



IDEA

- Providing online platform to tiffin vendors
- Provide people with a variety



Problem Validation

- Surveys conducted among students and working professionals staying away from home.
- The surveys included questionnaires asking all the information related to the prevailing problem.

Why we are working on this?

JUNK FOOD

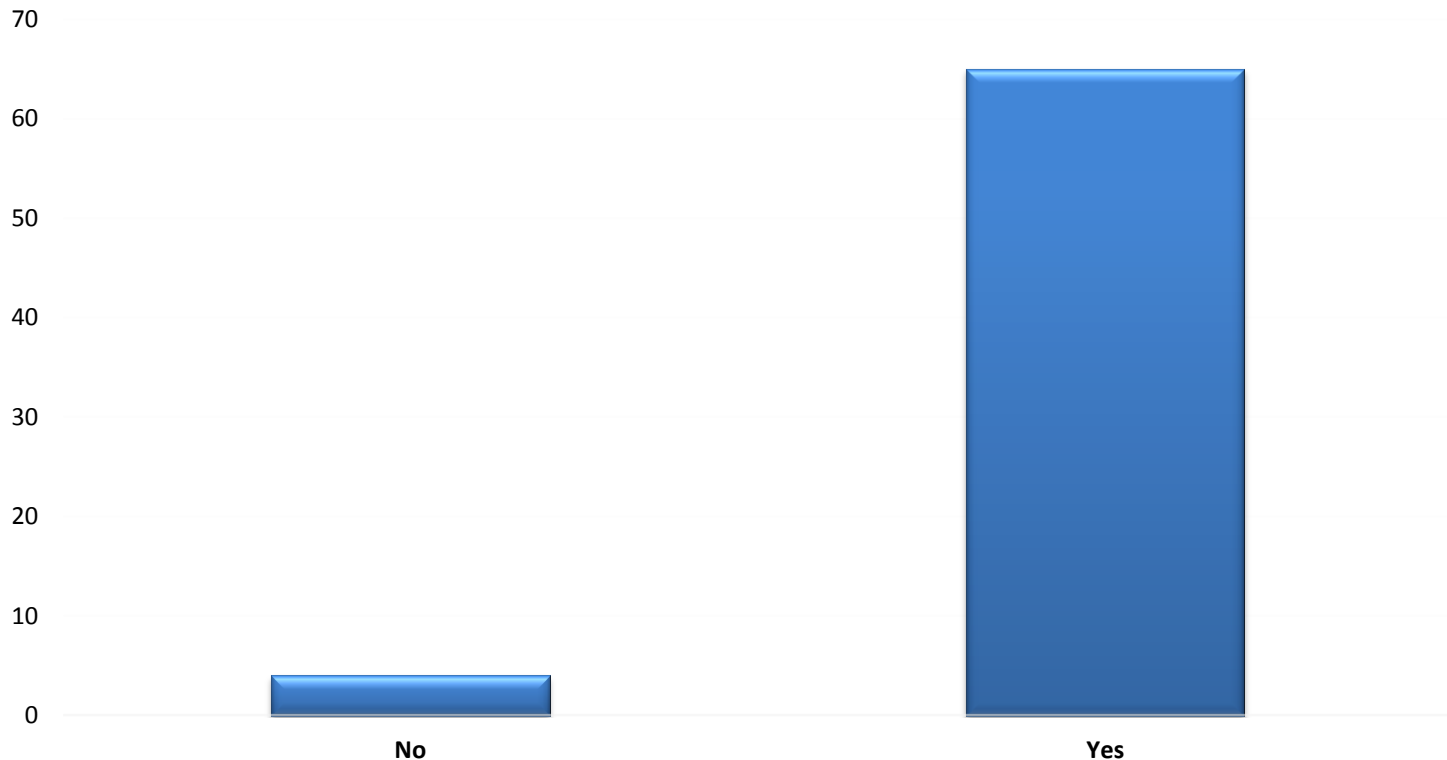


IRREGULAR DIETS

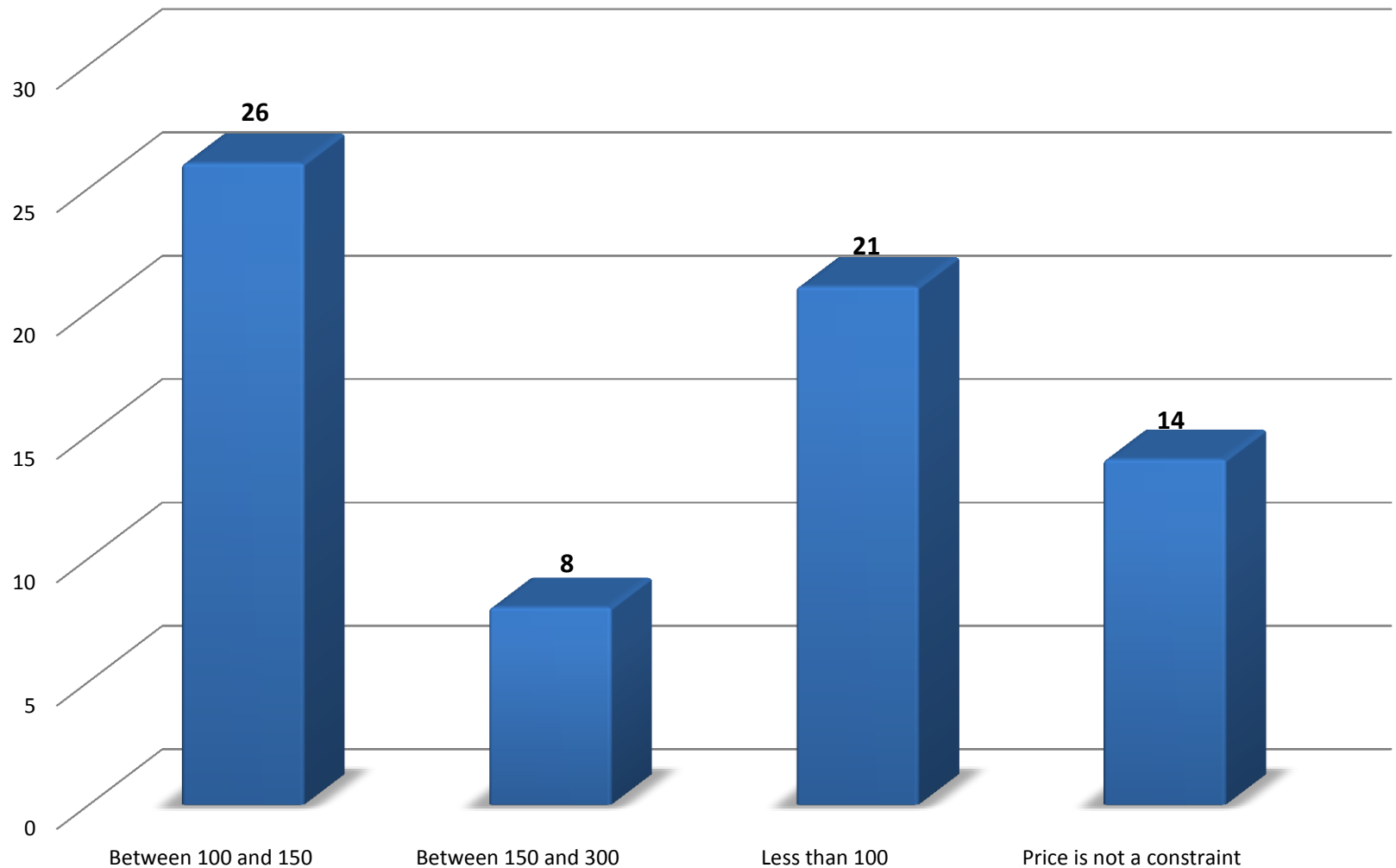


Does the market really need us?

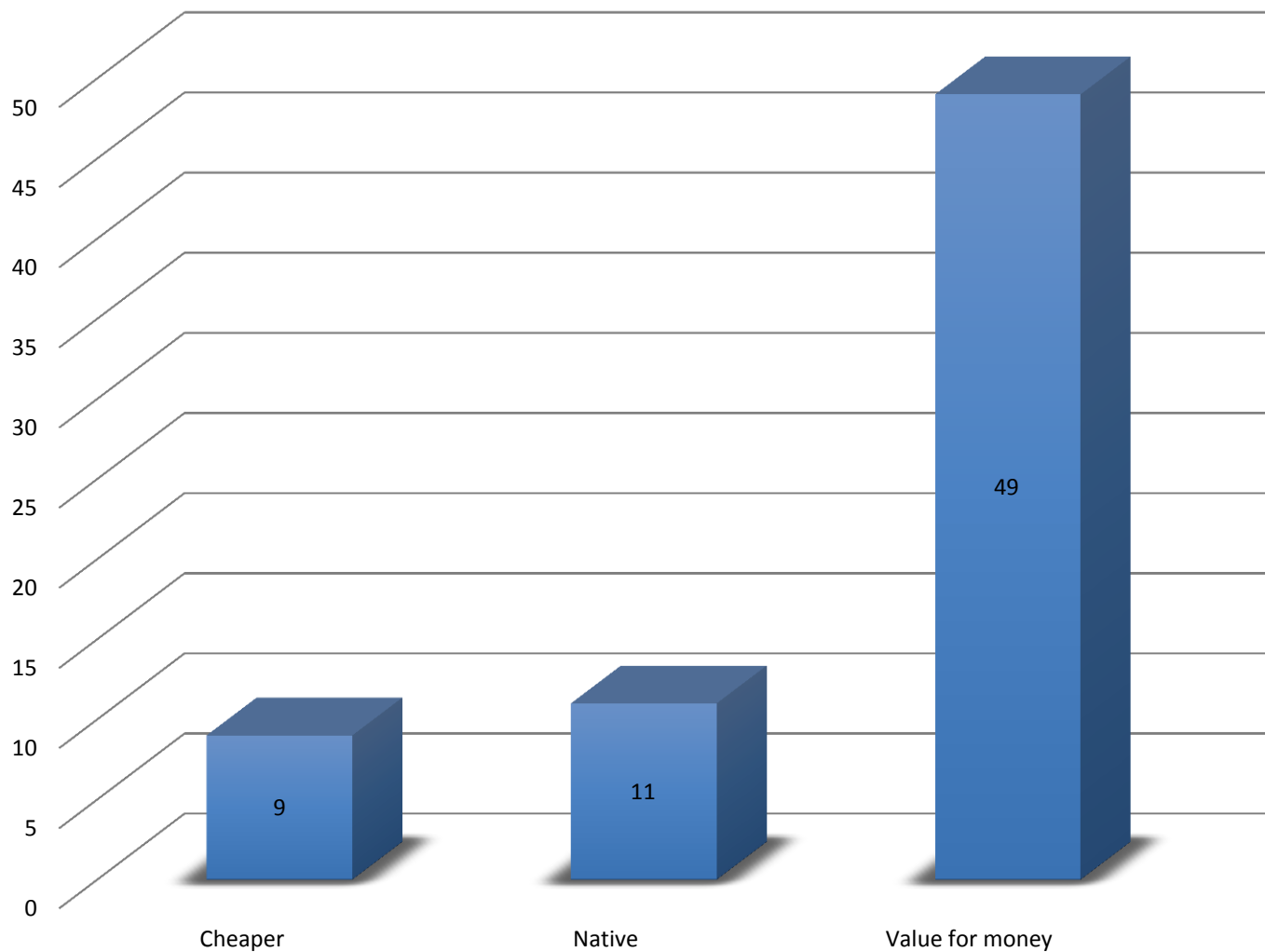
If there is an online platform to subscribe to a better quality tiffin service with many more options , would you encourage it?



