The 32 Hour Startup Challenge

SSN College of Engineering

Our Team

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About Us

We are a bunch of tech enthusiasts who are diversely talented, yet, united by three things,

- Passion to harness technology in transforming lives
- Excitement and thrill of venturing into a tech startup with the perk of being our own masters.
- And mainly, FOOD ! :P

We are the "**Out of The Blue Coderz**"

Our First Venture

PingMyFood
The Food Network

Motivation

What motivated us, are two completely different concepts, that share a same base idea, FOOD !

- Surplus food Routing and Networking
- Food sharing and The people's Food Network

Both of these concepts, at its core, involve the building of what we call the "**The Food Network**".

Surplus Food Routing and Networking

Why?

Statistics show that, **hunger** kills more people every year than AIDS, Malaria and Tuberculosis combined. At the same time the amount of food lost and wasted every year is equal to more than half of the world's annual cereals crops and it is estimated that nearly 30% - 40% of food resources get wasted in developed and developing countries. In India nearly 44,000 crores worth food gets wasted due to lack of storage facilities every year.

Solution !

This is where our play begins, we propound to build an extensive food network, with all the food surplus zones, that either have excessive food supply or don't have facilities to store excessive food, marked in the food network and widely advertised, so that all of this excessive food can be routed to food deficit zones. Thus minimizing hunger deaths and food wastage significantly.

Food Sharing and The People's Food Network

Two Perspectives of the Need,

- **Yearning for Home Made Food -** In today's busy and hurried world, we don't get the chance of enjoying certain basic subtleties of life, like good food, which is one of the primary reasons for which we work. We are forced to eat in restaurants as a part of our daily routines and ultimately we end up missing our mom's homemade food.

- **Food Sharing and Self Employment -** Imagine a person who is a fine cook but can not afford to set up a restaurant to make money out of his skill and at the same time cannot be doing this as a full time job, does he have a solution? Or, Your own mom making food for people in your house has cooked more food than what is needed, instead of wasting that food, can she sell it ?

Food Sharing and The People's Food Network

Solution !

- What if we had a social network for food, the People's Food Network, where all the foodies and cooks can socialize, network and share food !
- In the People's Food Network, the cooks and foodies are none other than **You, Me and Everybody** !

The Idea

To develop a food network that facilitates the food surplus zones and food deficit zones to efficiently collaborate and route food resources, to minimize the food wastage and hence hunger deaths, and also to build the People's Food Network, a social network for food that enables Food Sharing between foodies and cooks, where the users are You, Me and Everyone.

Is our Idea New ?

As far as our knowledge goes it's completely a new Idea to build a Food Network for routing food resources!

Feasibility

- Finance ?
  - We need a nice website with a hosting server having moderate to high computing capabilities.
  - Employees/Volunteers to act as verifiers for Food Donors and Acceptors
- Time ?
  - Can a full fledged system be built in a month ? Yes!
  - Can a prototype be modeled in 32 Hours ? Probably :P

Risks and Mitigation

Risk	Solution for Mitigation
Fraudulent Food Donors and Food Acceptors	Online verification of user's documents and also by employing or appointing volunteers in each locality to verify the authenticity
Fake user registrations	Mobile number verification
Fake orders placed by Foodie	Cook opens chat session with foodie to verify order

Profitability

- Are we expecting profits initially? **No**
  - What we are developing is more of a service to the people
- How are we planning to make profits out of it?
  - Maybe in the later stages, when the system gains a large user base,
    - We will be profiting by ads in the website
    - We will charge those Cooks, who use our service to run a small business
    - Donations from people using the service
- Are we doing it for profit ? **No**
  - We are planning to generate funds, just to support the cost incurred for web hosting, employee salary, etc.

User Base Setup and Growth

- Setting up the initial network of users to operate : **Problem**
  - We need to publicize that such a system exists through ads in tv, radio, web ad services, social networks, etc.
  - We will narrow down to a particular locality or city of choice and then setup the base network through contacts and crowd drawn from the ads.
- Growth of the initial network across localities : **Problem**
  - Using Discounting techniques and Freebies to attract new users into the network.
  - Entitles extra cost but ensures network growth.

Overall View of the System

- We are building a website that allows people and organizations to interface and network for sharing food.
- Who are the users,
  - Food Donors - Organization that have surplus food and want to donate them
  - Food Acceptors - Charities, Orphanages and Organizations that need food and are the food deficit zones
  - Cooks - It's You, Me and Everyone who has the skill and passion for cooking
  - Foodies - Everyone is a foodie

Our Intelligence Systems

- We are planning to harness the huge amount of data available with machine learning techniques to build the following BI systems,
  - Locally trending food
  - Automated scoring of cooks and food items
  - Food recommender system