

A decorative graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a stylized tree structure, extending from the top to the bottom of the frame.

meet*chew*there

CONCEPT VIDEO

Feed Your Social Cravings

Dietary restrictions and social eating are not mutually exclusive, but too many people allow their food allergies to restrict more than just their diets. Gone are the days of declined invitations, lonely meals, and self-imposed hermitage. [meetcheuthere](#) redefines social eating for those affected by severe dietary restrictions by building trusted communities of geographically proximate people with common restrictions and providing them with a safe space to create, host, and join social events centered around food.

TASKS

1. Simple: eat a diet friendly meal
2. Moderate: share a meal with someone with your same dietary restriction(s)
3. Complex: build your community by planning/hosting a food centered event for people with your same dietary restriction(s)

STORYBOARD

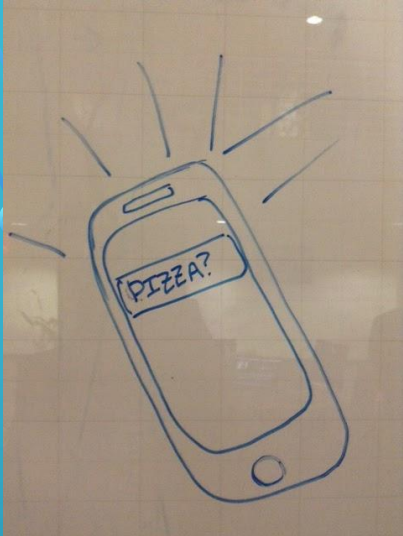
Characters:

1. Frustrated Gluten-Free Person - Lindsey (L)
2. Gluten-Free Diner at Coho - Senthil (S)
3. Lonely Gluten Free Diner - Jesse (J)
4. meetchewthere app - Clay (C)
5. group of gluten-free people - random guys from KA

Locations

1. Room with a chair and a desk - shot in KA
2. Restaurant w/ gluten free menu - shot at Coho
3. Outside dining area - shot at Tressider
4. picnic and bbq area for the gluten free event - shot at the KA backyard

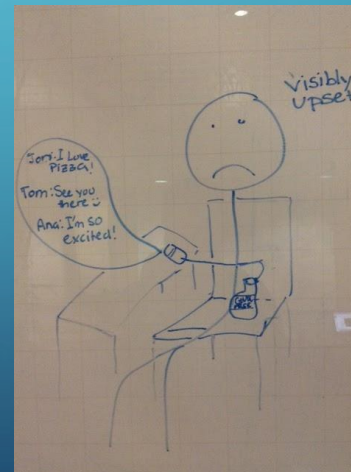
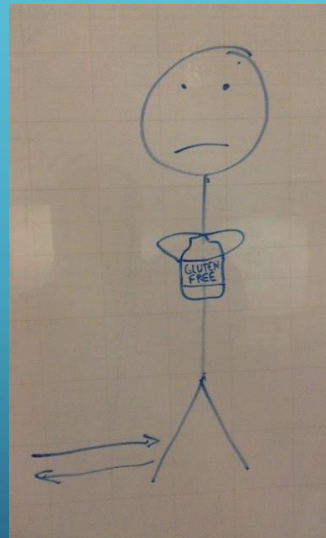
Simple Task - Get a Safe Meal



- opens (music playing) with a close up of a phone receiving a message
- zoom out as L picks up to read the message
- she responds, puts the phone down, sits back mildly frustrated



- door opens straight to close up of GF labeled food package
- pan out to see L carrying GF snacks back into the room

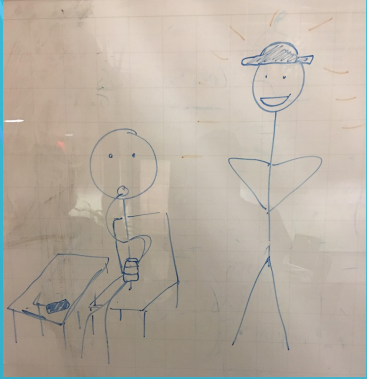


- sits back down w/ the food, picks up the phone and reads three more messages as she eats
- does not respond
- puts the phone face down on the desk and continues to eat clearly upset

Notes:

- text messages will appear as text on screen - green in upper left for received and red in lower bottom for sent
- iphone send and receive sounds when text appears
- only other sound is total eclipse of the heart instrumental

