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## I.Chef

- **Vision:**

To be the go-to solution for individuals seeking innovative and simple ways to prepare healthy and delicious meals using the ingredients they have, creating joyful and fulfilling food experiences in their daily lives

- **Mission:**

To offer innovative and easy-to-follow recipes that enhance users meal experiences, utilizing only the ingredients they have, ensuring health and variety, and bringing happiness and comfort to every meal through personalized food solutions

- **Social media links:**

- Instagram link: [https://www.instagram.com/ichef2025?igsh=ajFvOGFobXFoNGtl&utm\\_source=qr](https://www.instagram.com/ichef2025?igsh=ajFvOGFobXFoNGtl&utm_source=qr)
- Facebook link: <https://www.facebook.com/share/19tMvru44h/?mibextid=wwXIfr>
- LinkedIn link: <https://www.linkedin.com/company/ichef2025/>

### **Direct Competitors**



Strengths	Weaknesses
Available in Arabic	There is no way to prepare the food
Product quantity, purchase date and expiration date	Uncomfortable interface for users
Make a shopping list	Not available on Google Play



### Wanna Cook

Strengths	Weaknesses
Available in Arabic	Doesn't give exact tailored recipes
Available on Google Play	Too many ads in user interface
Distinctive visual identity	No specific dates for updates
Split meals for children and healthy meals for two people	
Drinks and desserts are available	
Variety of cultural food	
Easily add ingredients	



### Eater meals

Strengths	Weaknesses
Visually appealing food photos	Available in English only
Clear and catchy brand message	No detailed nutritional information
Engaging short videos (reels)	Content lacks variety—mostly focused on product shots
	Few behind-the-scenes or personal storytelling elements



### ChatGPT

Strengths	Weaknesses
Versatile and can answer a wide range of topics	Not specialized in cooking or food content
Fast, text-based responses	No visual meal outputs or taste-based logic
Excellent for idea generation and content writing	Requires user prompts—doesn't guide cooking interactively

## Indirect Competitors



### **Strengths**

Provides short engaging videos demonstrating cooking steps

Filter recipes by food type

Make a shopping list

### **Weaknesses**

Not available in Arabic

Doesn't offer the feature of adding available components

Inclusion of readily unavailable ingredients

## Alternative services



### **Google assistant**

Provides recipes based on user inquiries



### **Talabat**

Delivers food when the user is unable to prepare a meal



### **Youtube**

Contains rich, searchable cooking content.



## SWOT Analysis

### **STRENGTHS**

- Providing recipes based on the client's ingredients and tools specifically.
- Can request missing components from delivery orders Smart fridge notifies your phone when items are running low.
- Tracks calories based on your weight and goal, like a personal nutrition coach.

### **WEAKNESSES**

- Limited budget
- Lack of a programmer in the team
- Poor time management

OPPORTUNITY	CHALLENGES
<ul style="list-style-type: none"> <li>• Competitors analyzed to determine added value. Create strong social media content.</li> <li>• There is a real need for the idea.</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Changes</li> <li>• Rising costs of technical services rapid technological developments</li> </ul>

## **Business Canvas Model**

### **Key Partners**

- AI technology providers (for NLP and recipe recommendation algorithms)
- Recipe databases and culinary content creators
- Food brands and kitchen appliance companies (for potential sponsorships)
- Grocery delivery services (for affiliate partnerships)
- Marketing agencies and social media influencers

### **Key Activities**

- Development and continuous training of the AI bot
- Integration with databases for updated recipe content
- Marketing and customer acquisition campaigns
- Managing partnerships and business development
- Regular updates based on user feedback and technological advancements

### **Value Proposition**

- Personalized and instant recipe suggestions based on user preferences, available ingredients, and dietary needs
- Reduces meal planning time and food waste
- Accessible 24/7 through multiple digital platforms (mobile app, web, social media)
- Offers a seamless, fun, and interactive cooking experience

### **Customer Relationships**

- Self-service through the intuitive AI bot interface
- Personalized user experiences and tailored recipe suggestions
- Building a community through challenges, rewards, and social sharing
- Offering premium support for paid subscribers

### **Customer Segments**

- Busy professionals seeking quick meal ideas
- Students looking for easy, affordable recipes
- Fitness enthusiasts requiring customized meal plans
- Families needing efficient meal planning solutions
- Home cooks interested in discovering new recipes

