

DM565 Innovation Project

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1 Introduction

This report concerns the innovation project in the Formal Languages and Data Processing course. The task of this project is to find an idea for a product involving some type of open data, and then evaluate the this idea as a basis for a startup in a structured manner with the business model canvas. Finally we need to construct a prototype showing the idea in practice.

2 Idea Description

The basis of the idea is to web scrape recipes of different sites, to create a database of various recipes and the ingredients of these recipes. This database of recipes and ingredients will then be paired with the cost of these ingredients included in the recipe. This will enable us to show an estimate of the cost of making the recipe. The cost of the different ingredients can be found using the public product suggestion API made by the retail company Salling. This API references the prices on the `bilkatogo.dk` website. Another resource for current pricing information is from the `etilbudsavisen.dk` API, which shows the current offers of local chains. Prices are also available on some pages that do not have any APIs. Here is another place that we may need to use web scraping. This price information can be used to let the users query recipes based on their specific budgets. Another way for the product to utilize the price information, is that the user can input their current owned ingredients, and get suggestions on recipes of which the user is only missing a few ingredients to be able to make. This can help combat the waste of food.

3 Idea Evaluation

For evaluating our idea the business model canvas will be used. The business model canvas is a template for systematically documenting the business model of an existing business or prospect startup. The business model canvas focuses on four different key areas of a building a sustainable business:

1. Infrastructure
2. Offering
3. Customers
4. Finances

3.1 Offering

The offering is the our value proposition. The value proposition is the services that our product provides. The value proposition is what sets the product apart from the competition. To answer what our value proposition we must answer some questions:

- What value we deliver to the customer?

The value which we provide to the customer, is to give the ability to view prices of items that are in a given recipe, this will also present the total cost of the recipe to the customer. The product will also provide value in enabling the customer to submit their own recipes, to share with other customer.

- Which one of our customer's problems are we helping to solve?
- What bundles of products and services are we offering to each Customer Segment?
- Which customer needs are we satisfying?

3.2 Infrastructure

3.2.1 Key Activities

The key activities, are the most important activities for executing our value proposition.

3.2.2 Key Resources

3.2.3 Partner Network

3.3 Customers

3.4 Finances

4 Prototyping