| PROJECT NAME: Meal Scan
TEAM MEMBERS: Bosie Teodora | IDEA IN SHORT:
A mobile app that can help you keep track of your meals, grocery list and food waste, just by scanning your receipts. One click away from various recipes, sustainable alternatives for food leftovers and a meal organizer. The app has a simple navigation system, made to be daily accessed by its users whenever they go shopping. By scanning the receipt, Meal Scan will give you numerous alternatives of meals with the ingredients as well as introducing them in the grocery list, making your next shopping spree more responsible and economic. |

Hardcore entrepreneur hackathon4.0

1. PRODUCT - PROBLEM WE SOLVE

Meal Scan is a lifestyle app that makes your shopping experience easier, more sustainable by providing you a grocery list with the ingredients you have used and a time-saver for your whole cooking process. By scanning your receipts and giving you meal alternatives with just the ingredients on it, the app solves the endless problem of not having all the right ingredients for a meal. Also, if you are a novice cook and need some inspiration with the ingredients you already have at home, Meal Scan gives you the possibility to find recipes without needing anything else. Besides, by keeping track of the ingredients you use in your meal prep and adding them instantly on the grocery list, the app helps you stick to the essentials, therefore combating food waste and overbuying. For this issue, the app comes with a special option that shows you alternative ways in which you can use the leftovers. The best thing Meal Scan provides to its users is the receipt scanner, an option that facilitates a innovative way of recording your groceries.

2. OUR TARGET GROUP

Meal Scan is created for all types of people from all over the world who present an interest in cooking or just understand the impact simple activities such as food planning and keeping a grocery list can have on combating pollution. They need to be used to doing their grocery shopping in a supermarket, given that the idea of the app is to scan your receipts and find meals with the ingredients. Their income does not affect the app's utility because it is designed to meet a day to day need, grocery shopping. The target age is between 14-65, the app having planned an update for a family pack which will facilitate many options for all ages, enabling even the younger ones to participate to the grocery list. Meal Scan is appropriate for use by individuals of all levels of expertise, selecting a wide range of recipes from which they can choose. By giving its costumers solutions for combating the daily food waste, Meal Scan can raise awareness of the level of pollution they are causing and encourage them to lead a more environmentally conscious lifestyle.

3. SMART OBJECTIVES

The **specific** goal of the app is to become one of the principal meal planning apps on the market. By combining a recipes app with a grocery tracker and providing a user's favorites section, it will be accessed several times a day. Its objective is to boost long-term user engagement and app revenue. Meal Scan is due to be accessed at least once a day, helping customers in the daily cooking process. The **measurements** show an estimated number of users of over 1.000 in the first month, believing that the receipt scanner will gain its popularity and grow the customer percentage by at least 15% monthly. Develop and launch a new user profile feature is **achievable** within the next two months, in order to create a personal profile with preferences and favorites in terms of food and lifestyle. Also, to grow the user base by 15% in the next quarter through targeted social media advertising and partnerships. In a **realistic** manner, because of the global inflation a significant 10% percentage of our potential customers is harshly affected, causing the revenue generation from the app to be lower than expected, the app relying on subscription models. Reduce app load time by 20% within the next three months, by adding a free wi-fi mode in which you can view your saved recipes is a **time-bound** objective. Provide weekly updates for a better user experience and launch the personal profile app feature by July 28th.

4. PRICE

When it comes to our top priorities, the application should improve its interface and presentation to ensure a more user-friendly experience, as well as to create an interest survey that will improve the recommendations of the meals by observing the customers most used ingredients and ways of cooking. In an effort to achieve these goals, the application will need to generate an amount between €30000-€40000/year in order to sustain the artificial intelligence implemented in those upgrades and to start recovering the initial investment in Meal Scan's advertisement. The application is due to start making profit after 2 years with a 15% customers growth/month. In this case, we will use subscriptions as its monetization strategy, offering a one-month free trial, after which users will need to choose between two packages: standard or family. The standard one, which will be €1,49 /month, will give you access to the receipts scanner, the recipes generator and the grocery list, whereas the family package, at €4,49 /month, will give you a 5 members family option particularly designed with a common grocery list and daily meals that combine the family's favorites.

5. PROMOTION

The promoting strategy will include media advertising on instagram and facebook and partnerships with supermarkets that will be mentioned and recommended as places to do your daily grocery shopping. We will have a publicity team that will send emails about the newest updates and futures in order to keep our clients up to date about our progresses and also to the companies that are in the same culinary sector and may find common ground with us, ultimately becoming our partners. Also, Non-governmental organizations, (NGOs) dedicated to combating pollution may promote the application as a mean of reducing food waste. On advertising we will be investing 15% of our app revenue in the first year, making sure that Meal Scan is well-known on the market. Also, we will sponsor food-related events, cooking classes and workshops to promote the app. But, by obtaining positive reviews and recommendations, we hope that Meal Scan will be promoted on its own, giving people a reason to make a change for the better in their life and to become a necessity for their cooking habit.