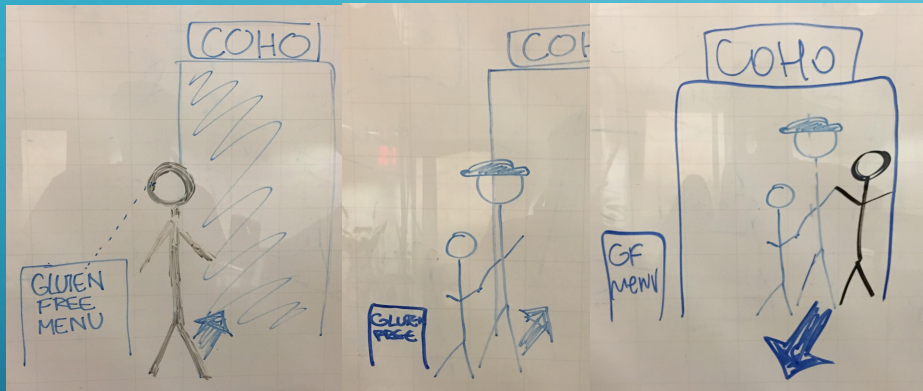
Moderate Task - Share a Meal



- Clay appears in the doorway
- flash back to L in the chair, looks at him skeptically
- camera stays on L, C pulls her out of the door and the shot

Notes:

- music stops and fanfare plays when C appears
- switch to upbeat music
- thoughts during the group brainstorm will show as text at the bottom of the shot
- music hits a climax and cuts once the plan is set in motion

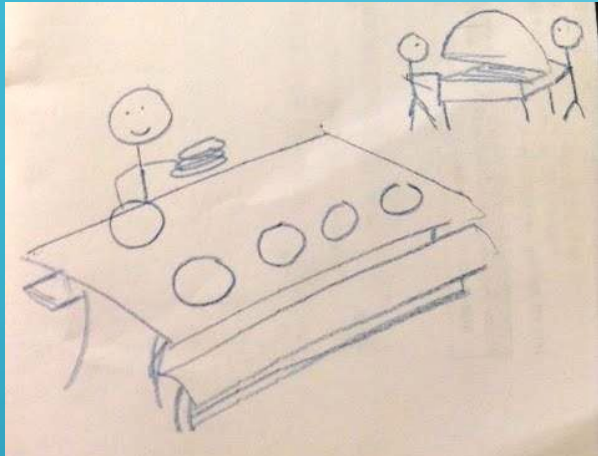


- open to a GF Menu sign next to the open door
- Senthil walks into the left side of the shot, he reads the sign keeping his back to the camera, then walks in the door
- C runs into the left side of the shot, pulling L by the arm, past the menu and follows S through the door
- Same camera angle, C reappears through the empty door pulling L who is now pulling S - they run out the door, towards the camera and out of the shot

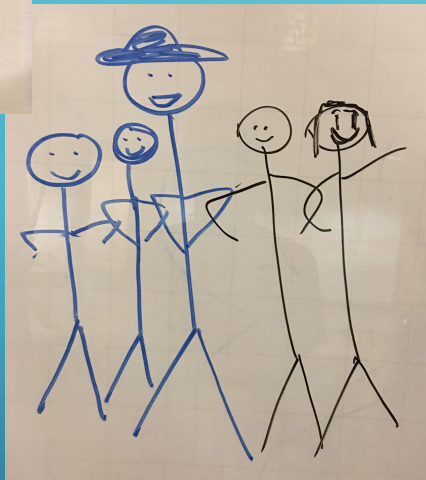


- open to close up of J eating alone out of a gluten free labeled dish
- pan out as C leads S and L into the shot, S shakes J's hand, they sit and L offers them both some of her food
- L, J, and S brainstorm how they could meet others with their same diets
- L has an idea, she calls C and whispers her plan