### Channels

- Mobile application (iOS & Android)
- Website platform
- Social media platforms (Instagram, TikTok, Facebook Messenger)
- Partnerships with grocery delivery services and e-commerce platforms

### Key Resources

- AI development team and technical infrastructure (servers, APIs)
- Culinary content (recipes, videos, blogs)
- Marketing and social media teams
- Customer support team
- Financial resources for operational and marketing expenses

### Cost Structure

- Initial development and continuous improvement of AI technology
- Hosting, servers, and database maintenance
- Content creation and licensing fees
- Marketing campaigns and influencer partnerships
- Salaries and operational expenses
- Customer support services

### Revenue Streams

- Freemium model: free basic features with premium subscription plans for advanced services (meal planning, nutrition tracking)
- In-app advertisements and sponsored recipes
- Affiliate marketing with grocery delivery and kitchen equipment companies
- Selling data insights (in compliance with privacy regulations) for food brands and market researchers

#### Notes for Financial Focus:

- Include estimated startup costs vs. break-even point.
- Estimate monthly revenue from premium users and advertisers.
- Highlight marketing ROI (return on investment) for digital campaigns.
- Consider potential funding rounds or partnerships for scaling.

## **Segmentation, Targeting, Positioning (STP)**

### **1. Segmentation**

Segmentation divides the Egyptian market into groups based on demographic, psychographic, behavioral, and geographic criteria, tailored to local cooking needs and iChef's AI-driven personalization.

Market Segments:

- Busy Professionals

Demographics: 25-40 years, middle-high income, urban sectors (tech, finance)

Psychographics: Time-pressed, tech-savvy, values convenience

Behavioral: Frequent users of Talabat, active on Instagram, WhatsApp

Geographic: Major urban hubs: Cairo, Alexandria, Giza

- Students

Demographics: 18-25 years, university students, low income

Psychographics: Budget-conscious, experimental, trend-driven

Behavioral: Heavy TikTok/Instagram users, shares content

Geographic: Areas near universities: Alexandria, New Cairo, Nasr City, Dokki

- Fitness Enthusiasts

Demographics: 20-35 years, moderate income, gym-goers

Psychographics: Health-focused, goal-oriented

Behavioral: Tracks calories, follows fitness influencers

Geographic: Urban centers: Cairo, 6th of October

- Families

Demographics: 30-45 years, parents, moderate income

Psychographics: Family-oriented, seeks variety, time-conscious

Behavioral: Plans meals, grocery delivery users, Facebook active

Geographic: Suburban/urban areas: New Cairo, Sheikh Zayed

### **2. Targeting**

Targeting prioritizes segments based on size, profitability, and alignment with iChef's strengths.

Primary Targets:

- Busy Professionals: High demand for quick recipes, income for premium, strong urban presence.
- Fitness Enthusiasts: Needs calorie tracking & personalized meal plans.

Secondary Targets:

- Students: Fits freemium model and drives TikTok virality.
- Families: Needs meal planning support and ideal for grocery affiliate revenue.



### 3. Positioning

iChef differentiates through Arabic flavor, user-friendly design, smart tech, and affordability.

Positioning Statement: "For busy professionals and fitness enthusiasts in Egypt who need quick, healthy, and budget-friendly meals, iChef is the AI-powered cooking assistant that delivers personalized Arabic recipes based on your ingredients and goals, offering a seamless, engaging experience on your phone."

Key Differentiators: - Arabic & Local Flavor - Seamless User Experience - Smart Technology - Community Focus - Affordable Accessibility

### 4. Digital Marketing Execution

Busy Professionals: Instagram Reels, WhatsApp meal tips, Facebook ads. Fitness Enthusiasts: YouTube tutorials, fitness influencer collabs. Students: TikTok challenges, low-budget ads. Families: Facebook Lives, email newsletters.

