



The Orange Snail

Group 5: Aum, Raj, Pritumi, Seeam, Shay and Usman

Solution- Discounted surprise meal kit

- After conducting thorough research, it was discovered that the restaurant struggled with food waste, and this led to the development of a solution that would allow the owner to create \$7 discounted surprise meal kits after 7 pm to sell to students on campus who had evening courses.
- A solar-powered electric vehicle would be used for the delivery and we would get that as a donation from the university.
- A volunteer would be hired to drive the vehicle from 8 pm to 9 pm to deliver the food in exchange for a free meal and experience to put on their resume.
- A website would be created to advertise and allow students to view the number of available meals. Students could either choose to pick up the food or get it delivered.
- There is also a subscription option for students who wish to be given first priority to receive the package
- Students will be motivated to adopt this solution because of the affordability of the meal kits, the convenience of delivery, and the opportunity to support a sustainable initiative that reduces food waste.

Customer segment

- Our customer segment are York University students who feel lazy and discouraged when choosing what to eat for dinner because it is not affordable and convenient to find.
- Many students live on a tight budget, and therefore are likely to be attracted to the idea of discounted surprise meal kits. By offering an affordable and convenient meal option, the Orange Snails can tap into this market and not only deal with the food wastage problem but in the long run also potentially generate significant revenue by undertaking the \$7 surprise meal kits.
- In addition, many university students are passionate about sustainability and reducing food waste. By offering meal kits made from surplus ingredients, the restaurant can appeal to students' desire to support environmentally friendly initiatives. Moreover, the use of a solar-powered electric vehicle for delivery can further underscore the restaurant's commitment to sustainability.
- By targeting this market, Orange Snails can generate revenue while building a loyal customer base.

After 6 pm Course Summary



[All About Passport York](#)

Subject	# of Offerings	
ACTG - Accounting	6	See All
ADMS - Administrative Studies	27	See All
BIOL - Biology	1	See All
CH - Chinese	1	See All
CLTR - Culture	2	See All
COMN - Communication Studies	1	See All
ECON - Economics	8	See All
EECS - Electrical Engineering and Computer Science	2	See All
EN - English	1	See All
ENG - Engineering	4	See All
ENTR - Entrepreneurial Studies	2	See All
ENVS - Environmental Studies	1	See All
FACC - Financial Accountability	5	See All
FINE - Finance	3	See All
FNEN - Financial Engineering	1	See All
HLST - Health Studies	1	See All
HREQ - Human Rights and Equity Studies	1	See All
HRM - Human Resources Management	1	See All
HUMA - Humanities	2	See All
IT - Italian	1	See All
ITEC - Information Technology	15	See All
MATH - Mathematics and Statistics	10	See All
MBAN - Master of Business Analytics	1	See All
MFIN - Master of Finance	2	See All
MGMT - Management	1	See All
MKTG - Marketing	5	See All
MMAI - Management in Artificial Intelligence	3	See All
MODR - Modes Of Reasoning	1	See All
MSTM- Master of Management	3	See All
MUSI - Music	1	See All
OMIS - Operations Management and Information Syste	3	See All
ORGS - Organization Studies	3	See All
PACC - Professional Accounting	3	See All
POLS - Political Science	5	See All
PPAL - Public Policy Administration & Law	2	See All
PPAS - Public Policy and Administration Studies	3	See All
PROP - Real Property	1	See All
PSYC - Psychology	5	See All
SGMT - Strategic Management	2	See All
SOCI - Sociology	1	See All
SOSC - Social Science	2	See All
SOWK - Social Work	6	See All
STS - Science and Technology Studies	1	See All
SUST - Sustainability	2	See All

Albert

- Albert will prepare and package each meal on from 7pm to 8pm. Enter the number of packages available for the day on the website.
- Responsible for creating the surprise meal kits and ensuring that they are appealing and nutritious. This requires creativity and flexibility in adapting to the availability of ingredients, as well as careful consideration of the dietary needs and preferences of the target market.
- Managing the delivery process. This involves coordinating with the volunteer driver and ensuring that the meals are delivered in a timely and efficient manner. Also maintaining the solar-powered electric vehicle, ensuring that it is charged, in good working condition and picked up earlier to use by evening.
- Managing the website and updating it daily with the number of meals available, with the level of IT expertise very well under consideration
- Overall, the success of this initiative relies heavily on the owner's ability to effectively manage the various components of the process, from food waste reduction and meal preparation to delivery and customer service.

