Looper: Sustainable Surplus Food Redistribution Platform Product Requirement Document

**Overview**

**Looper** is a sustainability first B2C platform to redistribute surplus food connecting restaurants, hotels, bakeries and supermarkets with consumers at discounted prices. The platform aims to reduce food waste, generate additional business revenue, and makes high-quality meals more accessible for city workers—starting with a Lagos pilot and focusing on seamless mobile and web experiences.

Our aim is to foster a community around mindful consumption and local empowerment.

Goals

Primary Goals

* Significantly reduce food waste from commercial food establishments and suppliers in key Nigerian urban centers.
* Create a new revenue stream for food businesses from surplus food that would otherwise be discarded.
* Build a recognised and trusted brand in Nigeria for sustainable food practices

Business Goals

* Minimize food waste in urban Nigeria
* Partner with food service businesses to reduce disposal costs
* Create a monetizable platform via handling fees, ads, or freemium models
* Help partner businesses reduce about 20% in daily food waste in a year.
* Generate new revenue streams for partner businesses from surplus food
* Establish Looper as the trusted platform for cost-saving quality surplus food in Nigerian cities

User Goals

* Establish Looper as the trusted platform for cost-saving quality surplus food for Nigerian customers
* Enable urban professionals to discover and access fresh affordable meals and unique hotel food experiences.
* Empower experimental foodies and breakfast enthusiasts to access exclusive or high-end foods otherwise unaffordable or inaccessible
* Offer reliable, transparent, and easy-to-use ordering and payment processes.
* Build trust through dependable fulfilment and food quality
* Sensitise and and build consciousness about their positive impact and contribution to a waste-free city

Secondary Goals

* + Educate users about the impact of food waste and promote sustainable consumption habits.
  + Foster a sense of community among users and partner businesses.
  + Explore B2B redistribution models for larger volumes of surplus (similar to Copia).
  + Gather data and insights on food surplus patterns to help businesses optimize inventory and reduce waste proactively.

Non-Goals

* Looper is not a food bank or charity donation platform
* Looper is not focused on low-income groups in the initial phase

User Personas and Stories

* Mr. Emeka (Business Owner): Owner of a mid-sized restaurant in Ikeja. Worried about daily food waste and its financial impact. Looking for ways to recover costs and improve his restaurant's image. He wants to be able to set dynamic pricing for late night special or “special ‘chef’s box” to reduce end of day waste. He wants to see instant order notifications to track earnings and unsold inventories, and be able to reduce price as the day gets late. Or offer a “Whoop bag”
* Aisha (Consumer): 22-year-old university student in Lagos. Budget-conscious, loves trying new food spots, active on social media. Wants an interesting food experience that allows her to try food that she would otherwise not be able to afford.
* Jide (Consumer): 32 year old banker who wants to order discounted surplus lunches from restaurants close to his office and save some money. He wants to schedule orders for convenient pickup after work minimising wait time.
* Mfon(Consumer): 27 year old Fintech Employee who also has a budding influencer side hustle and posts 3 times a week wants to try out something new each day; breakfast surpluses from hotels and restaurant sauces appeal to her. She also wants to easily share Looper food deals and offer a discount code to her followers.
* Ngozi(Manager): 41 year old Supermarket manager who wants to list surplus items in real time so that inventory sells off before expiration.

* Nene(Aspiring Chef): 28 year old Nene is an experimental foodie. She is adventurous and want to find unusual chef specials and rare ingredients from hotels and restaurants at a discount to try new recipes. She also wants to try the breakfast and pastry options for late breakfast after the hotels have served breakfast in the hotels. She wants alerts about bakery surpluses called “Happy hour” and deals on fresh food from luxury hotels. Will appreciate curated notifications for one-off or periodic gourmet items.

Target Audience

* Consumers (B2C):
  + Value-Conscious Individuals: Students, young professionals looking to save money on food bills without compromising quality. Active smartphone users comfortable with mobile payments.
  + Environmentally-Conscious Consumers: Individuals passionate about sustainability and reducing their environmental impact.
  + Foodies & Explorers: People interested in trying new foods and discovering local eateries at a lower price point.
  + Urban Dwellers: Initially focusing on major cities like Lagos, Abuja, Port Harcourt where there's a high concentration of food businesses and potential users.
* Businesses (B2B - Food Suppliers):
  + Restaurants & Cafes: From quick-service to mid-range and fine dining establishments.
  + Supermarkets & Grocery Stores: Both large chains and independent stores.
  + Hotels & Event Caterers: Often have significant buffet or event surplus.
  + Bakeries & Pastry Shops: Daily surplus of perishable goods.
  + Farms & Wholesalers (Future Phase): For larger scale B2B redistribution or direct-to-consumer bulk "rescue ugly produce not fit enough for supermarkets boxes."