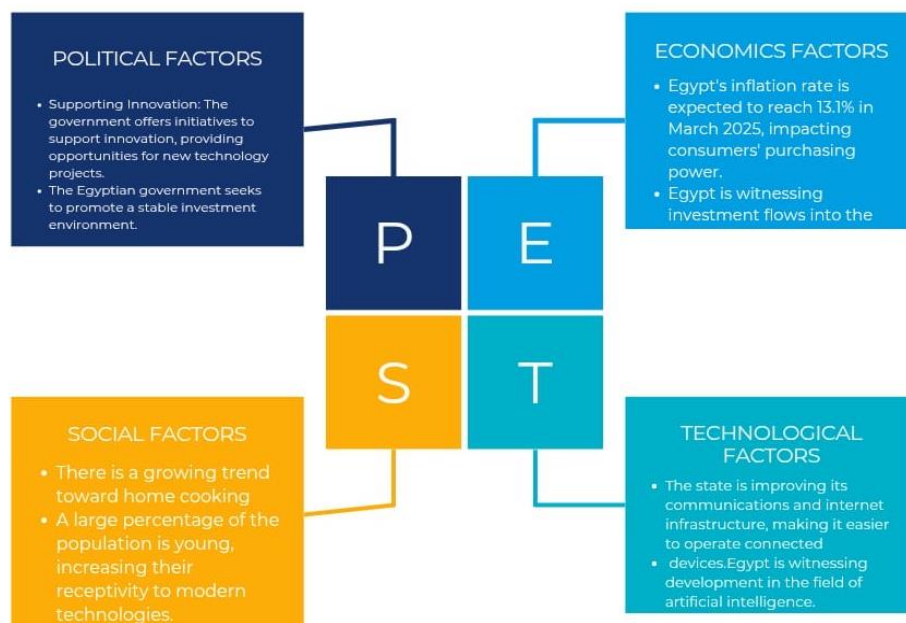
### 5. KPIs to Measure Success

- Segmentation Accuracy via app analytics.
- Targeting ROI via downloads and CPA.
- Positioning Validation via social sentiment and NPS.
- Engagement Rates via TikTok, Instagram, Facebook.

### 6. Challenges & Mitigation

- Limited Budget: Organic TikTok, Instagram, micro-influencers.
- Competitor Noise: Highlight Arabic support, local recipes, IoT.
- Economic Instability: Offer freemium model, grocery affiliate revenues.

## PEST Analysis



## Content strategy

### I-Chef's Facebook & LinkedIn Digital Marketing Strategy

- **Primary Objectives**

1. **Brand Awareness:** Position I-Chef as an innovative and valuable resource for food lovers.
2. **Community Building:** Establish a strong, interactive audience that trusts the brand.
3. **Thought Leadership:** Showcase expertise in food-tech to attract investors, media, and key industry players.
4. **Pre-Launch Engagement:** Build anticipation so that when the app is launched, there is already demand.
5. **Content Monetization Potential:** Prepare for future monetization through sponsorships, partnerships, and premium content.

### Facebook Marketing Strategy

#### Audience Persona (Who Are We Targeting?)

##### Primary Audience:

- Busy professionals & parents looking for **quick, creative meal ideas**
- Food enthusiasts who love **experimenting with new recipes**
- Young adults interested in **trendy, budget-friendly cooking**
- Health-conscious individuals looking for **nutritional insights**

##### Secondary Audience:

- Home cooks who **struggle with meal planning**
- Food bloggers & influencers looking for **collaborations**
- Entrepreneurs & tech enthusiasts interested in **food-tech innovations**

#### Key Content Themes

##### Storytelling (Emotional Connection)

- Share relatable kitchen struggles & how I-Chef will solve them.
- Example Post: *“Tired of cooking the same meals every day? Here’s how I-Chef can help bring creativity back into your kitchen.”*

#### Educational Content (Authority & Value)

- “How to store food properly to reduce waste”
- “5 kitchen hacks that will save you time”

#### Interactive & Community-Driven Content

- Cooking challenges: *“Use only 3 ingredients! What can you cook?”*
- Polls: *“What’s your favorite comfort food?”*

#### Behind-the-Scenes (Brand Transparency & Trust)

- Showcase the journey of developing I-Chef.
- *“Here’s what’s happening behind the scenes as we build the first AI-powered chef in your pocket!”*

#### User-Generated Content (Social Proof & Engagement)

- Feature home chefs & food bloggers who engage with I-Chef.

#### Influencer Collaborations (Virality & Credibility)

- Partner with **Egyptian food influencers** to **boost visibility**.

#### Live Cooking Sessions (Real-Time Engagement)

- Weekly **Facebook Live Q&A sessions** with professional chefs.
- Example: *“Join us LIVE this Friday as Chef Ahmed shares his top meal prep tips!”*

#### Call-to-Action (Engagement & Lead Generation)

- “Tag a friend who NEEDS this cooking hack!”
- “Comment below and we’ll send you a free meal plan!”