The website

- Platform for communication and coordination between the owner and the target market.
- Provide information about the initiative, including the menu options, delivery details, and pricing. It will be designed in a user-friendly way that is easy to navigate and visually appealing. It should be accessible from both desktop and mobile devices to ensure that students can easily access the information they need.
- Enable students to place orders for the meal kits. Has a simple online form that allows students to specify their dietary preferences and choose whether they want to pick up the meal or have it delivered. Display the number of meals available each day for students plan their meals and avoid disappointment if the meal kits sell out quickly.
- The website will also have a subscription function that allows students to sign up for automatic delivery of the meal kits on a weekly basis. This function will ease the process for both the owner and the students, as it eliminates the need for daily ordering and allows the owner to better plan inventory and delivery schedules.
- Promotes the sustainability and social responsibility aspects of the initiative. The website can include information about the environmental impact of food waste and the benefits of using surplus ingredients.

Delivery

- A volunteer will be hired to do the 1 hour delivery.
- After doing research, we found that York University's BCom program offers a specialization in Hospitality and Tourism Management (HTM), food and beverage management etc. The HTM specialization prepares students for careers in the hospitality, tourism and food industry, which is a growing sector of Canada's economy.
- Use the fact that it is only a 1 hour delivery for which they get in exchange a free meal and experience to put on their resume for working with a company that deals with sustainability in tackling food wastage
- The volunteer arrives at the restaurant at 8pm and pickups all the orders and deliver them to the assigned pickup points around campus. He will use the electric vehicle to do the delivery. After he's done by 9pm he will return the vehicle and get a free meal for his job.
- Worst case scenario if there is no volunteer then someone can be hired at minimum wage for one hour.

SDG

12- responsible consumption and production

- aim to ensure sustainable consumption and production patterns worldwide, including the reduction of waste and the efficient use of natural resources.
- Initiative contributes to the sustainable use of resources and helps to address the issue of food security, which is critical for sustainable development.
- make efficient use of surplus ingredients, reducing the amount of food waste produced.
- By providing students with access to affordable and nutritious meal options, the initiative encourages them to make responsible food choices that reduce waste and promote sustainable living.

8- Decent work and economic growth

- creating discounted meal kits and utilizing a solar-powered electric vehicle for delivery creates a new revenue stream which can lead to the creation of new jobs or the ability to retain existing jobs, which supports the goal of promoting economic growth.
- the volunteer who will be driving the delivery vehicle is provided an opportunity to gain work experience, thus promoting decent work. The volunteer will also receive a free meal, which can be seen as a form of compensation for their work.
- the solution has potential to benefit the wider community and contribute to economic growth by reducing food waste as the restaurant can avoid throwing away excess food, which would ultimately save money and resources. This contributes to the goal of promoting sustainable economic growth.

Business Model Canvas

The Business Model Canvas

Designed for:

The Orange Snail

Designed by:

Date:

Version:

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which key Resources are we acquiring from partners?
Which key Activities do partners perform?

ACHIEVEMENTS FOR MANAGEMENT:
Subscription and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

- EV vehicle provider(s)
- Food delivery service provider(s) (volunteers)
- Ingredient suppliers

Key Activities

What key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?

Resource Elements?

CHANNELS:
Production
Problem Solving
Platform/Network

- Food preparation and cooking like making a meal kit
- Delivery logistics

Key Resources

What key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?

Resource Elements?

CHANNLES OR RESOURCES:
Physical
Intellectual (brand, patents, copyrights, data)
Human
Financial

- Kitchen staff
- Reliable and efficient EV vehicles
- Delivery technology and infrastructure
- Volunteers for delivery
- Internet and Website

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Resource Elements:
Networks
Activities
Channels
Customer Relationships
Physical Assets
Design
Manufacturing
Price
Cost Reduction
New Revenue
Accessibility
Convenience/Quality

- Affordable and high quality meal kits.
- Subscription for loyal customers.
- Convenient & sustainable delivery options.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

CHANNELS:
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Co-creation

- Responsive and helpful customer support
- Recommendations and deals
- subscription program for frequent customers

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels Integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNELS: HOW:
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

- Online food ordering platform
- In-person promotions and events
- Social media marketing (e.g. Instagram, Facebook, etc.)

