

BCon

Digital Solution for Food Supply Chain Management

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1. PERSONA



Priya Mehta

Restaurant Operations Manager
Urban Platter Bistro, Mumbai

Background

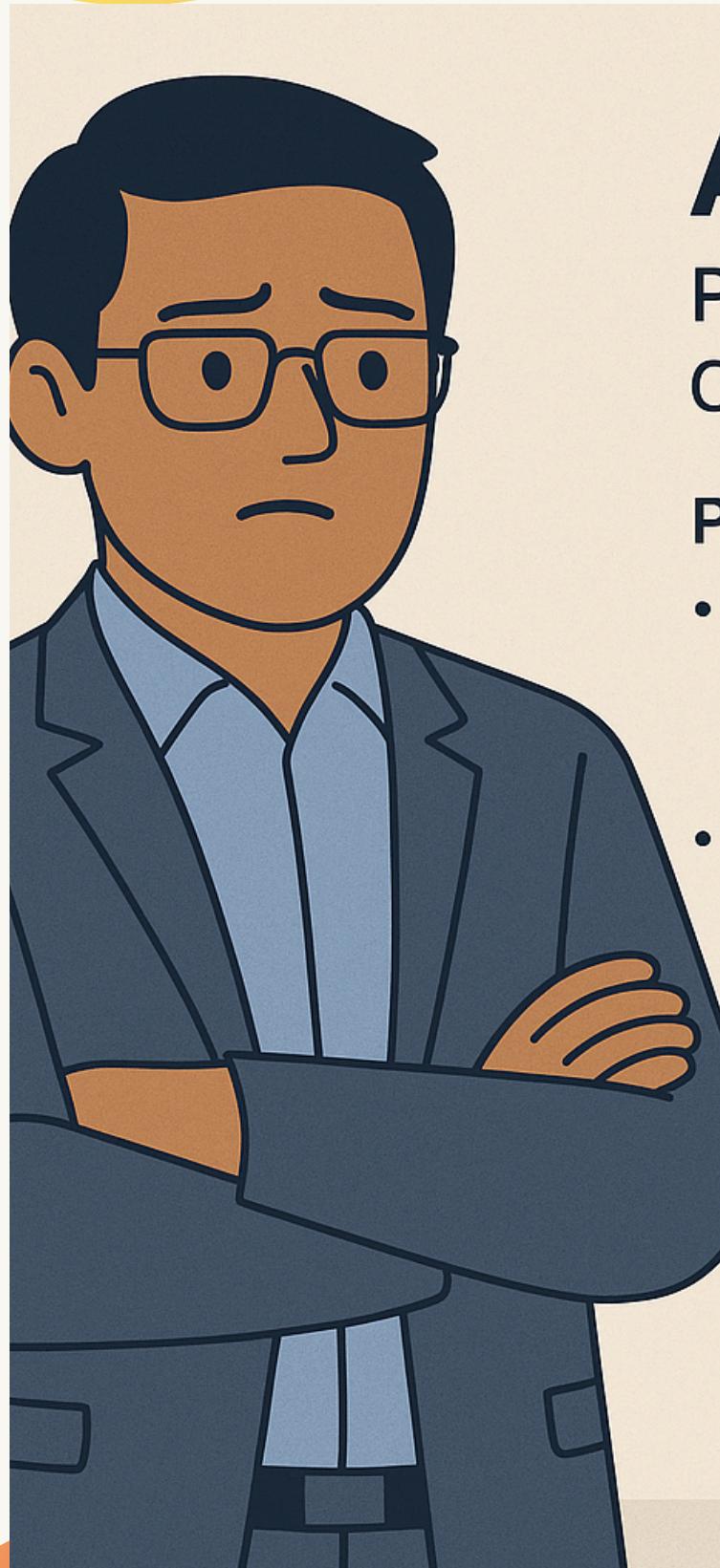
- Has over 8 years of experience managing kitchen operations in mid-to high-end restaurants, oversees ingredient procurement, vendor coordination, and inventory control, Her restaurant partners on food delivery platforms like Swiggy and Zomato

Goals & Motivations

- Ensure all ingredients are FSSAI-compliant and high quality
- Maintain consistent supply despite fluctuating vendor reliability
- Reduce food waste, streamline vendor switching

Pain Points

- Spends hours verifying vendor certifications manually
- Faces last-minute supplier failures with no easy alterna-



2. Rajat Verma – Compliance Lead, Zomato Food Safety Division

Background:

Rajat manages restaurant compliance checks for Zomato. With rising concerns around food safety and regulations, he's responsible for verifying that listed restaurants adhere to FSSAI norms and offer traceable food supply chains.

Goals & Motivations:

- Protect Zomato's brand by ensuring partner restaurants meet safety standards.
- Enable quick verification of ingredient sourcing and vendor authenticity.
- Automate compliance data collection and reporting.

Pain Points:

- Depends on delayed manual submissions from restaurants for certification proofs.
- No centralized way to verify ingredient traceability in real time.
- Struggles to flag non-compliant vendors proactively.

3. Ankit Shah
Health-Conscious Professional
Bangalore

- No transparency in food sourcing
- Doubts food labels without proof

Motivated to trust only restaurants that fully disclose ingredient origins

Background:

Ankit is a 29-year-old professional who regularly orders from Zomato. He's health-conscious and increasingly interested in the source of ingredients used in his food, especially for organic or vegan meals.

Goals & Motivations:

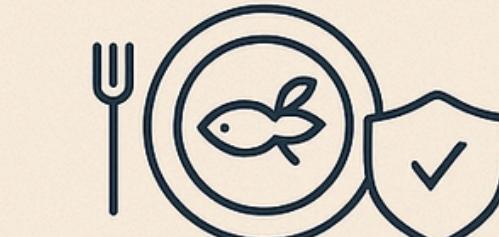
- Wants confidence that the food he's ordering is made from safe, traceable, high-quality ingredients.
- Prefers restaurants that are transparent about sourcing.
- Likely to be loyal to brands that demonstrate safety and authenticity.

Pain Points:

- Has no visibility into where ingredients come from on food apps.
- Relies only on reviews and ratings, not actual food safety data.
- Finds it hard to trust claims like "organic" or "certified" without verification.

2. USER NEEDS

	Transparent Ingredient Sourcing Clear, verifiable data on ingredient sourcing
	Real-Time Certification Verification Instant access to supplier safety credentials
	Reliable Vendor Discovery & Switching Compare, contact, and switch verified suppliers
	Reduction of Waste & Downtime Tools to minimize spoilage and procurement delays

	Centralized Operational Visibility Unified dashboard for orders, audits, and complaints
	Consumer Trust through Ingredient Disclosure Labels showing ingredient origin and compliance

Get instant access to detailed ingredient insights with every order.

Know whether your food is organic and FSSAI-approved.

See which top restaurants trust the same supplier.