## Facebook 1-Month Content Calendar Sample

(All content calendar content is subject to change based on the responses and trending content.)

Week	Monday (Storytelling & Education)	Wednesday (Community & Interactive)	Friday (Live & Video Content)	Sunday (Growth & Viral Content)
<b>Week 1</b>	<i>How I-Chef Was Born:</i> The story behind the idea & its vision	<b>Poll:</b> "What's your biggest cooking struggle?" (e.g., time, creativity, health)	<b>Live Session:</b> Meet the team – answering questions about I-Chef	<i>Trending Recipe Challenge:</i> "Try this dish & tag us!"
<b>Week 2</b>	<i>Relatable Problem:</i> "How many times have you asked 'What should I cook today?'" (Engagement Post)	<i>Quiz:</i> "What's your cooking personality?" (Casual, experimental, gourmet?)	<b>Live Cooking Demo:</b> A chef makes a dish with audience suggestions	<i>User-Generated Content:</i> Reposting best dishes from followers
<b>Week 3</b>	<i>Behind the Scenes:</i> "Here's what we're working on for I-Chef's future"	<b>Debate Post:</b> "Team Sweet vs. Team Spicy – which do you prefer?"	<b>Live AMA (Ask Me Anything):</b> "Everything you want to know about AI in cooking"	<i>Feature a food influencer</i> trying out an I-Chef concept
<b>Week 4</b>	<i>Success Story:</i> "Meet Sara, a working mom who struggles with meal planning"	<b>Community Post:</b> "What's the best cooking hack you've ever learned?"	<b>Live Collab with a Chef:</b> "Quick & easy dinner ideas"	<i>Cooking Meme or Fun Fact</i> (Engagement Post)

### Pro Tip:

Use **Facebook Groups** to create a **community around I-Chef**. Example: "*The I-Chef Cooking Club*" where members share cooking tips & engage with the brand directly.

### Facebook Advertising Strategy

**Goal:** Drive awareness and engagement

#### Best Ad Types:

- **Video Ads** → Show how I-Chef solves problems
- **Engagement Ads** → Boost interaction & community growth
- **Lead Generation Ads** → Collect emails for early app access

#### Targeting Strategy:

**Interest-based targeting:** Food lovers, home cooks, working professionals

**Lookalike Audiences:** People similar to engaged followers

**Retargeting:** Users who watched videos or interacted with posts

## Ad campaign and analytics:

**Professional dashboard**

Insights Content Engagement Monetization

Last 28 days Apr 15 - May 12

**80 Views** [See all](#)  
+1.9K% from previous 28 days

Last 28 days 80  
Previous 28 days 4

**Most recent content**

المكونات دي شكلها رايحة بين طريقين: يا أكلة ثقيلة  
ما تتنسيش... يا غدا عند تيتا...  
Stack ranking is available when you have 10 or  
more recent posts  
20 views

**24 Interactions** [See all](#)  
+100.0% from previous 28 days

Photo 24

**3 Followers** [See all](#)  
-- from previous 28 days

Home Add Post Notification Profile

**Ads**

**I-Chef**  
Your Ai Chef , Your perfect Dish

**Like Page**  
Choose the action you want people to take when they see your ad.

**Special ad category** ⓘ  
Ads about financial products and services, employment, housing, or social issues, elections or politics

**Audience** ⓘ  
**Advantage+ audience** ⓘ  
You've edited a recommended audience. We will continue to automatically optimize for it.

Location: Egypt  
Minimum age: 18  
Age: 18 - 40  
People who match: Interests: Cooking, Recipes, Food, Foodie, Local food, Restaurants, Kitchen, Technology, Physical fitness or Health & wellness; Field of study: Artificial intelligence; Job title: Eating  
Advantage+ audience: On