Customer Segments

For whom are we creating value?
Who are our most important customers?

How to reach:
Voice-based
Text-based
Digital
Multi-value platform

YorkU students

Cost Structure

What are the most important costs inherent in our business model?
Which key Resources are most expensive?
Which key Activities are most expensive?

IN YOUR BUSINESS MODEL:
Cost Structure Represents cost structure, the price value proposition, maximum automation, extensive outsourcing
Value Stream: focused on value creation, premium value proposition

CHANNELS: COSTS/RESOURCES:
Physical costs: salaries, rent, utilities
Human costs
Financial costs
Economies of scale

- Ingredient costs
- Labor costs
- EV vehicle and maintenance costs
- Packaging cost
- Online platform (website) maintenance cost

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

IN YOUR BUSINESS MODEL:
Revenue Stream: Represents the revenue stream, the price value proposition, maximum automation, extensive outsourcing
Value Stream: focused on value creation, premium value proposition

CHANNELS: REVENUE:
Physical costs: salaries, rent, utilities
Human costs
Financial costs
Economies of scale

- Subscription service revenue
- Package sales revenue

Overall, this business model is feasible and sustainable as it addresses the issue of food waste and offers an affordable, convenient meal option for university students. By utilizing existing resources and building partnerships with other campus organizations, the owner can keep costs low and maximize revenue potential. With effective marketing and customer engagement strategies, this solution has the potential to become a popular and successful initiative on campus.

Competitive advantage

Compared to other business, students are getting a healthy meal at an affordable price, sense of curiosity, getting it delivered if they want, at a convenient time at night with a hassle free process.

- The innovation of creating \$7 surprise meal kits after 7 pm sold to students who have evening courses has a unique and different approach from other alternatives
- the use of a solar-powered electric vehicle for delivery is a unique and sustainable solution that sets the initiative apart from its competitors which usually rely on third-party delivery companies, which may have a higher carbon footprint.
- use of a volunteer to drive the vehicle provides a valuable learning experience for the volunteer and promotes sustainable human resource development, which is not a feature of other alternatives
- The website provide a user-friendly platform for students to see the number of available meals and pickup/delivery options, which is convenient and efficient. It is not available in other alternatives which requires users to search for nearby restaurants and availability manually.
- Furthermore, the subscription service offered by the initiative provides a significant benefit to students who are interested in receiving the meal kits regularly. With the subscription service, students do not need to go to the website every day to order their meals, which saves time and effort.

Feasibility- evidence that solution works and addresses identifies criteria/constraints

Feasibility can be assessed in terms of several criteria, including technical, economic, social, and environmental factors.

- Technical- solution leverages existing technologies and resources such as the use of a solar-powered electric vehicle donated by the university, and the creation of a simple user-friendly website. Additionally, the use of a volunteer driver ensures that the delivery process is not only efficient but also cost-effective for the restaurant.
- Economic- solution takes into account the financial constraints of the small restaurant. Developed to provide a revenue stream for the restaurant by selling discounted meal kits, which will help to reduce food waste and increase profit. The use of a volunteer driver reduces the costs of delivery, and the subscription service ensures a steady stream of revenue.
- Social- solution aligns with the values and preferences of university. The solution provides affordable, healthy, and convenient food options for students with evening classes, which meets their needs and preferences.
- Environmental- solution contributes to the reduction of food waste, which is a growing concern among the general population. promotes sustainability by reducing food waste and aligns with SDG goal 12, which aims to ensure sustainable consumption and production patterns.

What students are currently doing and limitations

Currently, university students who have evening courses on campus have limited options for good and healthy food.

- Many restaurants on campus are not open until late night, leaving students with limited options for dinner.
- Some students bring their own food from home, but this requires them to plan ahead, purchase groceries, and prepare the food before coming to campus.
- Other students opt for fast food restaurants or convenience stores off campus, but this adds extra time and transportation costs to their evening routine.
- the current options for on-campus dining are not always sustainable or cost-effective. Many students are on tight budgets and cannot afford to regularly purchase meals from expensive restaurants or cafes.
- The proposed solution addresses these limitations by providing a cost-effective and sustainable alternative by offering discounted surprise meal kits made from surplus food providing students with access to affordable and sustainable meals while reducing food waste.

