



Case study: Foodpunk GmbH

Model Type: B2C Application – Diet/Nutrition Plan

Industry: Food Industry

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Advanced Applications of Industry 4.0-Technologies

Introduction to Foodpunk GmbH (Market share, Technology Interface and Business growth)



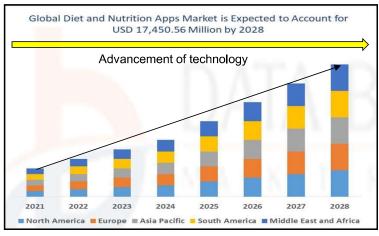
Founder: Marina Lomme

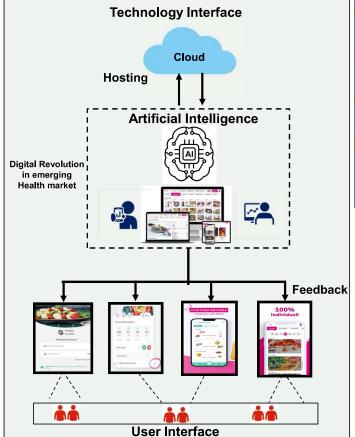
Location: Neubiberg, Bavaria

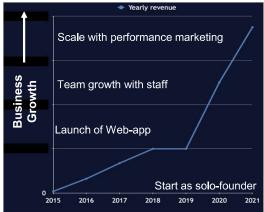
Founding Year: 2015

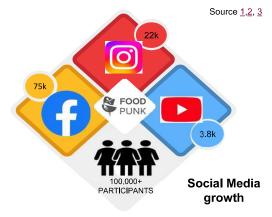
Area: Health and Life Science

Foodpunk is a personal Al-based nutritionist application that always knows what you need by providing tailormade individual diet plans, cooking recipes based on customer requirements.













Business Model Canvas





Key Activities

- Customized cooking recipes and meal plans
- Strong marketing campaigning activites
- R&D of AI tool with real time maintenance
- R&D of Diet plans



Key Partners

- Health experts and Nutritionist
- AI & Software Developers
- Cloud ServiceProviders



Resources

- Nutritionists
- Biomedical Scientists
- Domain experts (Al & cloud service, Marketing)
- Pharmacists



Value Proposition

- Services:a)Providing Tailor-made nutritional plan.
- b)Real time tracking- update meal plan
- Products: a)Low carb, sugar-free,spices,snacks
 Supplements etc.
 b) Magazines and

books



Customer Relationships

- Dedicated customer portal
- Expertise based continuous consulting services



Channels

- Official Website& Mobile App
- Social MediaPlatform & Onlinedelivery Websites
- Official FoodpunkStore



Customers Segments

- > Groups with:
- Different age range(10 to 70)
- Deficiency
- Over weight
- Allergies
- Athletes
- LipedemaDetox
- Fitness
- Vegan



What makes your business model special?

- Strong Customer
 Acquisition, retention
 relationships and support
- Highly skilled and Experienced Professionals
- Al powered Digital Platforms
- Addressing all the Customer segments through various channels provide Value added Products and Services
- Al Nutritionist in your Pocket

How is it different to traditional business?

- 1. Better Customer Support and Guidance.
- 2.Better Community reach.
- 3.Better data tracking & analysis, Monitoring of health to create Diet plan > More Results



R&D, Personnel Cost, Sales & Marketing cost, IT infrastructure cost, Technical support charges, Product development cost



Source 1,2



 Product Sales and Income from Subscription

Crowd funding





Porters Five Forces

@

Porters Five Forces analysis for

Source <u>1,2</u>

Priority of Work





01. Bargaining power of Buyers - (High)

- Highly price sensitive market
- Choice to move to traditional approach



02. Threat of New Entry - (High-Medium)

Heavily dependent on community, traditional competitors with an already existing community can be a threat



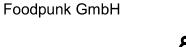
03. Threat of Substitutes - (Medium)

- Main challenge is the change of behavior.
- Stronger communities by investing in marketing is possible.



