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KEA MMD INT 18



NEVER EAT ALONE

A social dining app that connects Danish and international students through a shared meal



But why? The problem is that...

- SU receiving students: 646 (2013) vs 6770 (2017)
- **BUT 4 out of 10** SU receiving students leave Denmark after studies
- **AS A RESULT** the no. of international students at business academies and professional colleges reduced by 25 % in 2017
- Why leave the 3rd happiest country in the world (2018)? **Lack of social and professional network**
- Network – 2nd most used recruitment channel by Danish companies
- **WHILE** Ease of Settling in Index 2017 (consists of categories feeling welcome, language, friendliness and finding friends), Denmark ranks 65 out of 65 countries
- **So, it is really hard to make Danish friends**

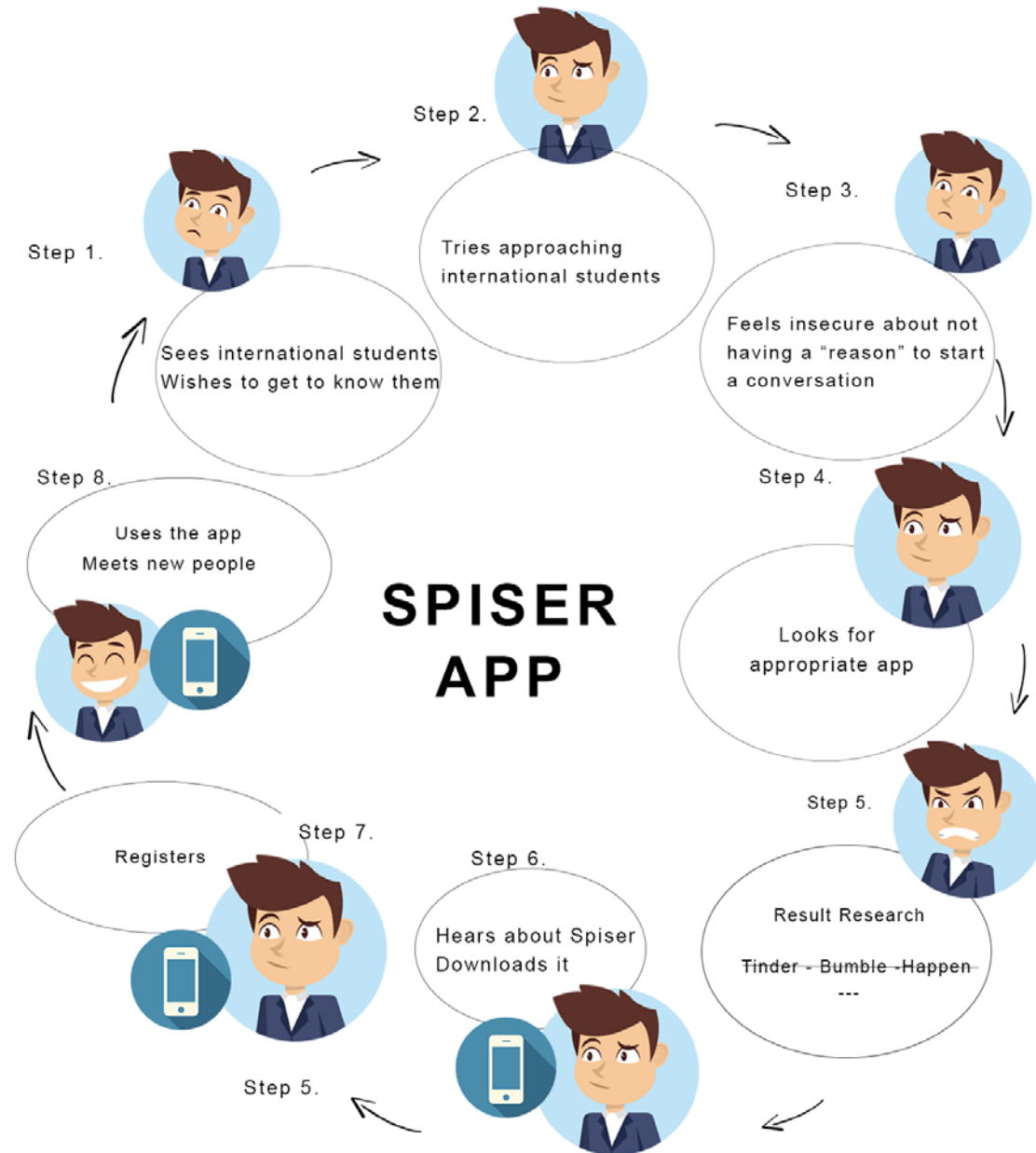
Persona: Jens Dansker



20 years old Danish student, living in Copenhagen

- Active
- Open-minded
- Friendly
- Interested in connecting with international students, but doesn't know how
- Likes cooking in his free time

Customer journey



Business model



crowdfunding, state grants, partnerships with restaurants, supermarkets by placing adds and offering discount vouchers, (franchise)



influencers, social media, postcards & posters at higher education institutions, cafes, libraries, word of mouth, raising awareness by arranging social dining events



higher education institutions, offline & online supermarkets

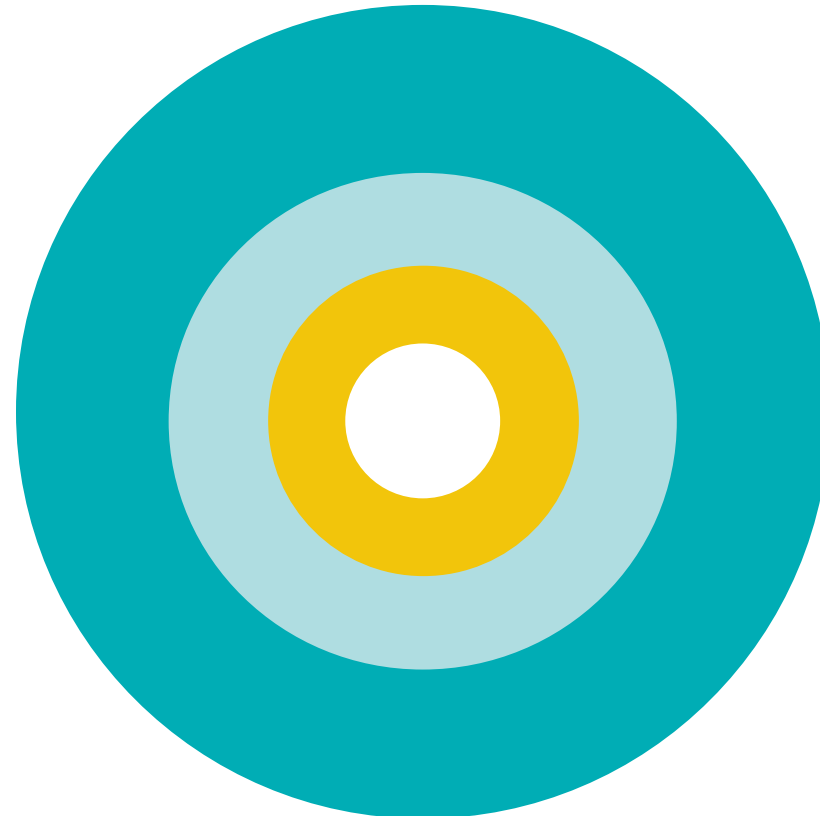
Visual identity



Oxygen regular

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ



[Link to website](#)



[Link to App prototype](#)

