SMART EATS

The map that guides you to what you desire

Presented by **SmartPy Team**

Smart Eats

Who is SmartPY?

- **Jinlian Meric**
  - *Project Manager*

- **Pranay Katta**
  - *Software developer and QA Specialist*
  - *Data Scientist – Machine Learning expert*
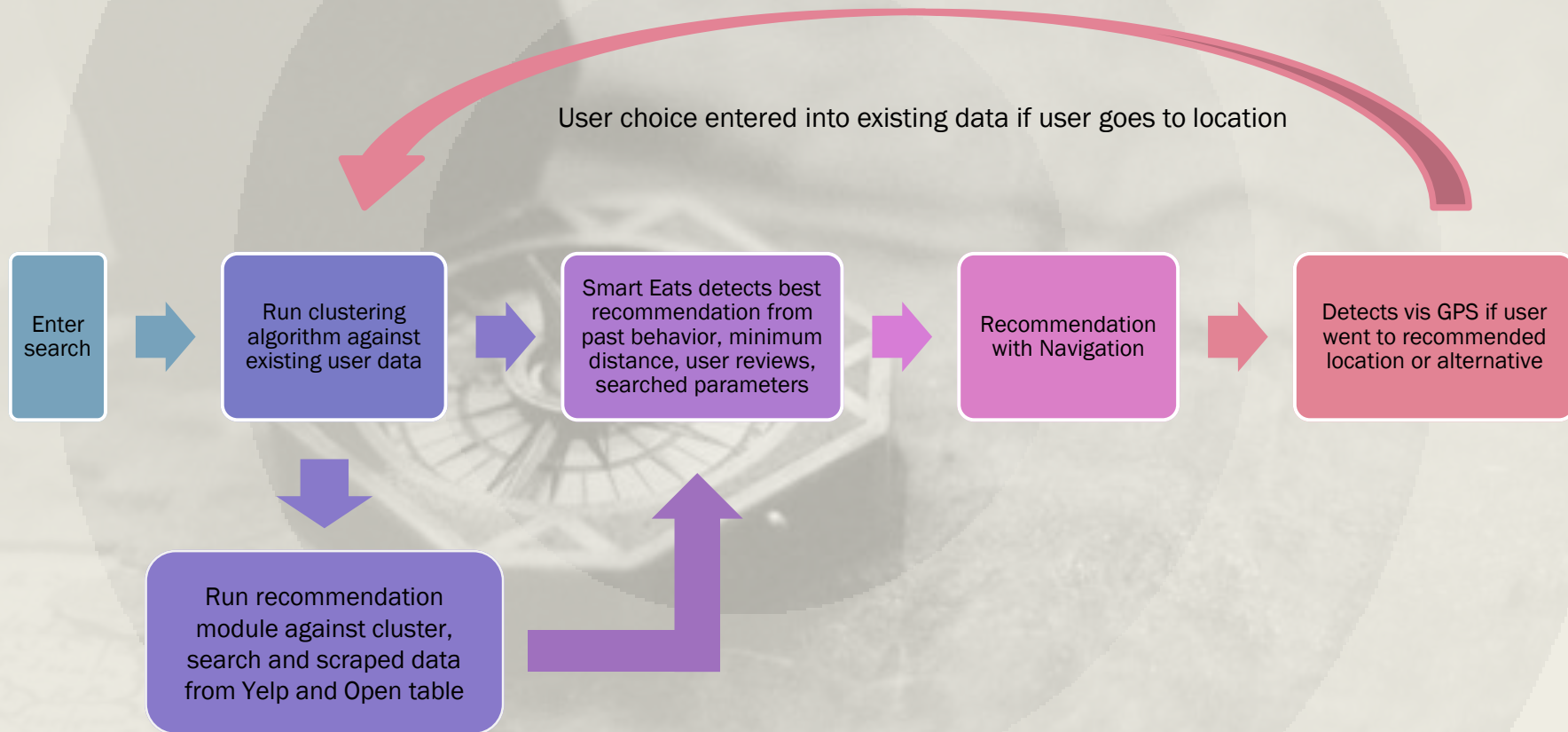
Combined we are a team with over 10 years of experience

What is Smart Eats?

