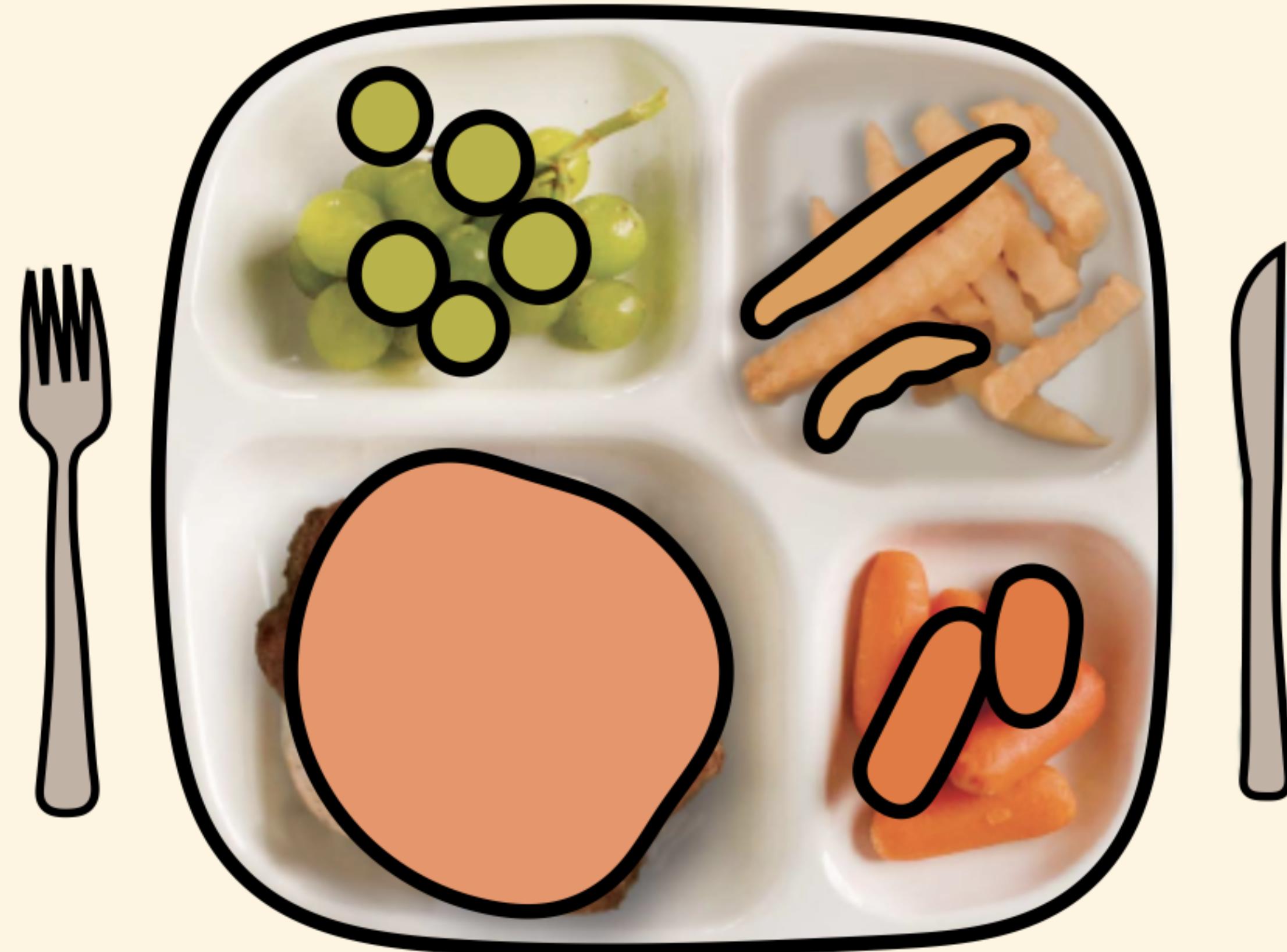


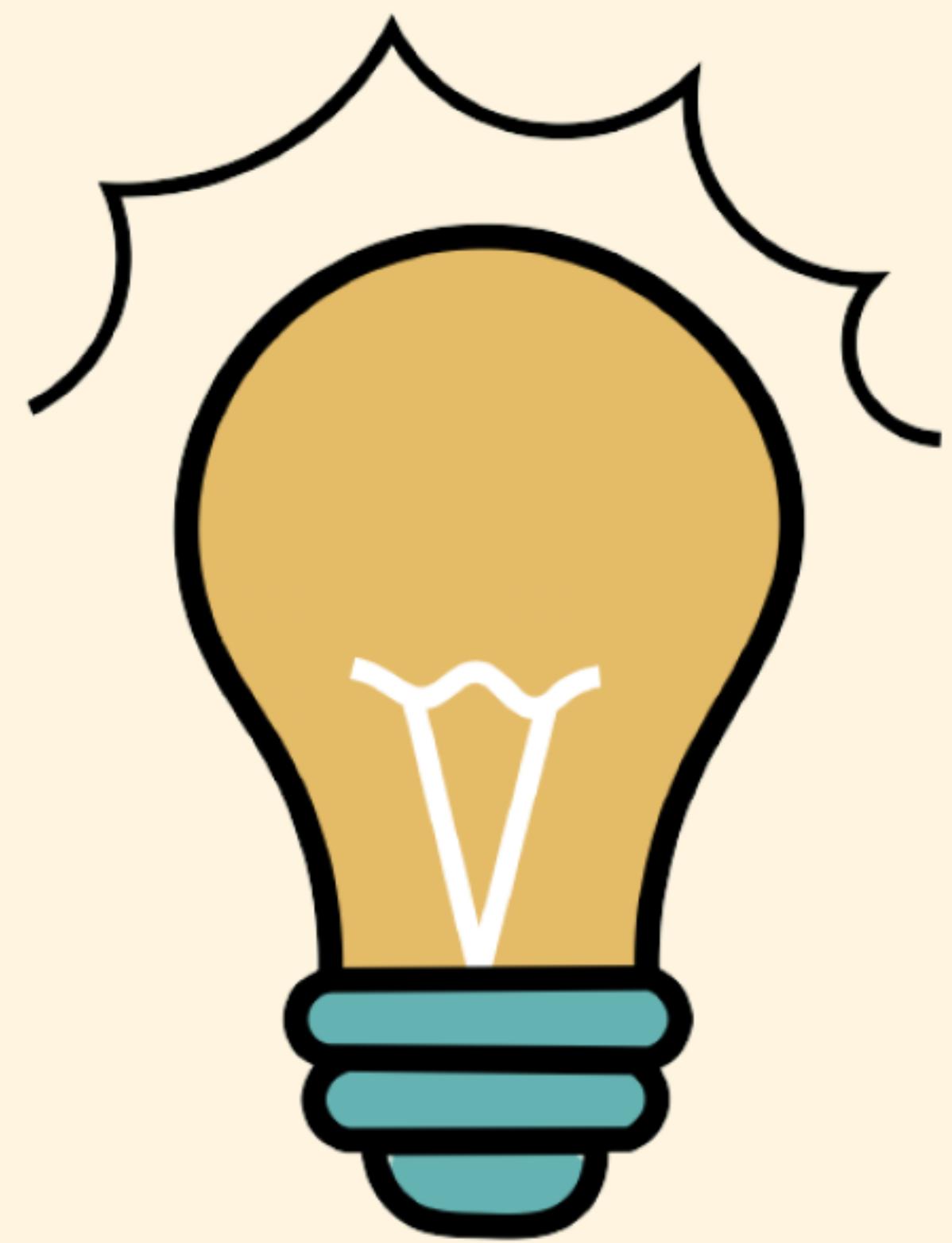
Winter Demo Day
March 11, 2023

**Let's feast on
something delicious**

Queen's Technology Media Association





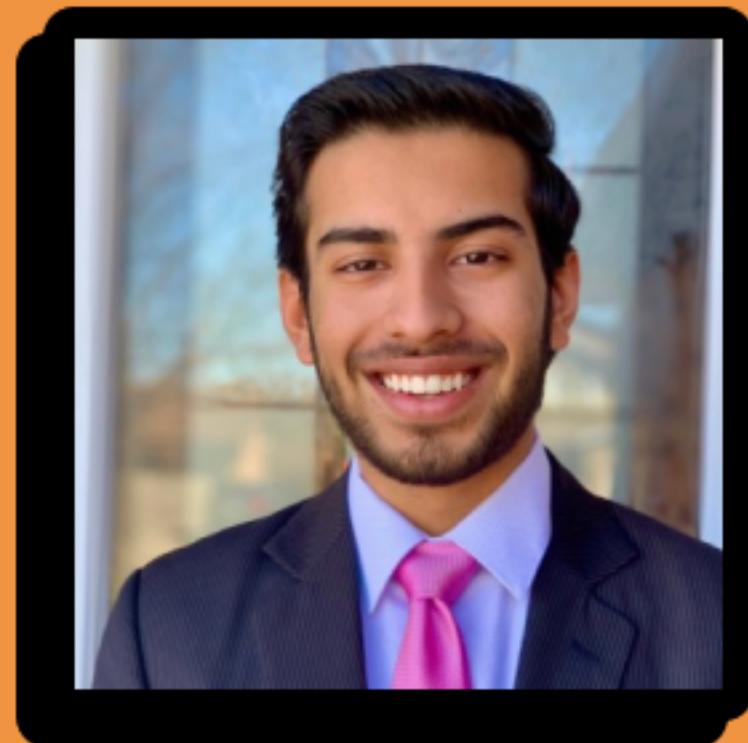






feastly

Meet the Team



Manush Patel
Product Manager



Jack Studiner
Senior Developer



Connor Rewa
Developer



Alison Xia
UI/UX Designer



Larry Han
First-Year Rep



