



Cuisinetoncheri.com

Financing needs : 500K €

Current status of the project :

The website is available at : www.cuisinetoncheri.com

The mobile version is almost ready.

Founders : John Patry and Roch Patry

I) The product

We offer a new kind of dating website. A standard dating website has only two features :

- Profiles display (very limited, photos and descriptions)
- Texting system (usually perfunctory and non-instant)

Our website has these features :

- Profiles presented in a playful way and in several forms.
- A Facebook/Twitter-like wall, which allows to post messages or/and Youtube videos (Music videos/youtubers/reportage/movie teasers etc.)

The goal is to present it in a **playful** way but also to give more information to the user.

- Instant messaging

-Miams :

Every user has a limited number of « miam » per day. Every profile features a button « miam ». When a person presses on it in order to « miam » the profile, the user of that profile receives a notification about it.

The « miamed » user can then decide to « miam » in return.

Those who have « miamed » you will appear in a list on the corresponding page of the website.

If both have « miamed », they will be added to each other's fridge and can, thus, communicate via the messaging system. However, if one of them does not have enough available place in their fridge, the two users will be added to each other's freezer.

- Fridge/freezer :

The fridge and the freezer, each have a limited number of contacts. We have explained how the fridge works earlier.

The freezer is where the users will be added, if one of them does not have enough space in the fridge.

If you make some room in your fridge, you can then transfer some people from the freezer to the fridge.

- The list of people who have « miamed » us and the freezer will be emptied every week, Wednesday at 5am.

The goal is that the users of the website always have to do something and do not get easily bored with a long list of people whom they will probably not contact. Too much choice, kills choice.

Some upcoming features : proposition of dates/photo sharing on the wall and in the conversations/ geographical localization (holidays, trip, festival, concert, movie theater, exposition...)

Continuing to add new features is the goal here. Dating websites should not be seen as a shameful activity.

Noone is ashamed of using a social website, this is why we want to mix social and dating websites, even though the priority is to push people to meet in real life.

II) Typical user and main target

We aim popularity among the 18-35 year old population. According to statistics more than 20% of them have used or use a dating website. We would like to be present in Canada and the US very fast.

III) Competition

The most important competition we have is of course Meetic, Tinder and Adopteunmec. Adopteunmec for example has failed its launch in non Latin countries (outside France, Spain and Italy). This is, in our opinion one of our advantages.

Our advantages :

We have thought the concept so that it pleases the great majority of people.

The « cuisine » pleases everyone in the world, whatever the sex or culture of the individuals. It does not offend any culture or belief.

We want to give a new start to the dating website world, show it in a more playful view.

We also want to innovate the product itself. The standard dating websites isolate the user in a very limited concept.

Cuisinetoncheri has to be viral and work on word of mouth .

It is a French dating website, with hints of « french cuisine ».

France shines around the world through : Luxury, Love (the romance that Paris radiates with) and French Cuisine.

This is why Cuisinetoncheri has, in our opinion, better chances of success worldwide.

For example, in the USA, the « french kiss », the Eiffel Tower and french gastronomy is considered as « chic ».

We could even launch in some of the Asian countries, such as Japan, Southern Korea, Singapore or China, because of their « love » for France.

IV) Commercial Strategy

We first want to get a very fast growing number of members in France. We will probably launch the services in about 6 months.

Offered services :

These will likely evolve : new services for 2€, but also new features included in the monthly subscription.

- A monthly subscription for 9,99 €.

Will include (for the moment) :

- Additional places for the fridge
- Additional « miam » per day

- 2€ services :

- Purchase of « miam »
- Highlight your profile on the home page of our website in a space reserved for these.
- Change the profile's theme

We aim word of mouth and sharing at the max, but also les « standard » ways of promoting ourselves, other than radio or TV.

e.g : Giant balloons in the streets of Paris or other important cities of France, animation, handing out t-shirts with our logo on them and wooden spoons.

Different designs of our logo in amusing situations, which can be easily shared and go viral on social media.

Plan for the next 5 years

Develop as fast as possible on international markets (USA/Canada/Singapore/China in priority).

