

The background is a light cream color with a pattern of various fruit slices and berries. There are slices of watermelon (red with black seeds and a green rind), lemons (yellow with green rind), and apples (yellow with red skin). Small pink berries are scattered throughout. The central text is contained within a large, rounded orange rectangle.

OLIVE U

Inspiring Joy through convenient,
accessible food

THE PROBLEM



DIETARY NEEDS

Allergic to
peanuts?
Pescatarian?

EXPERIENCE LEVELS

A novice or a
Pro?

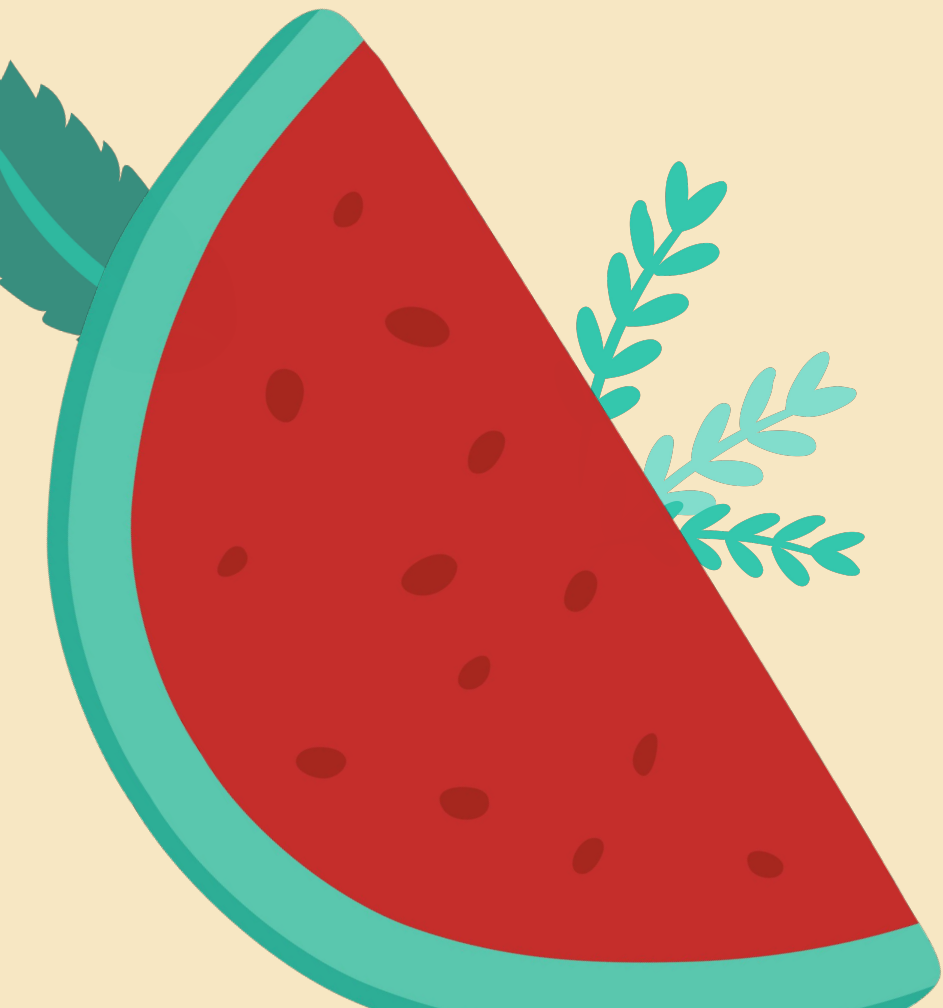
TIME AVAILABLE

I have minimum
time to cook in
between class!

TOO MANY OPTIONS

Google has too
many options!





OLIVE U

A webapp to save, edit, and find
new recipes.

Sort by dietary needs, difficulty,
and time required



TOTAL AVAILABLE MARKET

Everyone has cooked/
will cook at some
point in their life

SERVED AVAILABLE MARKET

16+ y/o individuals in
middle - upper class

NICHE

Students in the UC
System

TARGET

16+ y/o individuals in
English speaking
countries



BEACHHEAD

Students at UCSD



CUSTOMER FEEDBACK

“[X] doesn't seem to work with my Samsung Galaxy S9+”

“[X] crashes and restarts a lot”

“[X]'s interface is hard to navigate”



