MGT-540 - Management Of Innovation

Final “PITCH” Presentation
- Shoumya Singh

Do you still make pen-and-paper shopping lists, only to misplace them?

Have you ever gone shopping and forget to buy something?

Do you often wonder what to make for dinner?

Bring!

Simply Better shopping

Agenda

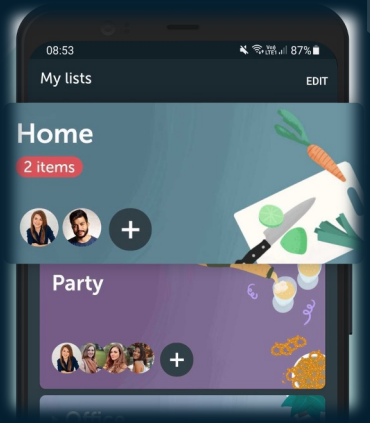
1. What is Bring!
2. Features of Bring!
3. Innovation added (Bring! Plus)
4. SWOT Analysis
5. Value Proposition
6. Conclusion

What is Bring!

- It is a simplest but intelligent shopping list for sharing .
- Bring! was created in 2015 by Swiss entrepreneurs Marco Cerqui and Sandro Strebel, and it now employs over 50 employees.

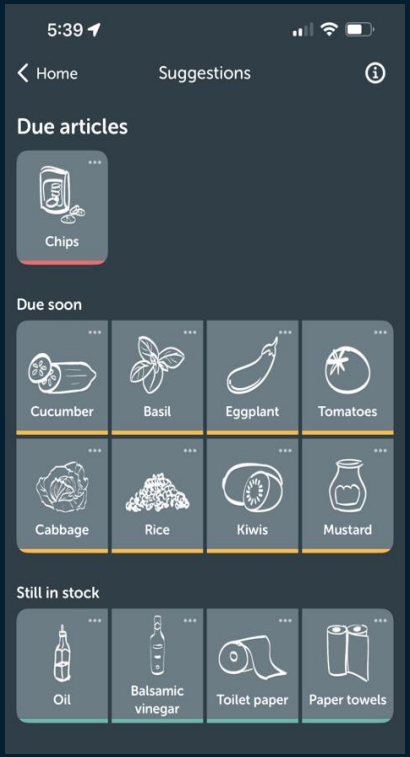
Why Bring!

- ✓ Free and the simplest shopping list app for sharing.
- ✓ Create shopping lists by voice command with Alexa, Siri or Google Assistant
- ✓ Customizable design
- ✓ Intelligent shopping suggestions
- ✓ Save recipes in your own recipe collection and add ingredients to the list with one click
- ✓ Store your loyalty cards digitally

