

## Appendix A: Venture Outline

<b>24749 Entrepreneurial Marketing Management (2021 Spring)</b>	
Your Group Number	1B
Company's Name	Radiant Waiter
Proposed Project (Brief Description)	<p>Hopan: The Smart Way to Cook</p> <ul style="list-style-type: none"> <li>– AI powered smart pot.</li> <li>– Smart App integrated cooking with recommendations for recipes, sharing new recipes with friends and eating meals out of the same pan!</li> </ul>
Project Link	<a href="http://kck.st/3A6CDdz">http://kck.st/3A6CDdz</a>
Funding Goal and Current Status (% and/or \$)	<p>Funding Goal: AU \$27,760</p> <p>Current Status: 100% with 14 days to go</p>
Marketing Budget that you propose	20% of funding amount
Current/Proposed Target Market	Students (young independent adults aged 16 – 25)
Competitive Advantage	<p>An all-in-one electrical cooking pot that can cook on any surface, with built-in Bluetooth enabled by an AI smartphone app.</p> <p>(Competitor has a similar electrical hotplate powered by a Bluetooth smartphone app – but it is not an all-in-one pot nor can it cook on any surface.)</p>
What marketing activities and strategies would you like to suggest to the company?	<p>Limited budget so will be limited to a social media campaign initially, seeded by the initial backers of the product, as well as considering:</p> <ol style="list-style-type: none"> <li>1. Influencer marketing, celebrity chef endorsements, cooking competitions</li> <li>2. Online retailer partnerships that charge a certain commission on sales – Groupon, Kogan, Amazon.</li> <li>3. Search Engine Optimised advertising links</li> <li>4. Community driven recipe sharing websites</li> <li>5. University clubs, orientation activities, discussion groups</li> </ol>