

# What's In The Fridge?



Suqian Wang

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## COMPANY VISION

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*76 billions pounds of food waste in the US per year. The main cause is because of overwhelming ingredients in the household.*

*Our app aims to cut down on food waste and save families money & time by providing a unique solution and introduce tasty meals in the process.*

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## BUSINESS MODEL

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### Free

- Ads
- Limited features
- Limited contents access

### Premium

- No Ads
- Full features
- Unlock premium contents

### Sponsorship

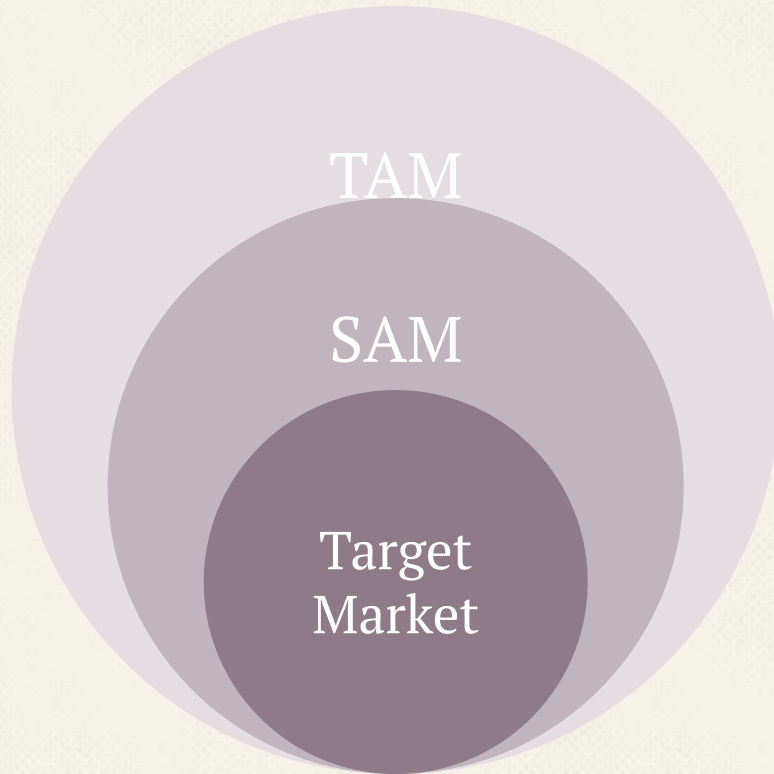
- Special offers
- Sponsor ads
- Sponsor logo

## App Interface & Features

- Pleasing UI
- Smart Recommendation System
- Precise Recipe Suggestion
  - Ingredient Tracking
  - Survey
- Like/Collect
- Grocery List, Search, Nutrition Analysis, Social features, Posts, etc



## MARKET OPPORTUNITY



### Total Addressable Market:

The total market we can address is all mobile app users.

### Serviceable Available Market:

Recipe and food related applications for all users using mobile phone.

### Target Market:

Our app will be launched in the App store, available to all users but targeted to homecooks, families, and college students.