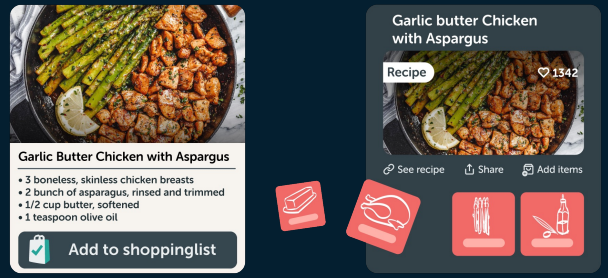


3 Unique Features in Bring !

#1 Intelligent shopping suggestions

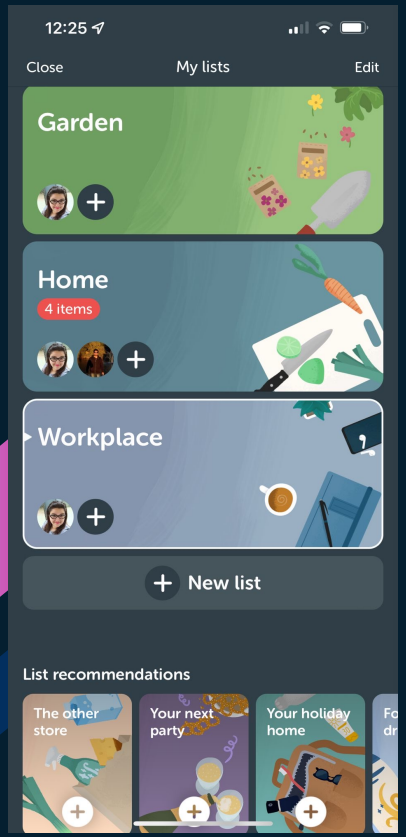


#2 Recipes for better weekly planning



#3 Store your loyalty cards digitally

DEMO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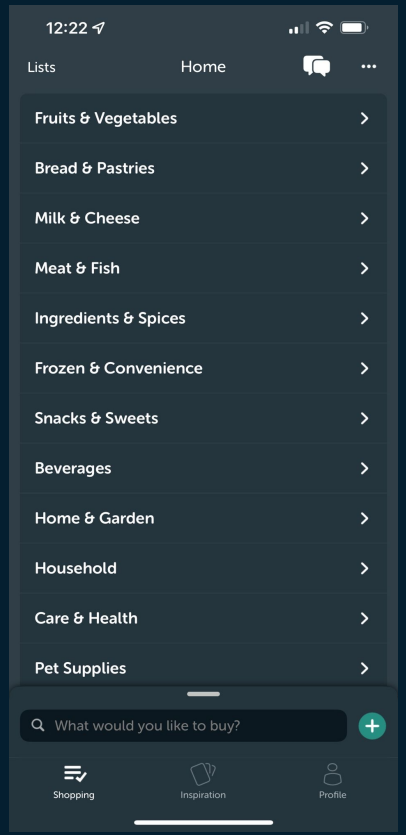
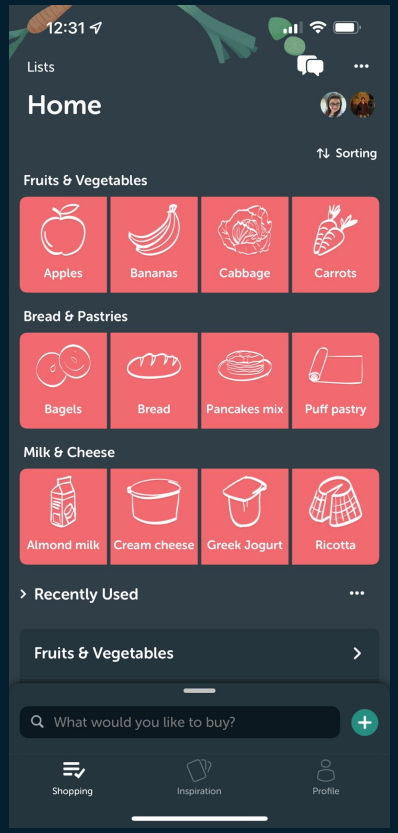
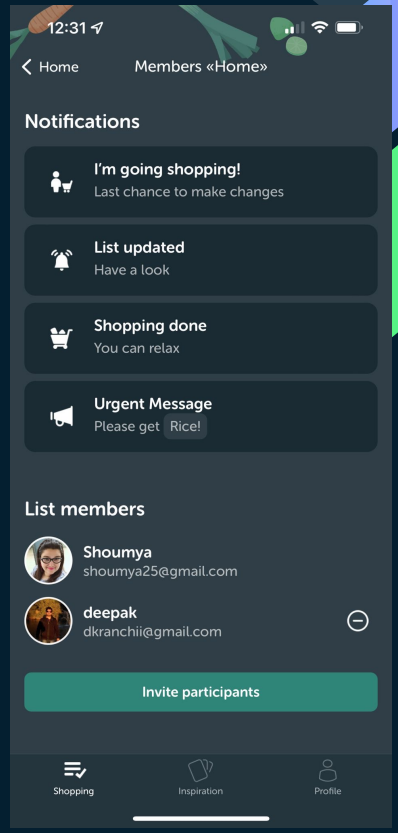
Close
My lists
Edit
Garden
Home
4 items
Workplace
New list
List recommendations
The other store
Your next party
Your holiday home


12:22
Lists
Home
Fruits & Vegetables
Bread & Pastries
Milk & Cheese
Meat & Fish
Ingredients & Spices
Frozen & Convenience
Snacks & Sweets
Beverages
Home & Garden
Household
Care & Health
Pet Supplies
What would you like to buy?
Shopping
Inspiration
Profile


12:31
Lists
Home
Sorting
Fruits & Vegetables
Apples
Bananas
Cabbage
Carrots
Bread & Pastries
Bagels
Bread
Pancakes mix
Puff pastry
Milk & Cheese
Almond milk
Cream cheese
Greek Jogurt
Ricotta
Recently Used
Fruits & Vegetables
What would you like to buy?
Shopping
Inspiration
Profile


12:31
Home
Members «Home»
Notifications
I'm going shopping!
Last chance to make changes
List updated
Have a look
Shopping done
You can relax
Urgent Message
Please get Rice!
List members
Shoumya
shoumya25@gmail.com
deepak
dkranchii@gmail.com
Invite participants
Shopping
Inspiration
Profile

Bring! is #1 Swiss online startup in 2019 and multi-times winner of the prestigious Google Play "Editors' Choice“ award.

