Food for Survival – Timeline

- We started with an aim to provide food to students especially during night time.
- We marketed our product and encouraged many students to be the seller and join us.
- During this period, we got our very first shock when we lost our complete user base of more than 120 users due to release of new app. Then, within a week we managed to get our active users back to our new app.
- But, soon we realize this model is not sufficient enough as students being the buyer and seller has its own sets of problem, eg. order during class hours of seller and offline transaction by the buyer.
- So, we come up with a new Product: GYM diet subscription for gym enthusiastic people whose daily calorific need is not satisfied by the mess food.
- From July onwards for our Campus, we are planning to connect our General Store and canteen. So, that there is a one stop solution for all food needs.
- One of the USP which we will try just to introduce in coming future is to create a traditional food point with the help of local people.

In future, we see ourselves to create a brand that stands for healthy and traditional food.

To achieve what we dream off, this will be our Road Map!

PROBLEM

#No food ordering system taken in consideration of young students(hostels)
#No healthy food available with delivery system
#High commute time of bachelors employees during lunch time
#No food ordering system on subscription basis

EXISTING ALTERNATIVES
#Food ordering from restaurants

SOLUTION

Food delivery within campus
#Healthy food(diet based) to students
#Food delivery during lunch time for company employees
#self-customized menu for employees

KEY METRICS

#500+ users within our campus
#By the end of 2018, all future plans about our campus will be executed
#Extending our services to other Colleges from 2019

UNIQUE VALUE PROPOSITION

#Healthy Food with the taste of Home
#Instant Food delivery at your Door
#Diet based food

HIGH-LEVEL CONCEPT
#Apple = Simplicity and Creativity
#Windows = operating system for home
#Amazon = for a-z needs

UNFAIR ADVANTAGE

#Core values
#employing retired people of old age home as supervisor to monitor the work
#large network effect
#existing customers
#organic search(SEO) ranking

CHANNELS
Word of mouth
College Friends
Company Employees
YouTube

CUSTOMER SEGMENTS

#College Students
#Company Employees

EARLY ADOPTERS
#Hostel Students
#Health Conscious People
#Bachelors / Fresher's

COST STRUCTURE

#App Hosting cost = $5/month for commercial use.

*** Need to Discuss on this ***

REVENUE STREAMS

#Gym Subscription/ Food Ordering & Delivery/ Traditional food point
#Lunch time food subscription

PRODUCT   MARKET