## GO-TO-MARKET PLAN

### June - 2021

Launch to group of 50 testers

Begin developing targeted ads based on testers

### Aug- 2021

Launch “Beta” version to ~500 users

Run focus group tests on ads on target audience

### Nov - 2021

Release “Alpha” version to early-access users

Begin launching ads on social media and partnered influencers

### Dec - 2021

Release production version to App Store

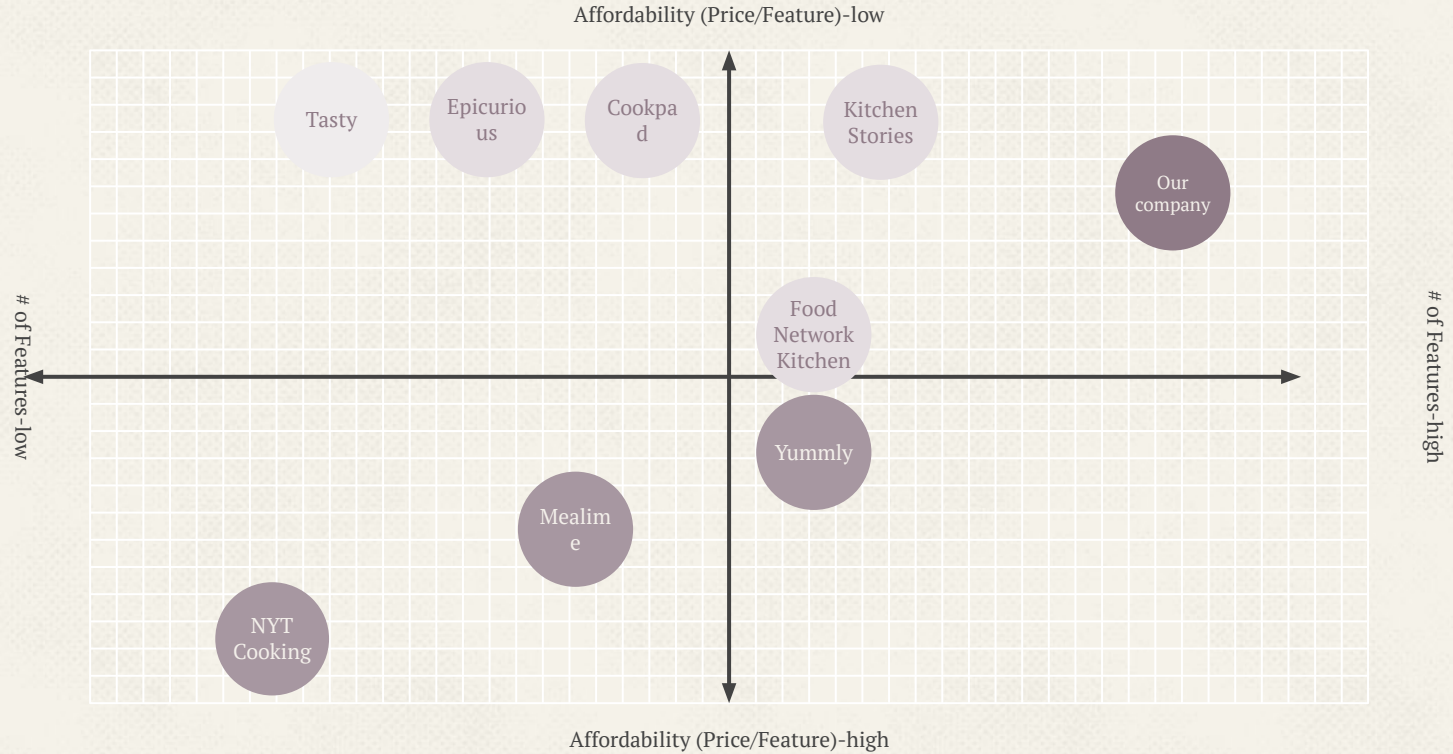
Continue previous sale strategy and implement search engine optimization

## COMPETITIVE ANALYSIS

	Smart Recommendation	Ingredient Tracking	Personalized Diet	Like/ Save	Grocery List	Search	Nutrition Analysis	Social	Post Recipes
Tasty	limited	X	X	V	V	V	V	X	X
Mealime	limited	X	V	V	V	V	\$	X	X
Yummly	V	X	V	\$	V	V	V	X	X
Food Network Kitchen	limited	X	\$	V	V	V	\$	X	\$
Kitchen Stories	limited	X	V	V	V	V	V	V	X
Epicurious	limited	X	V	V	V	V	X	limited	X
Cookpad	limited	X	V	V	X	V	X	V	V
NYT Cooking	limited	X	\$	\$	\$	\$	limited	X	X
Our App	V	V	V	V	V	V	\$	\$	\$



# COMPETITIVE ANALYSIS



# SWOT ANALYSIS

## STRENGTHS

- Skilled engineers
- Advanced recommendation system
- All-inclusive Features

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## WEAKNESSES

- Inexperienced in running startup
- Initial resources

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- Feature Expansion
- Sponsorship
- Complementary Apps

## OPPORTUNITIES

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- Oversaturation of recipe apps

## THREATS

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## OUR TEAM

“WhatsInTheFridge Inc” is a Texas C Corp, founded March 2021, headquartered in Durham, NC. The management team has both strong technical skills and interpersonal skills.