Problem Space

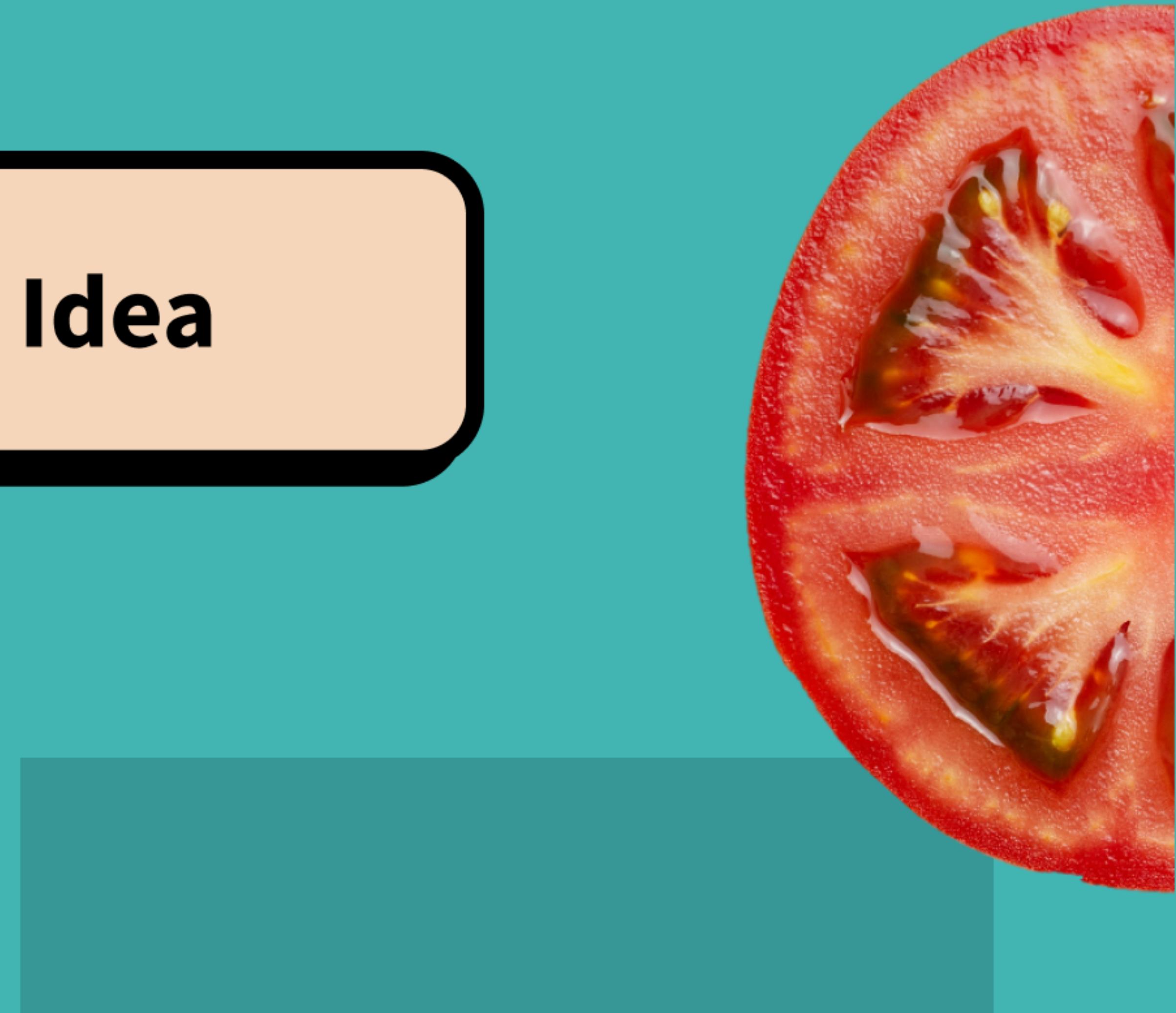
55%

**of university students
indicated they missed
homemade meals**

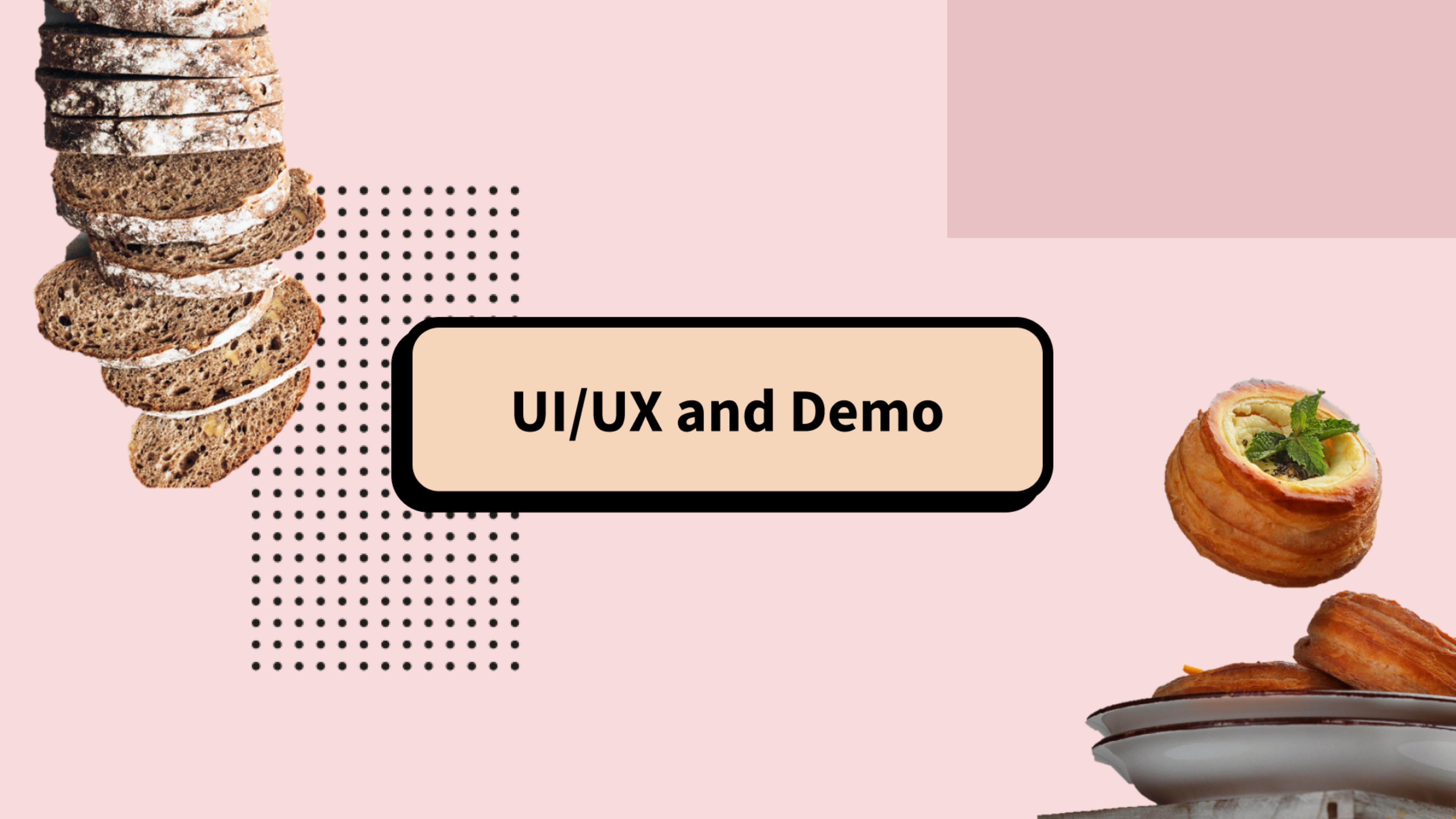
87%

**of Canadians said they prefer
home cooked meals over
eating out**

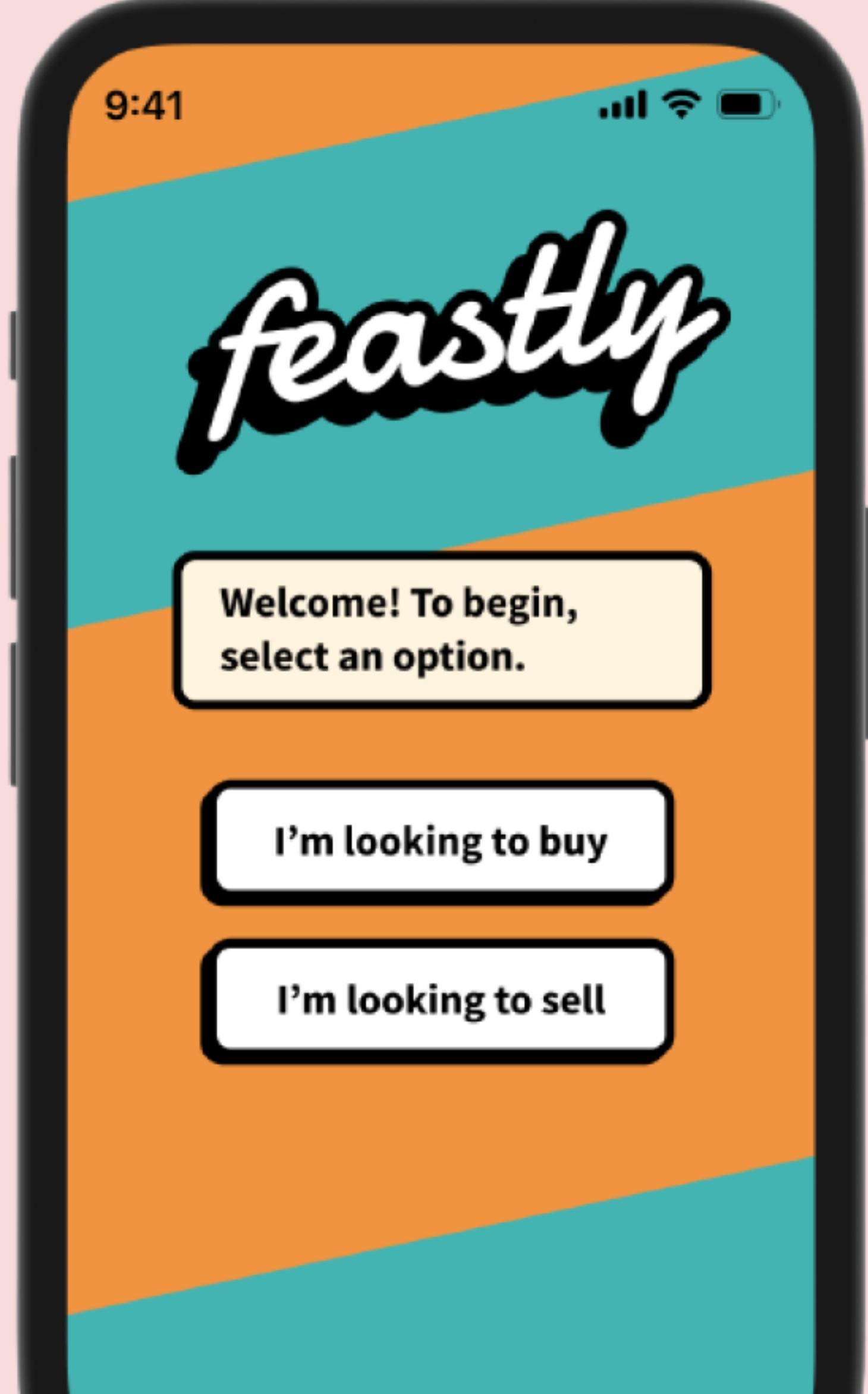
**How can we make it easier for
everyone to access authentic meals?**



Product Idea



UI/UX and Demo



Unconventional, yet familiar design.