**4. Core Features**

**A. Business Portal**

Onboarding & Verification (High)

* KYC data capture and secure approval workflow.

Surplus Food listing (High)

* Fast, bulk, or single-item upload; photo, category, description pricing, bake time window

Order Management (High)

* Live orders dashboard; confirm, prepare, or cancel orders (This is a high priority and repeated notifications because of the sensitivity of food)
* Print or view QR/pickup slip.

Payout & Analytics (High)

* Reconciliation dashboard: earnings, transactions, outstanding payments
* Automated withdrawal (Paystack compatible)

Impact/Loss Dashboard (Medium)

* Quantity of food saved, waste reduced, CO2 equivalent savings.
* Historical sales/trends for business insight.

Onboarding & verification

* Real-time surplus listing (with images, expiry info, more research on info needed)
* Pickup scheduling process
* Analytics dashboard (food saved, costs reduced, more research on this(use preply analytics as inspo)
* State Bake/cook/preparation time of the food so we know when it can be sold
* Store profiles with ratings, reviews, opening hours, typical food types
* Limited quantity, time-sensitive (e.g., "Available for pickup between 5 PM - 6 PM").
* List with individual discounts (e.g., "5 Loaves of Bread - 50% off"). For surprise bag, we can say, “If you like bread, you’ll love this surprise bag we have put together at a 50% discount.

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| --- | --- | --- |
| **Feature** | **Description** | **Priority** |
| Sign-up/Login | Via phone, email, Google | High |
| Profile Management | Edit profile, set location | High |
| Surplus Listing | For verified businesses | High |
| Notifications | New listing alerts | Medium |
| Analytics | Impact tracking (meals saved) | Medium |
|  |  |  |

**Consumer App**

Consumer (Web/Mobile App)

Registration & Onboarding (High)

* Socials, phone number, or corporate email registration
* Guided onboarding (how Looper works, benefits)

Browse & Discover Surplus Food (High)

* Real-time, geolocated listings
* Advanced filters (e.g., price range, type, vendor, meal window, dietary preference, cuisine type, distance, price range, dietary tags like "vegetarian," "halal" - important for Nigerian context etc)
* Have a search functionality (e.g. bread search should show pastries, banana bread, etc)
* High-res images, expiry countdowns, and detailed descriptions.

Order & Payment (High)

* Add to cart (heavily timed and when it times out, tell them if there is something similar or the next restaurant close to them that has an alternative), simple checkout interface.
* Integrated Paystack for cards, transfers, and supported wallets.
* Immediate digital receipts and order status updates
* QR code for facilitated on-site pick-up.

Order Fulfillment Options (Medium)

* User-selectable pick-up time windows.
* Same-day delivery

Personalisation &Notifications (Medium)

* Saved favourites, repeat order.
* Push/app/email notifications for expiring deals, curated recommendations.

Ratings, Reviews & Support (Medium)

* Post-order feedback for food/businesses
* In-app customer service/chat
* Resolve quality/dispute issues rapidly
* Browse & filter available surplus food
* Reserve and schedule pickup
* Wallet/payment integration (e.g. Flutterwave, Paystack)
* Real-time notifications of new nearby listings
* Notifications and reminders for pickup

**Functional Requirements**

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| --- | --- | --- |
| **Feature** | **Description** | **Priority** |
| Sign-up/Login | Via phone, email, Google | High |
| Profile Management | Edit profile, set location | High |
| Map Integration | Browse food by location | High |
| Reserve/Checkout | Booking flow + in-app wallet | High |
| Notifications | New listing alerts | Medium |
| Ratings & Reviews | Rate partners and receivers | Medium |
| Analytics | Impact tracking (meals saved) | Medium |

Unique Features(keep revisiting to improve)