Make smarter, healthier dining choices—every single time

Recent NEWS that caught our attention

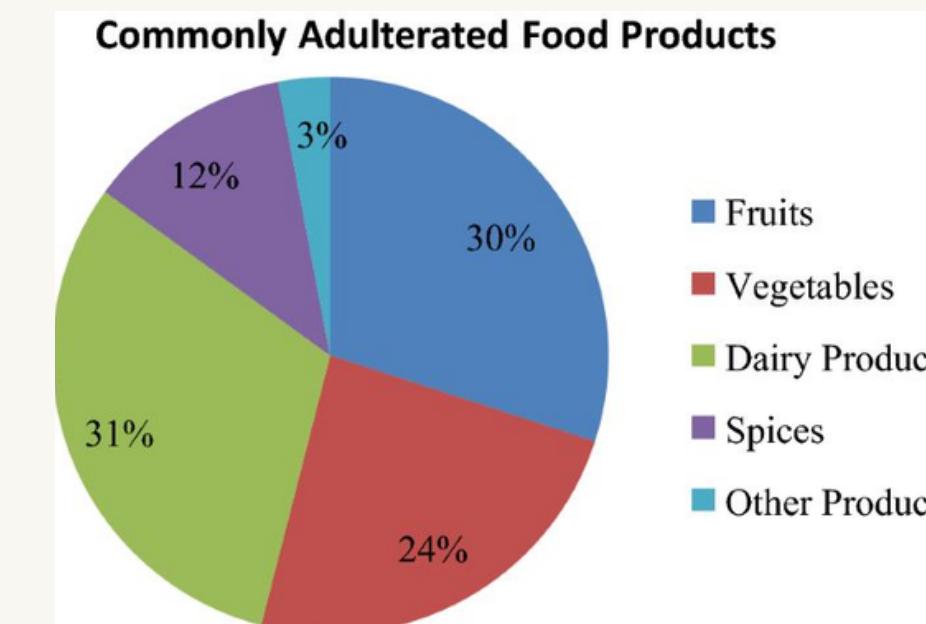
TIMES ENTERTAINMENT
BY THE TIMES OF INDIA

OPEN APP

ETIMES CINEMA VIDEOS TV LIFESTYLE VISUAL

Shocking! Only 4 Out Of 163 Paneer Samples Collected In Karnataka Safe For Consumption

LIFE & STYLE | TOI Lifestyle Desk | etimes.in | Apr 2, 2025, 21:52



Consumer finds dust particles in milk, dairy firm fined 55,000

Ram Sundaram / Nov 14, 2024, 00:15 IST

SHARE AA FOLLOW US

Chennai: Hatsun Agro Products Limited was fined 55,000 after a consumer from Avadi proved the company supplied adulterated milk.

T. Jaikrishna, a resident of Avadi, purchased a 1.5l Arokya milk can from a local dealer in March 2023 and found dust particles inside. Jaikrishna took the sealed can to the Tamil Nadu Food Safe &

TOI

From tea powder to spices: Daily food items adulterated with harmful chemicals in Bengaluru

TOI Lifestyle Desk / etimes.in / Mar 24, 2025, 23:50 IST

SHARE AA

Widespread adulteration of daily food items, including milk, spices, and tea, has raised significant health concerns in Bengaluru. Recent inspections by the FDA discovered harmful substances in popular items like tea powder and spices, posing severe health risks.

Adulteration of daily food items has become a common phenomenon. From milk to paneer and turmeric to cooking oil, every other item is being adulterated, posing a threat to human health.