BIG IDEA

Bring ! Plus

PLAN IT TO BRING IT !

Bring ! Plus

PLAN IT TO BRING IT !

DIET-SPECIFIC RECIPE SUGGESTIONS BASED ON USER DATA.

RECIPE RECOMMENDATION BASED ON THE INGREDIENTS AVAILABLE OR RECENTLY PURCHASED

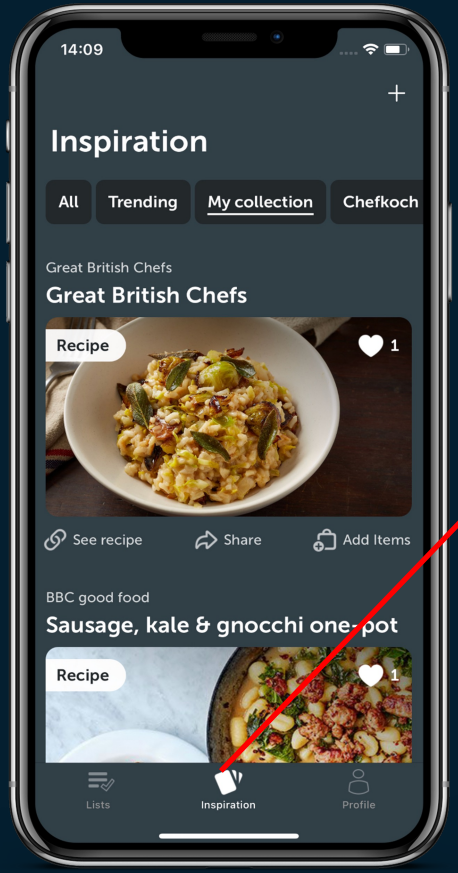
THE BAR OR QR CODE SCAN FOR PRODUCTS TO ADD TO THE SHOPPING LIST DIRECTLY.

BY JUST PROVIDING THE ZIP CODE, YOU MAY SEE NEARBY LOCAL DEALS AND OFFERS FOR PURCHASE.

BUDGET PLANNING

MOBILE ADVERTISING PLATFORM FOR BRANDS AND RETAILERS

DIET-SPECIFIC RECIPE SUGGESTIONS BASED ON USER DATA.