04. Competitive Rivalry – (Medium - Low)

- Relatively less competition in the new market segment.
- More powerful AI tool to provide even more functions





05. Bargaining power of Suppliers - (Low)

- Market has a lot of companies providing IT solutions.
- Alternative suppliers can be found for products

Comparison with **Traditional Business**

Starting Points

Approaching and building communities and trust

Framework Conditions

Face to face communications with dieticians and nutritionists.

Weakness

- Time constraints
- Inability to give personalized solutions
- Higher pricing







Typical Competitors



Similar Business Model

Dissimilar Business Models

Source 1, 2, 3, 4, 5



WEIGHT WATCHERS

lose weight - without giving up what you love

- Comprehensive digital apply and expert coaches
- nearly six decades of experience in nutritional and behavioral change science
- WW's purpose is to democratize and deliver holistic wellness for all.

noom

NOOM

Stop dieting

- They started with weight management
- Expanding their platform to help people with both chronic and non-chronic conditions
- Helped millions of people meet their personal health and wellness goals.

EatingWell

EATING WELL

healthy recipes, healthy eating

- Their mission is to share flavor-packed recipes from around the world,
- Science-backed wellness advice, and smart stories about sustainability.
- Award-winning journalism on nutrition for 30 years.

TRIFECTA

TRIFECTA

most trusted meal

- Delivers weekly boxes of healthy, pre-cooked meals.
- All meals are developed by a team of dieticians
- Offers several meal plans for people trying to keep to a diet
 like clean eating, keto, and paleo.



- Fit food fresh, an American meal delivery service that also worked in Health and Life Sciences filed for bankruptcy.

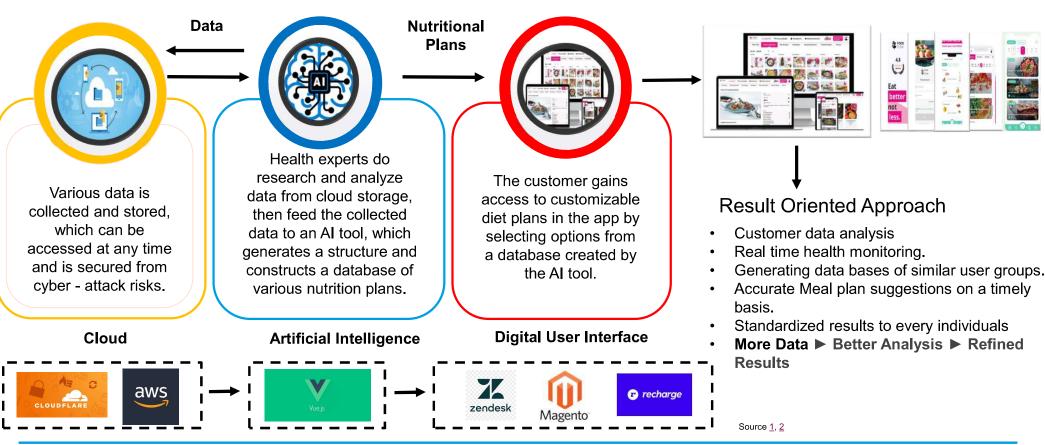
 The business failed because of the pandemic and the inability of customers to spend on healthy food during troubled times.
- Munchery and Blue Apron are a couple more businesses with different business models on the verge of bankruptcy.





Role of digitalization for the success of business model







SWOT Analysis





Strengths

- User friendly application.
- Unbiased large online Community.
- Affordable yearly plan with flexible meal options.
- · Working capital is low.
- Wide spread on digital platforms.
- Realtime tracking ▶ update meal plans ▶ Goal.



- New customers from online channel.
- Investment in new technologies ► sync to wearable products.
- Scale up to delivery options.
- · New user interfaces.





- High Dependence on Al app.
- Issue with usage of app by the elderly people.
- Data Breach
- More customer data ➤ High maintenance cost.





- Relied on Industry 4.0 tools
 More competitors.
- Implementing AI to the market is new and people will be reluctant to this change.
- No determination ►loss of customers
- Complications of incorrect data fed to the Al tool.



Conclusion: With the advancement of digitalisation Foodpunk Gmbh will emerge as a better company in the near future

Source 1





References



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Thank you

Eat Better, Not less #Foodpunk