* Offer a “Whoop bag” with an assortment of surplus food.
* Give Clear indication of original value vs. Looper price.
* Customers can choose to have a wallet system within the app
* Show favourite stores and discounts offered or deals by stores, order history and payment method history
* Include warning about surprise bag and dietary restrictions(This bag may contain trace elements of sea food, nuts, milk, etc)
* Ratings should show both food quality, packaging, value and service(this will help with NPS value)
* Referral Program & Gamification: "Share with friends, get ₦XXX off your next Looper Bag."
* Introduce Points for rescuing meals

**Admin Dashboard**

* User verification and moderation tools
* System-wide analytics, NPS/user satisfaction monitoring
* Compliance flagging system
* Socials of pictures to try recipes that users have created. A reward system within the app.
* Verified business tracker: Put a tick beside a verified partner to show that they have food and safety licenses and later add rating for the quality of food delivered(freshness, timeliness, presentation and organisation)
* Map Integration: If they allow and when trying to convince them to allow, tell them when they are around a restaurant or have looked at a food that is available in a restaurant close to them(e.g. remember that time you liked the gnocci sauce that ‘influencer made’. Well, you are 20 minutes away from that restaurant where they got it from. Would you like to order? At least check it out to see if they have something that might interest you)
* Approve/reject partner applications, moderate listings, resolve disputes.
* Analytics for tracking well-performing partners and keep up with them when performance drops and replicate what they do to offer advice to other businesses, especially new ones trying to navigate the platform
* Give partners stickers with names of categories such as "vegetarian," "halal" – others within the Nigerian context”
* Performance Dashboard: Track meals saved, revenue generated, CO2 emissions offset (estimated)
* Multiple staff account access (for bigger partners)
* Payout & Financials: Clear overview of earnings and payout schedules
* Support & Resources: FAQs, best practice guides for reducing waste.

**Logistics Module (Optional for Phase 2)**

* 2 ways for delivery- charge a fixed price for certain areas or have people pick up on their own.
* Driver sign-up & verification
* Route optimization for pickups
* Order tracking and proof of delivery

**6. Non-Functional Requirements**

* **Scalability**: Designed to scale from city-wide MVP to national platform
* **Security**: Use of secure authentication(what else apart from payment) and payment encryption
* **Performance**: Page loads under 2s even with 1,000 concurrent users
* **Compliance**: Align with local food safety regulations

**7. UX/UI Requirements**

* Friendly, clean interface using earthy and vibrant tones (green, orange)
* Icons representing sustainability and community
* Responsive web and Android-first mobile design and desktop
* Language support for English
* Clean mobile-first layouts with bold imagery
* Clear upfront expiration dates/times for food safety
* Trust elements: business ratings, hygiene badges, visible impact stats

8. Technology Stack Considerations

* Mobile Apps: React Native or Flutter for cross-platform development (cost-effective, faster deployment) or Native (Swift for iOS, Kotlin/Java for Android) for optimal performance.
* Backend: Node.js with Express, Python with Django/Flask, or Ruby on Rails.
* Database: PostgreSQL or MongoDB.
* Cloud Hosting: AWS, Google Cloud, or Azure.
* Geolocation Services: Google Maps API or Mapbox.
* Payment Gateway Integration: Paystack, Flutterwave.
* Push Notifications: Firebase Cloud Messaging (FCM) or similar.
* Analytics: Mixpanel, Amplitude, or Google Analytics for Firebase.
* Integrated Payment APIs for Paystack
* Notification for in-app, push, and email alerts.
* Secure authentication (social, phone, email)
* Scalable and responsive backend supporting real-time listing updates, inventory, and order management
* INTEGRATIONS- Paystack, SMS/Whataspp, analytics tools for insights, uber
* DATA STORAGE/PRIVACY- Encrypted user/payment data, data residency, GDPR/Nigerian Data Protection Regulation(NDPR) review for phase 2(Discuss this with tech person)
* SCALABILITY/PERFORMANCE- Cloud hosting for bursty usage during meal windows, CDN for media(images of food listings to ensure low latency browsing, ability to onboard and manage vendors and items without any trouble

Entry Point & First time user experience

* Users discover Looper via partner company announcements, billboard ads, or corporate email invitations
* Landing page/app intro: “Loop food, save money, Eat well”
* Simple registration & optional workplace verification(discount codes)
* Onboarding screens: platform benefits, how surplus deals work, trust & food safety messaging

**Core Experience**

Step 1: Browse deals

* Homepage highlights daily/weekly featured deals, gourmet specials and flash sale items
* User filter by location, food preference, or time.
* Listings show photo, vendor name, pickup window, discount, and remaining inventory.

