

Bites – Let's make lunching easier

Team Members and Roles

Our team is comprised of six highly motivated individuals coming from different backgrounds. Based on past experiences and expertise, we have assigned a role to each individual.

Product Manager: Natalie Ha

Natalie will oversee the whole project throughout the development phase. She is responsible for setting schedules, tracking progress and resolve disputes among team members when necessary. On the product side, she will also keep track of the market and brainstorm any feasible new features.

Data Engineer: Jingjue Wang

Jingjue has the responsibility of setting up the pipeline of data scraping, data cleaning and transformation. The resulting data files will be stored in a well-designed PostgreSQL database.

Data Scientist: Liz Chen

Liz needs to figure out what kind of data we should track and perform relevant analysis accordingly. She will also simulate user behavior data for both demonstration and analytical purposes.

Front-end Engineer: Chuan Xu, Yue Lan

Chuan and Yue are going to design the user interface of HTML web pages and take care of all the necessary JavaScript and CSS to make sure the features work well on the front end and meet product manager's requirement.

Back-end Engineer: Guoqiang Liang

Guoqiang should build and maintain the website server. He needs to work closely with both the Data Engineer and the Front-end Engineer to make sure the appropriate data is fetched and passed onto the interface.

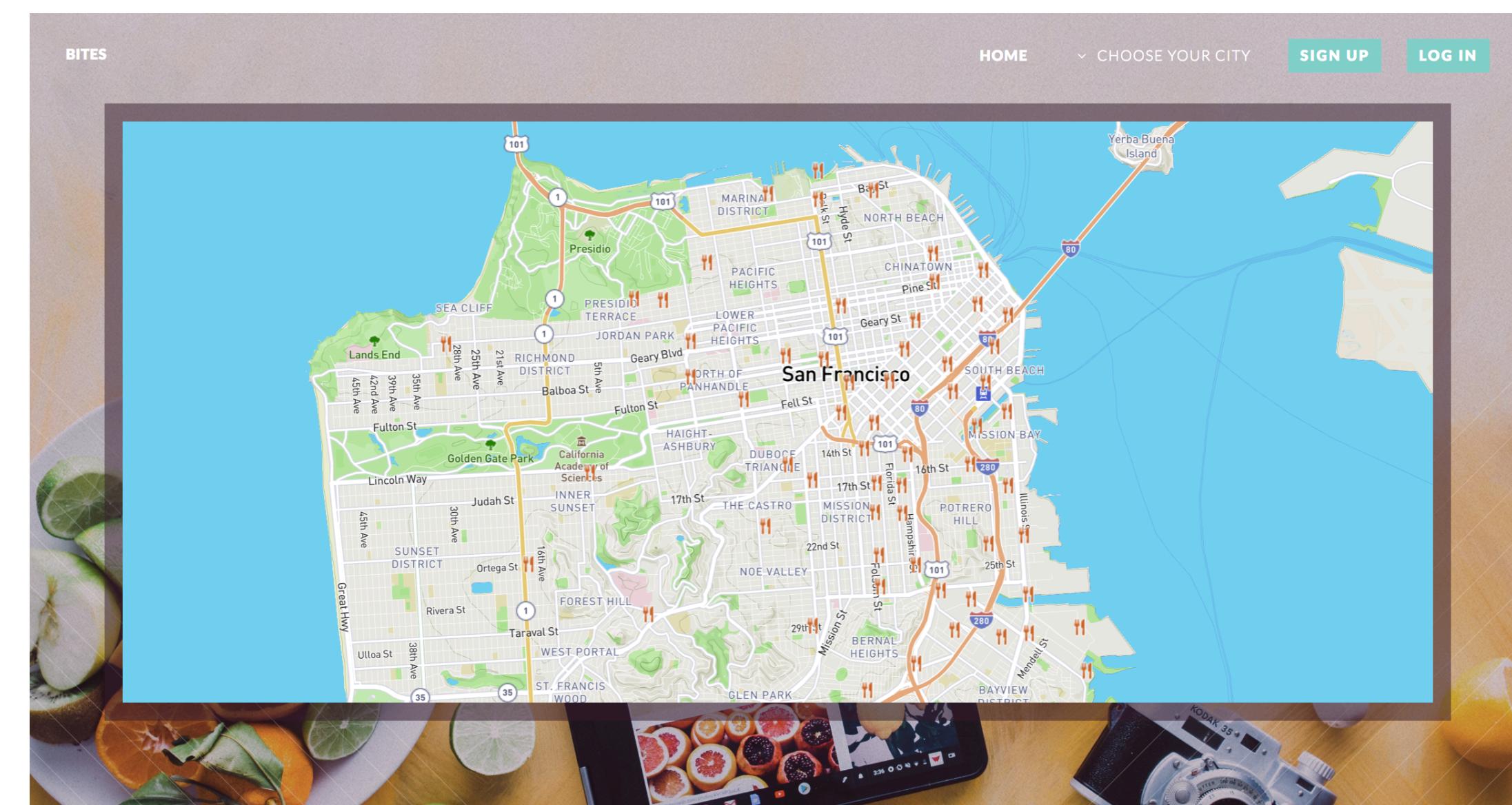
Technologies Used



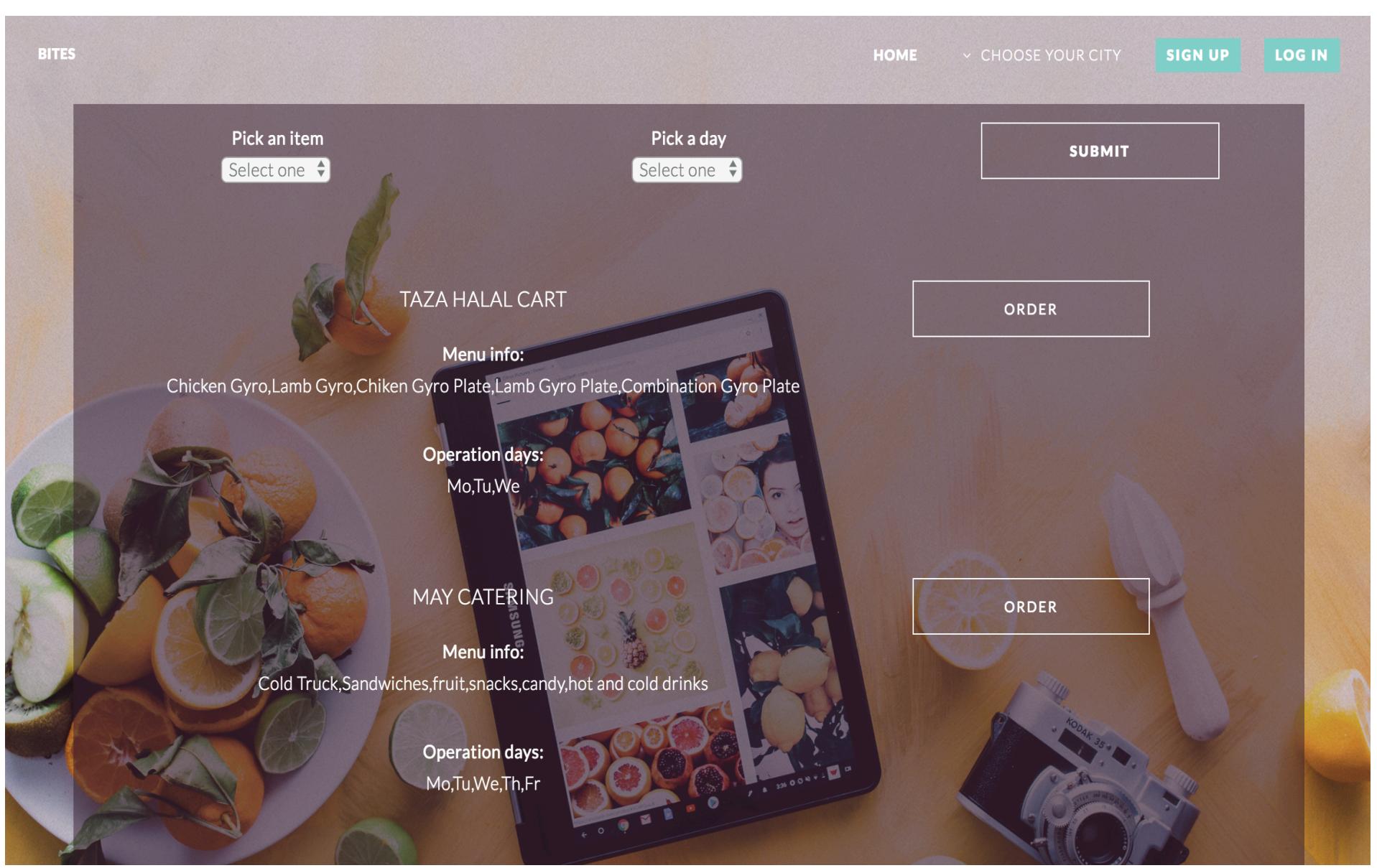
Current Product

Food Truck Map

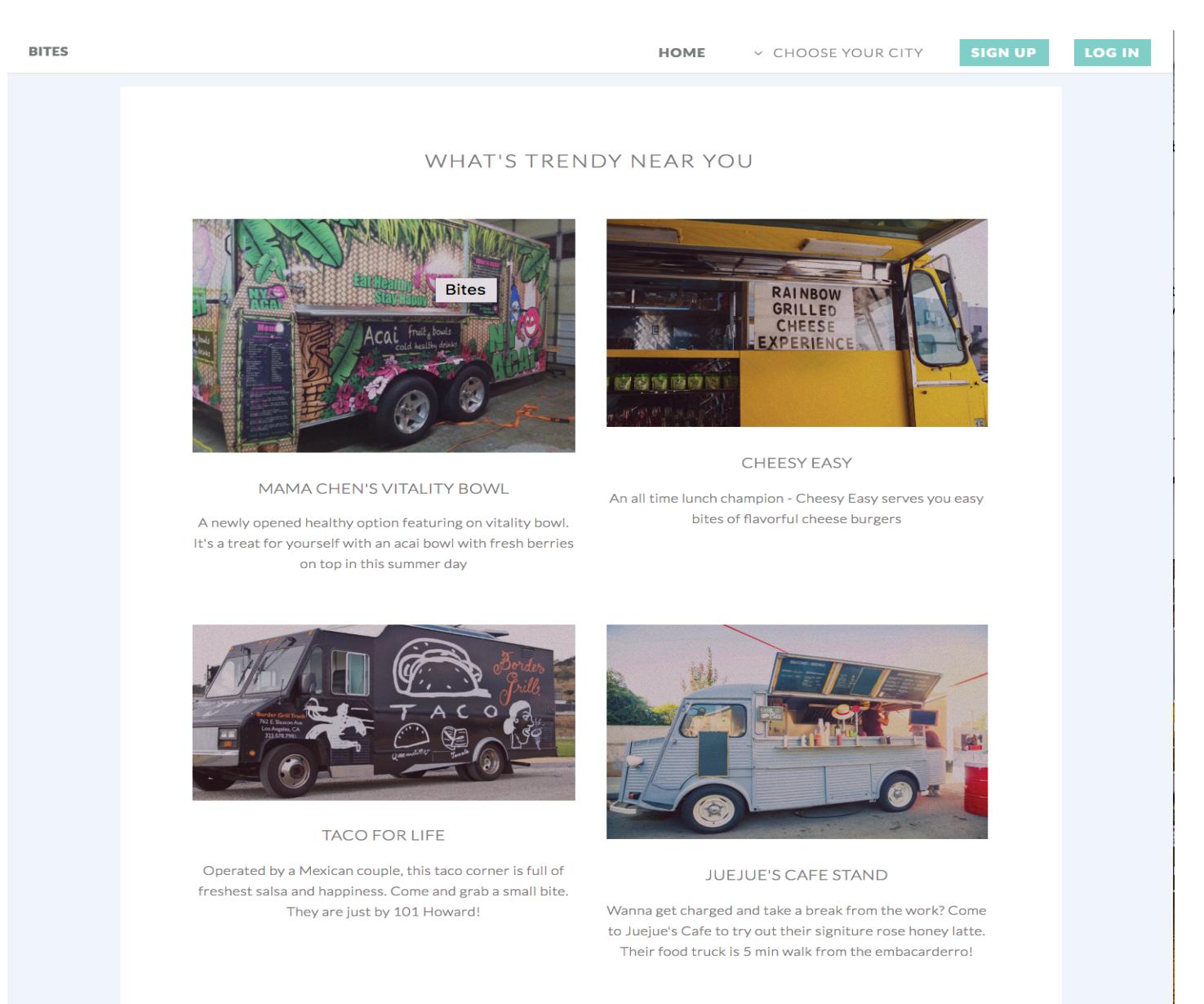
Reliable, daily updated data about food trucks collected from open source government API. Currently only available for San Francisco.



