PENNVENTION 2015

"46.2 million Americans on food stamps in 2014"

-WSJ 2014

Average benefit is $130 a month per person and this is what most people have to feed themselves, and little else.
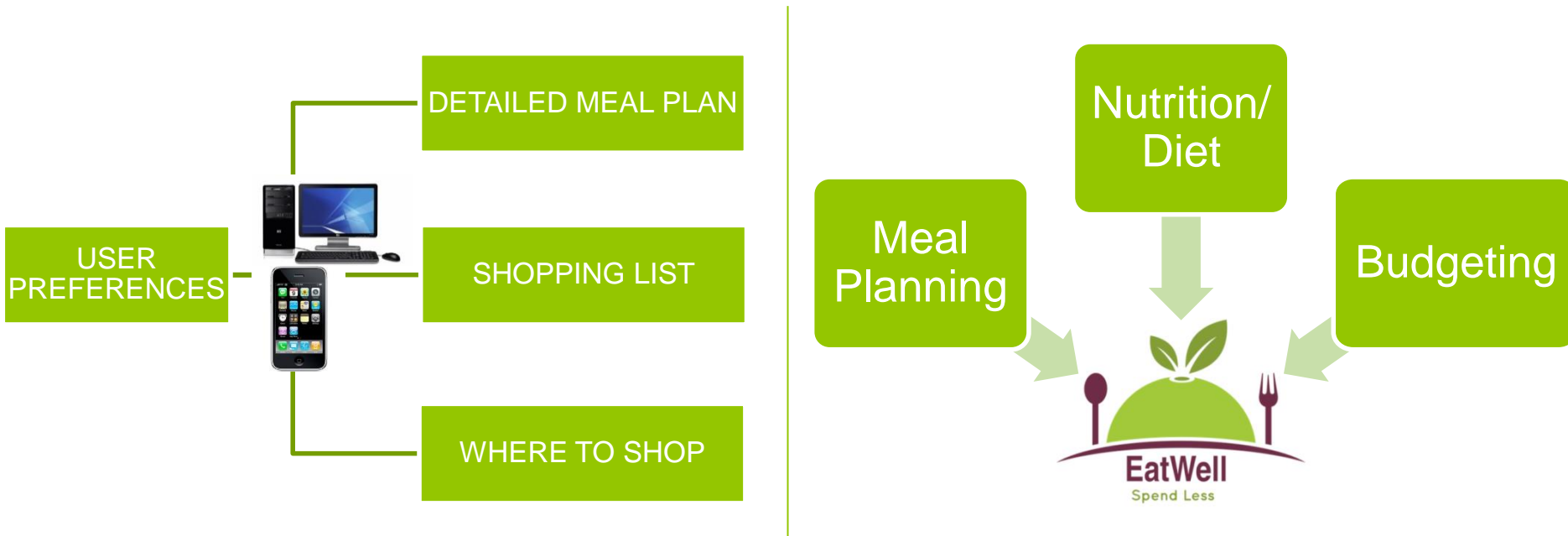
Enough Food →

The problem is not that people aren't getting *enough food*, but most aren't getting the *right food*, leading to malnutrition and other health issues.

← **Right Food**

EatWell's Mission: **Maximize nutritional value on a set budget.**

EatWell
Spend Less

The elegant solution to low-income nutrition!

USER PREFERENCES

DETAILED MEAL PLAN

SHOPPING LIST

WHERE TO SHOP

Meal Planning

Nutrition/ Diet
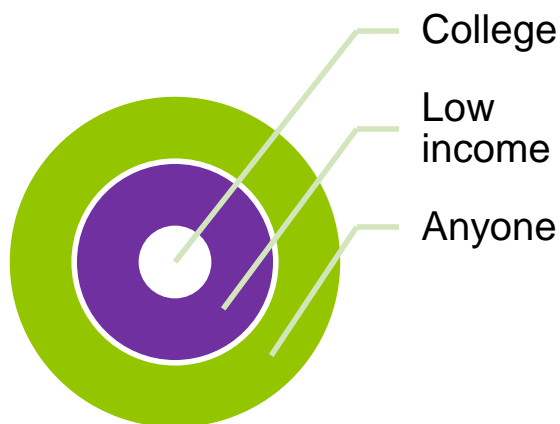
Budgeting

EatWell
Spend Less

The application will take in user preferences such as budget, location, allergies and output not only a detailed meal plan and shopping list, but also *where to shop*. In order to be budget compliant, the meal plans will be driven by weekly sales found in circulars.