How much can you spend on your 3 time meal every day?



What do people prefer?



OUR KEY PARTNERS



Whom do we target?

Students



Office People



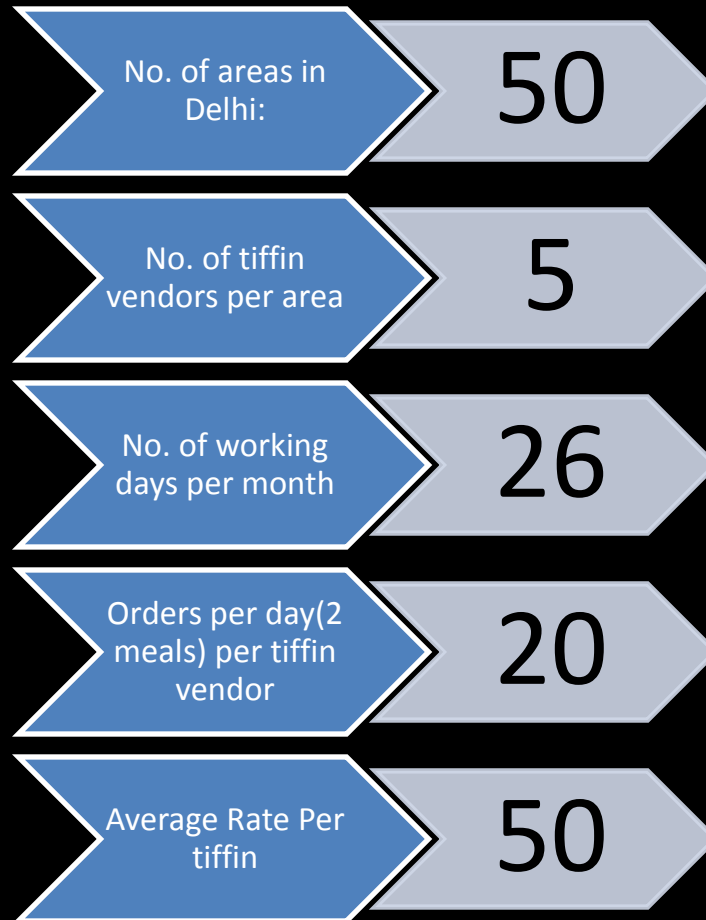
What is our Market?

- Student who stay away from home and look for a healthy and affordable meal.
- Working professional staying away from home and have limited access to home like food.

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Revenue Model



Revenue: Rs.
65 lakh per
month.

Profit Model

Listing fee
per vendor
per month

200

No. of
vendors:

250

Total fee
generated

50,000

Profit per
month:
Rs. 5,20,000
+
Rs.50,000
=
Rs.5,70,000

VALUE PROPOSITION

For Vendors:

- They get to list themselves and increase the market reach.

For people buying tiffins:

- They get a variety of tiffin vendors to choose from.

- We conduct regular Quality Control Checks, ensuring the quality of product served
- Customers get to rate and review the vendors and in turn use the same to select one from the many
- Easy access to affordable and healthy food.

SOCIAL IMPACT

- Platform for unorganized market
- We increase the revenue of local tiffin vendors who provide healthy and affordable meals.

Minimum Viable Product

Team



Vikrant
(Marketing)



Mohit
(Finance)



Sahil
(Developer)



Kshitij
(Operations)



Rishabh
(Developer)

Thank you