**ZhiCheng Guo**  
CTO

Experienced Software Developer with strong Artificial Intelligence knowledge



**Suqian Wang**  
CEO

Experience in Product Design and Software Engineering



**Dian Niu**  
VP

Experience in Management and Software Engineering



**Qintian Wu**  
CFO

Experience in Software Engineering and Psychology

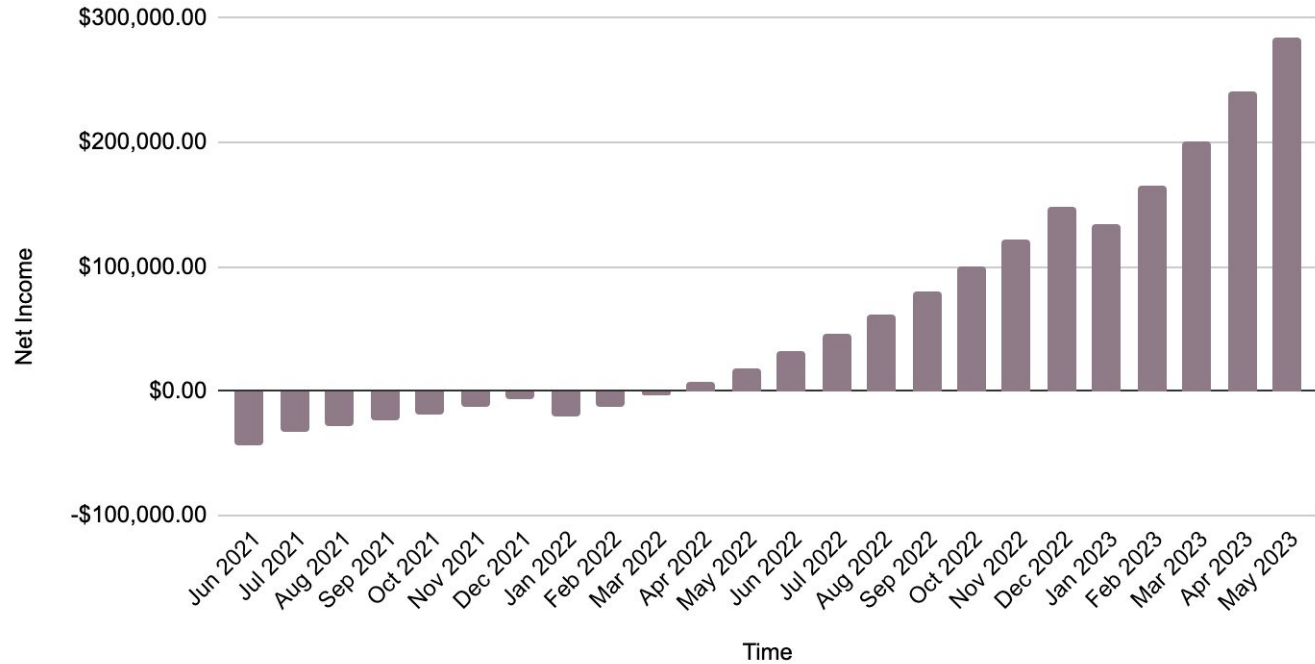


**Billy Luqiu**  
CMO

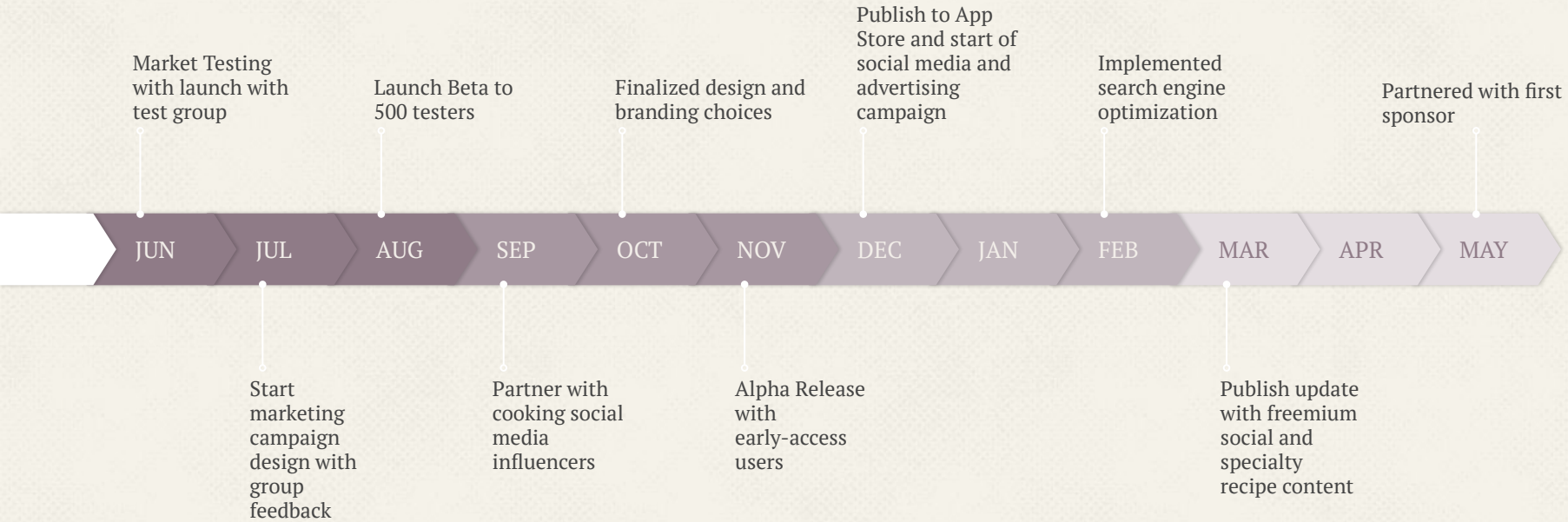
Experience in Software Engineering and Machine Learning

# FINANCIAL PROJECTIONS

## Base Case Net Income



# TIMELINE



**THANKS!**

*Any questions?*