Step 2: Order Placement

* Select items, choose pick-up/delivery (if available), confirm order.
* Pay using integrated Paystack; get digital receipt instantly.

Step 3: Fulfilment

* User arrives at partner location, shows QR code or order number
* Alternatively, ride is booked for pickup(possibly write to Uber about partnership for delivery.
* Sell this in the proposal to the companies telling them that the user coming to the location can also be an opportunity to get them to come to the restaurant and might get them to place an order.
* Business scans and mark item as picked up. User collects package
* Work out delivery step by step.

Step 4: Feedback & Next steps

* Users are urged to rate their experience, leave comments or share photos
* Option to save business/item as favourite for one- tap reorder
* Immediate post purchase notification: “Smile, you’re doing your part for the planet”, “You just rescued X amount of food”, “Has something told you that you’re a good person today”.

Advanced Features & Edge cases

* Chef’s Mystery sauce. (unusual, high value or bespoke surplus offers). This would be a special section where the picture of the chef, his culinary influences would be shown and his mystery sauce background. Eventually, a video of him making the sauce.
* Limited early morning push notifications for breakfast. “Surplus brekkie estimate: X “. Will start delivery at 10am. Please note that this could be over or under the estimate. Make an order early to reserve your choice.
* Show substitutes if chosen meals run out. Support for payment/fulfilment issues. Users should be able to retry payment/order in case of failed transactions.

**User journey**

In the heart of Lagos, Ada, a mid-level banker, faces the usual lunchtime conundrum—long queues, high prices, and a craving for something new. By chance, her bank introduces her to Looper: a fresh solution promising “save food, save money.”

Ada quickly signs up on her phone, attracted by today’s “Hotel Chef’s Special”—a gourmet sauce with a steep discount that lets her enjoy flavors usually reserved for five-star guests. Within minutes, her order is placed, payment confirmed via Paystack, and her pick-up time sealed.

Arriving at the hotel outlet, Ada finds a ready package, her name and QR code greeted with a warm smile. She shares feedback on the dish in-app, effusive over the surprise and quality. Not only does her bank get recognized for corporate sustainability, but Ada feels good for her pocket—and for the knowledge she’s helping turn “waste” into a delicious lunch. That afternoon, she forwards a code to her colleagues —an office-wide rescue of breakfast pastries from a top island hotel is soon in motion.

Meanwhile, the hotel is not only reducing its food waste and demonstrating environmental stewardship, but also earning new revenue and a boost to its brand image—a true win-win, powered by Looper.

**Monetisation Strategy**

* Commission on Consumer Sales: A percentage fee (e.g., 20-30%) on each "Looper Bag" or discounted item sold through the platform. This is the primary model for Too Good To Go.
* Subscription Fee for Businesses (Optional/Tiered):
  + Basic tier: Commission-only.
  + Premium tier: Lower commission + advanced analytics, promotional features, dedicated support (Later in option 2 and could be attractive for larger chains).
* Data Insights (Future Phase, Anonymized & Aggregated): Offer anonymized data on food waste trends to larger organizations or research institutions(This can be sold).

**Key Differentiators & Considerations for Nigerian Market**

* Mobile-First & Data-Conscious Design: Apps should be lightweight and optimized for varying internet speeds and data costs prevalent in Nigeria. USSD integration for certain non-smartphone user interactions could be explored.
* Flexible Payment Options: Beyond cards, consider bank transfers, USSD payments, and popular mobile money operators.
* Logistics for Pickup: Emphasize clear pickup windows and locations. For B2B, reliable and affordable delivery partners will be key.
* Trust & Verification: Robust verification for businesses to ensure food safety and quality. Clear user review system.
* Community Building: Leverage social media and local influencers. Highlight local "Food Waste Heroes" (both businesses and consumers). –
* Language & Localization: While English is common, consider Hausa, Yoruba, Igbo for key UI elements or customer support in later phases.
* Cultural Sensitivity: Understand local food preferences and eating habits when guiding businesses on creating appealing "Looper Bags.". Preferences(African, Continental, Italian, Indian, Chinese, “surprise me)

