

IGNITE Pitch Deck



KOOC EASE

Who we are

Name of your Venture:kooc Ease



Why ?

Explain why do you want to pursue this Business Idea.



- Pursuing a food business idea offers a chance to meet a fundamental need with creative, innovative solutions, tapping into a large, growing market.
- It aligns passion with purpose, allowing for community impact, scalability, and financial potential.

What ?

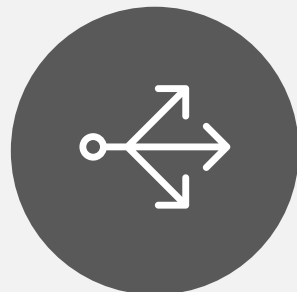
Provide a brief on what does your venture do.



- Our venture offers a unique food delivery app that connects customers with a curated selection of healthy, locally-sourced meals from top-rated chefs and restaurants.
- We focus on personalizing every meal with the user's dietary preferences and lifestyle.

How ?

Explain how your venture solves the problem and make its revenue.



- Our venture solves the problem of limited access to personalized meal options by providing a platform that delivers customized meals from local chefs and restaurants.
- We generate revenue through delivery fees, subscription plans for regular customers, and commission from partner eateries




Your goal when answering this slide should be to create enough interest about your venture.

Problem/Opportunity




CONTEXT <ul style="list-style-type: none">When does the problem occur?The problem occurs when people struggle to find convenient, healthy, and personalized meal options that fit their dietary preferences, busy schedules, or specific nutritional needs.This is especially common for those who lack time to cook, are overwhelmed by choices, or face limited options for sustainable and locally-sourced meals.It often affects working professionals, health-conscious individuals, and those with dietary restrictions seeking reliable, nutritious, and diverse food choices.	PROBLEM <p>What is the root cause of the problem?</p> <ul style="list-style-type: none">The root cause of the problem is the lack of easily accessible, convenient, and personalized meal options that cater to diverse dietary needs and preferences.Traditional food delivery services often focus on speed and variety rather than nutritional quality or customization.Additionally, there is limited integration of local, sustainable ingredients and mindful eating options, leading to a gap between consumer demand for healthier choices and the available food delivery offerings.	ALTERNATIVES <p>What do customers do now to fix the problem?</p> <ul style="list-style-type: none">To fix this problem, customers currently resort to meal prepping at home, which can be time-consuming and requires planning.Some opt for generic food delivery services that offer convenience but often lack nutritional value and customization.Others may rely on limited healthy options from nearby restaurants, which can be repetitive and not always accessible.
CUSTOMERS <p>Who has the problem most often?</p> <ul style="list-style-type: none">The problem most often affects busy professionals, health-conscious individuals, and people with specific dietary restrictions or preferences (such as vegan, gluten-free, or keto).These groups struggle to find convenient, nutritious, and diverse meal options that align with their lifestyle and health goals.Families juggling work and home responsibilities, as well as students, also face similar challenges in maintaining a balanced diet with limited time and resources.	EMOTIONAL IMPACT <p>How does the customer feel?</p> <p>They feel that this app can make the cooking process easy and better.</p> <p>3</p> QUANTIFIABLE IMPACT <p>What is the measurable impact (include units)?</p> <ul style="list-style-type: none">The measurable impact includes a reduction in meal prep time by up to 25%.Additionally, customer can reduce the time they spend on buying grocery by up to 30% and better alignment with dietary preferences and convenience.	ALTERNATIVE SHORTCOMINGS <p>What are the disadvantages of the alternatives?</p> <p>The disadvantages of current alternatives include:</p> <ul style="list-style-type: none">Meal Prepping timeGeneric Food Delivery ServicesLimited Healthy Restaurant Options

 This table helps you define the problem and existing market gaps. Mention your definition of the problem / opportunity statement as part this slide.

Problem Interviews And Surveys Results



- How many customers did you interview?
- we interviewed 43 customers
- What was the interview mode?
- Interview was conducted online through google forms
- How many of them agree this is a problem and wants a solution?
- 41 people wanted to try this app
- How many of them said they don't need a new solution?
- 2 people said they dont want this app

 The aim of this slide is to capture the customer responses to substantiate and validate the problem your venture is solving (primary and/or secondary research data). Present result analysis of the problem interviews conducted with your potential customers in graphical representation.

Market Size Estimation



\$997 Billion

\$4.8 Billion

\$480
Million

How to calculate market size?

1. The food industry revenue is projected to reach \$997 billion in 2023
2. The online grocery segment alone in India reached a value of approximately \$4.8 billion.
3. There is no direct competitors currently. But the penetration rate might be 1% - 3% during the initial phase of the project.
4. Considering 1% penetration rate market size would be approximately \$480 million

Sources:



This slide is to provide details on Market Size and demonstrate How big is the market opportunity your venture is pursuing. Add source/reference to the data presented.

