

Elevator Pitch:

The world is full of food with heat and flavor, however not everyone's pain tolerance for heat is the same. This is why I have created the app for all things hot (or not hot if you prefer) called the burn me up scotty! Essentially what this app allows you to do is customize a hot sauce specifically catered to your heat and flavor preferences! Once you have customized your bottle, we will make it and ship it directly to your door!

Assumptions:

- Although the app and business will be targeted to all heat preferences, mostly people with higher heat tolerances will use this app
- Hot sauce lovers will love to customize their own sauce
- Non-hot customers will love being able to have the right amount of flavor and heat in their chosen sauce.

Problem Statement

People have various tastes of hot sauce preferences.

Survey Questions

<https://docs.google.com/forms/d/1IVltzpkztQ3NbgdVBBCDo6-oshvcuhxdoAgFg-bVkOGE/edit#responses>

1. Do you like to have any sauces with your food?

2. Would this app sound like something you or a family member would use based on this pitch?

"The world is full of food with heat and flavor, however not everyone's pain tolerance for heat is the same. This is why I have created the app for all things hot (or not hot if you prefer) called the burn me up scotty! Essentially what this app allows you to do is customize a hot sauce specifically catered to your heat and flavor preferences! Once you have customized your bottle, we will make it and ship it directly to your door!"

3. How hot do you like your sauces? If you don't like sauces, put N/A.

4. What peppers and "hot" veggies can you tolerate?

5. What Brands of Hot Sauces do you like?

6. What foods do you use Hot Sauces on?

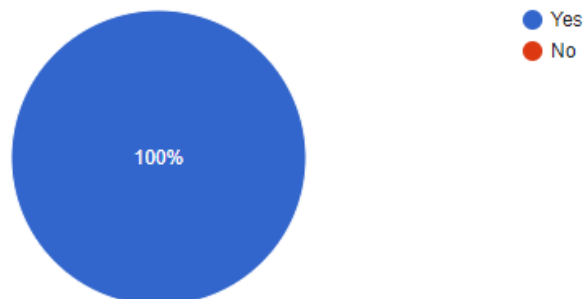
7. How much would you spend on a customized hot sauce bottle?

Key Findings from survey:

From the google survey that I did, it appears that everyone loves to have some sort of sauce with their food.

Do you like to have any sauces with your food?

7 responses



What I found interesting is that most people in this group like some degree of hotness in their sauce.

The range came from Very hot to moderate, with only one giving a 3 out of a 10 scale.

How hot do you like your sauces? If you don't like sauces, put N/A.

0 responses

Very
5/10
hot hot hot
a 3-4 on a scale of 1-10
habanero hot
Medium
Moderate
like a 5/10
I generally like it hotter than most

This is further explained with the brands of hot sauces that people like:

Tapatio, Valentina, Sriracha

Tabasco, Sriracha, Tapatio

Pepper palace

I love sriracha and trying any new local brands

El yucateco, truff

taco bells hot sauce

Tapatio, Cholula

Go to is Cholula, idk if that counts lol

Franks Red Hot, Buffalo Wild Wings

These brands range from hot to medium. The survey subjects claimed to use the sauces on most foods.

Based on these survey results most people love sauces, but they have a varying degree of pain tolerance for hot sauces. This proves the problem statement from earlier and shows how useful this app can be, given people can customize exactly what type of sauce they want depending on their heat tolerance.