Your (foodie) brain

+

Yelp/ Open table

+

Navigation System

=

Smart Eats

How does it work?

Smart Eats

User choice entered into existing data if user goes to location

Enter search

Run clustering algorithm against existing user data

Smart Eats detects best recommendation from past behavior, minimum distance, user reviews, searched parameters

Recommendation with Navigation

Detects vis GPS if user went to recommended location or alternative

Run recommendation module against cluster, search and scraped data from Yelp and Open table

Setting up the data

- **Scarped data from Open table**
    - *Restaurant ID*
    - *Overall Rating*
    - *Recommend to friend*
    - *Food Rating*
    - *Service Rating*
    - *Ambiance Rating*
    - *Noise level*
    - *Cuisines*
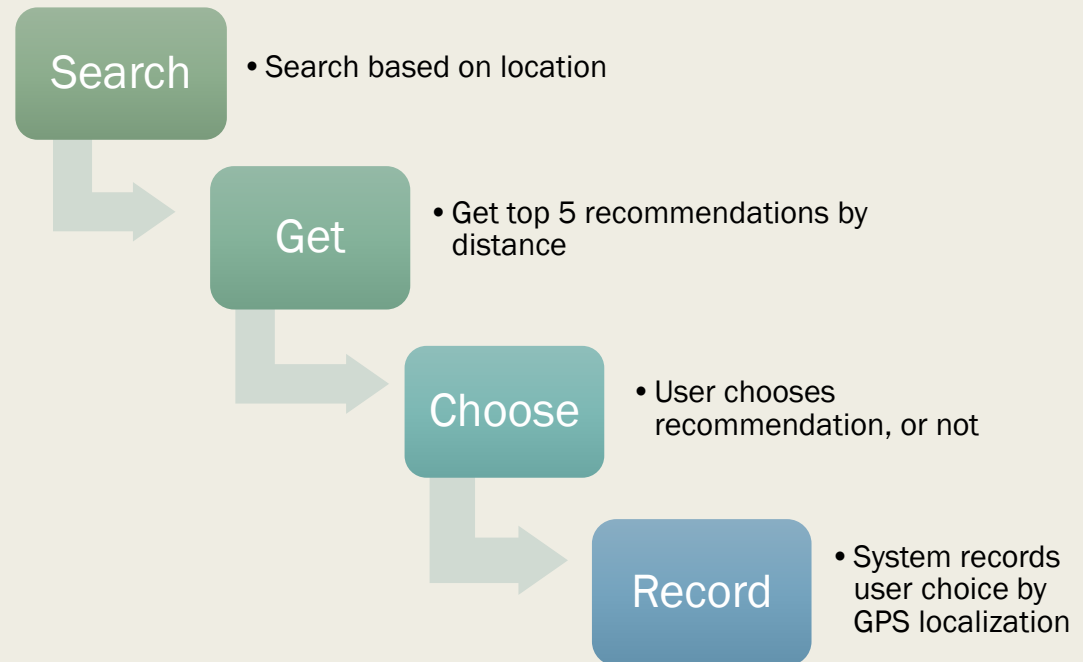   - *Price Range*
    - *Hours of Operation*

- **Created Sample User Data**
    - *Cuisine*
    - *Environment/Ambiance Type*
    - *Overall User Rating*
    - *Price Range*
    - *Date*
    - *Time (breakfast, lunch, snack, dinner, late night)*

Designing the recommendation system

■ Collaborative filtering by Turi

■ 3 recommendation types:
- *Popularity*
  - Ranks based on overall rating by all
  - Used when no data history
- *Similarity* (coming soon)
  - Ranks according to similarity of user choices
  - Used once data history exists
- *Factorization* (coming soon)
  - Ranks based on predicted ratings from user
  - Used once data history exists