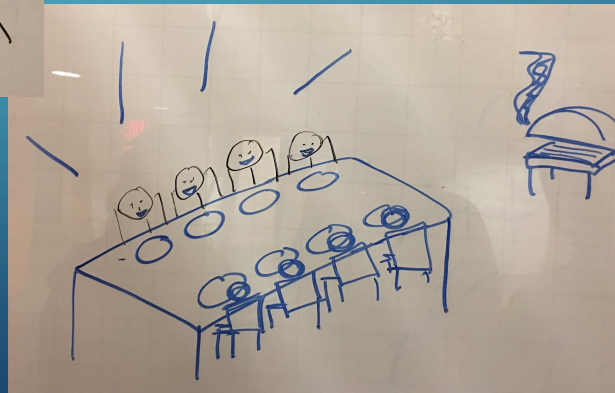
Complex Task - Plan and Host a Food Event



- opens to a pan of an outdoor picnic/bbq area
- S is setting the table with plates cups; J and L are manning the bbq further off



- camera switches to C leading a group of guys up a hill
- they walk slowly and confidently towards the camera



- everyone is now sitting at the picnic table set by S
- they are talking, laughing and raise their glasses as the camera zooms out
- fade to black then flash the product name and value prop

Notes:

- music switches as scene opens
- song plays until it fades out with the last picture

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meetchewthere concept video

An abstract graphic on the left side of the slide, consisting of a network of thin, light blue lines and small circles, resembling a circuit board or a neural network. The lines and circles are concentrated on the left edge and extend slightly into the main blue area.

THANK YOU

INDEX

1. NEEDFINDING 3.0 - What are they saying online?
2. What solutions exist?
3. Why are these solutions NOT working?

People Want to Eat Socially but Safely

"I started not being invited to holiday gatherings"

"I cannot wait to walk up to the window and order my meal and not have to explain my condition, without the funny looks or ridiculous comments, or stupid questions. Oh to feel like a normal person again!"

"I bring my whole Thanksgiving dinner to sister's house"

"My family and closest friends understand, but I miss out on parties, dinners at restaurants and friends' homes, and forget weddings"

"I don't go to events without eating first anymore. I bring my own food and eat in the car until I am stuffed. Or better yet, call and say I'm going to be a few hours late and for everyone to start without me. Then show up only an hour late, and make sure to have eaten."

"I recently celebrated a milestone birthday. I went out to dinner with a friend and took my own dinner roll with me"

People Want Someone Who Understands

"Having to explain gluten-free to family members can be discouraging. Each has their own reaction in addition to me having times when I feel like it's just too much work to explain how and why."

"Over the years, the more people look at you like you clearly made it all up just to be difficult, the more you wonder if you might be just crazy!"

"I am so sick of trying to explain to people about contamination and if your kitchen is not completely safe you should not do any cooking for anyone. No one seems to pay attention."

"Dating is absolutely the worst! I recently walked out on a date when a guy told me there was no reason I couldn't eat the salad next to his burger. He insisted it was all in my head. I tried to explain to him, and he told me I'm wrong and he knows what he's talking about. "

People Want To Do More Than Just Talk

"I am always willing to get coffee or lunch in Springs, Pueblo or nearby areas. I do not know any other people with Celiac. It would be nice to connect"

"Come on now, there must be at least 1 other person in this area who visits this site. Why can't I find anyone in my area? How sad am I to have to respond to my own post? Anyone?"

Janetwinva: "I'm surprised Sacramento doesn't have more places. Have you tried looking at any meetups? You're quite far from us down here...I hope you find someone soon."

Cali Celiac: "I have actually researched local meetup groups and haven't seen any that would apply..."

Current “Solutions”

1. Forums

- a. wide variety of gluten free forums
- b. small number of general allergy forums which sometimes contain specific food allergy channels

2. Meetup.com

- a. “Meetup brings people together in thousands of cities to do more of what they want to do in life. It is organized around one simple idea: when we get together and do the things that matter to us, we’re at our best. And that’s what Meetup does. It brings people together to do, explore, teach and learn the things that help them come alive.”

3. Dating Sites

These Aren't Solutions

1. Forums can be a great place for people to talk about shared problems and experiences but...
 - a. a response is not guaranteed - chat activity is sparse and inconsistent
 - b. talking \neq socializing - people still want a way to live their lives outside of their house
2. Meetup.com is TOO big
 - a. people suffering from severe dietary restrictions are a small targeted community. Since meetup.com has an overwhelming number of events and groups, those with dietary restrictions often get lost in the crowd, fail to find a group that fits, and ultimately give up searching.
3. Dating Sites are focused on just that - dating
 - a. there are no platonic friend options