Desirability- evidence that students want it

Seyedehyasamin Kh. Lassonde School of Engineering	Victoria McCowan Media Arts - School of Arts
Ying San Schulich School	Jacob Smith Data Science
Kebai Pat Parospace Engneer	Nima Behrouzi Biochemistry Faculty of Science
Moe Nazami Business Commerce	Sumit S. Electrical Engineering Lassonde
Dinh Bua Business Economics	Alex Wilson Health & Science
Hiva Akbari Kinesiology - Faculty of Health	Jenny Ma Environmental Science
Pia DiRito Law and Society	Tina Torabi Computer Science - Lassonde
Mark Nasmith Space Engineering	

Zaid Ahmed Lassonde School of Engineering	Pond Kyzon Law & Society
Mohammad Faraz Lassonde School of Engineering	Alissa Soltani Space Engineering
Rohit Sharma Faculty of Health	Aditya Ghosh Business Economics
Mark Angel Law and Society	Aaron Finch Computer Science
ebnushka Shen Environmental Science	Maria Afridi Faculty of Health
Victoria Khiga Computer Science Lassonde	Mitchell Marsh Faculty of Education
Ayan Kashem Schulich School	

Desirability- evidence that students want it

- the solution addresses a common pain point for university students who have limited options for dinner on campus. By providing a convenient and affordable meal option, students have one less thing to worry about in their busy lives.
- the convenience of the subscription service may appeal to students who are busy with coursework and extracurricular activities. With the option to receive meals automatically, students can save time and effort by not having to plan and prepare meals on their own.
- the solution aligns with the values and priorities of many university students. Sustainable living and reducing food waste are becoming increasingly important issues for young people, and this solution offers a practical and tangible way for students to make a positive impact. By choosing to support this initiative, students can feel good about making a difference in their community and contributing to a more sustainable future.
- the solution offers a unique and exciting opportunity for students to be part of something new and innovative. The use of a solar-powered electric vehicle for delivery, the surprise meal kits made from surplus food, and the volunteer driver all add an element of novelty and excitement to the solution. This can help generate interest and buzz among the student community, further increasing motivation to adopt the solution.

Viability- evidence that solution can be made and delivered to students cost effectively

Viability is assessed based on these factors:

- Technical- solution leverages existing technologies and resources
- Economic- solution creates a revenue stream for the restaurant, which will help to reduce food waste and increase profitability.
- Legal and regulatory compliance- solution complies with all relevant laws and regulations for food handling and delivery. Albert can with the university and local authorities to ensure compliance with any necessary permits or licenses.
- Market viability- solution aligns with the preferences of university students, who are often budget-conscious, time-poor and have a strong preference for healthy food options. The initiative differentiates itself from competitors by providing an affordable and convenient meal kit delivery service that supports a sustainable future.
- The proposed solution's viability is further supported by evidence that shows the cost-effectiveness of the solution. For example, the use of a volunteer driver reduces labor costs, while the solar-powered electric vehicle reduces operational costs. The use of a subscription service ensures a steady stream of revenue and minimizes transaction costs, while the use of a website and social media channels for advertising minimizes marketing costs. Additionally, the discounted meal kits can be made from surplus food, which would otherwise go to waste, further reducing costs.

Cost analysis

1. Food cost: The cost of the food used to create the surprise meal kits will be a significant portion of the cost structure. The restaurant owner will need to purchase surplus food from their suppliers at a discounted rate to ensure profitability.
2. Labor cost: The cost of hiring a volunteer driver and a hotel management course student will need to be factored in. Although the volunteer driver will be working in exchange for a free meal and experience to put on their resume, there may be some administrative costs associated with managing their involvement. The hotel management course student will also need to be compensated in some way, such as a small stipend or course credit.
3. Delivery vehicle cost: maintaining and operating the vehicle, such as fuel or charging costs.
4. Website development and maintenance cost: The cost of developing and maintaining the website will also need to be considered. This could include website hosting fees, payment gateway fees, and costs associated with hiring a web developer or designer.
5. Packaging cost: The cost of packaging the surprise meal kits will be covered through the sales of the meal kits. The restaurant owner will need to purchase eco-friendly packaging materials to align with the sustainable values of the initiative.
6. Marketing cost: The cost of marketing the initiative to students will also need to be considered. This could include the cost of creating flyers, social media ads, and other promotional materials.
7. Administrative cost: There may be other administrative costs associated with running the initiative, such as accounting and bookkeeping fees, legal fees, and office supplies.