- Bright, solid fills and outlines
- Unique colours
- Easy navigability and clarity





9:41

● ● ○ ○ ○

🔍

Evan's Shrimp Truck

★★★★★ Open until 5:00 pm

The most delicious shrimp, made in Kingston!

Shrimp Gumbo

A delicious, flavourful soup with fresh shrimp.

\$8.99

- 1 +

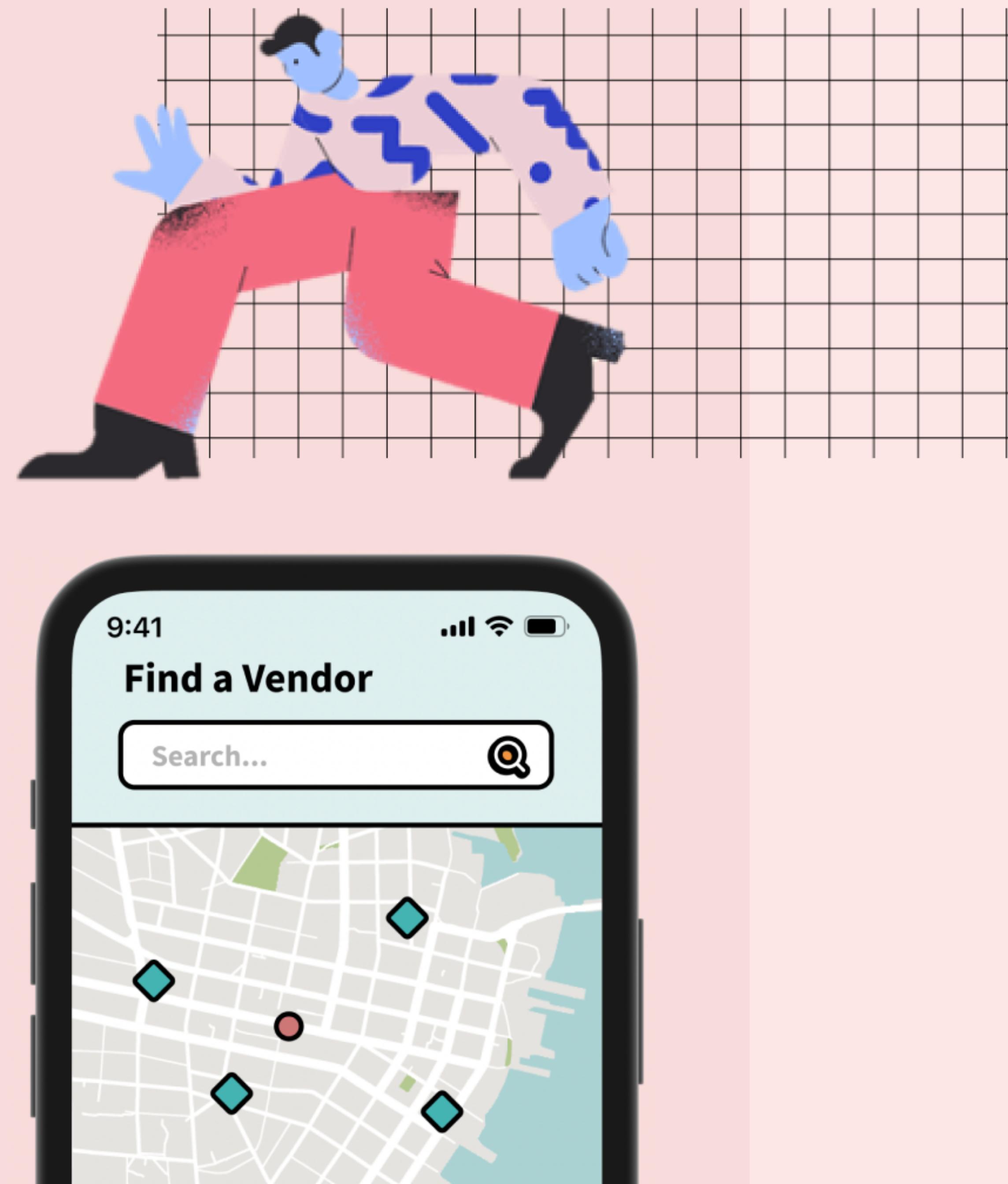
Shrimp on a Skewer

Grilled to perfection in the truck with a special seasoning.