Order Online



Suggestions and Trending Food Trucks



Future Extensions

Provide Customer Analytics

We plan to provide customer analysis for our premium seller users to help them make data-driven decisions. Analyses of diner's behavior will include information such as customer retention rate, lifetime value, acquisition cost, etc. Small businesses will also be able to directly take action through our platform by sending out promotions to targeted customers identified by the analysis.

Increase User Base

We plan to reach out to more frequent food truck diners in San Francisco. We will identify them from active food truck followers on twitter and yelp and push advertisements to target users. We will also award our seed users with promotions to encourage them to share the experience using our product to more potential users.

Extend Our Market

We started our product with food trucks and beverage business in San Francisco. We plan to extend it to other food markets, such as small restaurants, cafes, and bakeries.

For next steps, we will increase our market to the whole Bay Area. We will also extend the platform to businesses in other cities in California, and further to other cities in the U.S.

Market Analysis (Pitch)

The goal for Bites is to provide a platform where we can connect customers with small food and beverage businesses.

For customers, we provide them with place to easily find reliable information about food trucks. For small businesses, we provide them an easy way to access their potential customers and analysis to make data-driven decisions. Analyses that will be provided include customer retention rate, lifetime value, and acquisition cost. Businesses will also be able to directly take action through the platform by sending out promotions to targeted customers.

Targeted Users

The users of our product include both ends of the platform. The seller side consists of food truck owners, and the buyers side consist of various diners. The basic version of the product will be entirely free for both sellers and buyers, while additional features such as analytics and customer relationship management (CRM) tools or promotion campaigns will be offered at different prices to business owners. Bites' initial targeted customers are food truck businesses. Food trucks are small businesses and they mainly generate profits by making money from selling lunch in downtown areas during weekdays

Willingness to Pay - Motivation

Food truck owners understand their targeted customers. Most of their customers are busy professionals working in the downtown area, who have limited time for lunch break but a desire to try something new or popular nearby. Therefore, food truck owners will have the hope to increase exposure to people in nearby areas to maximize the daily profits.

Even though there are services or products for restaurant CRM, there does not exist any CRM product targeted to small businesses, especially food trucks. However, we consider this as a pain point in the market. Food truck business is competitive, facing competition from nearby food trucks as well as larger businesses in the nearby areas. Utilizing data can help food trucks stand out among their competitors. Bites can provide food truck owners a service to improve customer satisfaction, acquire potential customers, and increase customer retention by tracking the traffic of their businesses.

Market Size

Food Truck Industry Statistics	Data
Annual food truck revenue	\$1,200,000,000
Industry revenue increase over the past five years	12.4%
Total number of food trucks in the U.S.	4,130
Average revenue generated per food truck	\$290,556
Average spending per order at a food truck	\$12.40

According to a research conducted by Statistic Brain on August 5, 2016, the annual food truck revenue amounted to \$1.2 billion at a growth rate of 12.4% over the past five years, and is expected to continue with the growing trend in next five years.