

Concept Statement

Hopan: The Smart Way To Cook

Cooking like a Masterchef is easy with Hopan: the smart cooking pot and AI mobile app.

Too busy to cook? Try this AI electric powered pot that does the cooking for you. The star of the show is the AI powered mobile app that connects with the handle of the Hopan smart pot via a powerful Bluetooth connection, to regulate the cooking temperature and a lot more!

Are you a culinary beginner? Or on a tight schedule? That's no problem as every recipe has a 'Smart Cook' button at the bottom and when pressed, the app will tell you what you need to do and when to add the ingredients, while activating the Hopan smart pot to set and regulate the cooking temperature autonomously so you can just sit back and relax.

Whether you're a beginner or professional cook, our app features a variety of tasty recipes that display the exact temperature required to cook them and is important when cooking more advanced recipes. You can choose between meals that take fifteen minutes to prepare or more complex meals that will take more time.

Hopan is an all-in-one electrical appliance and the only pot you'll ever need. Suited to modern, busy individuals, it can do it all, in the same unit. Featuring well-crafted components and a non-stick inner surface, Hopan makes cooking an effortless experience and fun. Unlike other electrical cookware though, Hopan is easily cleaned and dishwasher safe.

The outer shell of the Hopan is insulated using some of the best technology on the market so that even when cooking at high temperatures, you can touch the outside without gloves or heat protection and move the Hopan.

Don't dirty extra dishes as you can adjust the temperature inside the pot using the app, to keep your food warm enough while using the Hopan as a bowl. The advanced heat insulation also provides versatility unmatched on the market, to use the Hopan to cook a delicious meal on any surface.

The Hopan has been designed with detachable handle that makes it possible to store the handle and cable within the pot, making it easier to fit in to tight storage or to be carried in a backpack.

Hopan will help you to gain impressive cooking skills the more you use it. In fact, the beauty of Hopan is ANYONE can cook amazing dishes effortlessly, with no experience needed.

Choose from 3 colours and 2 sizes. RRP US \$100 = AU \$140.

Target Segment

Young independent students between 16 and 25 years of age

Respondent Selection

We assume the product is more likely to meet the needs of students and that social media is more likely to be an effective method of marketing to this target segment. Monadic testing will measure the degree to which students perceive a likely benefit relative to their expectations and experience. The results may also offer further insight into the factors influencing the behaviour of the target segment and our understanding of their needs. With these objectives, questions relating to the demographics of the target segment were first asked to ensure integrity of the data being analysed. We asked each respondent to provide answers to questions regarding their attitude to cooking in general, followed by their social media use before any were asked about the Hopan specifically.

Survey Questions

What is your age?

What is your gender?

Are you a student?

Are you also working (casual or part-time)?

What is your annual income?

How would you describe your living situation?

Which social media platform do you use the most?
Do you ever post or share content or photos about food and / or cooking?
How do you feel about paid advertising and promotions on social media?
How likely are you to purchase a product that is advertised or promoted on social media?
How often do you post comments or reviews online for products you have purchased?
How important are these factors to you when making a decision to purchase a product?

How often do you prepare and cook a meal yourself?
What do you enjoy about cooking?
What do you not enjoy about cooking?
How would you rate your confidence or skills in the kitchen?

In your own words, how would you describe what the Hopan is?
In a few words, what was your impression of the Hopan?
Can you think of any products that are similar to the Hopan?
How appealing or unappealing are each of the features to you?
How likely would you be to purchase the Hopan? What is the reason for your answer?
How much would you pay for the Hopan?
Would you consider an annual \$10 subscription fee for unlimited access to pre-loaded recipes reasonable?
Would the annual subscription fee change how likely you would be to purchase the Hopan?
How likely will you be to recommend the Hopan to others? What is the reason for your answer?

Interview Result Summary

While the results of the concept testing generally confirmed our assumptions, the research gathered also indicated emerging common trends in the attitudes exhibited in response to specific features of the product. Yet more importantly, the data revealed an unforeseen biased response to the perception of a pricing component that would lead to a respondent changing their intention to purchase. Now identified, this common bias can be addressed by the entrepreneur prior to the product launch without incurring a financial loss or any “bad press”.

We found that age, gender, income and whether an individual lived on their own or with others was not relevant to how often they cook. However, the most respondents stated that the “washing up” was the least enjoyable part about cooking for yourself.

Respondents were not able to readily identify any similar products, confirming the Hopan’s competitive advantage, free from direct competition, in this target market. Over 75% of respondents considered the Smart Cook Function appealing or important, closely followed by the All-In-One-Pot functionality with over 65% of respondents perceiving value in it.

While there was no common price one would pay for the Hopan, most respondents were not prepared to pay the recommended retail price with only 22% of respondents nominating a price equal to or above the current figure set. This should be considered a likely impediment to the future demand, growth and overall success of this venture, in this target segment.