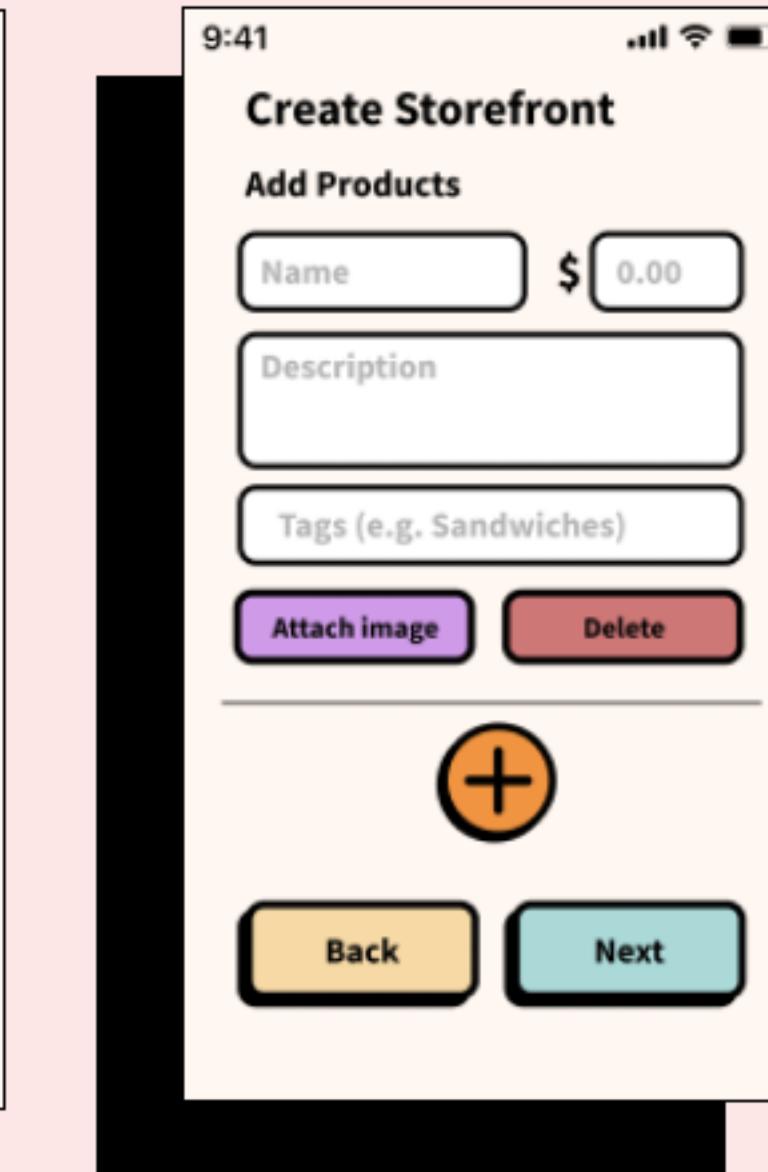
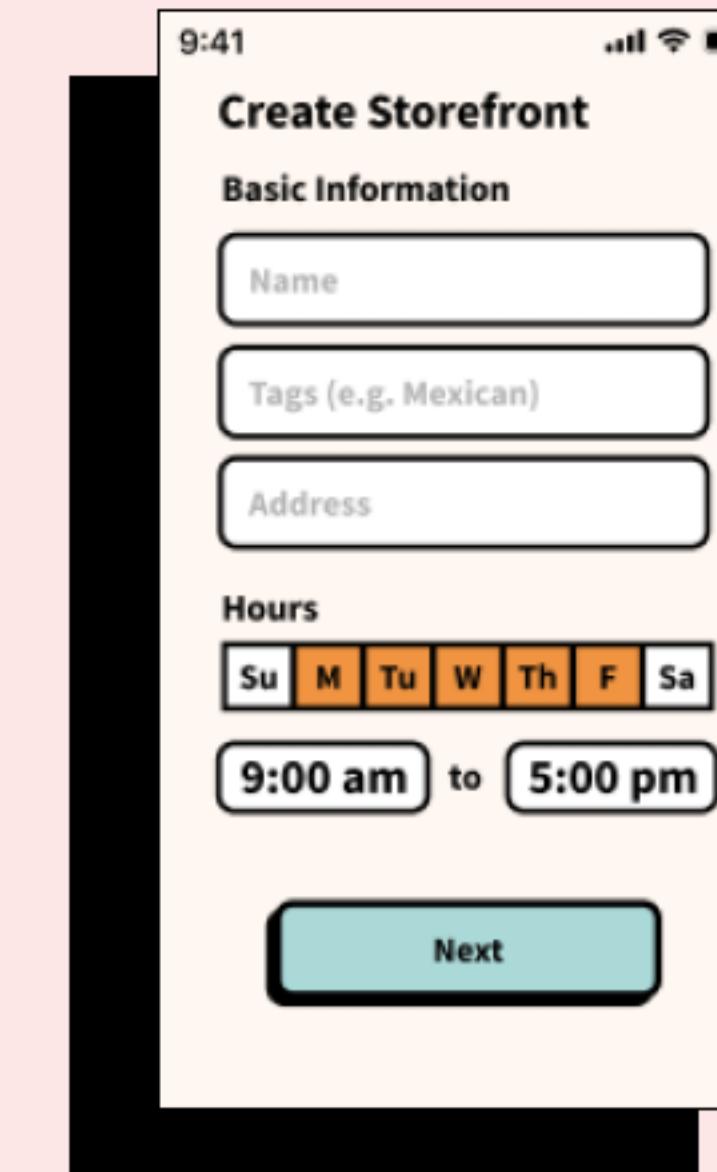
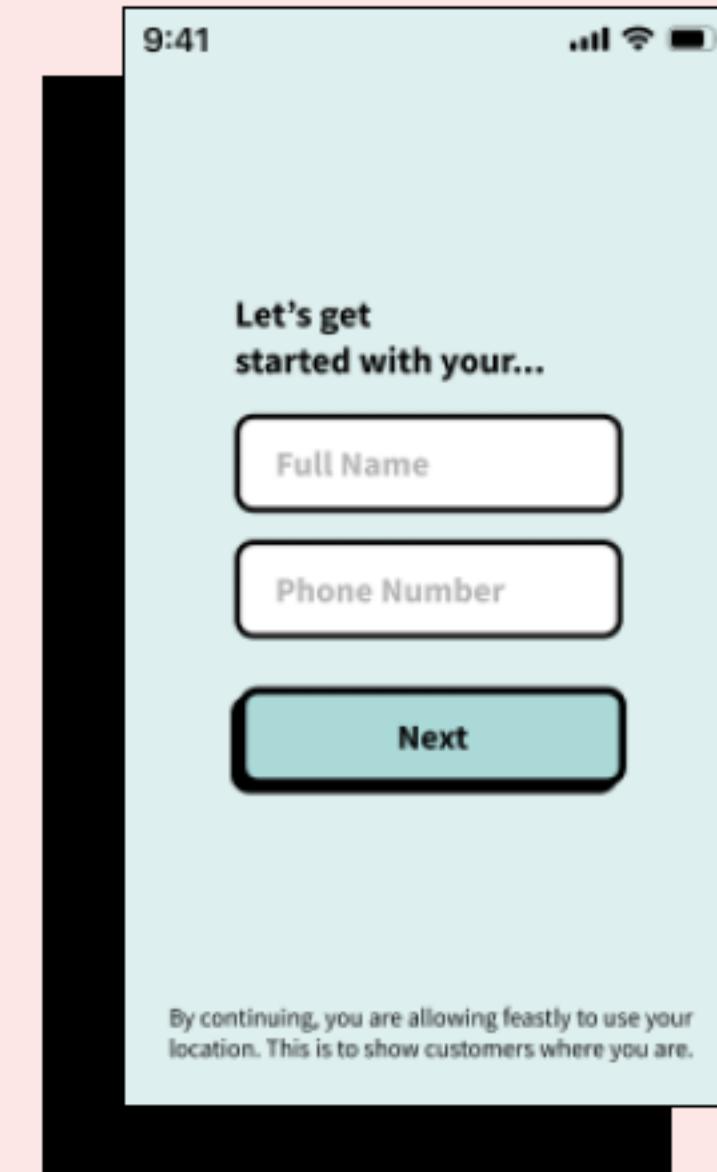
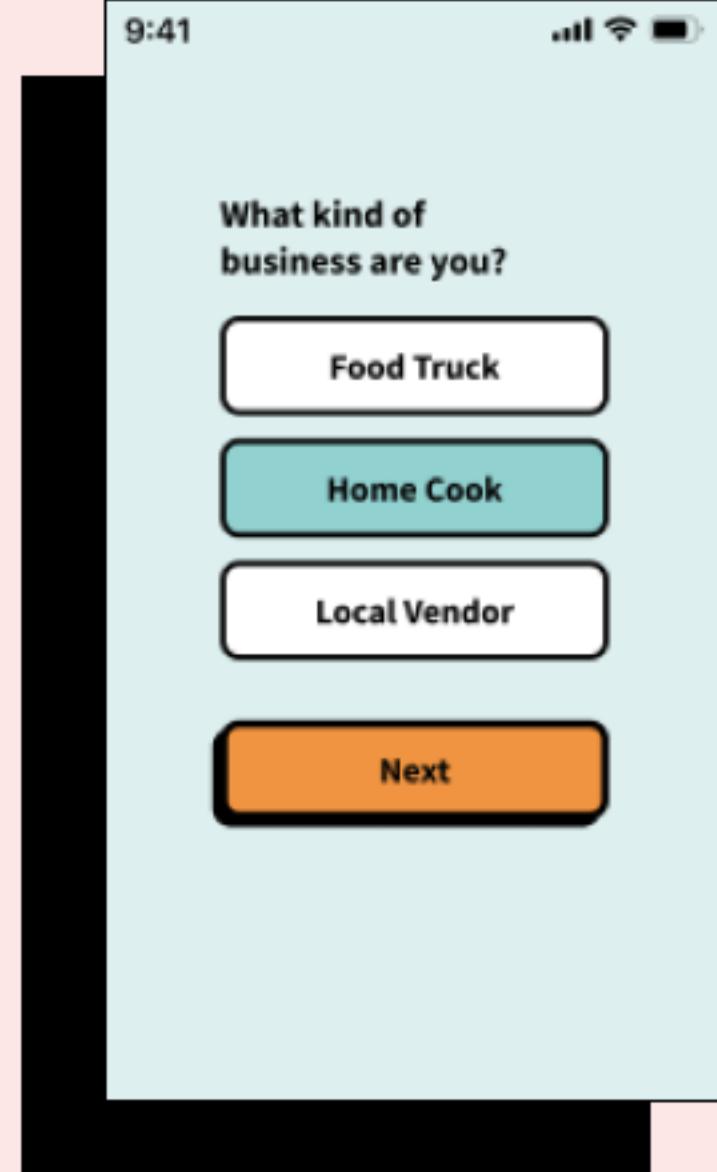
- 1 +