We think to be able to launch the other marketing operations at our expense starting in the 2nd year.

- Another way of monetization would be « intelligent advertising ».

Instead of selling an advertisement space as seen on other websites (which would break the user experience and also be ineffective because of AdBlocks), we could adapt the two characters of our logo to the seasons, festivals, brands.

Two examples :

Coca Cola would pay us for a publicity stunt, the characters would then be designed such as their product is highlighted.

Avengers 3 launch : The characters would be dressed as super heroes. The woman, as Iron Man, in an armor so heavy that it does not allow her to raise her arms and the man, in a way too long Thor costume, This would create a comical situation.

If we reach a sufficient number of users, this kind of advertisement would be very interesting for the brands and for ourselves. Moreover, the designs would be easily shared.

V) Milestones

Fixed cost		Per month	Per year	Variable costs	
Operating costs				Maximum budget for 1st promotion	50 000 €
Server		130	1560	depending on the marketing strategy	
Softwares			3000		
Rent of office in Paris		2500	30000		
Salaries	Number	Gross salary		Market penetration rate	20%
Graphic artist	1	2600	31200	Market population in France	13400000
Full stack Developer	1	2600	31200		
iOS Developer	1	3250	39000		
Android Developer	1	3000	36000	Starting in May 2017	
Founders	2	3000	72000	Offered services	
				Monthly subscription	9,99 €
				Other services	2 €
Total fixed cost			243 960 €		
Total costs	293 960 €				

Turnover 1Y	6 months	
	Number of members	Turnover
Great success	250000	509 500 €
Medium success	100000	101 900 €
Low success	10000	20 980 €
Turnover 2Y	complete year	
(France, Belgique, Suisse)	Number of members	Turnover
Great success	500000	1 638 500 €
Medium success	250000	799 300 €
Low success	50000	159 900 €
Turnover 3Y	complete year	
Launched in the US and Canada calculs pays francophones	Number of members	Turnover
Great success	1000000	3 397 000 €
Medium success	600000	2 198 000 €
Low success	300000	959 100 €

Profits 1Y		1Y		Profits post taxes 1Y	
Great success	265 540 €	Taxes		Great success	184 023 €
Medium success	- 142 060 €	Great success	81 517 €	Medium success	- 142 060 €
Low success	- 222 980 €	Medium success	- €	Low success	- 222 980 €
		Low success	- €		
Profits 2Y		2Y		Profits post taxes 2Y	
Great success	1 394 540 €	Taxes		Great success	936 727 €
Medium success	555 340 €	Great success	457 813 €	Medium success	377 233 €
Low success	- 84 060 €	Medium success	178 107 €	Low success	- 84 060 €
		Low success	- €		
Profits 3Y		3Y		Profits post taxes 3Y	
Great success	3 153 040 €	Taxes		Great success	2 109 119 €
Medium success	1 954 040 €	Great success	1 043 921 €	Medium success	1 309 746 €
Low success	715 140 €	Medium success	644 294 €	Low success	483 771 €
		Low success	231 369 €		

Needed investment	500 000 €
Return on investment	
1Y great success	37%
2Y great success	187%
2Y medium success	75%

Some explanations :

- Fixed costs :

Graphic artist : To manage the design part of the website, especially to adapt our logo to the possible publicity stunts.

Full stack developer :

To assist me in the development of technologies and new features of the website, as well as protocols to operate mobile applications at best.

iOS / Android developers :

Launching the mobile applications are the priority here, this won't be a surprise for anyone.

A system administrator might be needed later on, in order to have secure servers and technologies to support scalability technologies.

- First year Turnover (1Y) :

Calculated only on the basis of 6 months monetization. (starting in May 2017 as stated in the excel document)

- Second and Third Year Turnover (2Y-3Y) :

Calculated only in french speaking countries .

Knowing that we would like to be present in the US and Canada starting in the second year, this would imply a higher turnover as it is not included in the forecast table. This also implies the need for a translator and a new server.

VI) Business Model

The economic model is based on the Free-to-Play, which is the first in terms of profitability in the video game industry (e.g League of Legends, commonly known as LoL.