Customer Persona

Ambitious

Calm

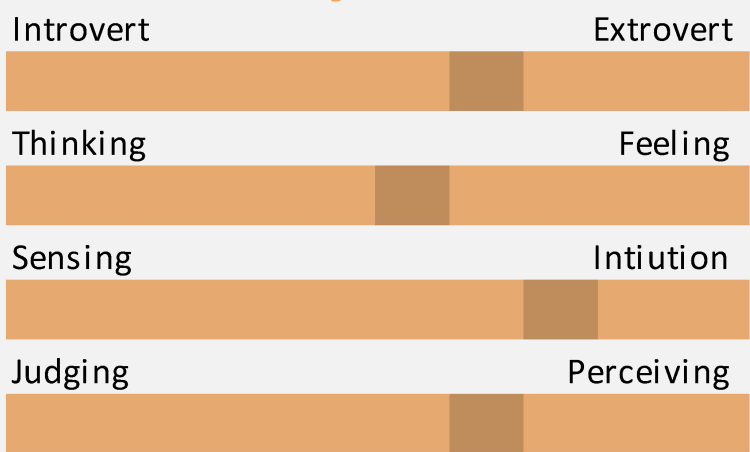
Problem Solver



Ethos Making people's cooking life simpler and easier.

Age: 20 years
Occupation: Advisory Professional
Location: Hyderabad

Personality



Goals

The objective of the app is to empower harish to make good food and have a happy cooking and healthy eating.

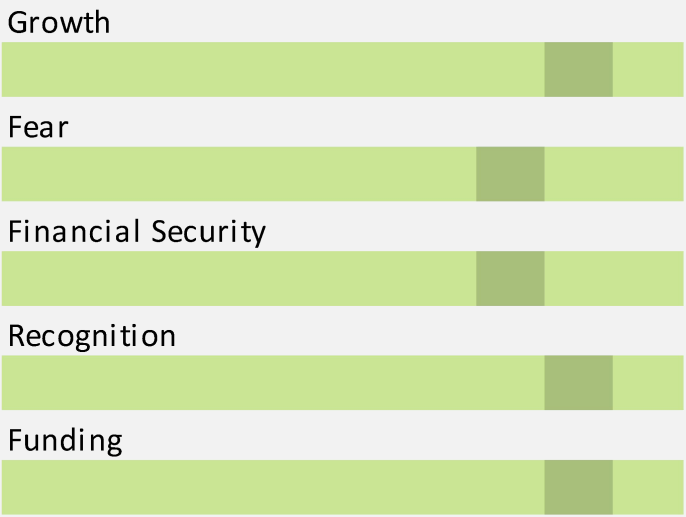
Frustrations

Concerned about not able to eat healthy food and home food due to lack of time and flexibility in his work life.

Bio

Harish is a 20 year old working professional in Hyderabad. He is living alone in Hyderabad and eats food often from hotel. He wants to have some good food from home. Due to the current situation it is not possible and he doesn't know how to cook. He is ready to find some apps that helps him to provide him with some cooking tips to help him cook.

Motivations



The aim is to collect the information about your ideal customer persona who are likely to buy your product or service . It is highly detailed, providing a clear understanding of target market and customer demographics, behaviors, needs and jobs to be done. It will help you tailor the solution/user experience through targeted design. .

Value Proposition Canvas



→What do you offer that makes the customers happy?

