

Product Ideas

Platform/Application Type

Coupons/Rebates/Promotions

Shipping/Transportation

Advertisement and Marketing

An app that takes in the food items in the users' fridge/pantry and generates recipes based on those items

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A mobile app or website that works as the users' "virtual pantry"

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Offer promotions for users that are more likely to have food that goes to waste (i.e. college students)

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A way to transport food to the users

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Utilize social media to draw in a younger audience (younger people waste more food on average)

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A subscription-based program that sends recipes and ingredients to the users

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A leaderboard in the app for most popular recipes, easiest recipes, etc

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Offer promotions to new users to draw in more users

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Laws require foods that need to be refrigerated to be transported kept at 41 degrees Fahrenheit or lower

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Partnership with grocery stores

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A restaurant/grocery store supplier that advertises healthy, nonperishable foods to reduce the food that goes to waste

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Allow users to add friends in the app and share pictures of what they've cooked

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Send coupon codes to college campuses to distribute with textbooks/in dining halls

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By the law, only certain types of vehicles are allowed to transport food in order to prevent microbial contamination

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Send promotions and coupons in the mail

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Make cooking "fun" by gamifying the process. The food that you make feeds a pet, gets you experience, etc.

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The more users interact with the app, the more promotions they receive. When they post pictures of their homemade meals, they gain points that can lead to getting a food care package

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Drivers are only allowed to drive for 8 hours at a time before taking a 30-minute break

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Partnership with services that college students utilize (i.e. Chegg, university bookstores, etc.)

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Promote not allowing food to go to waste by sharing information on composting

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