**Promote Now**  
By tapping Promote Now you agree to [Meta's Terms and Conditions](#).

**Ads**

**I-Chef**  
Your Ai Chef , Your perfect Dish

**Automatic**  
Let Facebook select the most relevant goal based on the button label and other settings you choose.

**Get more Page likes**  
Create a promotion to help more people find and like your Page.

**Get more website visitors**  
Show your ad to people who are likely to click on a URL in it.

**Get more messages**  
Show your ad to people who are more likely to send you a message.

**Get more leads**  
Use a form to collect contact information from potential customers.

**Get more calls**  
Show your ad to people who are likely to call your business.

**Get more visits** **New**  
Show your ad to people who are likely to visit your page.

**Promote Now**  
By tapping Promote Now you agree to [Meta's Terms and Conditions](#).

**Ads**

**I-Chef**  
Your Ai Chef , Your perfect Dish

**Daily budget** ⓘ  
Excludes any Apple service fees, taxes and local fees

Country, currency  
**AE, EGP** **Change**

51.09.م.ج  
Est. Reach 1.8K - 5.2K **people** per day

84.م.ج  
Est. Reach 3K - 8.6K **people** per day

100.م.ج  
Est. Reach 3.5K - 10.2K **people** per day

Choose Your Own

**Duration** ⓘ  
**Run this ad continuously**  
Your ad will continue to run on a daily budget unless you pause it, which you can do at any time.

Choose when this ad will end

**5 Days**

**Promote Now**  
By tapping Promote Now you agree to [Meta's Terms and Conditions](#).

## LinkedIn Marketing Strategy

### Audience Persona (Who Are We Targeting?)

#### Primary Audience:

- **Tech investors & startup enthusiasts** looking for innovation in food-tech.
- **Food industry professionals** interested in AI's impact on the culinary world.

#### Secondary Audience:

- **B2B potential partners** (e.g., nutritionists, meal-kit delivery services).
- **Entrepreneurs & executives** who follow startup trends.

### Key Content Themes

#### Thought Leadership Articles

- *"How AI is Revolutionizing the Food Industry"*
- *"Why the Future of Cooking is Personalized AI"*

#### Behind-the-Scenes Startups Insights

- Share the challenges & milestones of building I-Chef.
- *"Here's what we learned in our first 6 months of building I-Chef."*

#### Industry Trends & Research-Based Content

- Data-driven reports on food-tech.

#### Founders' Personal Branding (Humanizing the Brand)

- Team stories, investor insights, and collaboration opportunities.

#### Networking & Partnerships

- Connect with relevant professionals for collaborations.

### LinkedIn 1-Month Content Calendar Sample

(All content calendar content is subject to change based on the responses and trending content.)

Week	Tuesday	Thursday
1	The Future of AI in FoodTech: How Smart Cooking is Evolving	Founder's Journey: "Why We Started I-Chef"
2	Industry Report: "The Future of AI in Cooking"	Case Study: How AI is Used in Global Kitchens
3	Behind-the-Scenes: How we're developing I-Chef	Founder's Story: The challenges of building I-Chef
4	Infographic: The biggest food-tech trends in 2024	Open Discussion: "What's one kitchen innovation you wish existed?"

## Final Takeaways & Growth Strategies

**Facebook Focus:** Build an **engaged community** that is excited for I-Chef's launch.

**LinkedIn Focus:** Establish **thought leadership & attract potential investors/partners**.

**Cross-Promotion:** Repurpose high-performing content between platforms.

### Paid Growth Strategy:

- Facebook: Engagement ads → Video views ads → Retargeting ads.
- LinkedIn: Sponsored articles + InMail campaigns for investor outreach.

**By the end of this 3-month plan, I-Chef will have:**

- ✓ A **highly engaged audience** excited for the launch
- ✓ **Established authority** in the food-tech industry
- ✓ **Potential investors, partners, and early adopters**

### Ad campaign:

The image shows two screenshots of the LinkedIn Ads Campaign Manager interface. The top screenshot displays the 'Select your objective' screen, where users can choose from various campaign goals. The bottom screenshot shows the 'Campaign details' screen, where users can configure campaign settings.

**LinkedIn Ads Campaign Manager - Select your objective**

Welcome back!  
Continue to set up your first campaign  
We'll walk you through building your campaign, from objective selection to campaign type

Select your objective  
Pick the business outcome you want this campaign to drive.