OUR WEBSITE

OUR ONLINE APP

LOG IN

To access your info

ADD OR FIND RECIPES

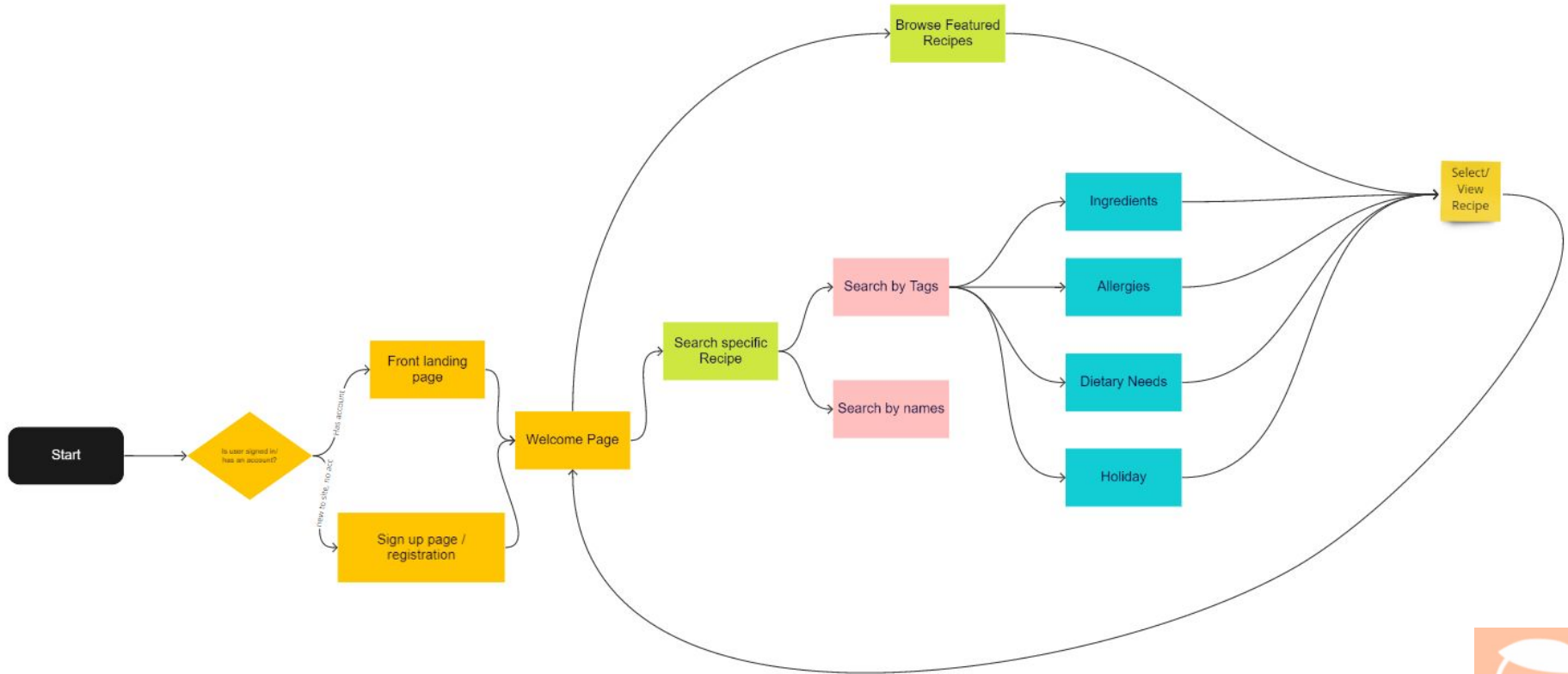
1. Add/save/edit your own recipe
2. Find an existing recipe
3. View the contents of the selected recipe

VIEW THE RECIPE

Will include an image of the recipe along with the name. Displays the ingredients, cook times, difficulty, and dietary considerations at the top. The instructions will be underneath



FLOW CHART



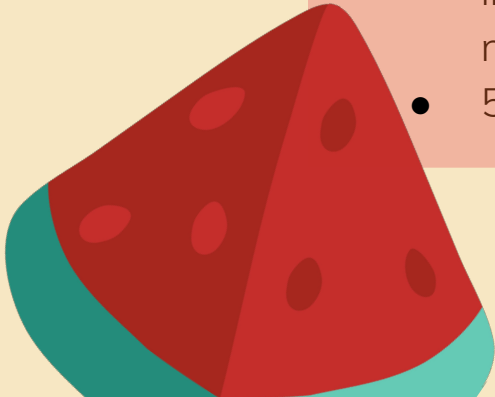
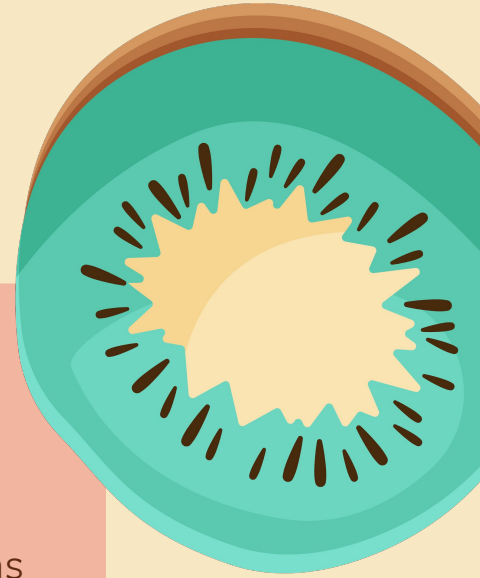
COMPETITOR ANALYSIS

STRENGTHS

- Large database of recipes
- Ability to sort by ingredients/dietary needs
- 5* Rating system

WEAKNESSES

- Complicated interface
- No recommendations
- Crashes frequently
- Doesn't specifically help students



PROJECT TIMELINE



THANKS

Does anyone have any questions?

powellsfanclub@gmail.com
+1 858 420 6969
powellsfanclub.com

