

# KITCHEN 2 KITCHEN: FOOD DELIVERY

Home cooked love right at your doorstep!



FRESH



HEALTHY



AFFORDABLE

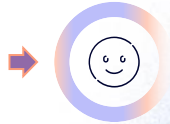
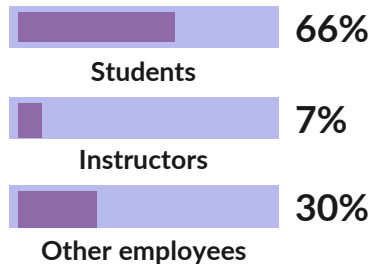


# OUR COMPANY

Kitchen2Kitchen offers fresh, home-cooked meals to anyone who struggles to find the time to cook for themselves. We aim to bring a new perspective to the food delivery industry by providing a platform for local chefs and customers to do business without the overhead of other food delivery apps.

## Target Customers : OSU Students

Occupation Distribution at  
The Ohio State University



Target Revenue  
for next months

3600 unique  
customers  
**\$10000 per month**

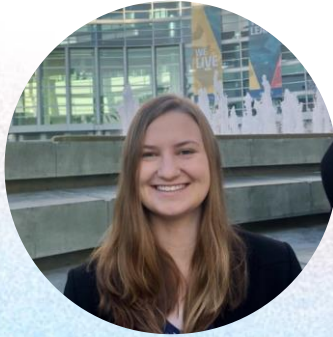
## Our USP

- No delivery fee
- Fresh home cooked food
- Live tracking
- Supporting home makers
- Loyalty programs