**Awareness**  
Brand awareness  
Reach more people with your post

**Consideration**  
Website visits  
Get more clicks to your landing page

**Conversion**  
Lead generation  
Gather info from people interested in your business

**Engagement**  
Talent leads

**LinkedIn Ads Campaign Manager - Campaign details**

**Campaign details**

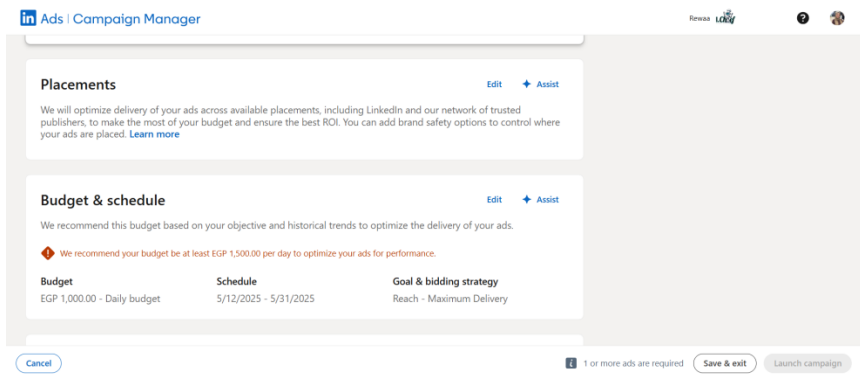
Name: Brand awareness - May 12, 2025  
Status: Draft  
Campaign group: Accelerate Campaign Group  
Group status: Not delivering  
Objective: Brand awareness

**Targeting settings**

Set targeting criteria for your ads.

Locations: Egypt, Alexandria, Alexandria, Egypt, Cairo, Cairo, Egypt, New Cairo, Cairo, Egypt, Helwan, Cairo, Egypt, Qena El Maadi, Cairo, Egypt, Qena Heliopolis, Cairo, Egypt, Heliopolis, Cairo, Egypt, and United Arab Emirates  
Profile language: Arabic  
Exclude:

1 or more ads are required  
Save & exit  
Launch campaign



## Instagram Content Strategy

### Key Themes:

1. **Showcasing AI-Driven Recipe Innovations**
2. **Creative Recipe Creations**
3. **Collaborations with Famous Egyptian Chefs**
4. **User feedback & Content Recycling**

### Content Formats:

- **Feed Posts:** Static posts, carousels, reels, and IGTV sessions (3 times per week).
- **Stories:** Daily behind-the-scenes, polls, Q&As, and interactive elements.
- **Language:** All captions and on-screen text in local Arabic with culturally relevant hashtags.

### Instagram 1-Month Content Calendar Sample

*(All content calendar content is subject to change based on the responses and trending content.)*

Week	Day	Content type & Details	Stories (Additional Engagement)
1	Monday	poster: logo and app teaser	rhetorical question about the app
	Wednesday	reel: launching the app	check out the latest reel
	Friday	reel: Content recycling and stitch	meal prep difficulties
2	Monday	Tutorial AI feature & recipe showcase	Quick tutorials; BTS snaps of recipe creation; interactive poll.
	Wednesday	Content Recycling with Local Twist.	Snippets from original posts with added commentary; opinion poll.
	Friday	poster: Behind-the-scenes team vibe	Team snapshots; mini-interviews; candid moments.
3	Monday	poster: fanbase suggestion	Teasers from the collaboration; BTS prep clips; "Ask the Chef".
	Wednesday	memes	Quick facts about local trends; interactive quizzes; polls.
	Friday	Recap & Call-to-Action.	Recap stories; thank-you messages; final



4

Monday	Poster: “Meet the Tech Behind I-Chef”	poll/Q&A. Tech trivia quiz; feature the dev team; “Guess what’s coming next?”
Wednesday	Reel: User Reactions & First Impressions	Poll: “Would you try I-Chef?”; fan shoutouts; reaction stickers
Friday	“Create a Meal Plan with I-Chef in 60 Seconds”	Swipe tutorial series; Q&A box; countdown to next update

### Ad campaign and analytics:

Views

Last 30 days

Apr 12 - May 11

38 Views

7.9% Followers

92.1% Non-followers

Accounts reached

24 +1,100%

By content type

All

Followers

Non-followers

Reels

71.1%

Posts

28.9%

Followers

Non-Followers

By top content

See all

Budget & duration

Setting a duration is now required when boosting in the iOS app. Learn more

\$18 over 6 days

Ad budget

Excludes Apple service fee, any local fees and taxes

Daily budget

\$3 daily

Duration

6 days

Ad budget

\$18 over 6 days

Estimated reach

1,100 - 2,800

Apple service fee

To be calculated

Next

Cancel

Goal

What do you want people to do when they see your ad?