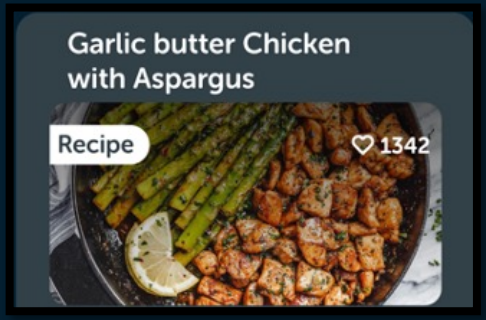
Inspiration Recipes

1. Vegan Friendly
2. Diabetic Friendly recipe
3. Keto Diet
4. Paleo Diet
5. User created plans

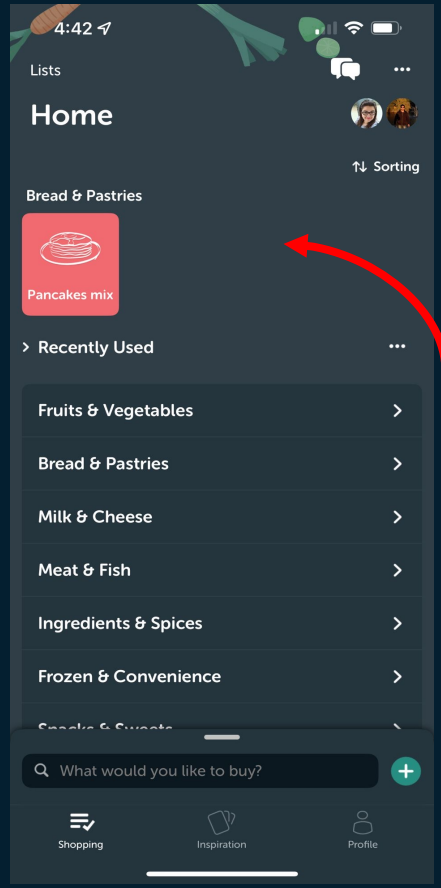
RECIPE RECOMMENDATION BASED ON THE INGREDIENTS AVAILABLE OR RECENTLY PURCHASED

Suggestion 1

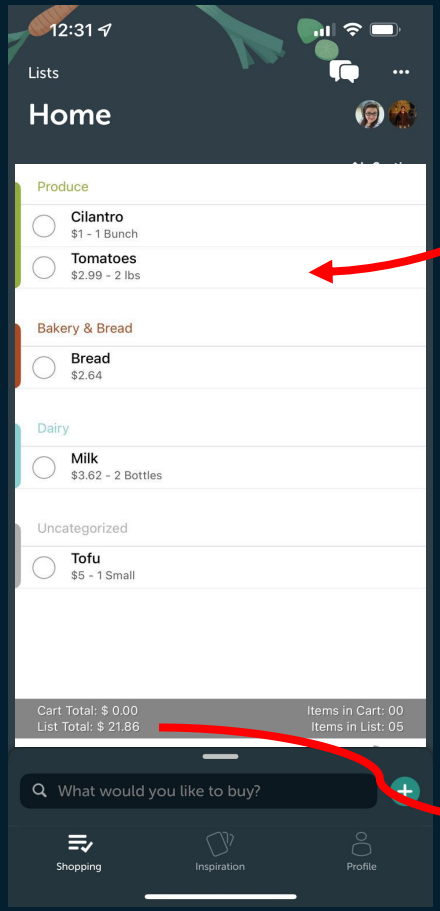
Suggestion 2

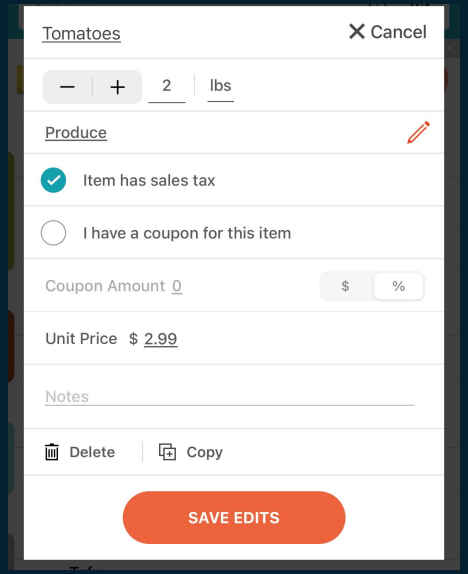


THE BAR OR QR CODE SCAN FOR PRODUCTS TO ADD TO THE SHOPPING LIST DIRECTLY.