FDA seize suspected adulterated food items worth ₹ 14.35 lakh

By Vicky Pathare

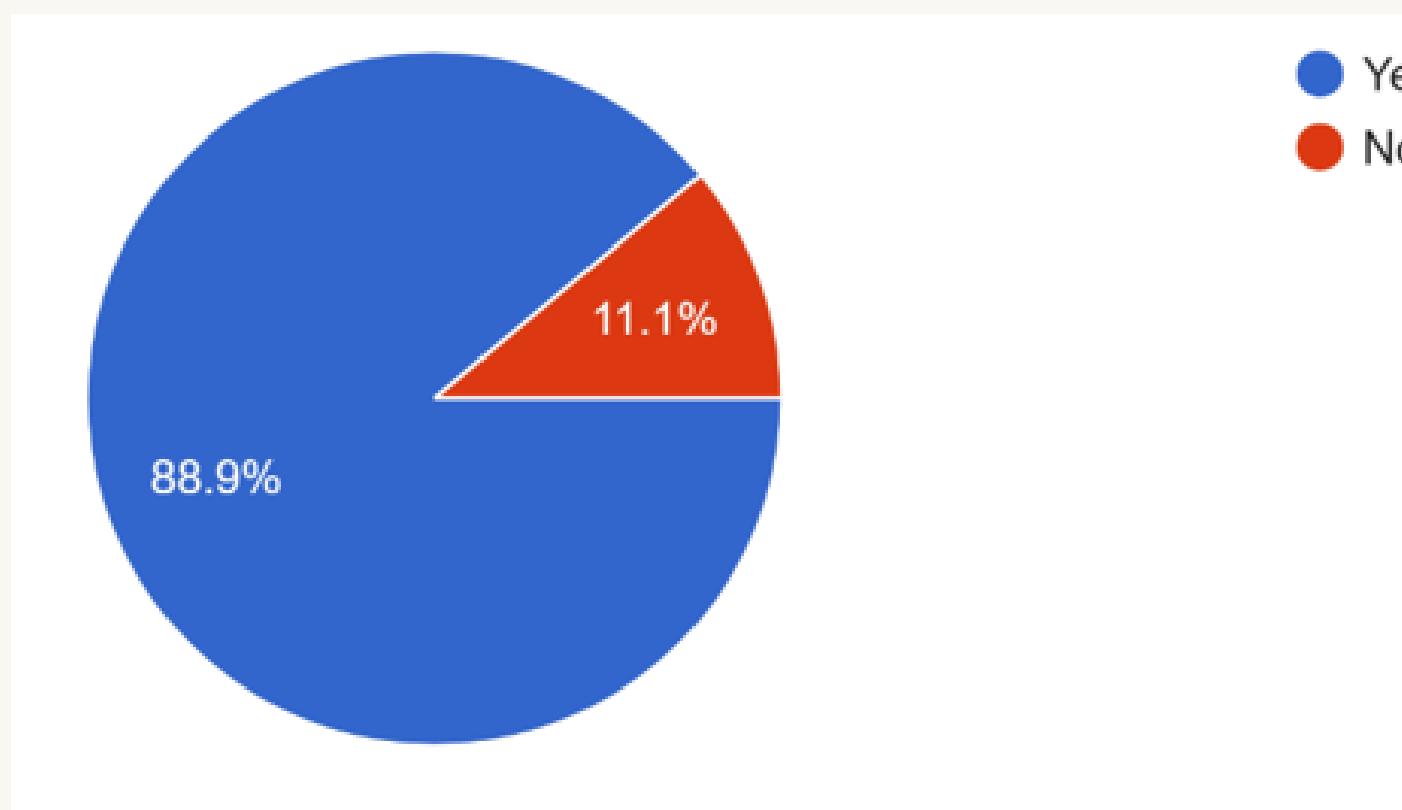
Sep 21, 2024 05:32 AM IST

SHARE AA

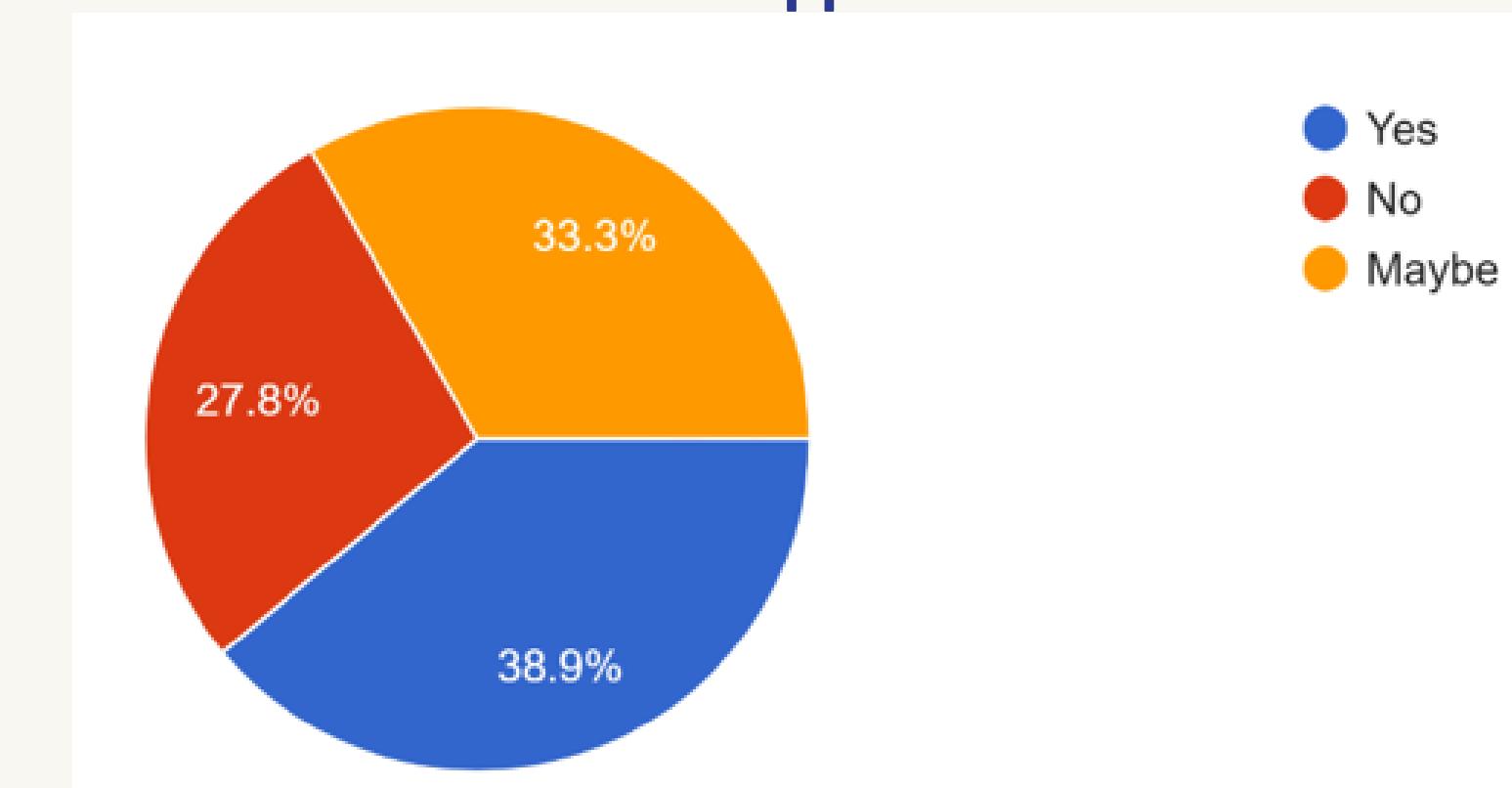
FDA Pune seized ₹ 14.35 lakh worth of suspected adulterated food during the Ganesh Festival, conducting inspections across multiple districts for public safety.

Recent Survey On Public

Customer Concerns About Ingredient Authenticity



Would you use a food transparency app?

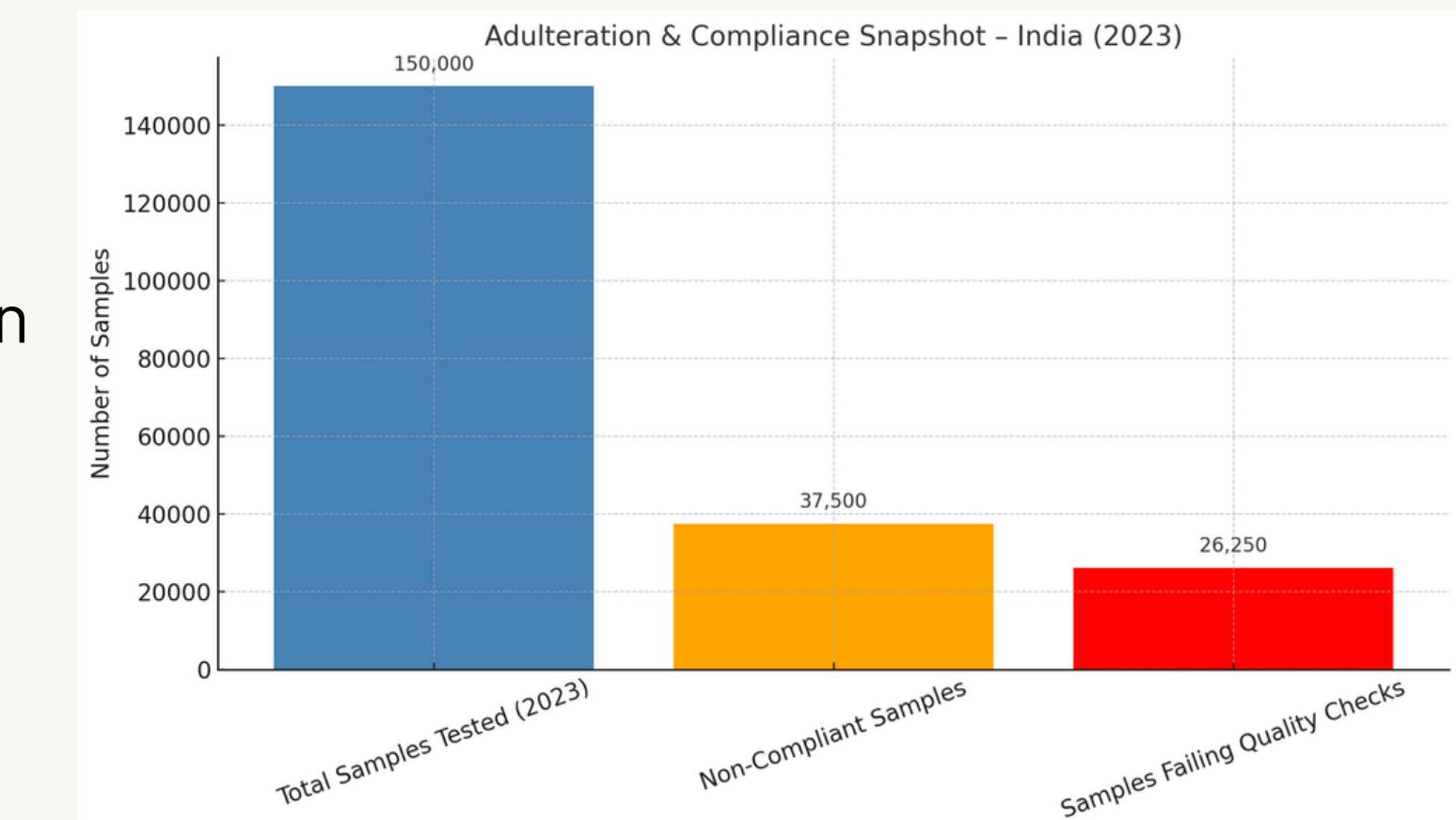


Supply Chain Vulnerabilities

Middlemen: Primary perpetrators benefiting from adulteration

Lack of Oversight: Insufficient monitoring at critical points

Knowledge Gap: Food handlers unaware of proper practices



The image shows two smartphones side-by-side, both displaying a mobile application interface for a food delivery service. The background features a large, stylized graphic with overlapping circles in purple, pink, yellow, and orange.

Left Phone Screen:

- Search Bar:** At the top, there is a search bar with a placeholder "Search" and a magnifying glass icon.
- Section Header:** Below the search bar is a blue rounded rectangle containing the text "Street Kitchen".
- Image:** A photograph of a bowl of Noodles with vegetables and meat.
- Section Title:** A yellow rounded rectangle containing the text "Noodles".
- Product Listings:** Five items are listed in a grid:
 - Wheat:** Shakthi Agro Mills, FSSAI Approved (green checkmark), 5 stars.
 - Water:** AquaPure Pvt. Ltd., FSSAI Approved (green checkmark), 5 stars.
 - Egg:** Fresh Farm Eggs Co., FSSAI Approved (green checkmark), 5 stars.
 - Vegetable Oil:** Fortune Foods, FSSAI Approved (green checkmark), 5 stars.
- Back Arrow:** A teal circular button with a white left-pointing arrow at the bottom center.

Right Phone Screen:

- Search Bar:** At the top, there is a search bar with a placeholder "Search" and a magnifying glass icon.
- Section Header:** Below the search bar is a blue rounded rectangle containing the text "Street Kitchen".
- Image:** A photograph of a bowl of Noodles with vegetables and meat.
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3. Problem Statement:

Now picture this –
When your food arrives,
so does a story:

Which verified supplier
provided the ingredients

This isn't just a meal—it's transparency
on your plate.