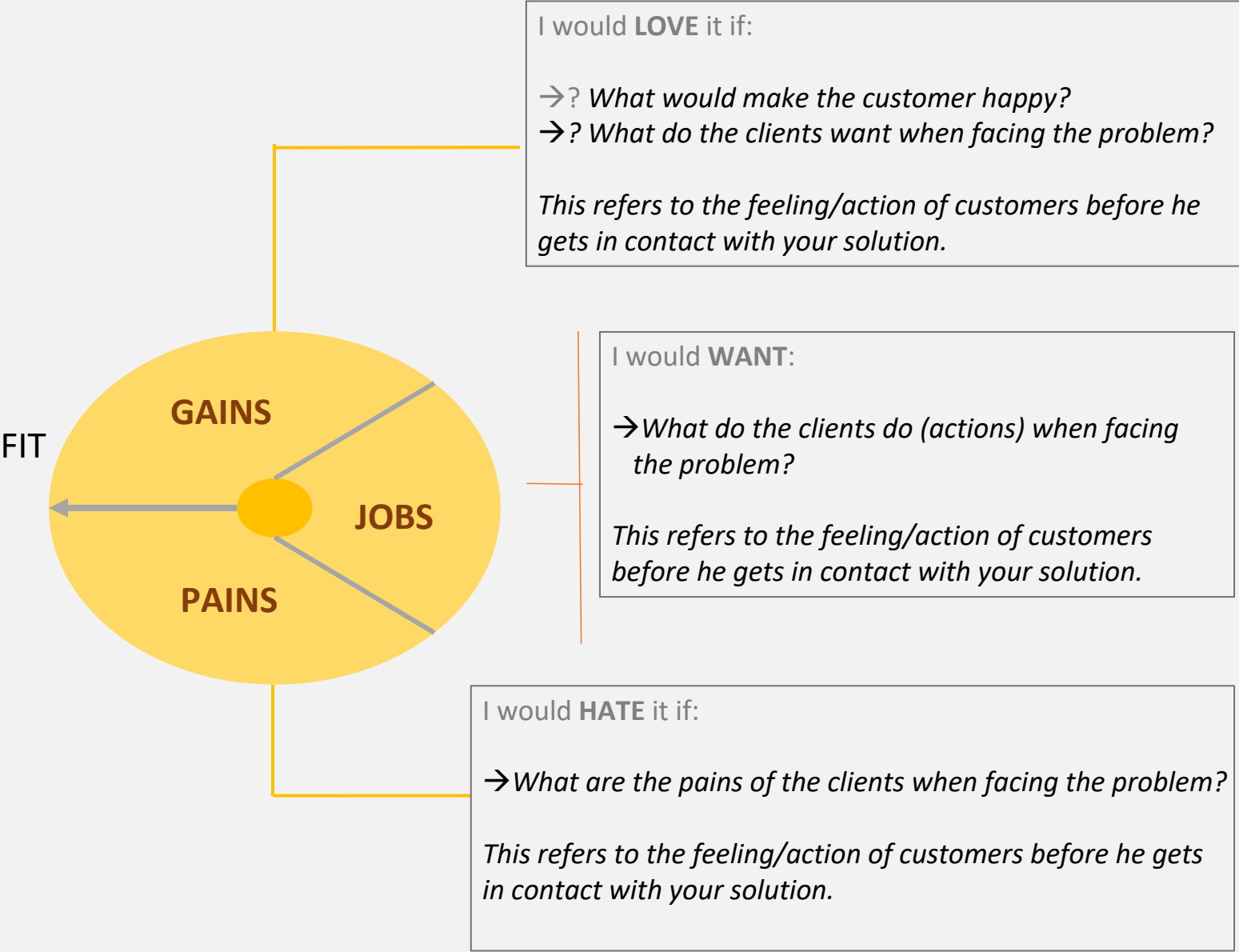
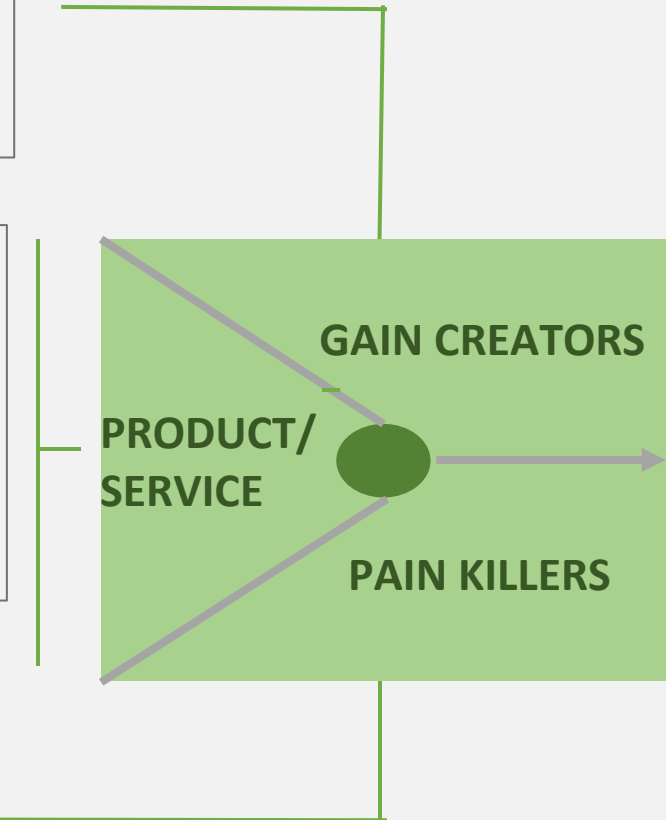
We offer a convenient, personalized food delivery service with healthy, locally-sourced meals tailored to individual dietary preferences and lifestyle needs.