Breaking Every Tech Design Rule.

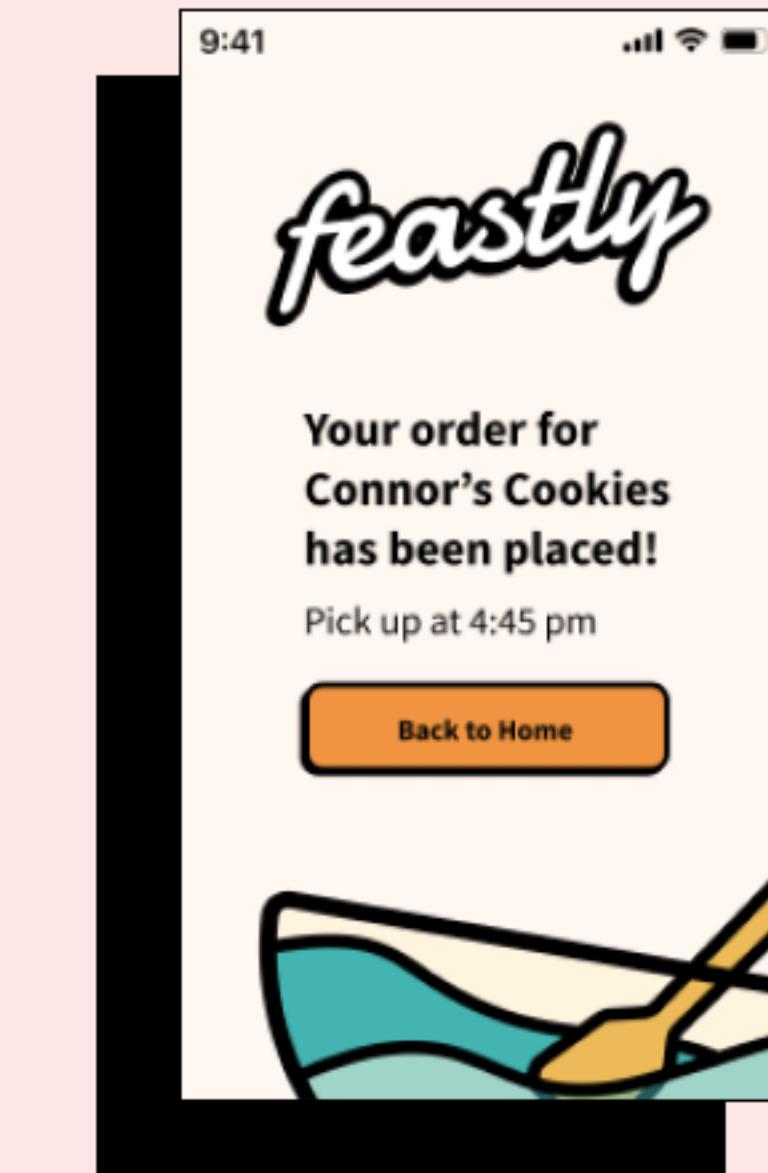
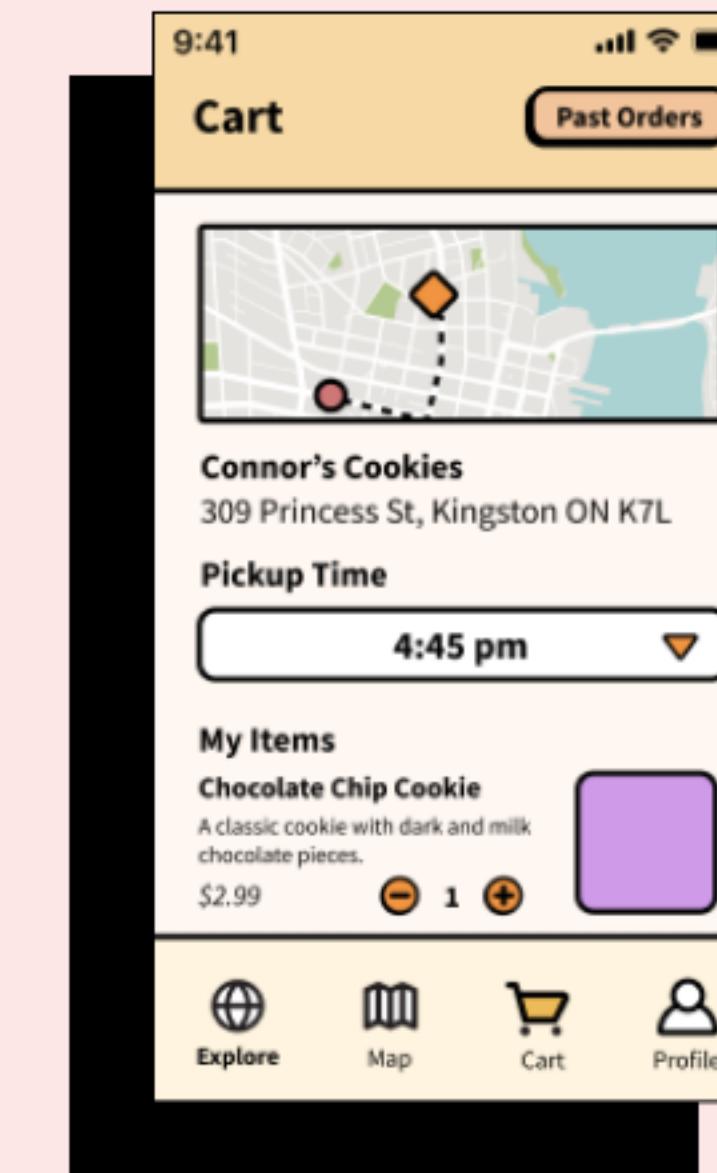
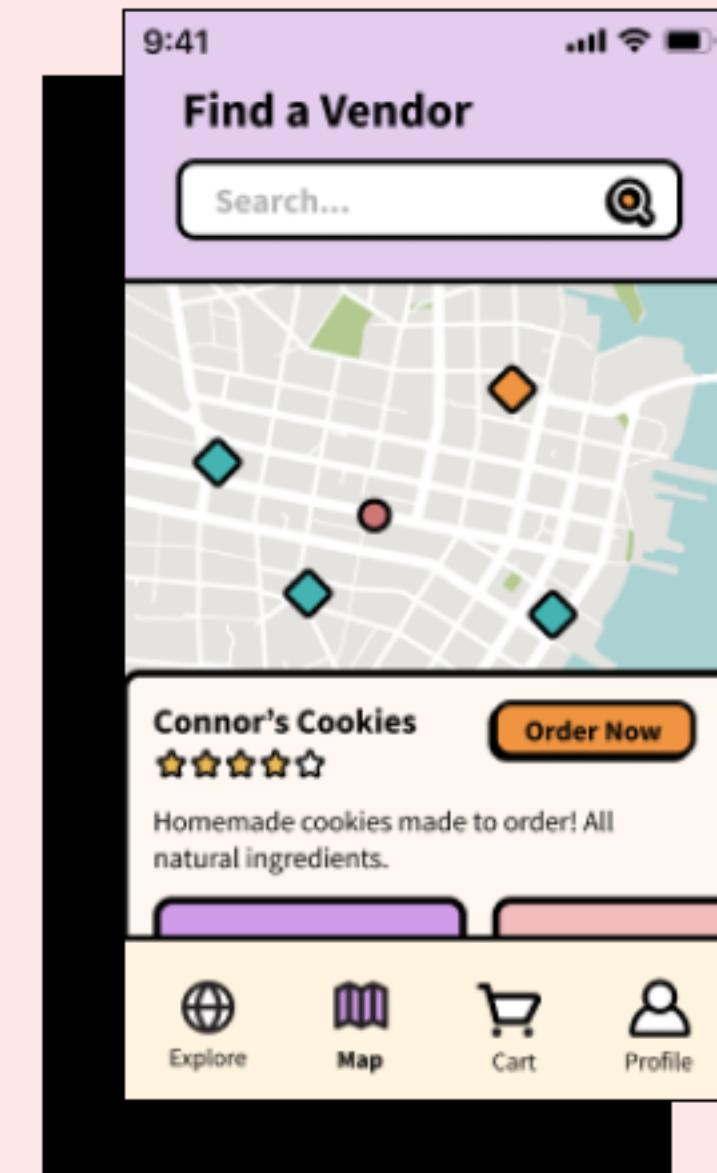
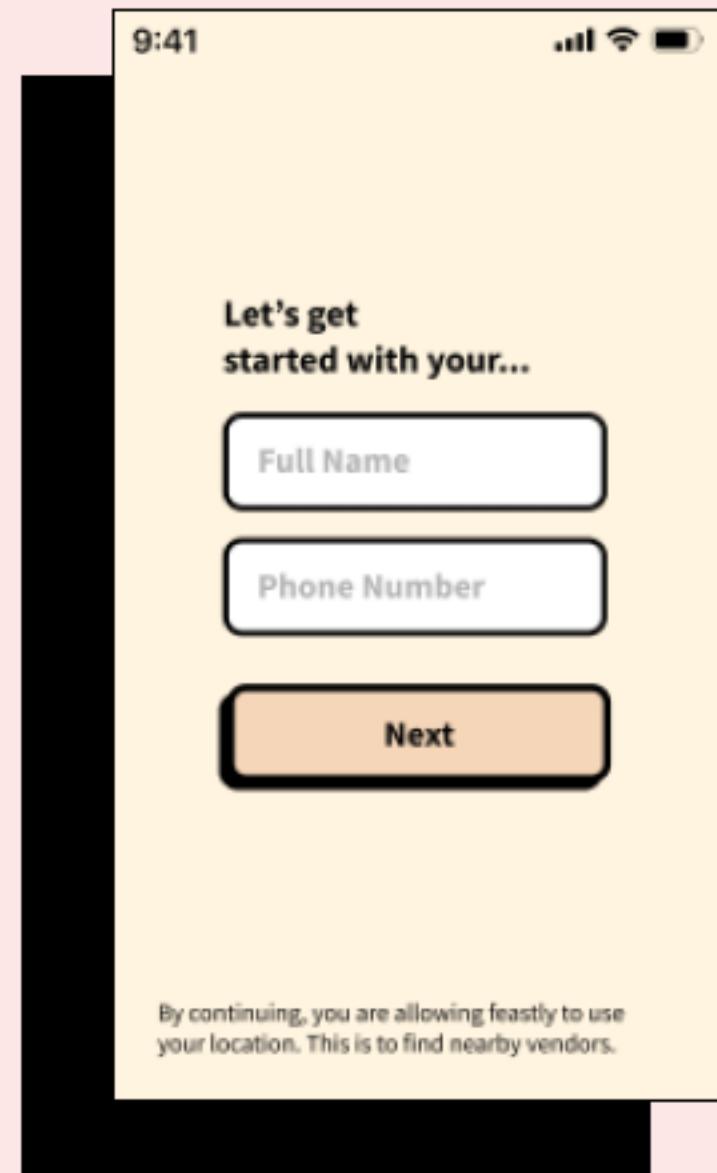
- No gradients
- No tech blue tones
- No minimalist fonts
- No weird looking blue-faced people

