



PITCH

- Let's Eat is a web Application to simplify the process of arranging and scheduling food outings
- Our product recommends restaurants based on the food interests and dietary restrictions specified by attendees

PROBLEM/OPPORTUNITY

- Hosting a dining plan for a group is challenging and time consuming
- Everyone has different food interests, dietary restrictions, and availability
- To avoid conflicts, not everyone shares their opinions or preferences

SOLUTION/PRODUCT

- Create and manage dining invitations as a host or respond as a guest
- Store food preferences and dietary restrictions of each user during sign up
- Suggest restaurants based on their saved preferences
- Users can anonymously vote for their favorite restaurants
- The restaurant with most upvotes will be selected and attendees notified

TECHNOLOGY STACK

- Our project is a Web Application with:
 - React.js for Front-End
 - Node.js for Back-End
 - Firebase for Database
 - GCP for Hosting



BI-WEEKLY SPRINTS



BUSINESS MODEL

- Our product is free to use for users who want to arrange a dining plan
- Primary income is from restaurant advertisements
- Sponsored restaurants will be featured more frequently in our suggestions

	Number per Month	Cost per Action	Revenue
Views	20,000	\$0.10	\$2,000
Clicks	10,000	\$0.20	\$2,000
Total	N/A	N/A	\$4,000

COSTS & EXPENSES

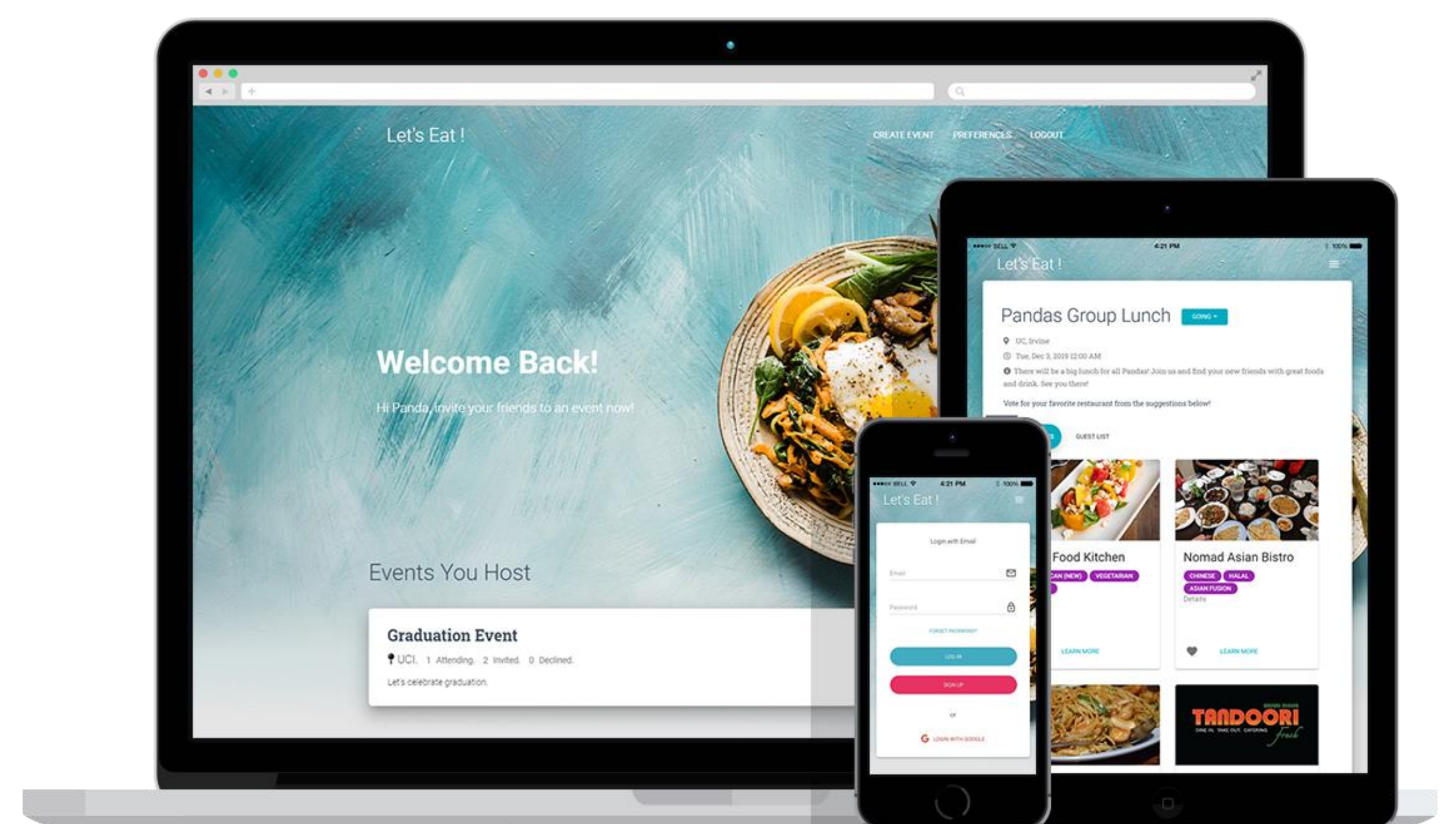
- The costs and expenses include: Google Cloud Service - Firebase, Labor, and Marketing/Advertising on social media platforms like Instagram

Marketing	Labor	Database	Total
\$500	\$12,500	\$25	\$13,025

MARKET

- According to Statista, the food and drink sales of the restaurant industry reached \$799 billion in 2017
- Around 47% of Americans eat out for "socializing with friends and family", which ranks as the #1 reason for Americans to dine out at restaurants
- Anyone who eats out with others is our potential customer

PRODUCT



TEAM



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