What is the product or service that you are offering?

We offer a food catalogue app that provides customized, nutritious meals from local chefs and restaurants based on individual dietary preferences and health goals.

→Which features of your offering relieve the customer's pains?

Our offering relieves customer pain by providing convenient, personalized meal options that align with their dietary needs, saving time and ensuring high-quality, healthy choices.



I would **LOVE** it if:

→? What would make the customer happy?
→? What do the clients want when facing the problem?

This refers to the feeling/action of customers before he gets in contact with your solution.

I would **WANT**:


→What do the clients do (actions) when facing the problem?

This refers to the feeling/action of customers before he gets in contact with your solution.

I would **HATE** it if:

→What are the pains of the clients when facing the problem?

This refers to the feeling/action of customers before he gets in contact with your solution.

 Demonstrate the fit between what you are offering and why people buy it. You must build on solution (products & service) that match their needs (pains & gains).

Solution



Describe your Solution:

We offer a food delivery app that provides personalized, nutritious meals from local chefs and restaurants.

The details of our offering consist of:

- **Customized Meal Plans:** Tailored to individual dietary preferences, health goals, and restrictions.
- **Local Sourcing:** Partnerships with local chefs and restaurants to ensure fresh, high-quality ingredients.
- **Convenient Delivery:** Fast, reliable delivery options that fit into busy schedules.
- **Nutritional Tracking:** Features that help users track their nutritional intake and adjust meal plans as needed.

List the Benefits of Your solutions

- 1. Personalized Nutrition:** Tailored meal plans that meet individual dietary needs and preferences, promoting better health and satisfaction.
- 2. Convenience:** Saves time by providing healthy, ready-to-eat meals with quick delivery, reducing the need for meal prepping and grocery shopping.
- 3. Support for Local Businesses:** Partners with local chefs and restaurants, ensuring high-quality ingredients and supporting the community.

