



Ingrediblēs

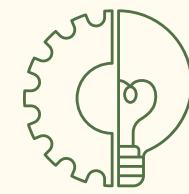
Problem

People are **uncertain** and **indecisive** about what they **want to cook** with the ingredients they have at their disposal.



Solution





Current Solution(s)

- **SuperCook: Zero Waste Recipe Generator** - suggests recipes based on selected ingredients
- **Allrecipes Dinner Spinner** - spin through a combination of options by dish type and time

Competition

- **BetterButter** (app) - recipes and videos in Hindi, Tamil, and Marathi for local dishes
- **Tarla Dalal** (app) - a collection of recipes by late Ms. Tarla Dalal
- **CookPad** (app) - Japan-born recipe app that gives stepwise guidance for recipes of dishes from all over the world and has an entire section dedicated exclusively to Indian cuisines.

About our Service

01

Click and Upload
Lay out all the ingredients you want to cook on a table. Click and upload a photo of the same on the app.

02

Scan and Suggest
The app scans the ingredients in the image and suggests recipes according to the users preferences.

03

Filter and Choose
Apply various filters to get recipes that satisfy your needs

04

Cook and Eat
Follow the recipe and enjoy a delicious home cooked healthy meal.

Target Customers



Customer Segments

- Upper Middle Class Homemakers
- Health conscious individuals

Customer Archetype

An upper middle class mother of 2 children who wishes to make a variety of dishes on a regular basis which are healthy, take less time and use the ingredients that are at her disposal whenever possible.

Validation of our Idea

Insights

- Homemakers are more focused on making food in the quickest way.
- People also prefer to customize and view recipes according to what they have and what they like.
- Homemakers would prefer to use it when there are limited resources at their disposal

Conclusion

There is scope for the presented solution however due to the presence of a variety of competitors, we are working on defining a more specific target market that would aid the implementation of our solution.

Market

All assumptions are focused on Tier 1 and Tier 2 cities of India who comprise of 18-20% of population

~66% of
Indians who
prefer to cook
at home
regularly

*number increased due to covid

TAM

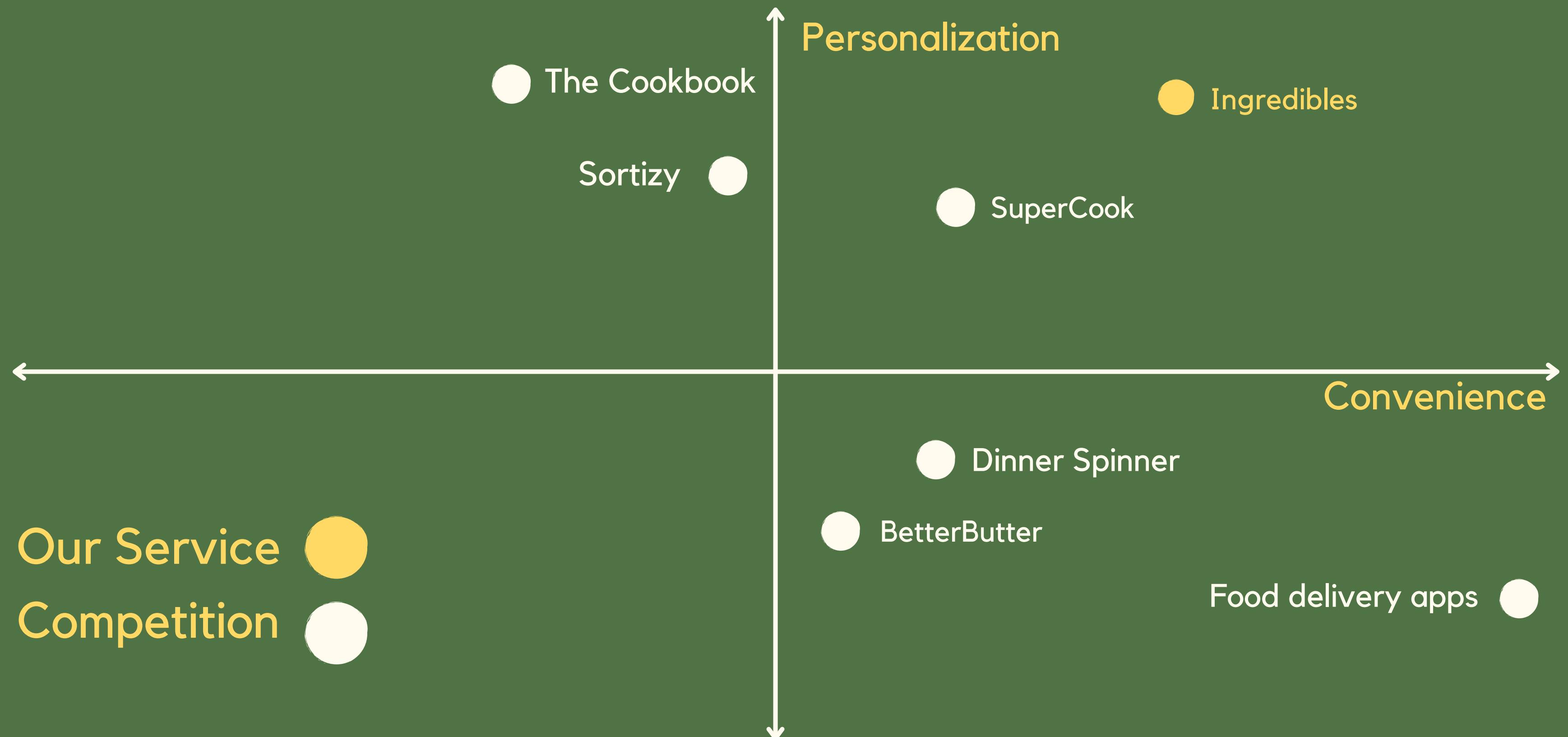
~14% of the
TAM are
Upper-Middle
Class Indians
who like home
cooked meals