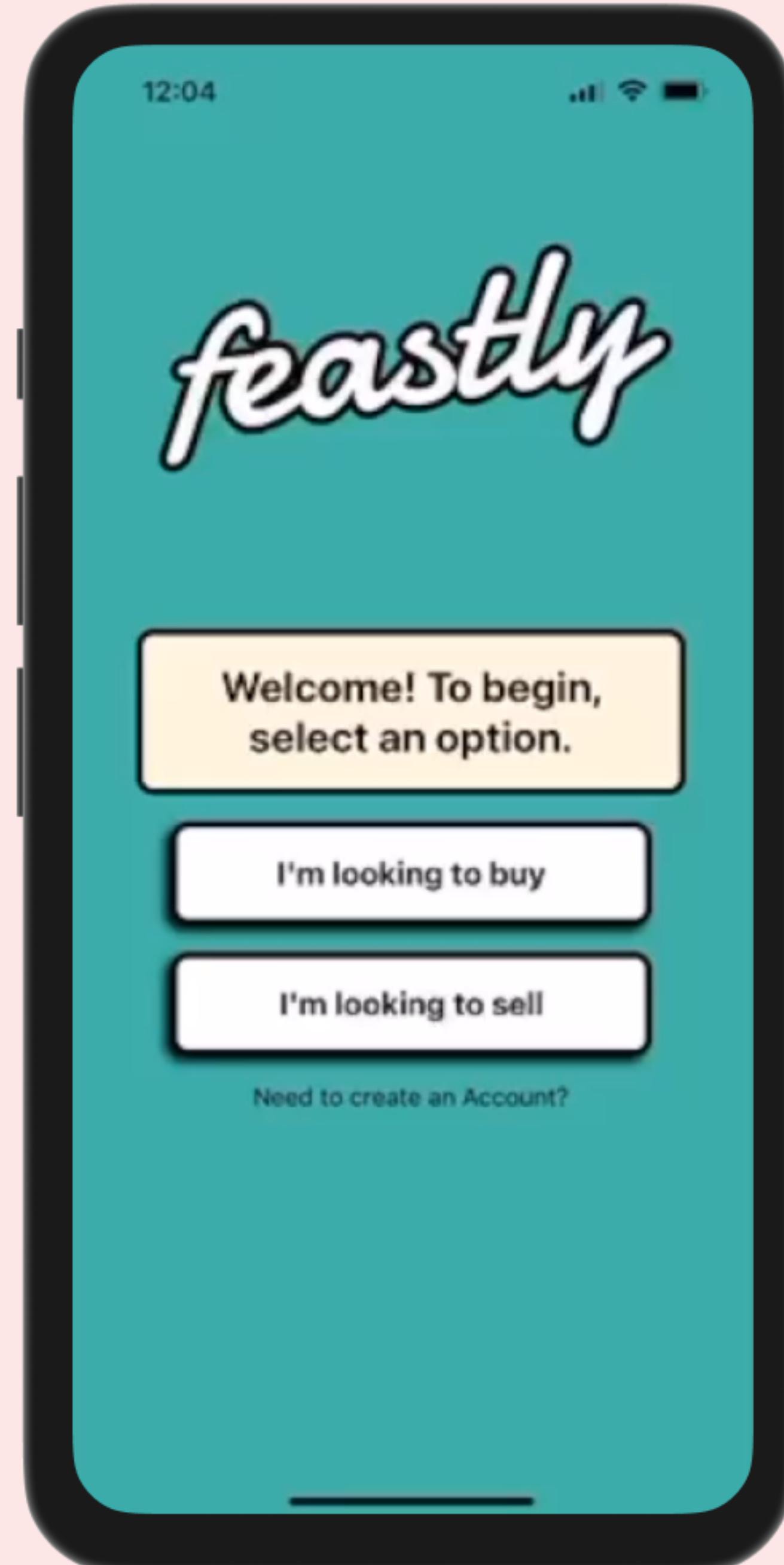


Vendor



Customer





Tech Stack

React Native

AWS Amplify

GraphQL

AWS AppSync

PostgreSQL

Aurora



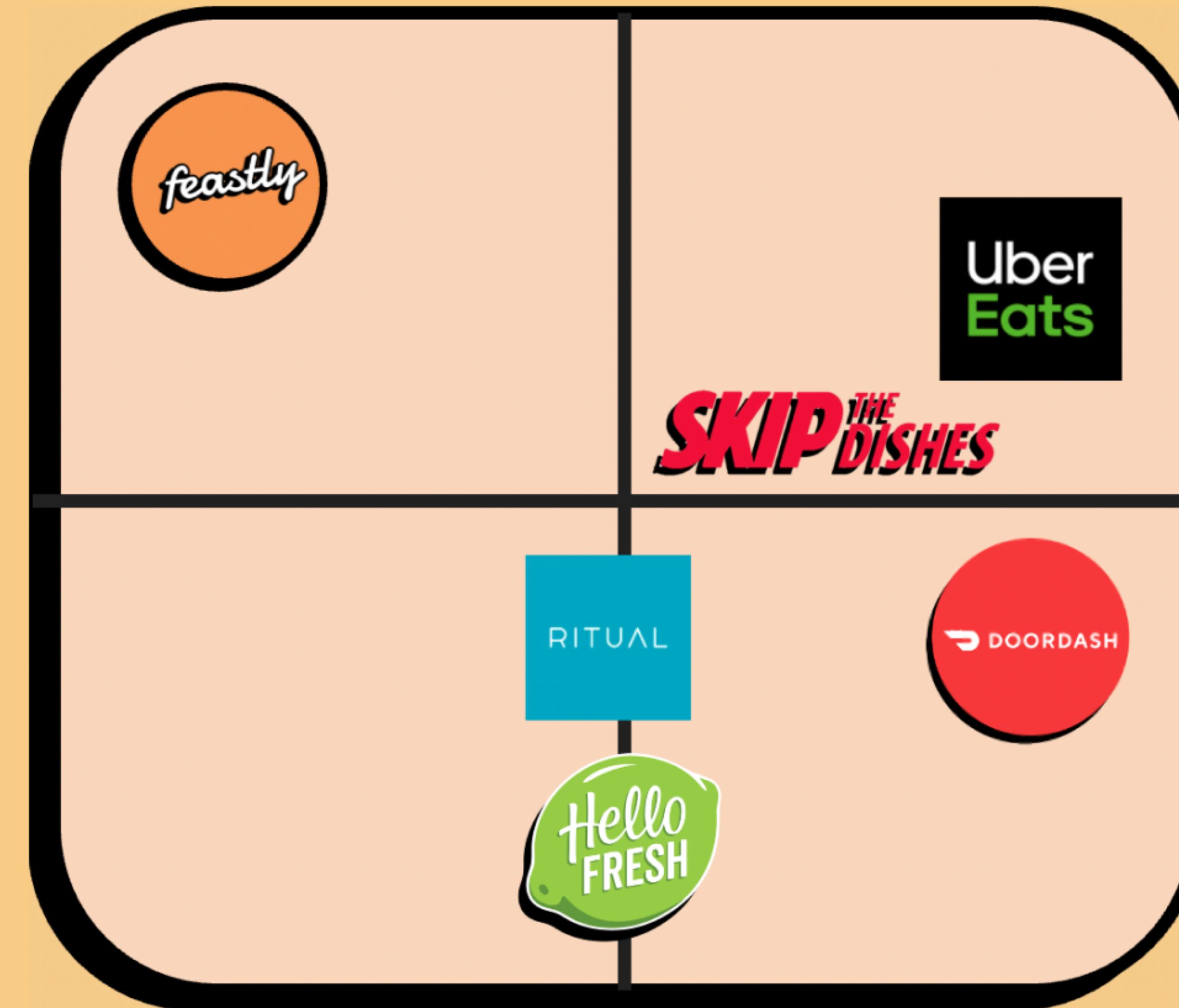
Competitor Analysis

High Local Business Support

Low Vendor
Expense

High Vendor
Expenses

Low Local Business Support



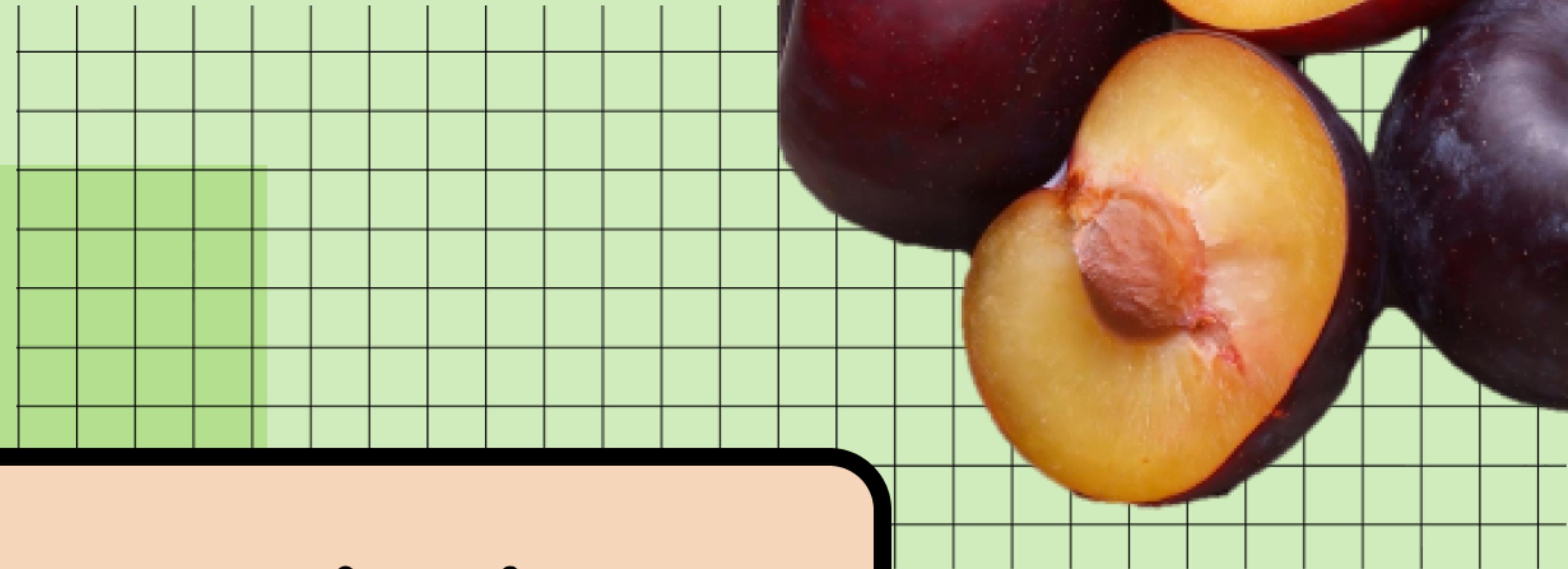


A decorative header featuring a sprig of fresh green parsley in the top left corner and a large orange pumpkin in the bottom right corner. The background is a solid light blue, overlaid with a vertical dotted grid pattern.

