

Members attended: Leo, Kevin, Selina, Jiahao

Product Idea: Shopping App

Summary:

- How big a problem is this really solving?
  - It is not solving a big problem, but rather an inconvenience for people who do not have enough time on their hands.
- For who, and do you think those people would be willing to pay for it?
  - We think the app is for anybody, specifically those who do not have enough time on their hands. That could be people who work from home, meaning they do not have a car. It could also be people who want to get fit and try to eat nutritional foods. It would also be for people who want to save time, as they find getting groceries too much time.
- How would you get it to them?
  - Advertisements → google ads, social media, partner with fitness influencers
- What kind of price do you think they would be willing to pay?
  - Should be around \$5-\$15 In the premium version, you unlock automated delivery, exclusive discounts, and a personalized AI that will design an even better shopping list for you based on your feedback and recommend recipes based on your food preferences.
  - There's also delivery fees such as when you purchase groceries.
- Are you pretty sure this can be productized?
  - Yes, there are already existing products similar to it, such as Instacart, so this idea has worked.
- What would the Shark Tank say of it?
  - They would say it is not a product worth investing in, as there is no current evidence that we would be a successful product

New Ideas:

- Add more premium features
  - Customized nutrition instead of more generalized
- Pay people to ship our items
  - Similar to Uber, but they deliver groceries instead
  - Therefore, we get workers and do not need to deliver ourselves
    - Makes it expandable / allows us to go to multiple locations
- Advertisement
  - Partner with/ fitness influencers, as they want to value nutrition highly, which aligns with our goals