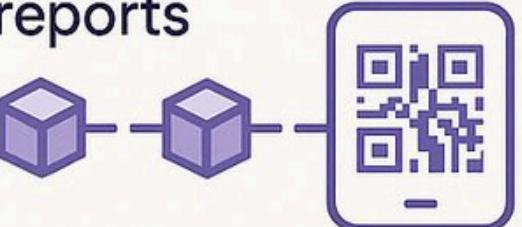
The ripple effect:

- Drives restaurants to choose better suppliers
- Raises industry standards
- Gives you the power to choose quality

Where the paneer
was sourced
Whether it's organic,
FSSAI-certified,
and lab-tested

Behind the scenes:

- Integrated APIs with delivery platforms
- QR codes linking to real-time ingredient reports

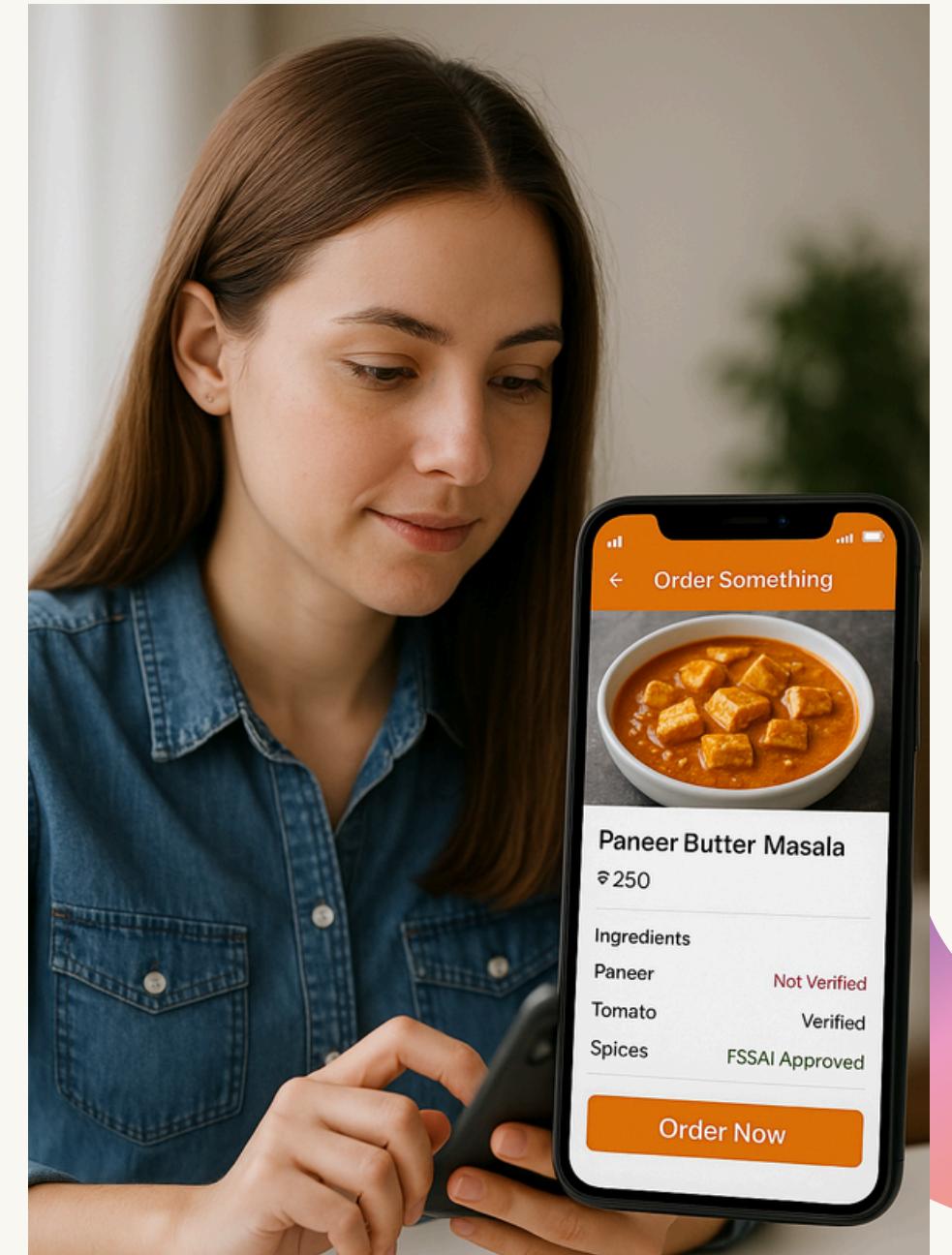


**Ordering Butter
Paneer Masala?**

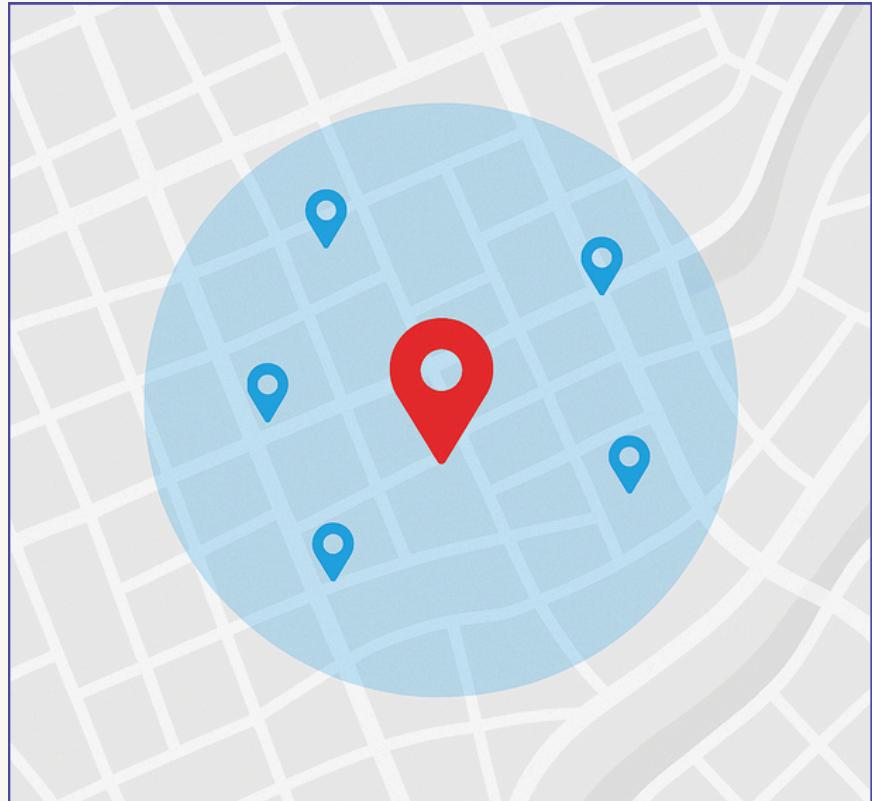
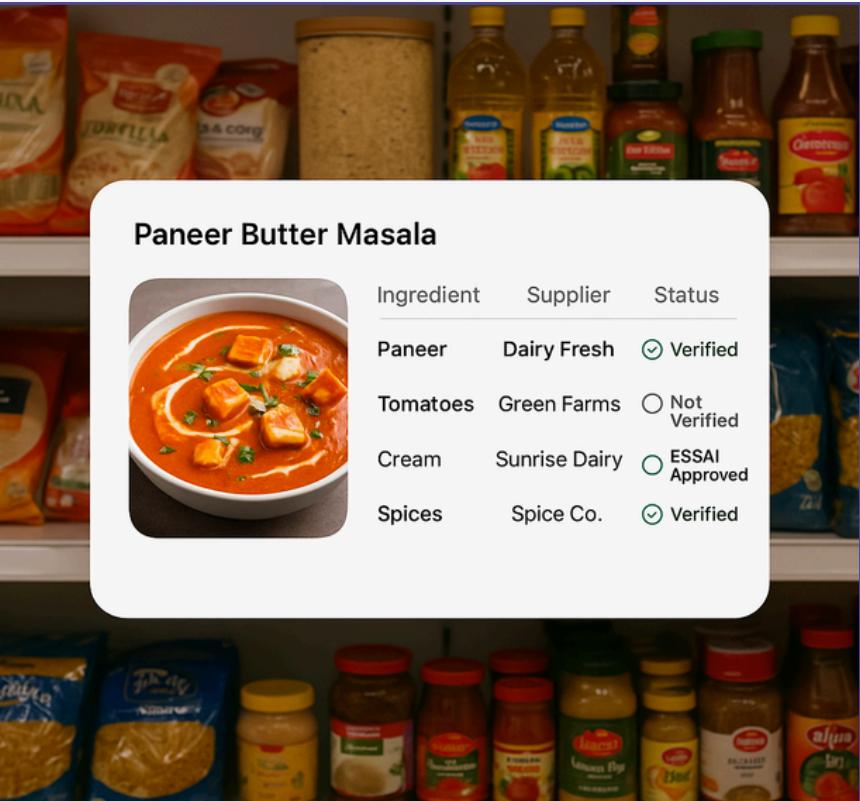