The algorithm in determining the ideal meal plan and shopping list is proprietary as is the database of product prices found at local supermarkets collected through web-crawling.
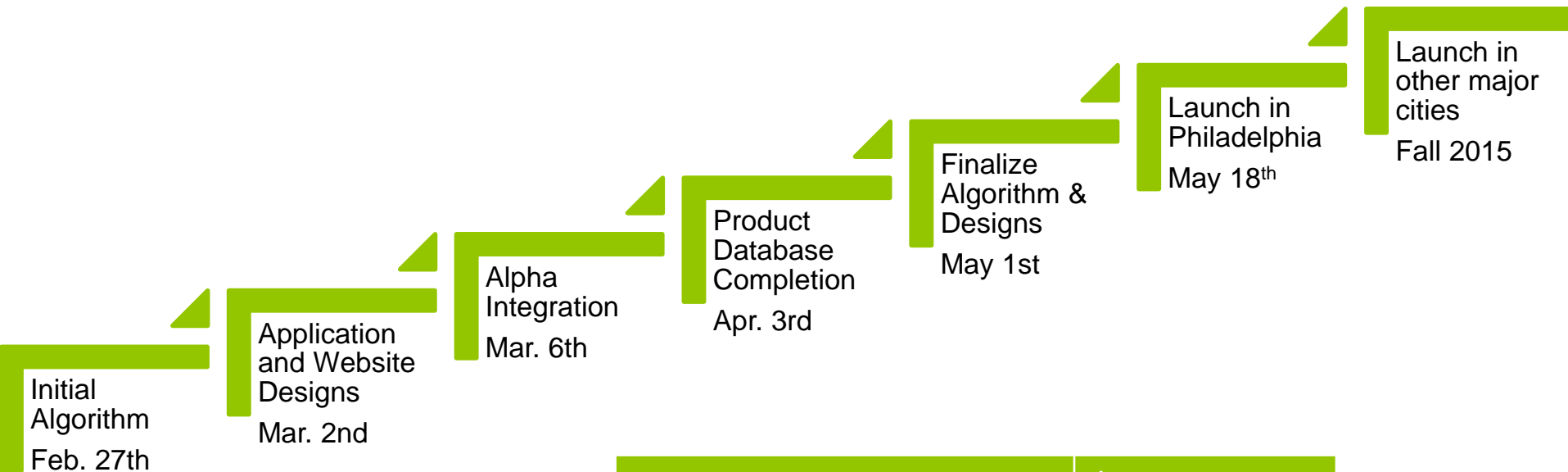
The Best Part!

| Market	Number of Users	Potential Revenue Annual ($MM)	Revenue Source	Needs
College Students	8,584,000 [A.2]	0.893	In-app advertisement	Low-cost meal plan requiring little skill and time to prepare
Low Income Families	15,370,000 [A.3]	1.6	In-app advertisement	Low-cost meal plan requiring little skill and time to prepare
Middle Class	31,600,000 [A.4]	1,137.6	Paid subscription for ad-free version and additional features ($3/month)	Meal plans that save time, but less resource-conscious and more educated about nutritional needs
Total	55,554,000	1140.1		

College

Low income

Anyone

*There are no competitor products with a focus on bringing together a meal planning application focused on **not only nutrition but also budgeting**. The biggest competitor will be convincing people to change how they have always planned, shopped, and cooked their meals.*

EatWell
Spend Less

Development Timeline and Expenses

Initial
Algorithm

Feb. 27th

Application
and Website
Designs

Mar. 2nd

Alpha
Integration

Mar. 6th

Product
Database
Completion

Apr. 3rd

Finalize
Algorithm &
Designs

May 1st

Launch in
Philadelphia

May 18th

Launch in
other major
cities

Fall 2015

Expense Item	$
Physical Servers & Storage	2,000
Cloud Servers	1,000
Test Units	500
App Store Fees/ MISC	500
Total	4,000

EatWell
Spend Less

The Team
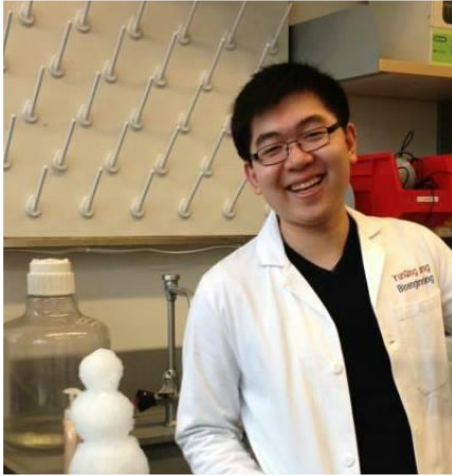
YunQing (YQ) Jiang

CEO, Co-founder

Key roles include business strategy and algorithm development.

Masters student at Penn in Bioengineering with an interest in entrepreneurship.

Immanuel Washington

CTO, Co-founder

Key roles include database management and technology innovation.

Penn graduate in Astrophysics. Works primarily on databases related to physics projects.

Megan McMonigle

CMO, Co-founder

Key roles include public outreach and health analytics.

Penn graduate in Health and Societies with minor in Urban Education Policy.

EatWell
Spend Less

Appendix

- [A.1] Ad-revenues generated on assumption that 1,000 daily users would equate to $0.50 per ad [1]. Users will see approximately 4 ads each use.
- [A.2] Number of college students calculated to be the total number multiplied by the percentage that lived separate from their families [2].
- [A.3] Number of low income families calculated by taking the number of families on food stamps [3] multiplied by the percentage that has access to internet through either a smartphone or Wi-Fi [4]
- [A.4] Middle class was defined as 75% of the number of households in the US [5] subtracted the number of households on food stamps, of which half would be interested in this product.

References

[1] http://smallbusiness.chron.com/much-advertising-revenue-can-mobile-app-generate-76855.html

[2] http://www.census.gov/hhes/www/poverty/publications/bishaw.pdf

[3] http://cnsnews.com/news/article/ali-meyer/record-20-households-food-stamps-2013

[4] http://www.pewinternet.org/2013/08/26/home-broadband-2013/

[5] http://www.statisticbrain.com/u-s-household-statistics/