**Success Metrics & KPIs**

* User Acquisition & Engagement:
  + Number of app downloads (consumers & businesses).
  + Monthly Active Users (MAU) for both consumer and business apps.
  + Average number of orders per consumer per month.
  + Number of registered users in target audience segments(e.g professional, foodies, etc – At the point of registration: Let’s get to know you: I’m a foodie or I will buy this for work. I’m interested in cooking so show me sauces or just brekkie or everything
  + Net promoter score (NPS) and user satisfaction surveys(after 3 months in business, 6 months, 1 year, etc)
  + User retention rate.
  + Repeat purchase rate(daily, weekly, per user, etc)
  + Customer Satisfaction scores(CSAT)
  + Number of meals rescued per week/month
* Business Adoption & Performance:
  + Number of registered and active partner businesses and geographical coverage.
  + Number of active partner businesses.
  + Average number of "Whoop Bags" listed per business per day/week.
  + Sell-through rate of listed surplus.
  + Revenue generated for partner businesses.
  + Tonnes of food waste diverted and savings realised from food rescue for partner per month
  + Total Gross trnasaction value (GTV)
* Impact Metrics:
  + Number of meals saved from waste.
  + Estimated CO2 emissions avoided.
  + Amount of money saved by consumers.
* Platform performance/Technical Metrics
  + App/Site uptime and reliability (target:>99.5%).
  + App downloads
  + Payment success rate and order completion
  + Average listing-to-sale time per item
  + Site response time
  + Average order fulfilment time
  + Overall Satisfaction score(NPS)
* **Milestones**

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| --- | --- | --- |
| Phase | Timeline | Deliverables |
| Discovery | Week 1–2 | Wireframes, PRD approval |
| Development Sprint 1 | Week 3–6 | Core functionality: listings, browsing, reservations |
| QA & Alpha Testing | Week 7–8 | Partner onboarding, limited user testing |
| Launch MVP | Week 9 | Pilot in Lagos with 5-10 partners |
| Post-launch Iteration | Week 10–12 | User feedback, feature refinement |

Tracking:

User registration and profile completions(inform them when they have not completed their profile or show progress bar

Partner onboarding programs(This helps them get verified)

Search/filter usage and click-throughs

Cart additions and order placements(Time the process and follow through if an order is not delivered)

Successful vs. failed order placements(which ones were cancelled and the aim for the partner to keep it below to ensure they remain a priority on the search or suggestion board

Successful and failed attempts at payment and investigation on the issues with that

Expansion to additional cities

User reviews/ratings submitted

Push/open rates for notifications

Real-time inventory turnover

**Future Roadmap Ideas**

* Expansion to more Nigerian cities and eventually other African markets.
* Subscription "Rescue Boxes": Consumers subscribe to receive a weekly box of surplus groceries.
* Partnerships with Food Manufacturers & Farms: Address pre-consumer waste.
* Educational Content Hub: Recipes for using up leftovers, tips on food storage, etc.
* Integration with Delivery Services: Offer a delivery option for Looper Bags for an additional fee.
* "Donate a Bag" Feature: Consumers can purchase a Looper Bag to be donated to a local charity through the app.

**Team**

Product manager/partnerships/designers

Growth(for consumers)

Software developer

Senior Tech/full stack Engineer (consultant)

Operations/consumer success

Marketing/partnerships (Social/ data)

Data analyst

**Phases**

Phase 1:

Sign MOUs with pilot partners(hotels, restaurants, supermarkets) and integrate Paystack, distribute Looper brand bags

Phase 1B: Register with CAC

Phase 2

MVP and internal testing. Build mobile web app, core listing/order/payment features, basic business partner portal

Testing

Phase 3:

Marketing/official launch

Select partners to try service

Training

Partner with bank/tech company employees

Collecting feedback

Phase 4:

Feature refinement

Advanced sorting(with more info)

Sign up more partners

Design early morning deals well because it is the most assured way for now

Real engagement data and refining our processes and learning from mistakes

Phase 5

Scaling and adapting to cities – Abuja, PortHarcourt, Ibadan, Enugu with roll out campaigns, localised partnerships

Use success metrics from Lagos, additional business onboarding

**Future Considerations**

* AI demand predictions for better surplus targeting
* Integration with Planet (www.planet.com) for geospatial food insecurity mapping
* Carbon footprint dashboard
* Rewards system for donors and receivers
* Expansion to other countries (e.g., Ghana, Kenya)

**Appendix**

* Competitive analysis: TooGoodToGo, Copia, Munch, Olio
* Regulatory contacts: NAFDAC, Ministry of Agriculture
* Potential partnerships: Uber, logistics startups