The Business Model Canvas

Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



- Artifical Intelligence (AI) Providers: Partnerships with Al service providers for chatbot functionalities, OpenAl and Google.
- Cloud Services: Amazon Web Services & Google Cloud Platform & Microsoft Azure
- Recipe Data Providers: Opensource recipe databases & Public recipe content on the internet.
- Third-Party Communication Services: WhatsApp, Zoom, GitHub for team collaboration
- Version Control Systems & Tools & Software: Git, Github.

Key Resources

guidance.

• Human Resources: Team

(Dr. Serkan Genç) for

members (students) who

· Time: Allowing for planning,

development, and testing

within the project timeline.

Open-source software and

Technological Resources:

cloud services

contribute their time, skills,

and expertise. Project advisor



- Al fine-tuning and training for personalized cooking assistance.
- Mobile app development (iOS & Android).
- Continuous user feedback collection and improvement.
- Personalized Cooking Assistance: Al provides tailored recipes and step-bystep guidance.
- Social Cooking Platform: Users share meals, follow friends, and earn achievements.
- Ease of Use: Helps novice cooks by simplifying meal prep and offering interactive assistance.

- Community Engagement: Users connect through posts, comments, and shared meals.
- Feedback Mechanism: Users provide feedback on recipes and UI/UX for continuous improvement.

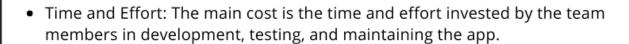
Channels



- App Store & Google Play: Primary distribution channels.
- Social Media Marketing: Promoting through Instagram, Facebook, etc.
- Email & In-App Notifications: Keeping users engaged with updates and recommendations.
- Senior Project Presentations

- University Students & Beginners: People struggling with cooking.
- Food Enthusiasts: Those looking to explore and share culinary experiences.
- Social Media Users: People who enjoy interacting with a community. These users are drawn to foodo's social networking features.

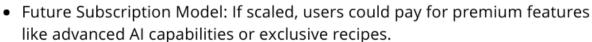
Cost Structure



 Potential Future Costs: If the project scales, additional costs for cloud hosting, AI services, or premium tools may be incurred.



Revenue Streams



- In-App Advertising: Partnering with food brands or kitchen appliance companies for advertisements within the app.
- Affiliate Partnerships: Collaborations with grocery or meal delivery services and influencers, earning commission on referred sales.
- Sponsorships or Donations: Users or food-related brands could support the platform through sponsorships.





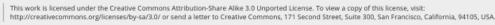












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