# OUR TEAM

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**GRETA (CEO)**

Knows Tiffany Meyers



**SAM (CTO)**

Needs No Introduction

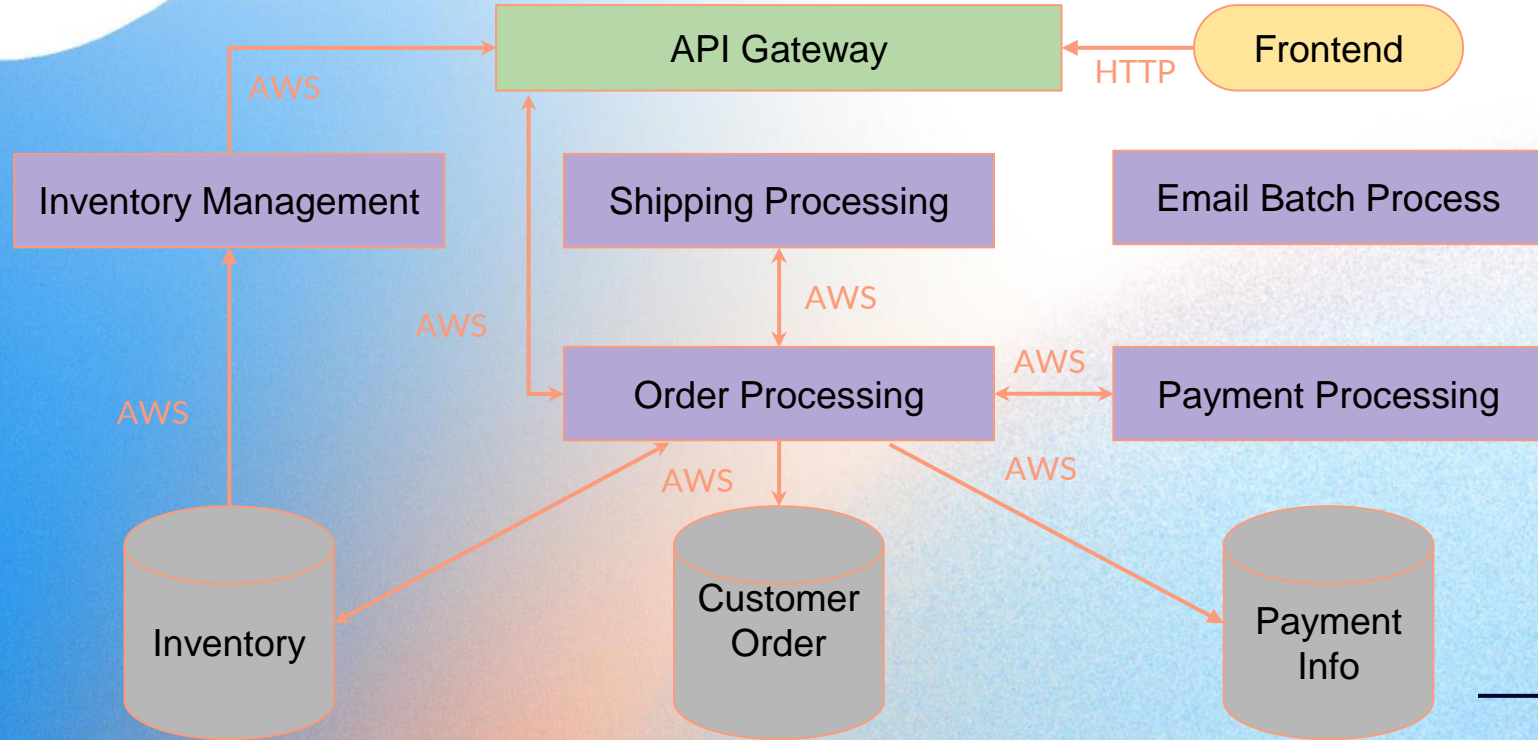


**SHLOK (CFO)**

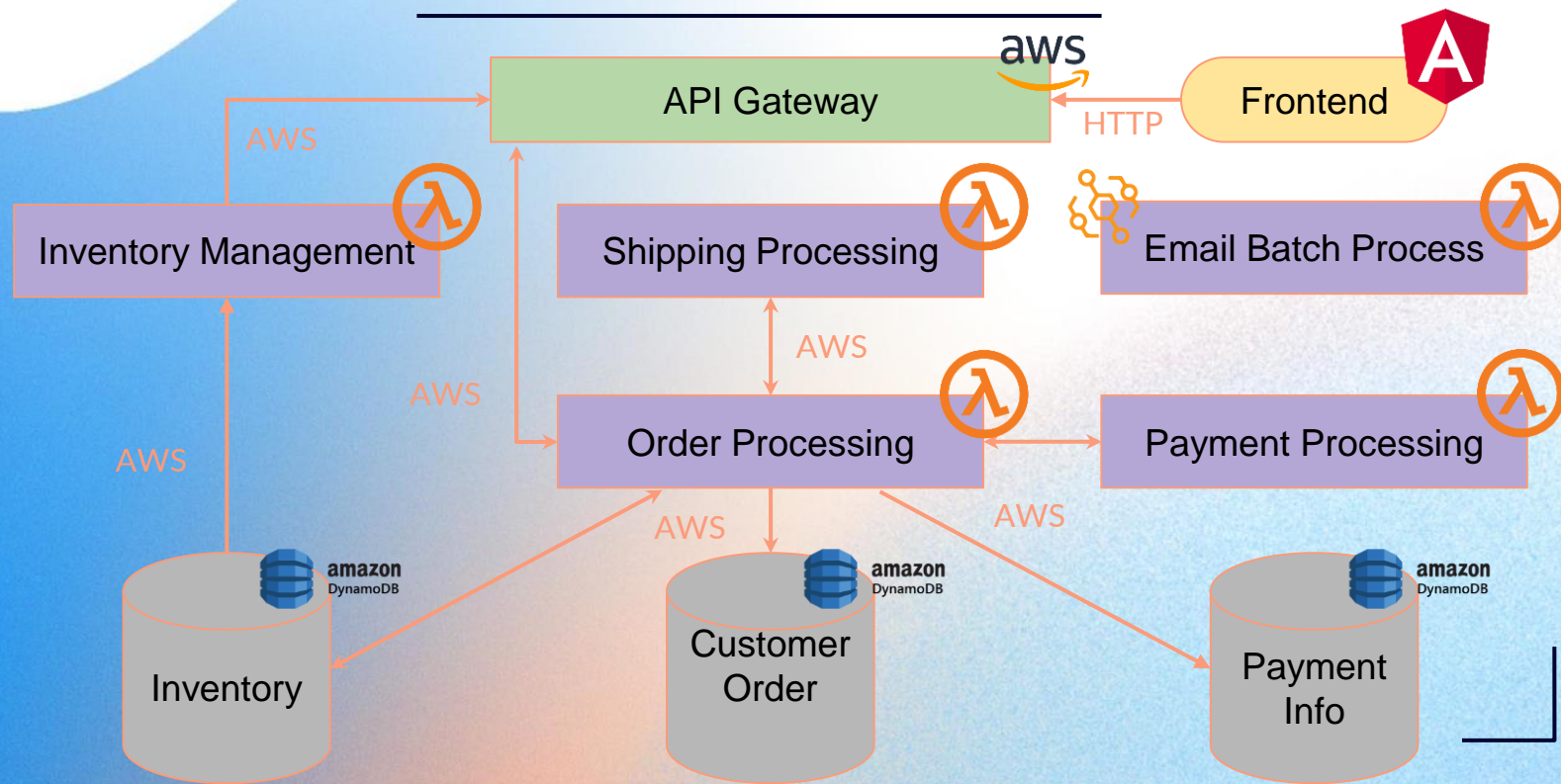
Cool Graduate Student



# Application Architecture



# Our Tech Stack



# TOP TAKEAWAYS

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## AWS

First time exposure to Lambda, DynamoDB, and EventBridge which we will use in our careers.



## FULL STACK INTEGRATION

Integrating a frontend and backend using new technologies (Angular & AWS).



## DATABASE USAGE

Passing and updating data from the frontend to the main database using our APIs.





# Challenges We Faced

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## Angular Background

No one on our team had experience with Angular before which we overcame by all reviewing documentation.



## Eclipse Setup

Unable to configure our Eclipse environments to run the same code, so we switched to AWS Lambda.

## Batch Process

This lab did not align with our business solution, so we created a batch process that emails users for feedback.



# PRODUCT DEMO

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# Thanks

Any questions?