Go-To-Market

Pre-Order	Product Pickup	Small Vendor Friendly	Local Business Focus	Interactive Map
				
				
				
				
				
				

Monetization



Subscription-Based Pricing Strategy

We're encouraging small business growth through an affordable price model.

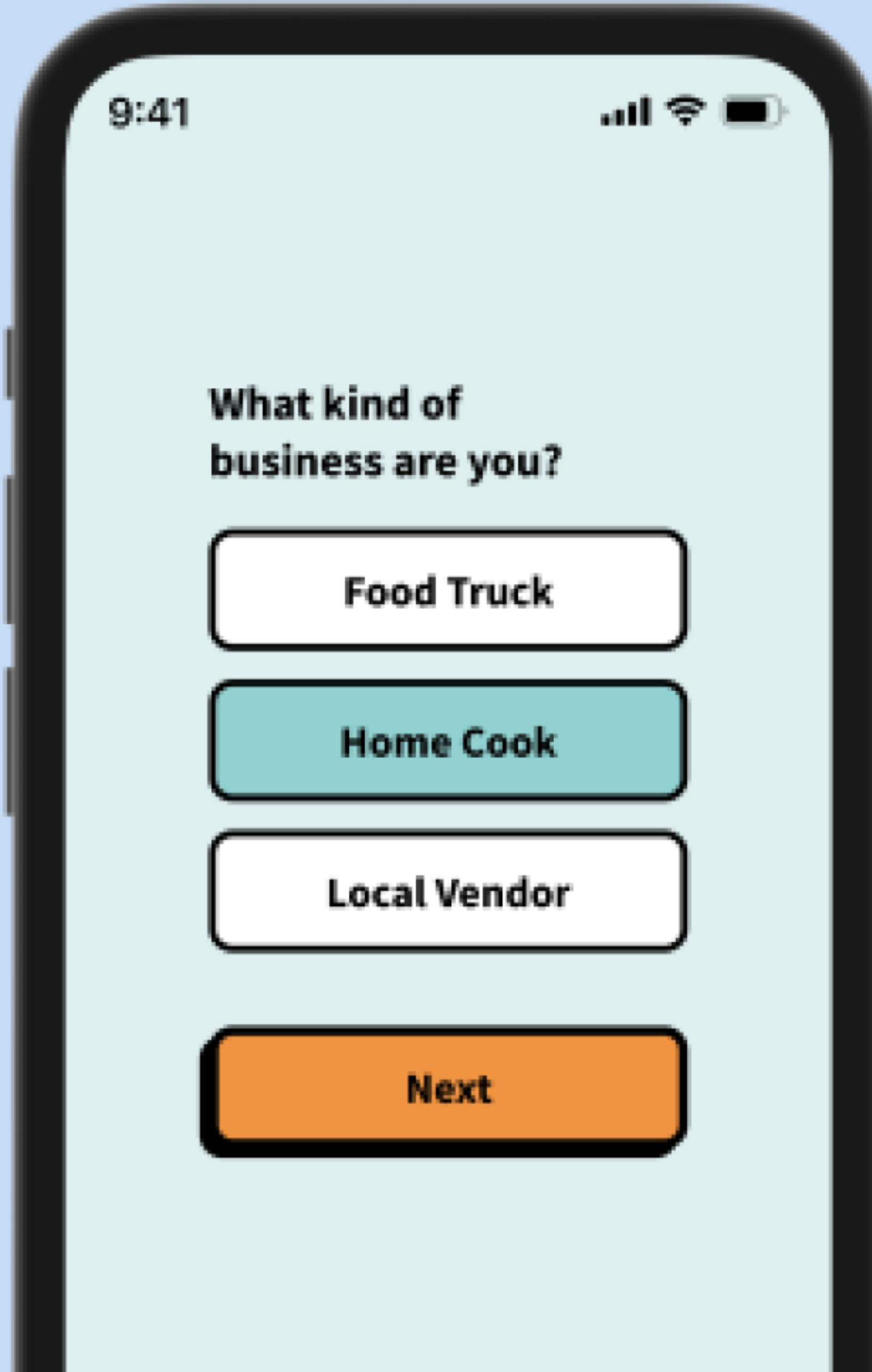
One-month free trial

\$50 Monthly Subscription

Money-back guarantee
(min. \$50 profit)

feastly





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What kind of
business are you?