Competition Analysis

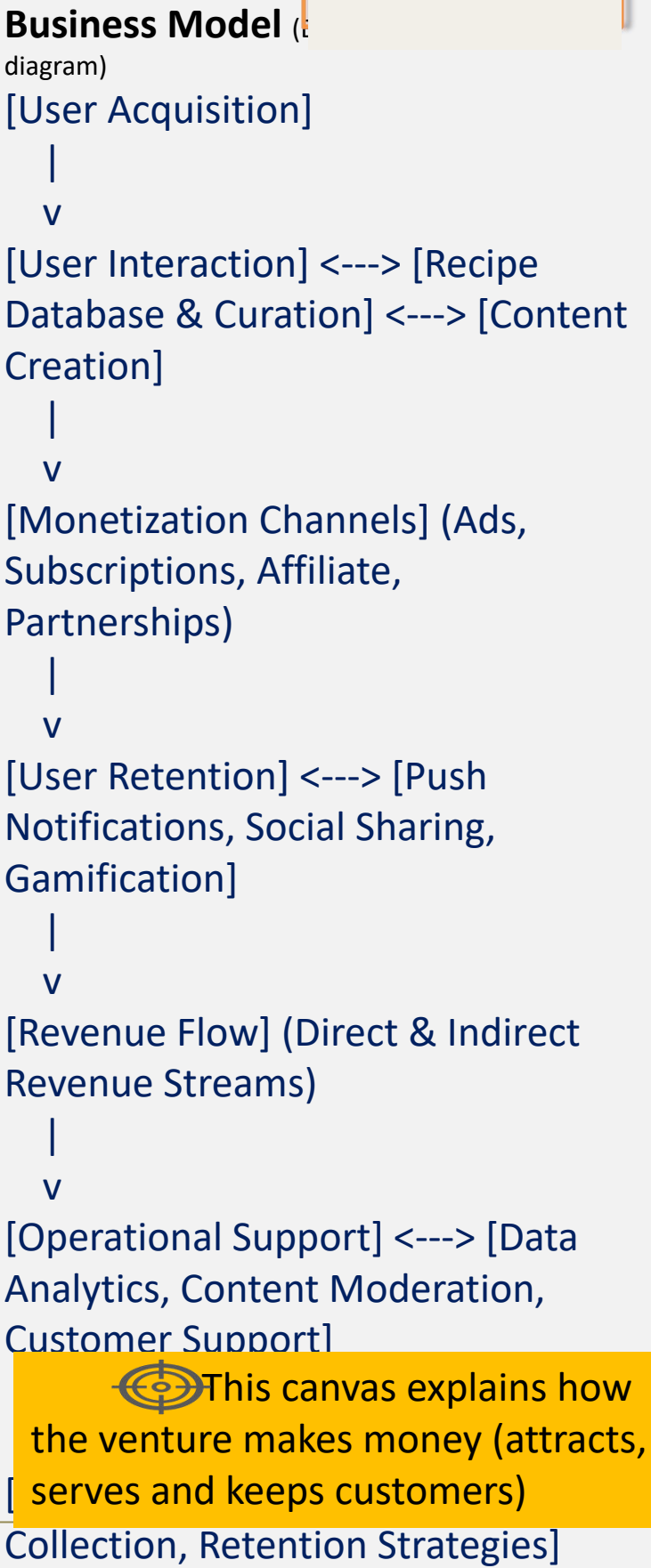
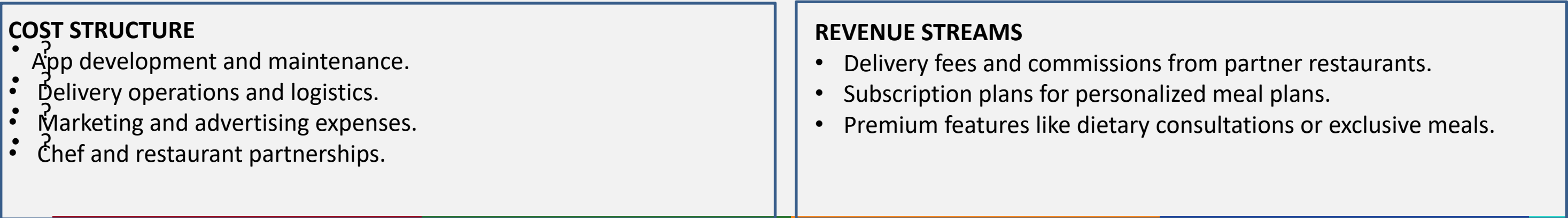
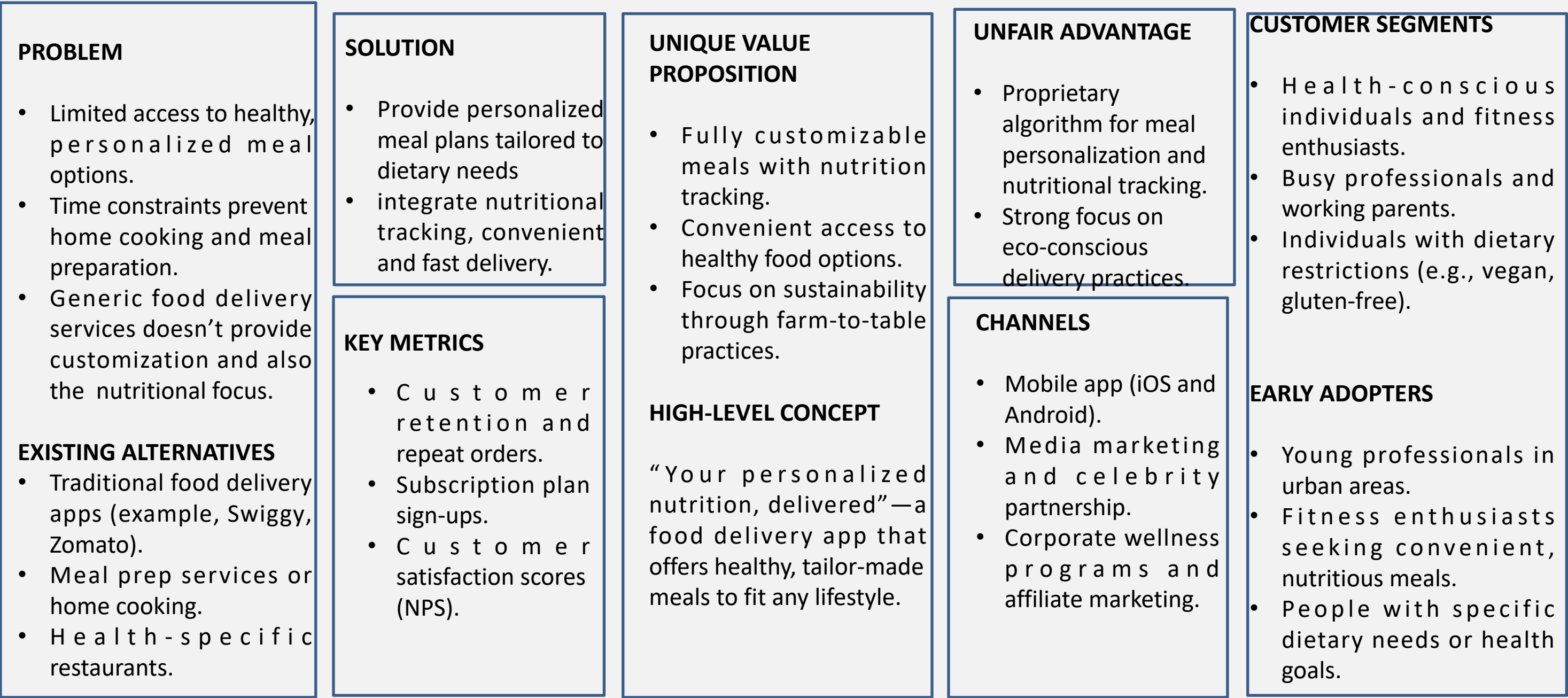