# Appendix





## PROBLEM

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- People (especially students) find it difficult to find time for cooking.
- They end up eating fast food which is unhealthy and contains large amount of potassium
- Cooking is time consuming and requires some preparation
- Ordering fast food is pretty costly in long run
- Main issue - time and cost



# BUSINESS MODEL

## HOME MAKERS

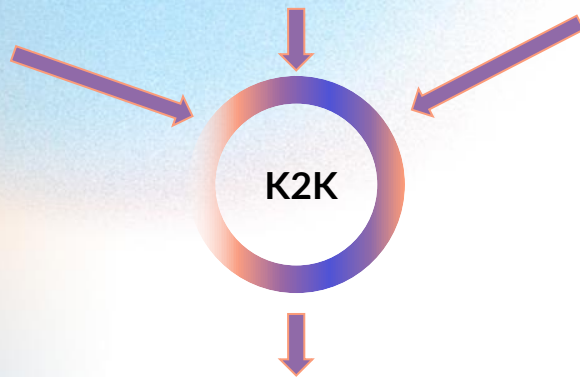
Friendly cooks with no commercial food business

## CUSTOMERS

People ordering home cooked food

## HUSTLERS

Our delivery partners



K2K

Scheduled Delivery

Live Tracking

Dual

Top Menu  
Rating

# Break Even Analysis

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Total Number of Students at OSU = 66k  
Expected monthly orders=X

Fixed Cost per month = Backend infrastructure + Marketing + Salary of employees = \$10000

Average Order= \$7

Average profit per order 10% of Average order = \$0.7 (delivery cost excluded)

Monthly orders required = (Fixed Cost)/Average profit =  $10000/0.7 \sim 14.3$  k monthly orders

**We break even if deliver 14.3 k orders or more per month**

If a customers orders 4 times a month then  $143000/4 \sim 3600$  unique customers

**We break even if we have loyal 3.6k customers which is 0.06% of the customer base.**