3. Problem Statement:

- Lack of Transparency
- Inefficient Partner Switching
- Poor Tracking & Audit Capabilities
- Real-time FSSAI Validation Issues
- Absence of Streamlined ERP



4. SOLUTION

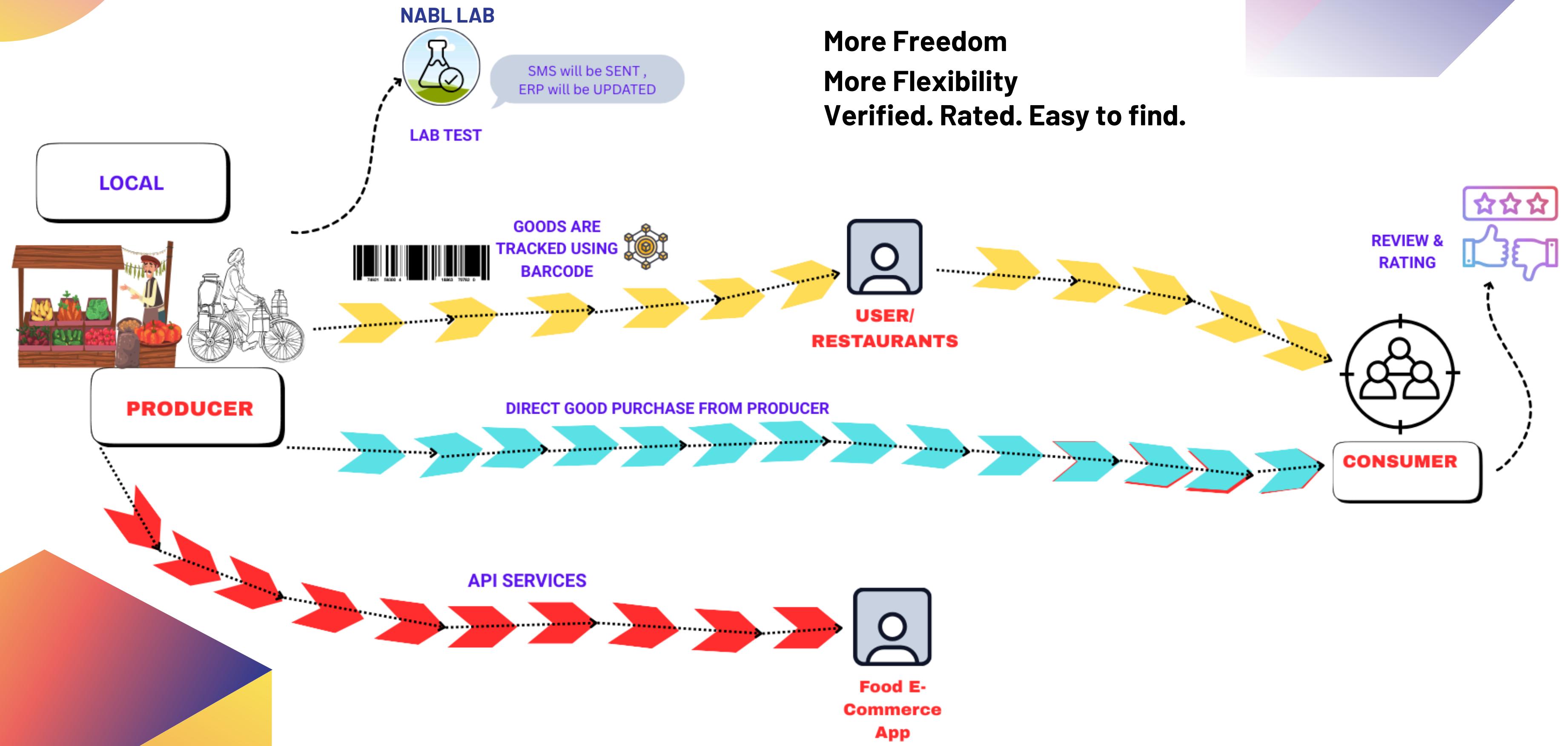


Customer

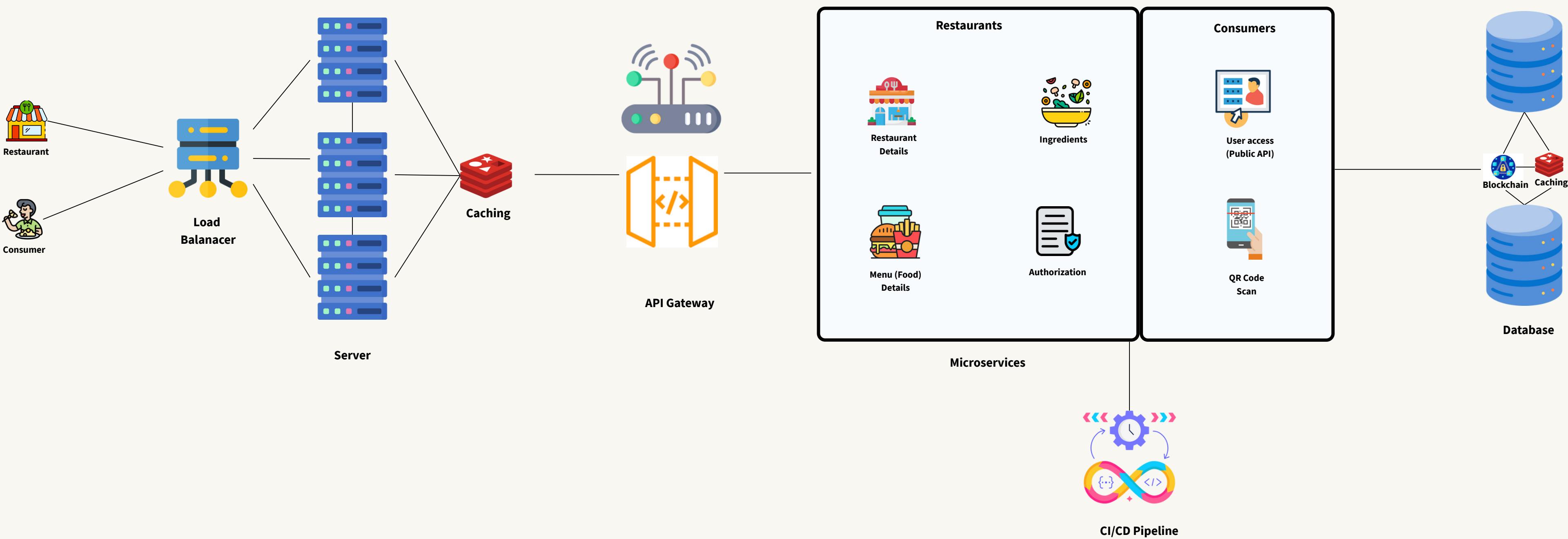
Linking of Buyer
and Supplier

ERP Tool

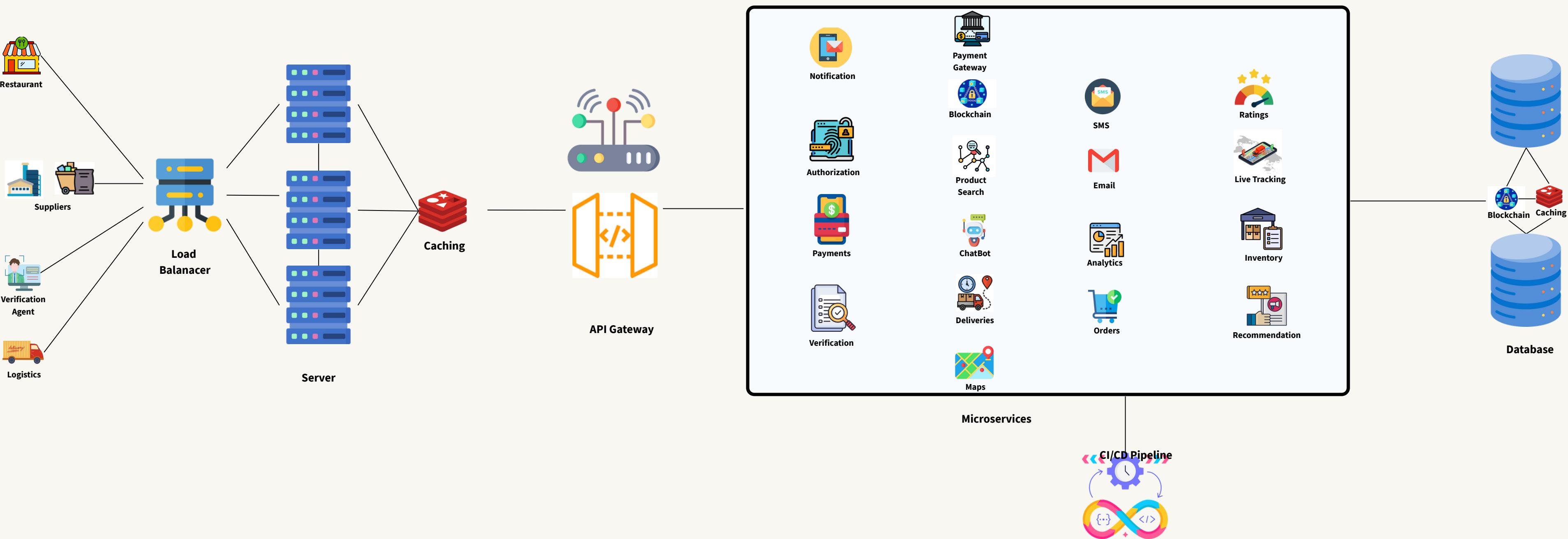
**More Freedom
More Flexibility
Verified. Rated. Easy to find.**



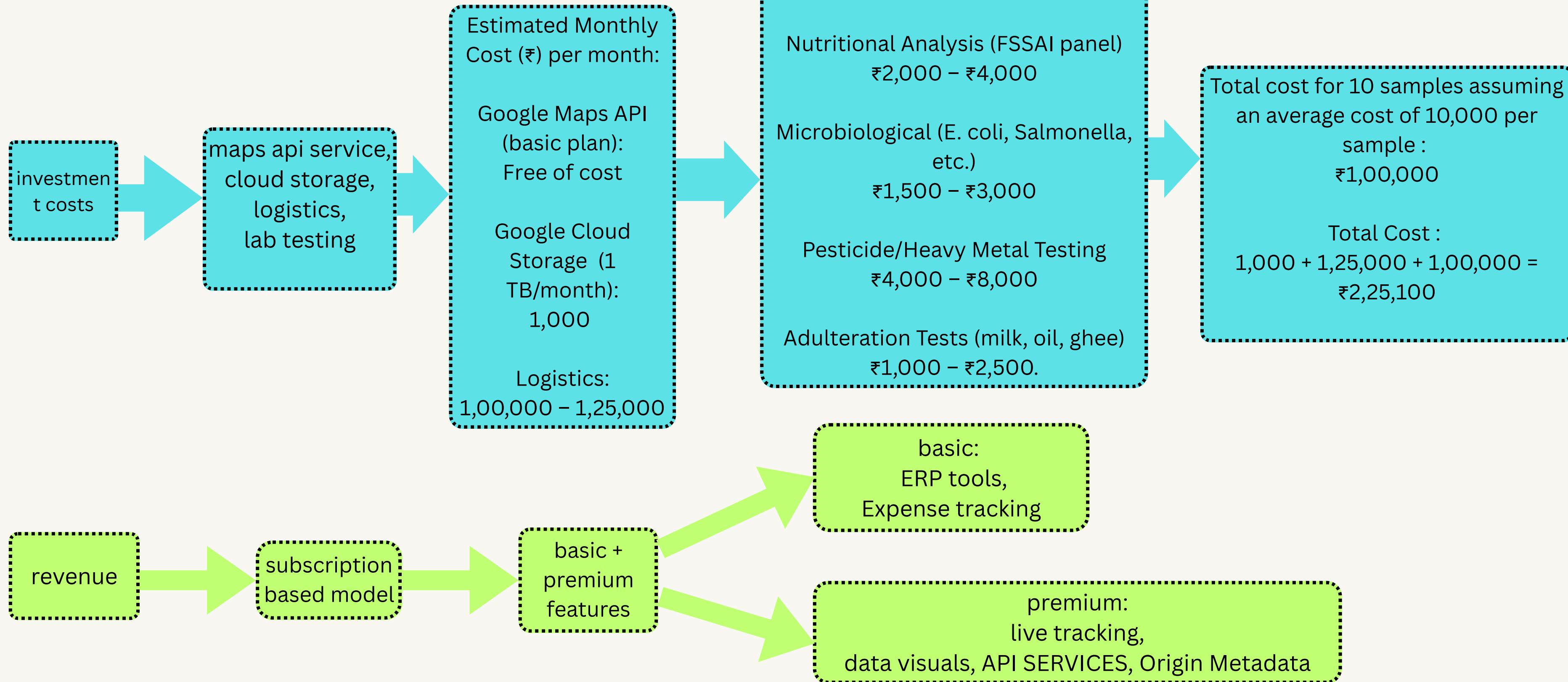
System Architecture(Restaurant)