Benefits	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Your Venture
Product	Recipe suggestion based on preferences	Video recipes and tutorials	Generic food delivery from local restaurants	Healthy meal- focused delivery	Personalized meals tailored to individual’s dietary needs.
Price	Free, with premium options	Free, with in app ads	Variable based on restaurant pricing	Premium pricing for health focused meals	Competitive pricing with subscription plans and discounts.
Branding channels	Social media, influencer marketing	Social media, Youtube	Social media, TV ads	Corporate wellness programs	S o c i a l m e d i a , influencer marketing, Corporate wellness programs
Packaging	Not applicable	Not applicable	Standard food delivery packing	Eco friendly packaging	Customizable, Eco-friendly packaging
Market reviews	Positive for ease of use	Positive for video tutorial	Mixed review (Delivery speed & service)	Positive for Health-conscious meals	Strong reviews for personalization and freshness.
UVP	Recipes personalized to tastes	Visual tutorials and quick recipes	Fast food delivery from local restaurants	Healthy meals for fitness enthusiast	Personalized, fresh meals with nutrition tracking
Add more as required	offer personalised recipe suggestions	A c c e s s t o t h e thousands of the recipes	users can share their recipes ,tips and reviews	integrate links to grocery store and ingredients	increase in health consciousness and the rise of home cooking



Identify your competitors (Direct & Indirect) and examine the list of their offerings/benefits vs your product & service. Based on what the customers say as well as your research, you need to tabulate your findings. Mention your ventures USP from the competition analysis

Lean Canvas



MVP



- **Provide Full product/service description**
- **Insert a picture of the prototype**
- **Provide video link of the working prototype, if any**
- **Share screenshots of website (Landing page, testimony etc.,).** If the venture is in any online business, it must definitely showcase a functional website.
- **Share website link** (If the venture is in any online business, it must definitely showcase a functional website.)
- **Share App link**
- **Description of how the product will work and steps the customer will follow**
- **Any other information**



The slide helps to see your vision in action with a clear demonstration

MVP Validation

What is your MVP

Test Details: A personalized food delivery app offering tailored meal plans with nutritional tracking and eco-friendly packaging.

How long will we test this MVP? 2 Weeks

Who is our target audience for the test? How many of them?

Health-conscious individuals and working professionals. Sample size

How will we get to that audience?Through social media campaigns, fitness communities, and partnerships with co-working spaces and gyms.

Conclusion:

- ☐ Persevere
- ☐ Pivot
- ☐ Not conclusive

Results of Test:

Did enough customers buy? Why or why not?

Yes, 65% of participants purchased meals, mainly due to the convenience and personalization.

Did customers pay the price we expected? Why or why not?

Some found the pricing slightly high but accepted it due to the subscription discounts and quality of meals.

Did customers come back to our product or show interest in doing so? Why or why not?Yes, 70% showed interest in re-ordering. They liked the nutrition tracking feature and eco-friendly packaging.

Did customers recommend our product to others or evangelize about it? Why or why not?

Yes, some recommended it to friends through social media, highlighting the meal customization and environmental focus.

Realizations / Insights:

- Customers highly value customization and sustainability.
- A more affordable pricing model could attract a wider audience.
- Subscription-based offerings increase user retention.

Next Steps:

- Explore additional pricing tiers to cater to a broader audience.
- Strengthen marketing partnerships with fitness influencers.
- Optimize delivery times for better customer satisfaction.