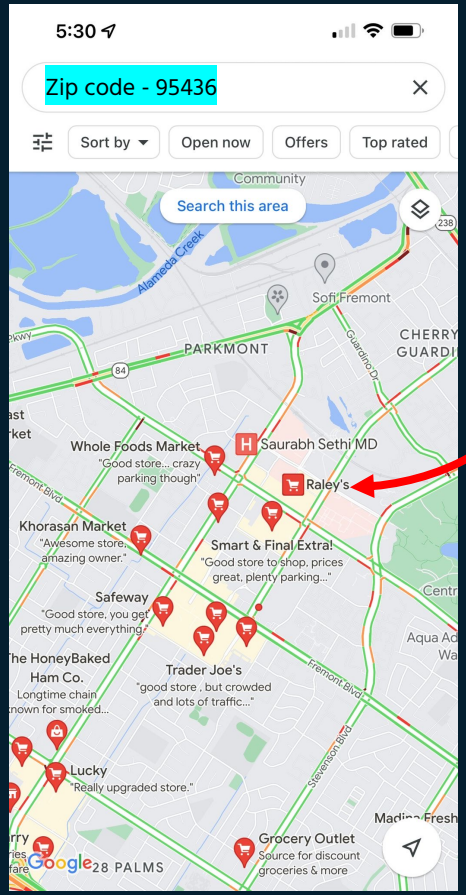


BUDGET PLANNING

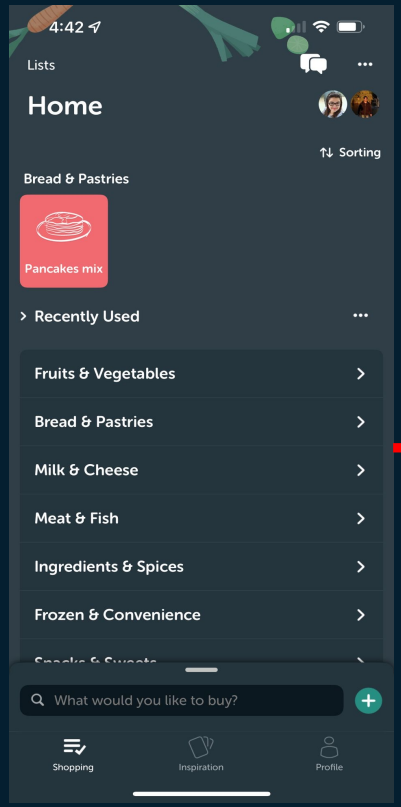


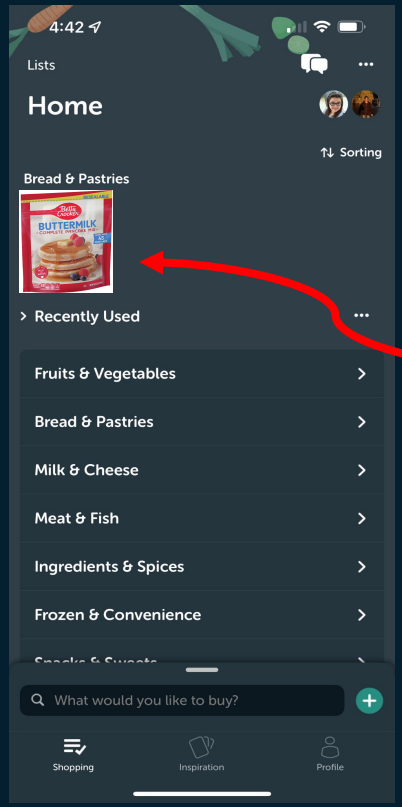


BY JUST PROVIDING THE ZIP CODE, YOU MAY SEE NEARBY LOCAL DEALS AND OFFERS FOR PURCHASE.



MOBILE ADVERTISING PLATFORM FOR BRANDS AND RETAILERS





SWOT Analysis

STRENGTHS

- ✓ Free, shopping list app for sharing
- ✓ Voice command
- ✓ Customizable design
- ✓ Intelligent shopping suggestions
- ✓ Inspiration recipe collection
- ✓ Stores loyalty cards digitally

WEAKNESSES

- ✓ Issues in Sync with apple watch.
- ✓ Lack of Funding

S W O T

OPPORTUNITIES

- ✓ New Partnerships
- ✓ Job opportunities
- ✓ Better Recommendation systems

THREATS

- ✓ Competitors
- ✓ New technologies

Business Model Canvas

Key Partners

Key Activities

Platform development

Support

Key Resources

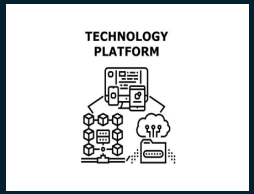
Value Propositions

Customer Relationships

Channels

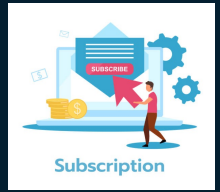
Customer Segments

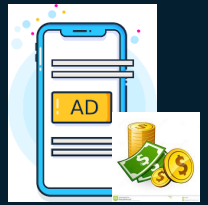
Cost Structure



Revenue Streams

- ✓ Subscription fee
- ✓ Advertisement fee





Over 10 million users worldwide switched from the classic paper list to the Bring! App and are convinced:

Editors' Choice ★★★★★ 100K+ Ratings

"Best Shopping App! When I'm at the supermarket, my girlfriend can update my list while I shop if we forgot to write/type something in!"

"A super great app. It makes shopping a breeze. The best thing is that we 3 people are linked together and everyone has the possibility to add to the shopping list from anywhere. Simply great. And because of the inspirational suggestions I have already tried out some new recipes!"

"My husband and I downloaded the app to help us better organize our shopping together. I also like the fact that you can view brochures and current offers. Furthermore the app is easy to use."

"Super easy together! We have replaced our conventional paper shopping list long ago with digital possibilities. "Bring!" definitely is bringing it!"

Conclusion

A good plan reduces food waste

Shop clever, save money

Better planning = less stress

Save time

THANKS!

Any questions?