Visit your profile - Recommended

Best for brand awareness and follows

@ichef2025

Profile banner | Off

Edit

Visit your website

Best for online sales, bookings and helping people learn more about you

Message you

Best for building trust with potential customers

Next

Review

Everything look good?

Your estimated reach is 1,100 - 2,800 Accounts Center accounts.

Preview ad

Goal

Profile visits to ichef2025

Profile banner | Off

Audience

People similar to your followers

Budget & duration

\$18 over 6 days

Payment method

Funds available: \$0.00

We'll deduct funds about once a day when you run ads.

Ads are reviewed within 24 hours, although in some cases it may take longer. Once it's running, you can pause spending at any time.

Add funds

By creating an ad you agree to Instagram's Terms and Advertising Guidelines. You can only use music that you have the rights to in your ad. All ads are listed in the public Ad Library. Learn more

## YouTube Content Strategy

Youtube channel is a long term plan. It will be created after building a fan base to post blogs, behind the scenes and possibly podcasts with figures in related fields.

### Key Themes:

1. AI-Powered Recipe Demos & Tutorials
2. Behind-the-Scenes & Team Vlogs
3. Collaborative Series with Famous Egyptian Chefs & Dietitians
4. Local Culinary Trends & Cultural Integration

### Content Formats:

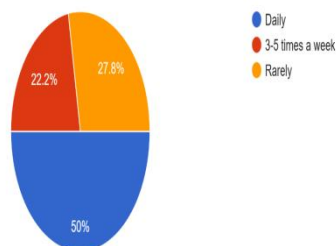
- **Long-Form Videos:** 8–15 minute tutorials, vlogs, and interviews (3 times per week).
- **Shorts & Community Posts:** Daily snippets, teasers, and interactive polls to maintain viewer engagement.
- **Language:** Videos and community posts in local Arabic to ensure cultural resonance.

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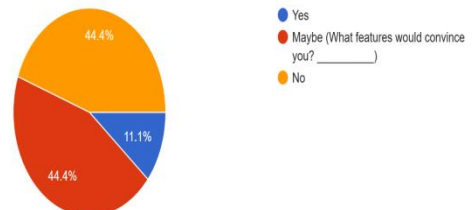
### Survey

- **Link:** <https://docs.google.com/forms/d/e/1FAIpQLScfOKzwUucGJbNmv4h9EJice9d48dFfcfVeowN0vPHEVS2-ug/viewform?usp=sharing>
- **Results:**

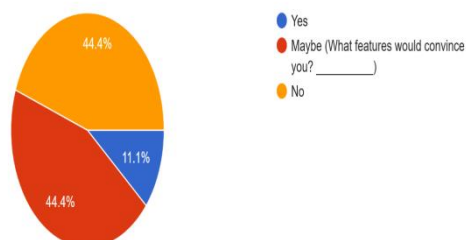
How often do you cook at home?  
18 responses



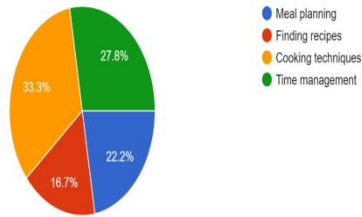
Would you pay for an AI-powered cooking assistant?  
18 responses



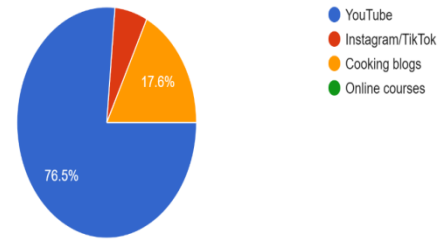
Would you pay for an AI-powered cooking assistant?  
18 responses



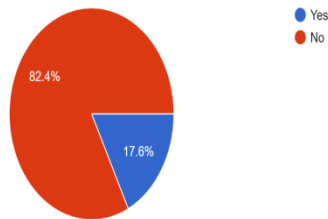
What's your #1 struggle in the kitchen?  
18 responses



Where do you learn new cooking skills?  
17 responses



Have you used AI tools for cooking (e.g., recipe apps, smart appliances)?  
17 responses



If you answered 'Yes', please list the names of the **AI tools** you've used for cooking.

5 responses

No
Chqtgpt
Chat GPT
chat gpt and some cooking app

What would make you try an AI cooking tool?  
18 responses