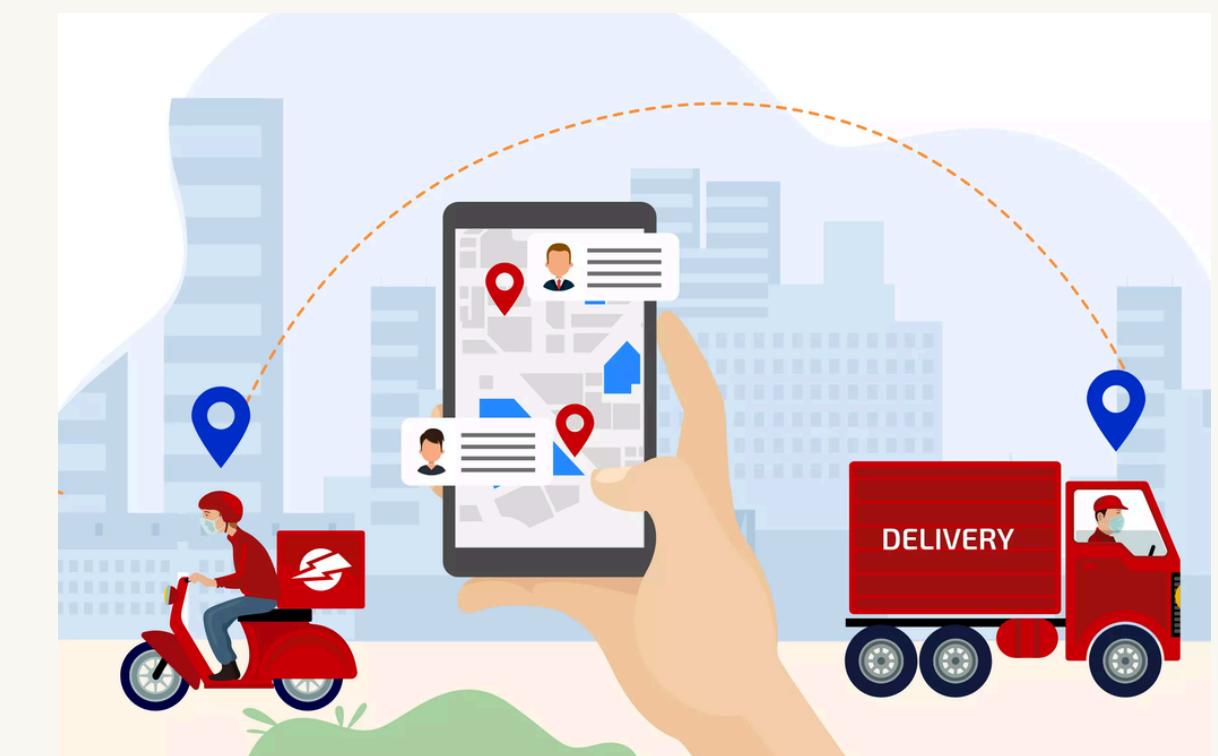
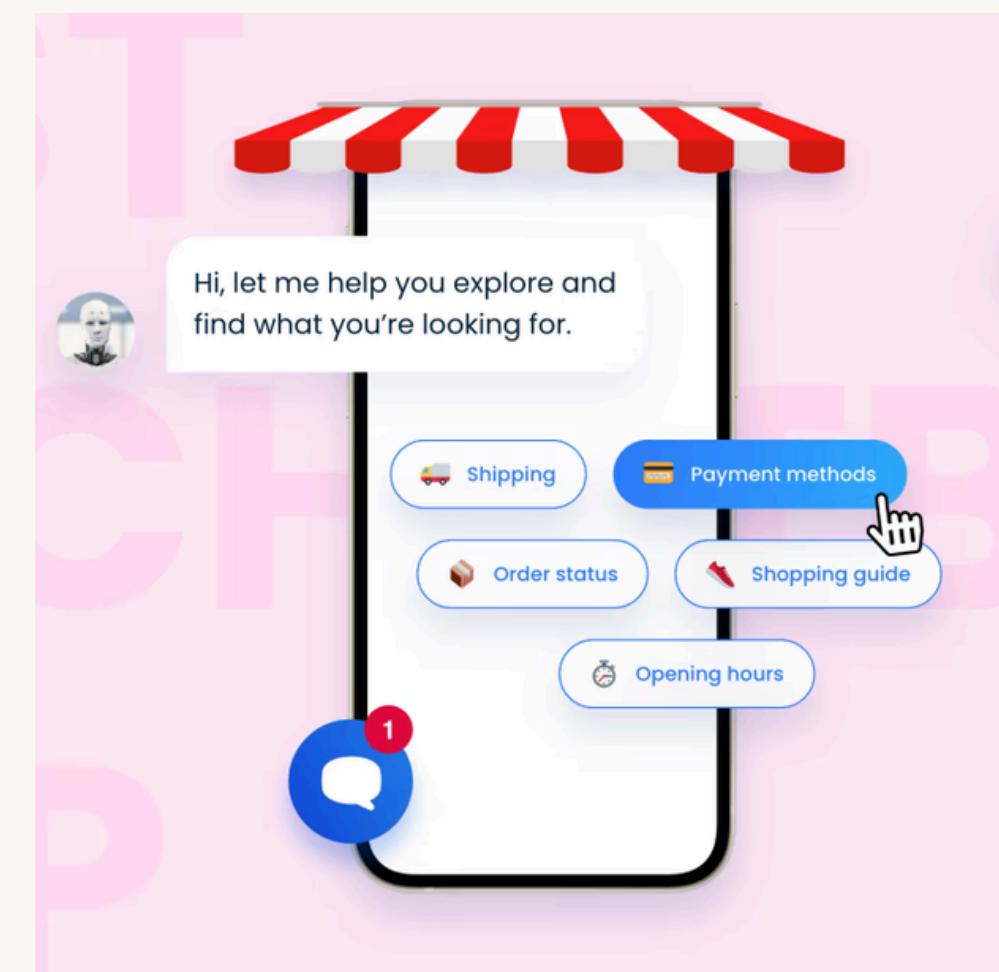
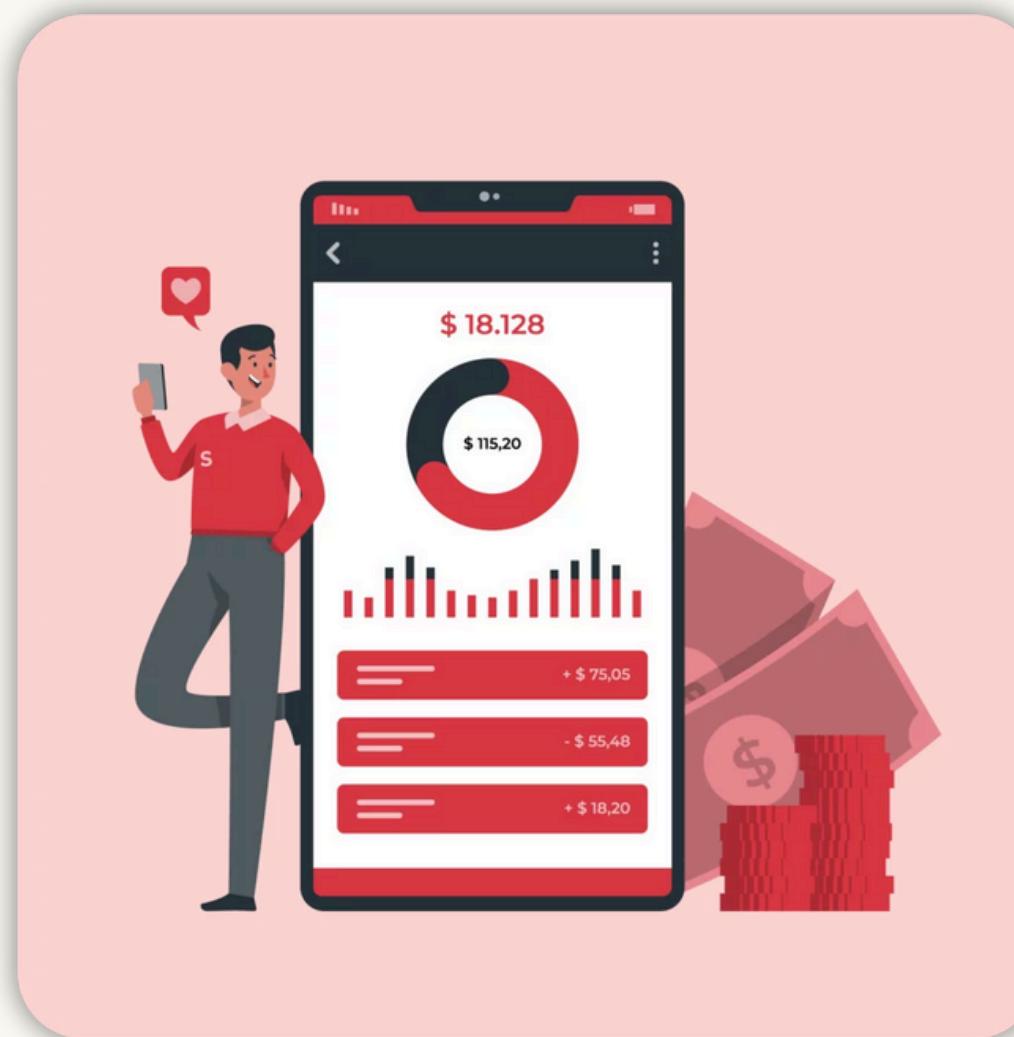
System Architecture (E-Commerce)



