Summary:

        We are creating a device (ADEM) that automatically creates a grocery list using primarily a RFID/NFC reader as well as a barcode scanner to add items to a grocery list app when you throw them out.  ADEM will be both integrated into trashcans and be sold as a separate device to compliment your kitchen.  ADEM will work in conjunction with our app which will allow users to do everything from see their list made by ADEM, view their virtual pantry, add and scan in items whenever, provide meal suggestions, and do online ordering all from within the app.

Executive Summary

This is for any additional information such as powerpoints or screen shots or sketches.  Put the application stuff in this as well.

* Screenshots of the app
* Renders of the device

7-9 finalists

Value:

        ADEM remembers so you don’t have to.  The problem with regular trash cans and grocery list apps are that you have to manually add items to them, or someone in the house finishes off the something and forgets to add it to the shopping list.  Families already have enough on their plate between taking kids to sports games, to work, and everything in-between most families don’t need to waste time trying to remember a grocery list.

.  The other problem is that if you finish off something while cooking or in hurry to leave you may not remember that you are out of it.  ADEM removes the human error that comes with grocery lists whether it be forgetting the list at home, forgetting you finished off something, or simply not knowing you are out because someone else threw it out.

Who:

        The on-the-go business person, families, and the elderly realize this problem of not remembering what you need to buy.  In a busy and active life having to remember what you need to pick up from the grocery store is one more thing to think about that we can do without.

Solution:

        Our solution to the problem of the modern active lifestyle is for ADEM to recognizes when you throw something out and adds it back to your shopping list.  There is a growing trend in distributers and manufacturers

You’re busy, we understand. Between juggling work, kids, and a moment to breathe-- there is always something on your mind. ADEM is in your corner, it will always remember what you discard, meaning you can shop on the go, and you will always have complete control of your kitchen’s inventory.  Additionally, the app will give you suggestions based on your list, such as creative meal ideas, discounted similar items, or even just nutritional information to work in conjunction with other apps you may have downloaded.

The user simply needs to throw out the product if it has a RFID/NFC tag and it will be added.  However because RFID/NFC tags are just starting to be integrated in item level inventory, we also are providing a barcode scanner so you simply need to scan the item.

Size of the problem:

        We plan to use surveys to determine how big of a problem this is.  We are currently working on a prototype and once we have one we will be letting our target audience look it over and comment on the design.  We are also working on a provisional patent for both the device and the trashcan.  We want to use the crowdfunding platform, Kickstarter to determine the demand for ADEM.

Market:

        Our addressable market is in the millions; we speculate that the market for the Amazon Dot is the same market we are targeting.  We understand that Dot is a major barrier to entry however we believe that ADEM is more user friendly.

According to Statista online grocery shopping sales in the U.S. totaled around seven billion dollars  in 2015 and by 2020 online sales are projected to grow to 18 billion dollars. <https://www.statista.com/statistics/293707/us-online-grocery-sales/> .  While online grocery shopping only accounts for 25% of total online shopping in millennials, millennials are the most prominent online grocery shoppers by generation.

There are 34,743,604 households with children under the age 18 in America, this means that there are still kids living in there houses that throw out food when done and don’t think to add it to their list.  There are 39,558,188 families that make $50,000 and up.

* Slide 17
* 72% of millennials use grocery list (18-36)
* 75% of Gen x (37-50)
* 80%  of boomers (51-69)

<https://www.statista.com/study/19372/us-millennials-grocery-shopping-behavior-statista-dossier/>

When do millennials make a shopping list: (2,265 millennials)

30% right before they go to the store

40% throughout the week when they run out of items

2% other

\*Age 21 for alcohol check

Percent of generation that makes a shopping list.

When Millennia’s make their list.

online shopping in the last 30 days.

**Share of consumers who used an online automatic subscription for grocery shopping worldwide in 2014, by generation**

Competitors:

Our competitions is Amazon Echo, Amazon Dot, and Genie Can.  We are better than Amazon because we offer instantaneous additions to your grocery list without potential mistakes from voice recognition software.  We are better than genie can because we offer RFID/NFC reading that allows for much less involvement from the user than the regular barcode does.

Other competition that we face is the traditional methods of writing your grocery list.  This is less of a problem because people still tend to forget their list at home and they may forget that they finished off an item and didn’t add it to their list.

Making money:

* Ads
* Percentage of sales
* Sale of the product
* Promotions

Marketing and distribution:

Marketing:

S.T.P:

Segment:

   Age: 30 - 60 years old

   Gender:  Male and Female

   Income:  50K and up

   Education: College educated

   Family:  married with kids

   Generation: Millennials, gen X, and Baby boomers

The desired segment for ADEM are adults in their 30 to 40’s that are married or have kids.  This segment makes $50 thousand dollars a year or more.  The reason for this segment is that they will be the most motivated to buy the ADEM due to the amount of things on their mind and that they are limited on time.

Target market:

   Business/ on the go people

   Stay-at-home parent

The target market for ADEM are the on the go people, people that are always on the move and don’t want to forget something as they throw it out on the way to work.  This is the customer that forgets to add things to the list.

\*This is for parents that have babysitters so if the babysitter throws something out they don’t miss adding it to their list.

Positioning:

Position ourselves as the smart home solution for groceries.

Positioning ourselves against the Genie Can by offering RFID/NFC compatibility.

Distribution:

Dropshipping?

We plan on using distribution channels such as Amazon’s selling feature.  We will be selling through our online store.

Business model:

|  |  |  |
| --- | --- | --- |
|  | Sell ADEM |  |
|  | Download App |  |
|  | Log into all rewards programs |  |
|  |  |  |
|  | The food retail idustry accounts for 17.5% of all digital advertising.  Roughly 13.2 billion dollars. <https://www.statista.com/outlook/216/100/digital-advertising/worldwide#market-revenueYearDesktopMobile> | * US$198,657m of total revenue in the "Digital Advertising" market will be generated through mobile in 2021. |
|  |  |  |
|  |  |  |

Milestones:

Prototype

Will be working on a provisional patent