In our final year module on Innovation, Entrepreneurship, and Enterprise, we were assigned the task of developing an innovative business idea and presenting it comprehensively. Our project, titled "Still Tasty," aimed to tackle the pervasive issue of food waste in the UK’s restaurant industry, which sees approximately 199,100 tonnes of food wasted annually, translating to a financial loss of about £682 million. The core concept of "Still Tasty" involved creating a mobile application to connect restaurants with local consumers, facilitating the sale of unclaimed meals at a reduced price. This solution not only helps reduce food waste but also provides consumers with access to high-quality meals at lower costs and offers restaurants a chance to recoup losses on otherwise wasted food.

During the development of this project, my responsibilities included engaging with external businesses to gather interest, calculating the financial projections for the venture, and crafting all the visual components of our presentation using Adobe Illustrator and Photoshop.

The app’s financial model is designed to be mutually beneficial; it uses a profit-sharing strategy where revenues from sold meals are split between "Still Tasty" and the participating restaurants. This encourages more restaurants to join the platform, thereby expanding our serviceable market. The project was not only a technical challenge but also an intensive market analysis exercise, requiring us to engage directly with potential clients and conduct detailed financial planning. The app’s development was planned in stages, starting with design and moving through development, affiliate acquisition, public launch, and expansion. We projected the financial break-even point to occur by the second year, factoring in initial development costs and ongoing operational expenses.

Skills used:

Idea Generation

Photoshop

Illustrator

Excel

External Engagement