

Balance Kitchen — Business Model

(Content, Lifecycle, Pricing & Service Model)

This document defines the **authoritative business model and customer lifecycle** that governs content, UX, pricing logic, subscriptions, credits, and service behaviour across the Balance Kitchen platform.

It reflects **current operational reality** and **future platform intent**, and must be treated as a **policy document**, not a marketing artefact.

This document aligns with:

- balance.md
- balance_kitchen_architecture.md
- balance_kitchen_tokens.md
- balance_kitchen_toolkit.md

1. Business Overview

Balance Kitchen (BK) is a **premium, relationship-led meal-prep service** designed for individuals and teams who prioritise:

- Health
- Consistency
- Time efficiency
- Professional reliability

BK is **not a transactional marketplace**. It is a **long-term lifestyle service** with a permanent human account-management layer.

Design implication

Calm, confident, editorial. No urgency mechanics. No gimmicks.

2. Customer Engagement Model

2.1 Entry & Relationship Model

Customers do **not self-serve signup**.

Initial engagement occurs via:

- Instagram
- Facebook Messenger

An **Account Manager (AM)** is the primary interface during onboarding and throughout the customer lifecycle.

This relationship-first model is intentional and permanent.

Future implementation

In the future, Balance Kitchen will introduce an internally built, **Discord-style chat system**. Primary customer contact will originate through the marketing site via a structured chat funnel. This system will become the main relationship surface and a key area where **gamification experiences are delivered and enhanced**.

2.2 Onboarding & Data Capture

During onboarding, the Account Manager captures:

- Account identity details
- Delivery information
- Culinary preferences
- Special constraints
- Paid preference modifiers (see Section 5)

Current tools - Zoho CRM (in migration) - Manual workflows (legacy)

Policy

Preferences are not cosmetic — some preferences directly affect pricing and service level.

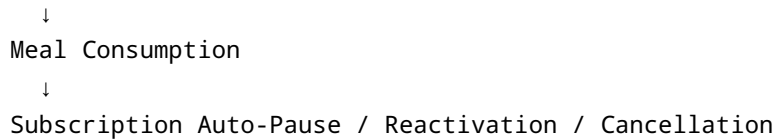
Future implementation

The final stage of migration will transition all onboarding, preference management, and account data into a **fully internal Balance Kitchen system**, replacing external CRM dependencies.

3. Customer Lifecycle (Authoritative)

Balance Kitchen operates on a **state-based lifecycle**, not a funnel.

```
Visitor
  ↓
Conversation with Account Manager
  ↓
Manual Onboarding (CRM)
  ↓
Custom Quote
  ↓
Pack Purchase
  ↓
Subscription Applied
  ↓
Weekly Ordering Loop
```



This lifecycle governs **all surfaces and systems**.

4. Packs, Meals & Credits

4.1 Packs (Economic Primitive)

- Customers purchase **packs of meals**
- Packs are exhaustible
- Current constraints:
 - Minimum: 10 meals
 - Maximum: 80 meals

Base pricing

- 300g meal → from \$13
- 400g meal → from \$15

Packs govern **account activity** and **subscription validity**.

4.2 Credits (System Representation)

Internally, packs represent **purchased meal credits**, even if not yet exposed in the UI.

Policy distinction

- **Purchased credits** (pack-derived): refundable under defined conditions
- **Earned credits** (future gamification): never refundable

This distinction is mandatory for future implementation.

5. Preferences & Pricing Governance

5.1 Preference Editability

Policy

Preferences may be edited at any time.

5.2 Preference Effective Date

Policy

Preference changes apply **on the next subscription renewal**.
They never apply mid-pack.

This protects pricing integrity and operational forecasting.

5.3 Paid Preference Modifiers (Current)

The following may affect pricing and/or service level:

1. Delivery
2. Extra protein, carbs, vegetables, or sauces
3. Specific ingredient constraints (e.g. "X only")
4. Customised plans
5. Urgent delivery
6. Urgent menu orders
7. AMX (Account Manager Xpress)

These modifiers are **transitional** and will be absorbed into subscription tiers.

6. Subscriptions (Service Layer)

6.1 Role of Subscriptions

Subscriptions do **not replace packs**.

