Startup Analysis-

Food-Tech Startup Eatonomist-

Founders- Anisha Dhar, Nupur Khanna

Headquarter: Gurugram

Launched: 2014

Category: Food and Beverage

Closed in: 2016

Idea- Eatonomist startup was an online gourmet food delivery prepared in their own kitchen focusing the healthy meal by delivering the right amount of the calorie in the food, counted in the range between 300 to 500 calories. Over 100 curated Indian and International gourmet recipes were available. A calorie counted gourmet healthy meal planner helping people to lead a happy and healthy lifestyle. Their menu included sandwiches and desserts besides a range of Indian and International foods.

Reason Of Failing- Eatonomist spends a huge amount on its branding like the advertisement; they spent a very large amount on it. Lack of funds headed the startup towards the end. The startup was developing well but the lack of funds ceased the path of the success and the start-up ended. the reason behind failure was unsustainable business models and the poor unit economics.