



EZ Fresh

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Meet the Team



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The Problem



1. COVID-19 pandemic limits **day-to-day tasks**
2. Vulnerable and high-risk groups unable to **buy groceries**
3. Supermarkets have limited capacity, becoming **crowded**
4. Lack of **job opportunities**
 - a. 314% increase in national unemployment rate (U.S. Bureau of Labor Statistics)
5. Inconvenient to buy organic produce on **time constraint**

Our Solution



1. Connect people with **local supermarkets**
2. **Easy access** to fresh, organic produce
3. **Convenient** to place orders through our app
4. Locally sourced produce **delivered to your doorstep**
5. **Saves time** and hassle on grocery shopping
6. Keeps a healthy lifestyle **affordable** and **simple**

EZ Fresh App



1. Use location to choose local supermarket
2. Assigned employee to pack order
3. Unique QR codes for each order
4. Deliverer shows the QR code to the supermarket
5. Consumers would receive a tracking number and notification
6. Contactless and efficient
7. Create job opportunities

Pricing



1. For Users - a 10% fee will be added to the consumer's purchase for EZ Fresh services
2. For Local Supermarkets - EZ Fresh makes a 10-15% commission for each grocery purchase through the app
 - a. 10% if the purchase is less than \$50
 - b. 15% if the purchase is \$50 or more

Budget

Startup Expenses	\$ (USD)
Office Space	25,000
Customer service (phone and social media)	400
Training (for delivery staffs)	100
Marketing/Advertising (e.g. paid Facebook Ads)	5,000
Equipment (software included)	8,000
Staffing	18,000
Website	500
Licenses and permits (general business licensing, food-vending license)	280
Analysts	1,000
Insurance	100
Total Expenses	58,380

Supporting Local Businesses



1. Local supermarkets grow their family-owned small businesses
 - a. Many don't have an online presence
2. Rather than supporting big, corporate businesses
 - a. E.g. small supermarket around the corner vs. Costco
3. Similar to Uber eats but they take up to 30% of their profits; we only take 10-15%

Competitive Landscape



- Instacart
- Imperfect Foods
- Mercato
- Postmates
- Walmart Grocery
- **None** of these companies bring value to local small businesses the same way we do
- EZ Fresh has several promotions that allows opportunity for a lifetime value customer

Promotions



- Social media presence: Instagram, Facebook, and TikTok
 - Paid partnerships with influencers to grow awareness
 - Influencers promote app and receive a discount code
 - Receive a 20% commission on sales
 - Recipes from food bloggers
- First-time purchasers get a 50% discount
 - This promotion will stand indefinitely

Promotions (cont.)

- 25% discount on Wednesdays
 - Will apply to members who have signed for 6 months
 - When they download the app, we take their email
- After 6 months of being a member, we will calculate how much the consumer has spent and accumulate it
 - Reward points for every \$150 spent (after the 6 month mark and every 3 months based on the amount they spent; 1,000 pts= \$10)

What We Learned



Business

- How to juggle 2 sides of target audience
- Best ways to optimize promotions
- How to take real-world context to optimize our business
- Thinking about competitors and what we can do to make our business more unique

What We Learned



Tech

- Referencing different websites and analyzing their accessibility
- Utilizing a library to build responsive websites and layouts
- Making the web layout user-friendly while maintaining an attractive web design
- Analyzing how other websites create a fun and intimate template with its users

Challenges



- Taking into account everyone's opinion and make everyone happy -> compromise
- Working around different schedules
- Thinking about promotions and subscriptions
- Trying to come up with how the business will make profit and making sure that the services are affordable
- Researching new concepts and ideas to help improve the functionality of the website
- Debugging and keeping track of files in a organized and efficient manner.