They define:

- Service level
- Customisation depth
- Urgency allowances
- Support entitlements
- Account Manager priority (AMX)

Key distinction

- Packs = inventory
 - Subscriptions = entitlements
-

6.2 Subscription Activity Rules (Locked)

Authoritative policy

- A subscription is **active only while meals remain**
- When meals reach zero:

- Subscription is **auto-paused**
- Pause duration: **7 days**
- If not reactivated within 7 days:
- Subscription is **cancelled**
- Removed from the account

This prevents orphaned subscriptions and billing drift.

7. AMX — Account Manager Xperience

AMX is a **service entitlement**, not a standalone product.

It may be:

- Partially exposed in a mid-tier subscription
- Fully unlocked in the highest tier

AMX may include:

- Priority handling
- Enhanced support
- Feature previews
- Invitations
- Samples and early releases

AMX is modeled as an **entitlement bundle**.

8. Weekly Ordering Model

8.1 Menu Structure

Menus are category-based:

- Keto
- Carnivore
- Balanced
- Vegetarian

Each category contains approximately **6–8 dishes**.

8.2 Preset-Driven Meal Layouts (Subscription Entitlement)

For **mid-tier and high-tier subscriptions**, Balance Kitchen supports **preset dish layouts**.

Preset dish layouts allow customers to define, in advance, **how vegetables and carbohydrates are distributed across meals**, removing the need for repeated manual configuration during weekly ordering.

Key characteristics:

- Presets are configured during onboarding or via account settings
- Presets may be configured with or without Account Manager assistance
- Presets use **percentage-based distribution rules** (e.g. 50/50, 75/25)
- The system automatically resolves exact quantities based on order size

Example:

- Customer orders 6 meals
- Preset layout: 50% Layout A / 50% Layout B
- Result:
 - 3 meals receive Vegetable + Carb set A
 - 3 meals receive Vegetable + Carb set B

The customer only specifies the percentage split. All per-meal allocation is resolved automatically using stored preferences.

Presets are **persistent**, reusable, and editable.

8.3 Tier-Based Ingredient Access

Vegetable and carbohydrate availability is governed by subscription tier:

- **Base tier:** fixed or limited default selections
- **Mid-tier:** expanded selection (normal + limited premium options)
- **High-tier:** full ingredient selection

Ingredient access is enforced silently during allocation and never presented as punitive restrictions during ordering.

8.4 Weekly Ordering Flow (Customer-Facing)

Weekly ordering follows a **guided, low-friction flow**:

1. Choose dishes
2. Choose quantities per dish
3. Preset layouts are automatically applied
4. Optional per-dish overrides (if enabled by tier)
5. Review summary and confirm

The default experience requires **no per-meal configuration** once presets are established.

8.5 Ordering Window

- Opens: **Friday 12:00 PM**
- Closes: **Monday 12:00 AM**

Ordering occurs once per week in a predictable cadence.

8.6 Missed Cut-Off Policy

Current - Orders may be accepted after close - Decision is at Account Manager discretion - Additional charge may apply

Future - Customers may use a **voucher** - Voucher allows ordering **within 48 hours after close** - Voucher is consumable and time-bound

Exceptions are supported, but never normalised as core behaviour.

9. Fulfilment & Delivery

- BK uses **in-house delivery**
 - Delivery status is informational, not celebratory
 - Urgent delivery may be available as a paid entitlement
-

10. Platform Surfaces & Tone

Marketing

- Trust-building
- Lifestyle-led
- Calm, Australian-casual
- Primary CTA: **Request Access**

Client Dashboard (Future)

- Operational clarity
- Credit visibility
- Weekly ordering
- Subscription state

Admin Dashboard

- Control and oversight
 - Exception handling
 - Pricing, entitlements, lifecycle state
-

11. What Balance Kitchen Is Not

Balance Kitchen is not:

- A discount food service
- A fitness influencer brand
- A gamified points app
- A loud or novelty-driven platform

This explicitly forbids:

- Gradients
 - Decorative colour
 - Urgency CTAs
 - Gamification of core economic state
-

12. Extensibility Intent

This model supports:

- Gamification layered on top (not core)
- Multiple brands
- Enterprise accounts
- Additional lifestyle services

Core lifecycle rules must not be bypassed.

13. Governance

Any change to:

- Packs
- Subscriptions
- Credits
- Preferences
- Colour usage

Requires updating:

- `balance_kitchen_business_model.md`
- `balance_kitchen_tokens.md`
- `balance_kitchen_toolkit.md`

Using the mandatory notification sentence.