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 the web scrape recipes of different sites, to create a database of various recipes the ingredients of these recipes. This database of recipes will then paired with the cost of these ingredients included in the recipe. This will enable us to show an estimate of the cost of 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. 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 suggestion on get cheap 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 Infrastructure

3.2 Offering

3.3 Customers

3.4 Finances

4 Prototyping