lives in abroad. They don't prefer eating out or going to market everyday to buy vegetables and groceries, and clear and store them.

Goals

- Remain healthy and fit
- Eat tasty and healthy food everyday

Frustrations

- Don't prefer eating out
- Going to market everyday to buy vegetables and groceries, and clear and store them.

Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perciving

Motivation

Incentive

Fear

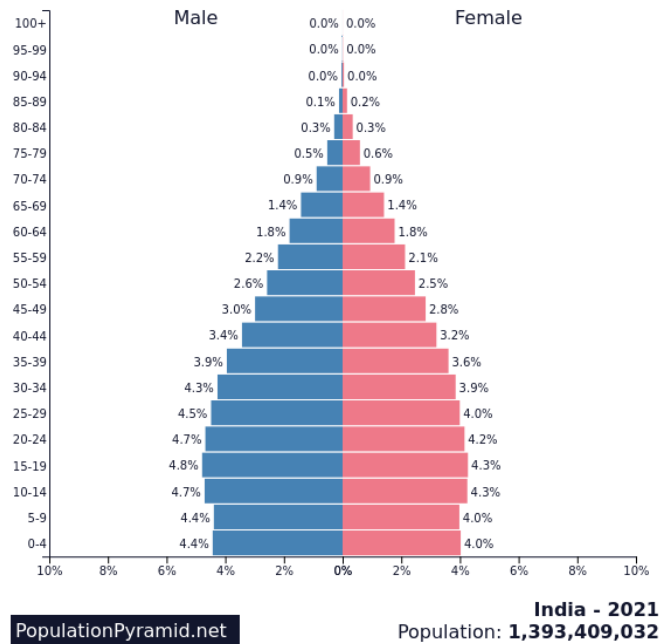
Growth

Power

Social

10.2% (~ 142 Million) of Total India's population is 15-19 years are potential customer (**Serviceable Addressable Market**). Assumption is 10% (~**14.2 Million**) of this segment is currently health conscious potential customer (**Serviceable Obtainable Market**).

<https://www.populationpyramid.net/india/2021>

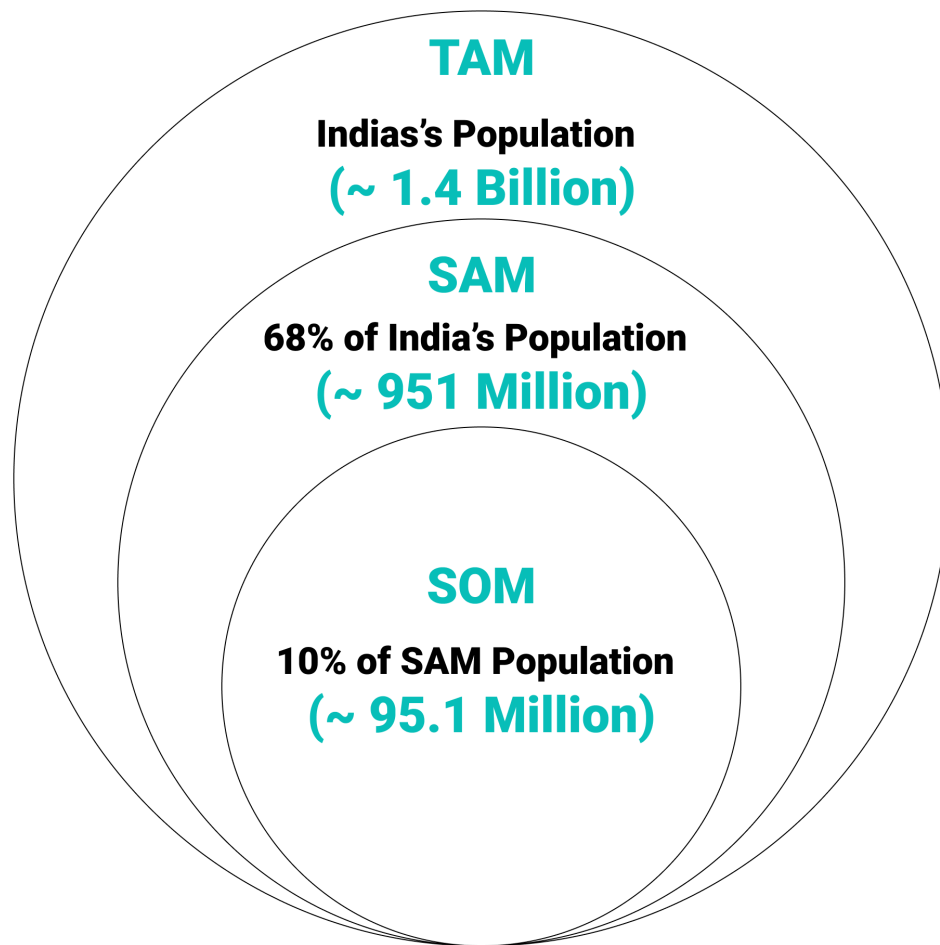


India Population (1)

Age	%Male	Male	%Female	Female	%Total	Total
0-4	4.4%	61,705,157	4.0%	56,100,408	8.4%	117,805,565
5-9	4.4%	61,156,249	4.0%	55,470,476	8.4%	116,626,725
10-14	4.7%	65,529,162	4.3%	59,247,144	9.0%	124,776,306
15-19	4.8%	66,720,828	4.3%	59,535,435	9.1%	126,256,263
20-24	4.7%	65,190,651	4.2%	57,919,863	8.9%	123,110,514
25-29	4.5%	62,464,037	4.0%	55,667,536	8.5%	118,131,573
30-34	4.3%	59,414,201	3.9%	53,692,757	8.2%	113,106,958
35-39	3.9%	54,983,196	3.6%	50,300,522	7.5%	105,283,718
40-44	3.4%	47,800,063	3.2%	44,585,968	6.6%	92,386,031
45-49	3.0%	41,569,276	2.8%	39,447,158	5.8%	81,016,434
50-54	2.6%	35,871,178	2.5%	34,362,501	5.1%	70,233,679
55-59	2.2%	30,683,717	2.1%	29,669,493	4.3%	60,353,210
60-64	1.8%	25,198,480	1.8%	24,710,588	3.6%	49,909,068
65-69	1.4%	19,765,111	1.4%	19,667,183	2.8%	39,432,294

<u>Aa</u> Age	<u>≡</u> %Male	<u>≡</u> Male	<u>≡</u> %Female	<u>≡</u> Female	<u>≡</u> %Total	<u>≡</u> Total
<u>70-74</u>	0.9%	12,342,949	0.9%	13,092,551	1.8%	25,435,500
<u>75-79</u>	0.5%	7,277,333	0.6%	8,233,711	1.1%	15,511,044
<u>80-84</u>	0.3%	3,979,437	0.3%	4,802,826	0.6%	8,782,263
<u>85-89</u>	0.1%	1,695,954	0.2%	2,113,999	0.3%	3,809,953
<u>90-94</u>	0.0%	503,975	0.0%	638,562	0%	1,142,537
<u>95-99</u>	0.0%	103,730	0.0%	144,394	0%	248,124
<u>100+</u>	0.0%	18,753	0.0%	32,521	0%	51,274
<u>Total</u>	51.9%	723,973,437	48.1%	669,446,596	100%	1,393,409,033

Market Sizing



Assuming: Cost per order ~200 INR; $\sim 95,100,000 * 200 = \sim 190 \text{ CR INR per day}$
= $\sim 69,350 \text{ CR INR per year}$