

A sample of a good, focused scope for an MVP-style app.

■ Concept Summary:

ChefNextDoor connects people hosting small events with vetted local chefs who cook in their homes, venues, or private spaces. Think “Airbnb for chefs,” but focused on quality, intimacy, and community.

Goal: Launch an MVP that validates two sides of the marketplace — hosts (demand) and chefs (supply).

■ MVP Scope

- Core Features (v1)
- User roles: Host & Chef
- Basic onboarding (email/social signup)
- Search & filter chefs by location, cuisine, dietary preference
- Chef profiles (bio, gallery, cost, availability)
- Booking request + in-app chat
- Simple payment flow (Stripe or similar)
- Rating & review after event

■ Admin Dashboard (internal use)

- Approve chefs manually
- Manage disputes/bookings
- Basic analytics (bookings, revenue, retention)

■ Tech & Tools

- Frontend: React Native (cross-platform mobile)
- Backend: Node.js + Firebase
- Database: Firestore
- Payments: Stripe Connect
- Hosting: Firebase / AWS
- Analytics: Mixpanel

■ Success Metrics

- 100 chefs onboarded in first 60 days
- 200 completed bookings in 3 months
- 30% repeat host rate
- 4.5+ average chef rating

■ Budget Estimate (MVP)

- Area Cost Range
- Design (UX/UI) £2,000–£3,000
- Development £10,000–£15,000
- QA & Testing £1,000
- Hosting/Tools £300/month
- Marketing Launch £1,500–£3,000
- Timeline: 8–10 weeks for MVP launch

■ Common Mistakes to Avoid

- Overloading chefs with profile fields (keep it quick)
- Ignoring payment security & trust signals
- Launching before validating demand
- Skipping reviews — they drive conversions
- Forgetting mobile-first optimization

Quick Tips

- Start local first — one city, one cuisine focus (e.g., “London private dinner chefs”)
- Offer free listings for first 20 chefs to build inventory fast
- Use real event photos early — authenticity converts better than stock imagery
- Collect host testimonials right after events

Bottom line: Build simple, test locally, scale once people actually love using it. That’s how small ideas become community staples.

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