Getting the recommendation

Search
- Search based on location

Get
- Get top 5 recommendations by distance

Choose
- User chooses recommendation, or not

Record
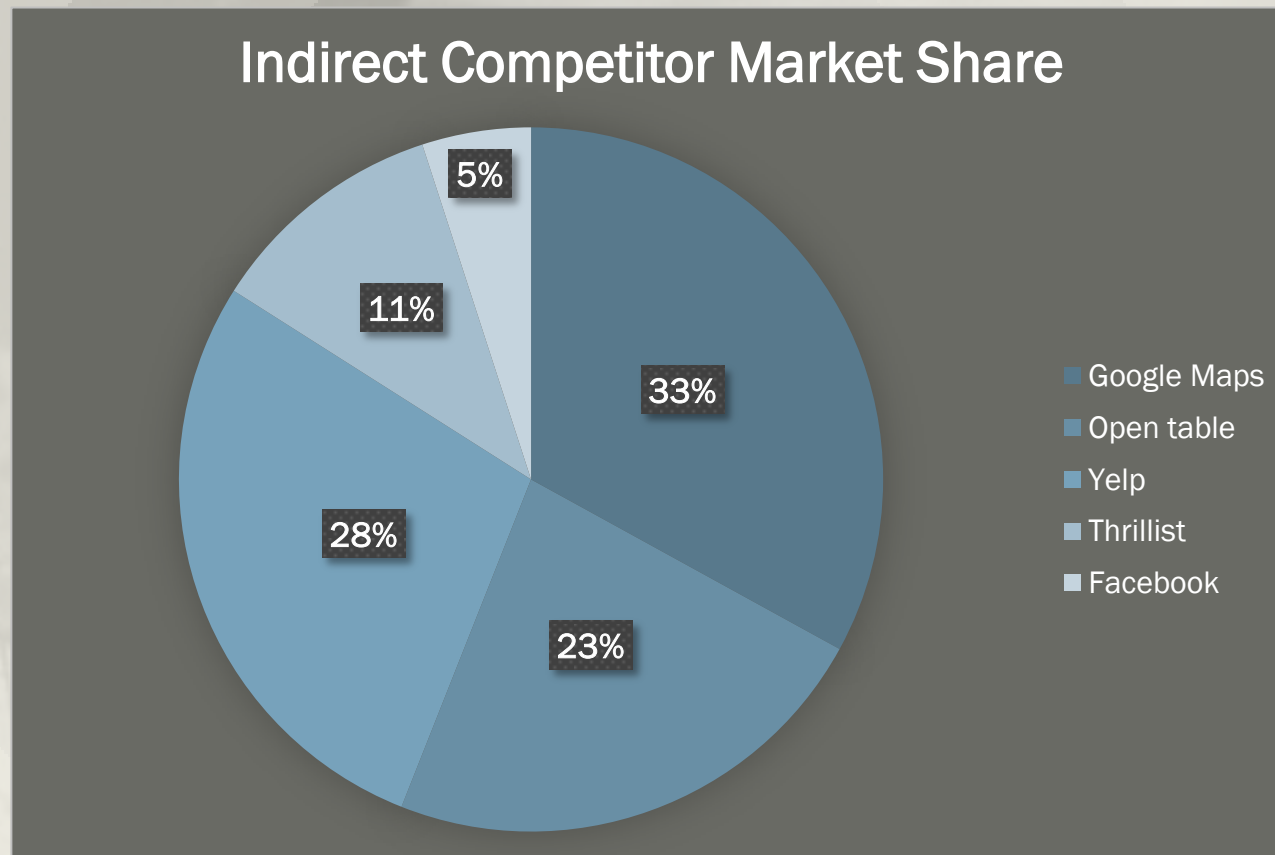- System records user choice by GPS localization

DEMO

When Smart Eats satisfies you inner foodie desire

Market Analysis

- No direct competitors

- Indirect competitors market share distribution:

Indirect Competitor Market Share

5%	
11%	Google Maps
33%	Open table
28%	Yelp
23%	Thrillist
	Facebook

No competitor offers both services and added value Smart Eats has

Target Market

- Smart Phone users
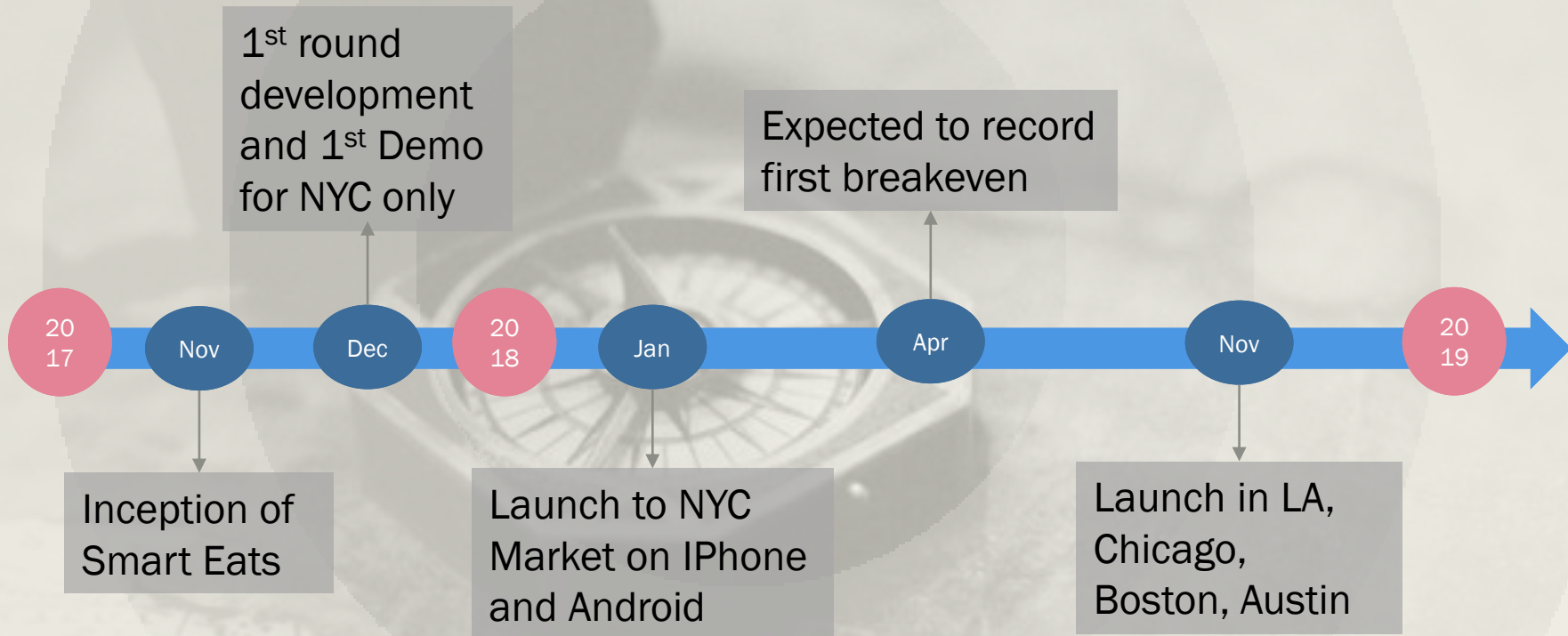
- Ages 18-25

- Tourists

- Foodies

Brand Awareness

- Build via:
- *social media*
- *Word of Mouth*
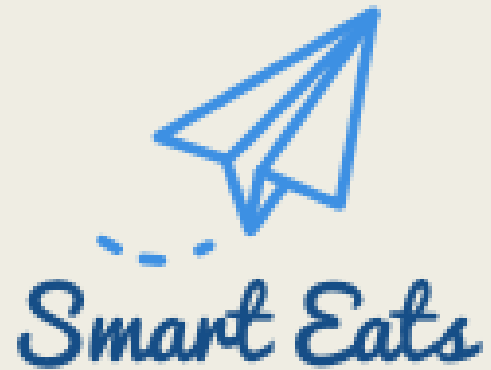- App grows with brand awareness

Sources of revenue

- **Advertisement**
  - *Restaurants (Featured of the day)*
  - *Alternative Products*
- **Subscription System**
  - *Free*
  - *One time fee (No ads from alternative products)*
  - *Annual (Access to additional features)*
    - *to be released in 2019 only*

Launch Timeline

Smart Eats

2017

Nov

Dec
1st round development and 1st Demo for NYC only

2018

Jan

Apr
Expected to record first breakeven

Nov

2019

Inception of Smart Eats

Launch to NYC Market on IPhone and Android

Launch in LA, Chicago, Boston, Austin

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