Food Truck

Home Cook

Local Vendor

Next

1.

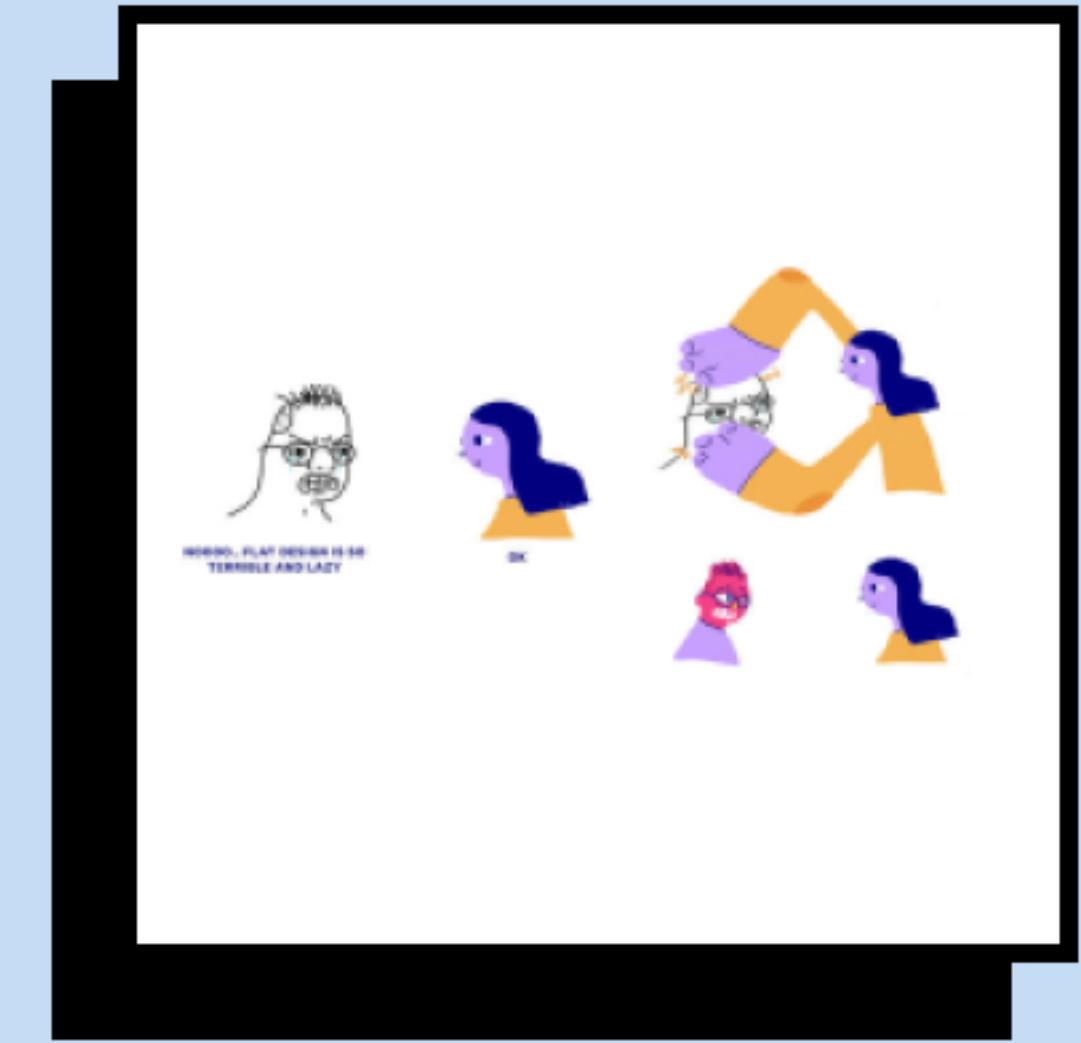
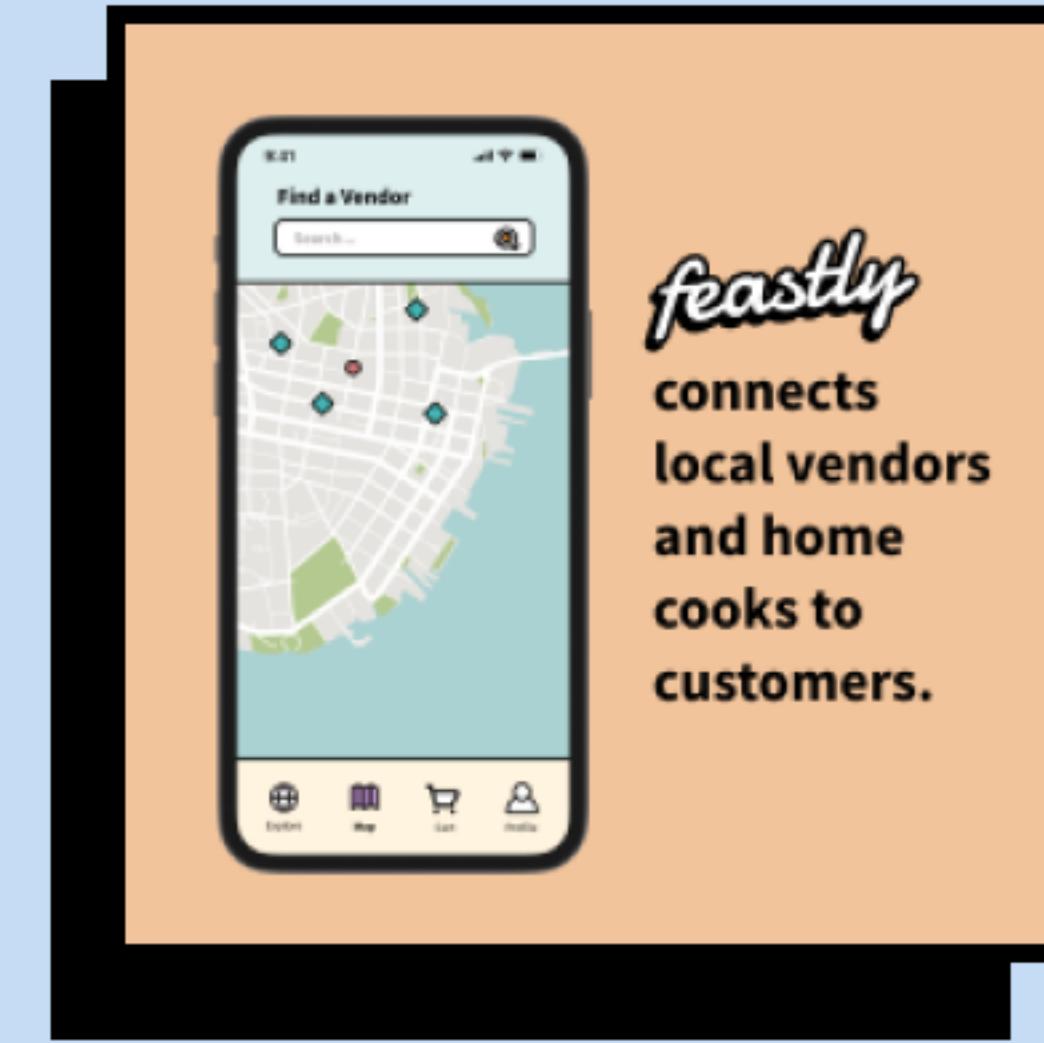
Vendor Acquisition

- 7 vendors are on board
- 23 more have been contacted
- Emailing, cold-calling, and Instagram is our main form of communication

2.

Marketing Strategy

- Campaigning on Instagram and incentivizing users to complete orders
- Conducted a mock ordering process on Facebook and received 308 orders
- Looking to partner with festivals happening in the GTA and the food trucks present there



Future Goals

Have 100 vendors

Generate \$10,000 in revenue

Expand to 3 different cities

Questions?