ChefMate!

PRESENTATION STORYBOARD

Contents

Our Team of Experts

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Theme of Video Presentation

The theme for our video presentation will be of a pitch to investors, ambassadors and endorses. This is crucial for the development and release-to-market activites for the ChefMate smartphone application.

Style of Video Presentation

The video will use filming, animation and voiceover to show how the application works. Along with presentation, graphs and graphics with a voiceover for the detailed analysis sections.

Content Overview of Video Presentation

To effectively pitch to investors, the video presentation will include an overview of each of the following criteria's:

- Aims
- Plans and process
- Roles and responsibilities
- Scope and limitations
- Tools and technologies
- Testing
- Timeframe
- Risks
- Market, competitor and consumer analysis

Scene One of Video Presentation

Scene one will be an introduction and overview of the ChefMate Recipe Application, including how it works. The medium will include video filming with a voiceover and possibly some animation.

Sample of script inclusions:

Advancements in technology have given us the ability to access information at the touch of a button, made our lives easier and more efficient by supporting everyday tasks and being able to complete them in a shorter timeframe.

The ChefMate application is a recipe app with a difference! Have you ever gone to cook dinner, opened the fridge and pantry and are unsure of what you can create with the options available? So you end up buying take-out or making a trip to the supermarket to buy more ingredients?

ChefMate has in inbuilt photo scanner, where users can take photos of items in their fridge, freezer or pantry, it then identifies the ingredients, the user can select preferences of what they would like to cook. From there, the application scans thousands of recipes and outputs the options available.

In Australia alone, we discard approximately 20% of the food we purchase, this equates to 1 out of every 5 bags of groceries and 4 million tonnes annually. ChefMate can save users time and money as well as reducing food wastage.

Scene Two of Video Presentation

Scene two will include marketing and market Analysis – potential demand and popularity, competition and SWOT analysis.

Medium: Presentation, Graphs, Animation and voiceover

Scene Three of Video Presentation

Scene three will cover the tools, technologies and application design

Medium: Presentation, graphics, images with voiceover

Sample of script inclusions:

The app will require compatibility with both Android and Apple technology. Design of the user interface will need to be done by the marketing and graphic design team.

The programming department will then use this in the development of the wireframe tool for the skeletal framework and map out the flow.

Upon completion of the design and functionality mapping, the selection of an appropriate programming language will need to be determined in order to code the app, and utilise a mobile app building platform to create it.

The application will be refined through initial trials, continuous testing and feedback before being released live to the public.