**The name of the idea –** Soul Food

:pencil2: **Description** : Creating an food app using block chain so as to make the whole business more transparent and reduce the commission taken by middlemen (company like Zomato) from restaurants earnings.

:poop: **Problem** As current food delivery and ordering platform cuts major amount of a restaurant earnings as commission and holds the rights to increase or decrease this percentage of commission , leds to decreased margin of profit for restaurant as well as food delivery guy.

**Current Solution:** Currently we are fully dependent on these platforms like swiggy and zomato to handle these profits and hoping that they will not promote any food chain specifically and will be fair to all food chains ,resulting in more distributed market space. As due to unavailability of any other solution we have to comply with their business model. In current scenario, platform providers control how much commission will be taken and that commission increases and decreases depending upon your rating.  
Rather we will keep this commission really low and consistent, and can use token based reward system for chains providing satisfactory services. For eg. After getting certain number of tokens they can get benefits such as they will be shown in home screen of app, or maybe they are allowed to given certain number of discounts and company will reduce their commission, As right now restaurants give these discounts from their end thus reducing margin of profit even more as customers are attracted towards restaurants offering discounts, thus they have to constantly pay this customer acquisition cost if they have to sustain in market.

:tada: **Proposed Solution:** Our block chain will handle all of the auditing process of the earnings done by restaurant. It will streamline the whole supply chain and manage to increase the profits of both delivery guy and restaurant by reducing the commission. We can use smart contracts to create a reward system to reward a restaurant with good services and may be they can use these reward points or tokens to be on home screen of food app or they can use these tokens to offer discount to customers as right now, As right now these food chains have to offer these discounts from their end and there will be no reduction in commission percentage when they do so, reducing their error of margin further. and we can use this token system to punish those who are not holding up to promises that they have.

:sports_medal: **Unique Value Proposition** This app will simplify the auditing process and how the overall transactions are handled making them more transparent, will reduce huge commissions taken by platform provider and will use token based reward system to reward them for their consistent good performance which they can use to grow their business. And even the bed performers will get enough chance to perform better without increasing their commission percentage.

:link: **Why blockchain?** Block chain immutability and trustless nature will ensure restaurants owners that there are fair practices being used by platform to evaluate their earnings and rewards and is not preferring any one particular food chain resulting in more distributed market and will reduce the commission taken from them.

:scissors: **What is your riskiest assumption?** Our riskiest assumption is will management be in our favour of this, because this would cause a low profit for them. And also will food chain be ready to transfer to our platform because, they already have a large audience in currently on-going platforms.

:bar_chart: **What's your first test?** To have an app which is effectively handling all the transactions made by customers and transferring right amount to owners and handling the token based reward system.

:heart: **Why should we care?** As consumer you will get better services and discounts from these owners as they will have more cash in their hands rather than losing all of it in commission or in customer acquisition cost.