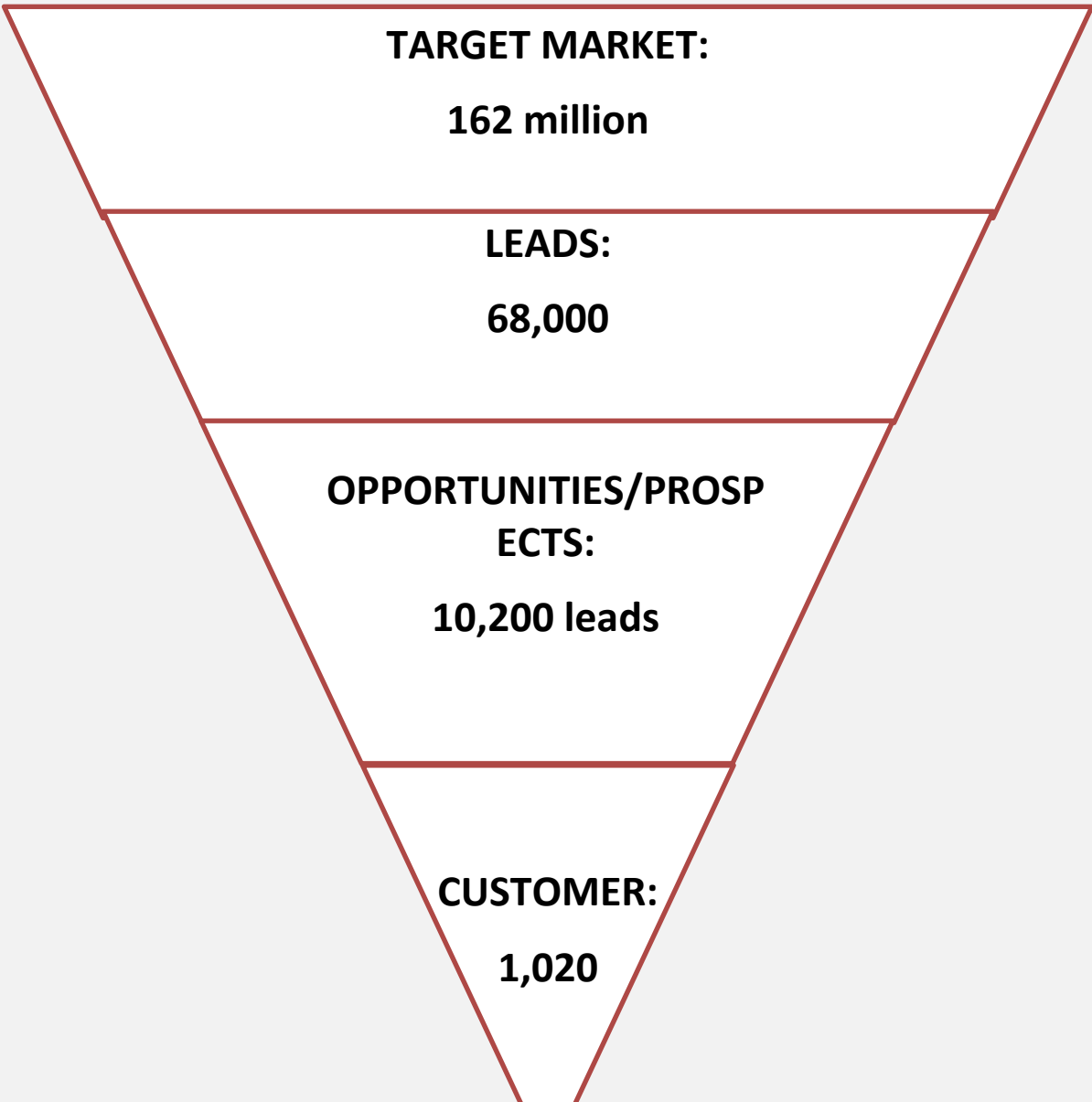
Conduct MVP validation interview with early adopters (>10 interviews). Provide clear evidence to validate/ invalidate your solution with conclusive learning statements, and demonstrable interest in buying through this slide

Sales Plan

Customer Acquisition Plan



Customer Sales Funnel



Ensure that the target market numbers are aligned with market sizing . The sales funnel is for one year

1	2	3	4	5
Target Customer Segment (Type)	Target Customer Segment (Number)	Channels to be used to attract the target customer segment	Estimated number of leads	Estimated cost to convert these leads to actual customers
Home cooks	156-182 million people	digital marketing, content marketing, and strategic partnerships with food bloggers	750-1400 leads per month	\$3,750-\$7,000
Beginner cooks	26-54 million people	email marketing,influence r marketing	450-1700 leads per month	\$2,250-\$8,500
Diet specific users	50 -70 million people	social media marketing,paid advertising	1150-8000 leads per month	\$5,750-\$40,000
Busy professionals	64 to 74 million people	corporate discounts and B2B marketing	1300-8250 leads per month	\$6,500-\$41,250
Health-conscious individuals	200-300 million people	health focused events and weibinar	1550-9250 leads per month	\$7,750-\$46,250
Food enthusiasts	104 -130 million people	food bloggs and recipe webinar	450-12500 leads per month	\$2,250-\$62,500
young families	128 million	paid advertising	1550-8000 leads	\$7,750-\$45,000