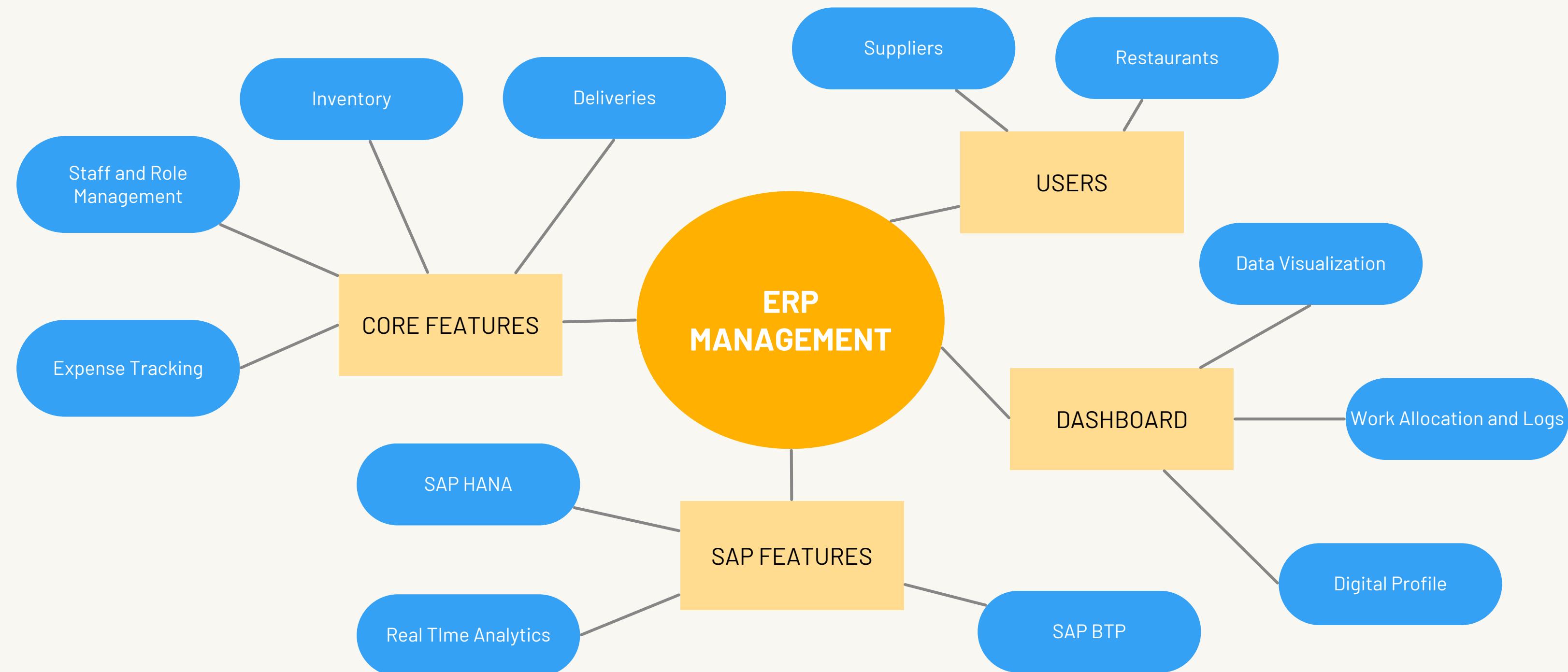
Business Model



We are brokering deals as well as earning revenue (via subscription)

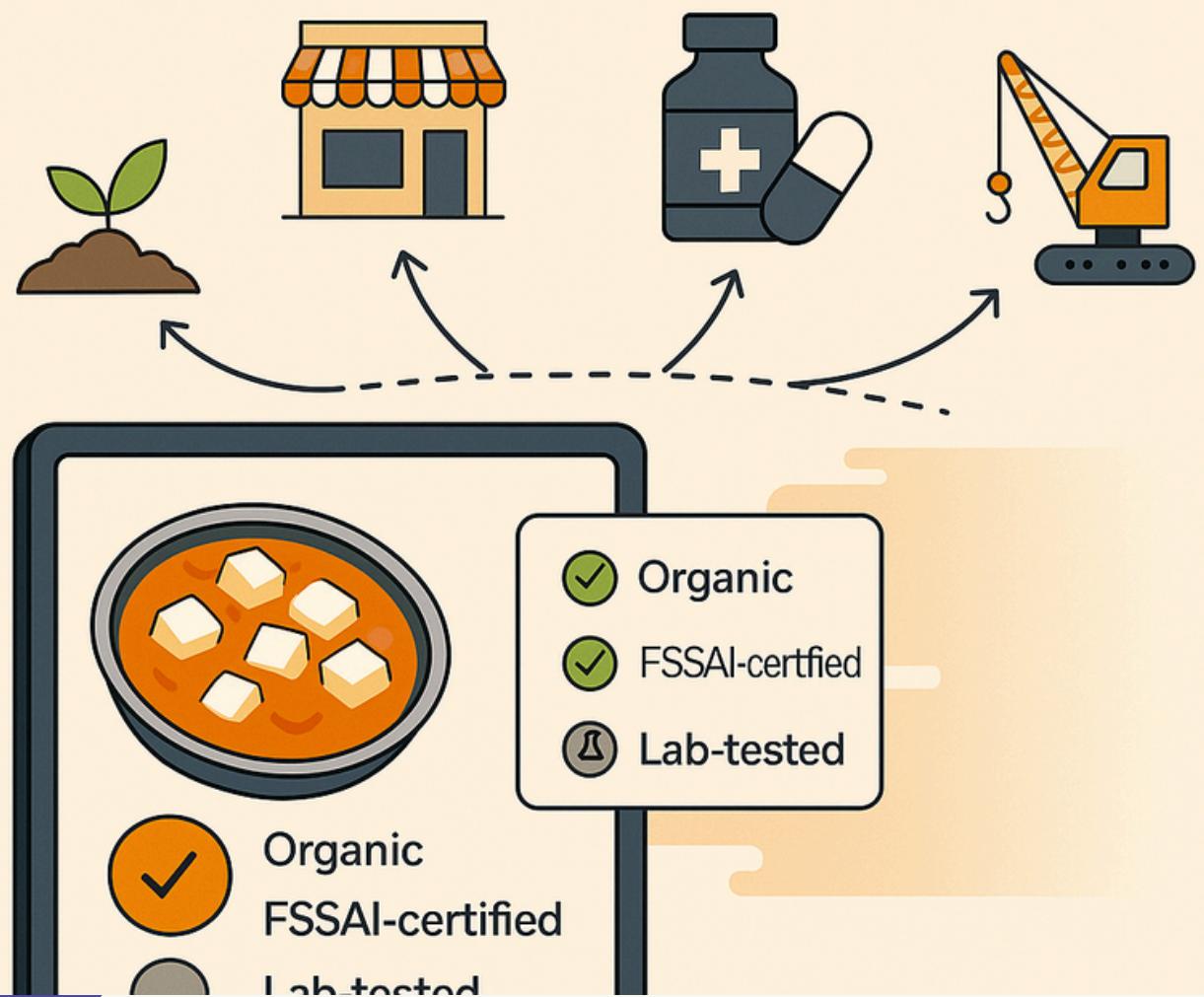


ERP Management



Scalability

It's just the beginning



→ It starts with food, but it doesn't stop there. Our platform scales to agriculture, pharma, cosmetics—any supply chain that demands trust.

→ With a modular system powered by SAP, we're ready to adapt and grow across industries, one verified supplier at a time.

Thank You