SAM

~2-3% of the
SAM who are
Homemakers
(~7 lakh)

SOM

Positioning



Business Model



Business income

Business growth



Key Partners



- Online grocers
- Local grocers
- Refrigerator companies

Key Activities



- Suggesting relevant recipes on scanning ingredients
- Allow users to enter household names for these ingredients
- Provision to order any required ingredients

Key Resources



- Procuring an exhaustive database
- Technology experts for maintenance of the platforms.

Value Proposition



- Scanning ingredients on your phone to use anywhere.
- Provision to order any required ingredients
- Variety of recipes at your fingertips using ingredients available.
- Encourage cooking at home

Customer Relationships



- Tech Support team
- Forms communities amongst users

Channels



- App: For the scanning of ingredients and recipes

Cost Structure



- Technological requirement which includes a Resource and Development team.
- Marketing expenditure to create awareness about our app.
- Constant modification of our recipe database.

Revenue Streams



- Freemium model
 - Free model for basic functionality of the app
 - Subscription-based paid model for personalisation features

Customer Segments



- Upper middle class homemakers
- Working professionals
- Students

Financials

Building app and technical requirements

Rs.6,00,000*

Market Research and customer sentiment testing

Allowing a free trial of app for a year

Initial Marketing Costs

Rs. 1,00,000*

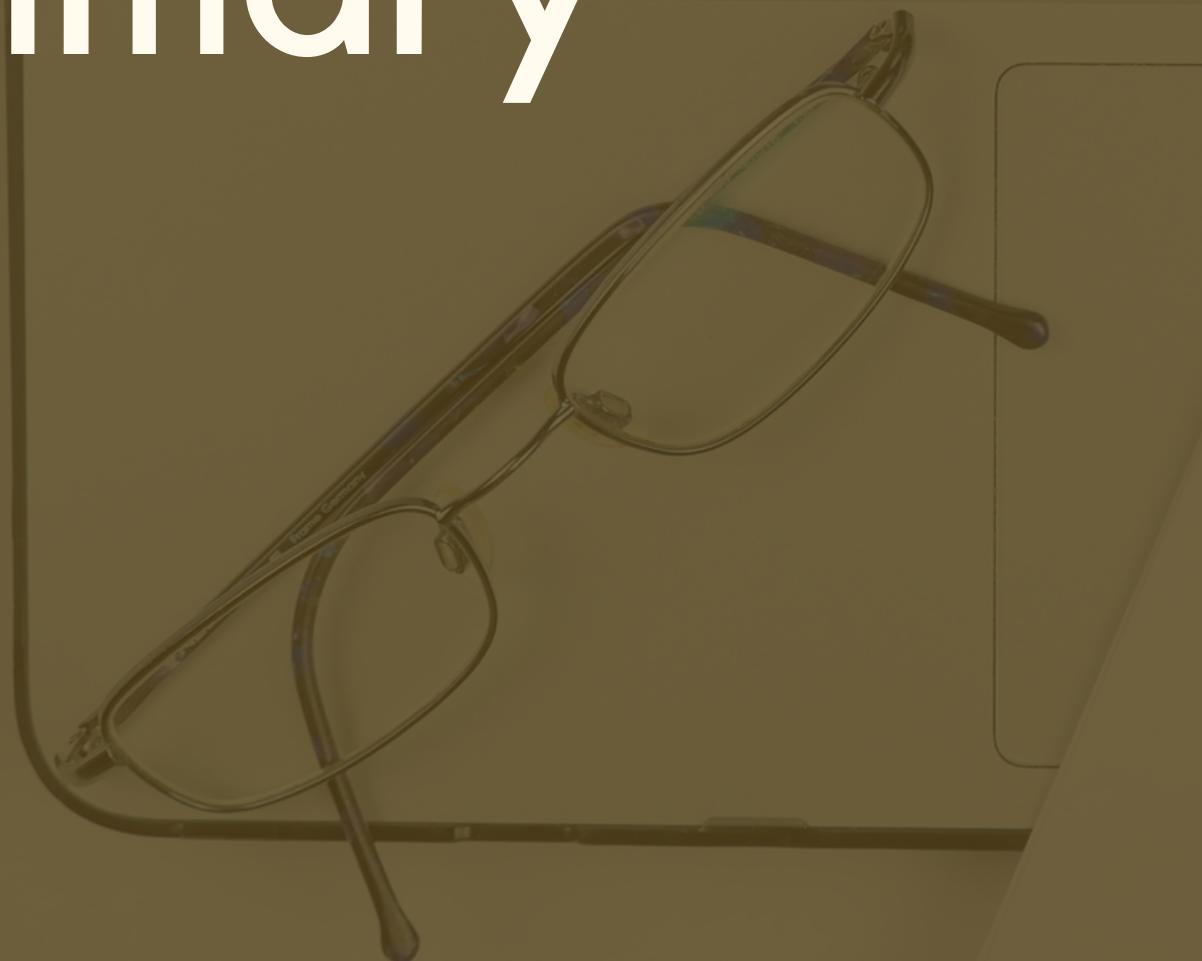
Rs.59 per subscription after building customer base

Out of 58 interviewed people, 27 (~46%) were willing to pay for an app like this

Facebook advertisements average at \$0.97 per click and \$7.19 for a thousand impressions.

*all calculations are based on approximations

Summary



We believe Ingredibles is a sustainable and scalable business idea. Even in the presence of many players in the same market, certain needs of the customer are not satisfied at the highest level.

With Ingredibles, we propose tapping into some of these overlooked and minute aspects to improve home-cooking experience.



Key Course Learnings

Customer Development

- A process to discover, test and validate important business assumptions regarding whether there is a need for the product and if the market will support such a product.

Customer Discovery

- Effective marketing needs to focus on the customer and not only the product.
- Offerings need to be targeted at the right set of buyers and supported by positioning that clearly articulates the business and its technical value proposition.

The Team



Tanvi Rajesh



Vidisha Chandra



Taher B Dossaji



Ashrita Kumar



Vanshika Goel

Thank You

Prototype Demonstration