Go-to-Market Strategy



- *Ensure that you have active social media presence on **multiple platforms** – Facebook, LinkedIn, Instagram, Twitter, and others.*
- *Show your **branding video**. Ensure that it:*
 - *Is **crisp and engaging***
 - *Clearly explains the brand, the venture, its target customers, and unique value proposition.*
- *Show your **Positioning Statement**. Ensure that it **clearly states** what your product is and what value it brings to the customer*
- *Action plan to reach your sales/customer target for the next one year.*
- *Show your Sales & Distribution model, clearly listing down your channels for both sales and distribution.*

Note: You may use any other template of your choice to pitch for your venture as long as you cover all information being sought here.



FINANCIAL PLAN

Start-up Costs



Setting up the business	
Consultant Fees (Accountants, Lawyers etc.)	
Business Registration fees	
Website Related (Domain registration, Website setup etc.)	
Licenses	
Other Start-Up Costs	
Equipment	
Equipment	
Starting operations	
Marketing and Promotional Costs	
Supplies and Raw materials	
Stationery and office supplies	
Working capital	
Start-up capital	
Equity investment (by Team)	
Loans (from College or Others)	
Total	0
Totals	
Total set-up costs	0.00
Surplus Funds	0
Additional Funds You Need	0

Explanation:
Startup costs for a recipe app include **development expenses** (iOS/Android app design, coding, and testing) ranging from \$30,000 to \$100,000. **Marketing costs** (ads, influencers) may be \$5,000 to \$20,000 for launch. **Operational costs** (servers, cloud hosting) can range from \$500 to \$2,000 per month. **Content creation** (chefs, photographers) may cost \$5,000 to \$15,000. **Legal setup** and **miscellaneous costs** could add \$3,000 to \$10,000.

Forecast P&L

Profit and loss forecast

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Totals
Sales													
Cash sales													
Collections from accounts receivable													
Other cash receipts													
Total Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COGS													
Cost of goods sold													0.00
Gross profit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Operating Expenses													
Salaries and Consultant Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marketing and Promotion													0.00
Utilities (Electricity etc.)													0.00
Transportation (Shipping, Courier, Taxis etc.)													0.00
Office Supplies													0.00
Repairs and Maintenance													0.00
Office Supplies													0.00
Misc. Expenses													0.00
Interest on Loan													
Loss, Theft, Wastage													0.00
Total Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Result													
Net Profit/Loss	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gross profit margin													
Net profit margin													



Explanation: App Development: Initial development costs can range from \$30,000 to \$100,000. Monthly maintenance costs are around \$5,000 to \$10,000.
Marketing: Early marketing spend is significant (social media ads, influencer collaborations) in the first few months, usually \$5,000 to \$15,000 per month.
Server & Operational Costs: Hosting, data storage, and backend systems, typically around \$500 to \$2,000 per month.
Employee Salaries: If you hire a team for development, marketing, and customer support, costs will increase



Team Composition



Team member 1



Role/Position:
CEO

- Key Strengths and abilities
- 1. Strong leadership skills
 - 2. Strategic planner
 - 3. Agile thinker
 - 4. Adaptability
 - 5. Problem solving
 - 6. Stress management

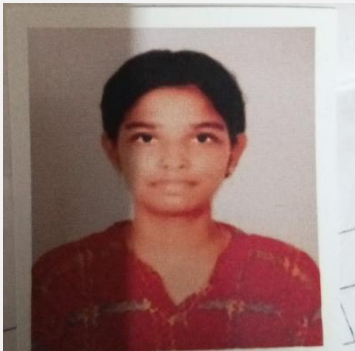
Team member 2



Role/Position:
COO/CTO

- Key Strengths and abilities
- 1. Ability to build and maintain relationship with stakeholders
 - 2. Foster collaboration and communication across department
 - 3. Adaptability

Team member 3



Role/Position:
CFO/CMO

- Key Strengths and abilities :
- 1. Strong ability to solve issues.
 - 2. Analytical thinking
 - 3. Problem Solving
 - 4. Good with Finance

What makes us a good team to solve the problem we chose?

we are a strong team due to our combined expertise in food, technology and customer experience allowing us to create a seamless and innovative meal delivery solution. Our passion for health and sustainability drives our commitment to offering personalized, high-quality meals. Additionally, our experience with market analysis and strategic partnerships positions us well to effectively address the problem and capture market share.

 The goal is to demonstrate teams' commitment. Mention who's on your team, defined roles, why them (each members expertise) and their extremely relevant credentials.

Thank
You!