

# BUSINESS MODEL CANVAS

## Customer segments –

### Customer:

1. India is a mobile first country so, mobile apps (Android/iOS) are expected to contribute to 90% of the revenue.
2. Majorly the targeted segment will be the working professionals staying away from home, cannot cook due to time constraint and need home-made food home delivered at their doorstep and students studying away from home and seek to eat home-made food instead of restaurant food.
3. Customer segment from Urban cities in India.

### Home chef:

1. Homemakers who wish to earn money from cooking food.
2. No need to attain a special skill required.
3. No money for the investment.

## Revenue streams – Streams from where the money comes in to run the business.

1. Delivery charges.
2. Commission on food.
3. Weekly/Monthly subscription or number of meals plan for the buyers.
4. Promotional activities.

## Channels – To connect with end customers

1. Digital marketing campaign on social media.
2. Word of mouth – Refer and earn discounts on next meal.
3. Pamphlets.
4. Advertisement on music streaming apps.
5. Advertisement on radio.

# BUSINESS MODEL CANVAS

**Customer relationship** – Maintaining the stickiness so that they always come back to the platform.

Customer:

1. No question asked return policy – Money will be return if customer is no satisfied with the food quality and service.
2. Discounts on monthly subscription or if user pick bulk meal plans.
3. Discounts on referring further to friends and families.
4. Customer support for the quick resolution of the issues.

Home chef:

1. Reward points on not missing the orders.
2. Reward points by full filling the orders during the busy hours.
3. Providing raw materials for cooking on reasonable price.

**Key activities** – To run the business successfully daily

1. Managing delivery and payment process.

Customer:

1. Customer feedback right after the delivery of the food.
2. Any issue reported by the user while using the app.
3. Enough food options are available for the customers.
4. Reminder to schedule the meal in advance.
5. User experience starting from the ordering the meal till it delivers to the customer.

Home chef:

1. Anyone who is willing to prepare an extra home-made food can become the partner easily.
2. Home chef should be able to full fill daily orders.

# BUSINESS MODEL CANVAS

**Key resources** – People, knowledge and money that you need to run the business

1. Enough home-chefs.
2. Enough food options for the customers.
3. Delivery partner.
4. To identify the most in demand meals so that the service can be made better for those meals.
5. To identify the locations where demands are higher so that the service can be increased there.
6. Effective pricing and meal plan as compare to the competitors.

**Key partners** – Valuable partnership to run a successful business

1. Home-chefs
2. Delivery partner
3. Payment gateway integrated with the application
4. Google location API to locate the customer's location.
5. AWS services

**Cost structure** – Top areas where company spending maximum

1. Operations – Onboarding of home-chefs, customer support, paperwork etc.
2. Marketing – Doing marketing on different channels to increase the customer base.
3. Home-chefs – Need to register more and more home-chefs so that they provide the more food options and good service. Training program for the Home-chefs
4. Tech-infrastructure – Technology setup. It's maintenance, scaling, and monitoring cost.
5. Employees and delivery worker's Salaries.


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<b>Key Partners</b>  1. Home-chefs 2. Delivery partner 3. Payment gateway integrated with the application	<b>Key Activities</b>  1. Managing delivery and payment process. 2. Customer feedback right after the delivery of the food. 3. Anyone who is willing to prepare an extra home-made food can become the partner easily.  <b>Key Resources</b>  1. Enough home-chefs. 2. Enough food options for the customers. 3. Delivery partner.	<b>Value Propositions</b>  1. Home delivered <b>home cooked</b> food Vs Restaurant food. 2. Easy on pocket since the food is not coming from professional setup but household kitchens. 3. Food quality 4. Healthy home cooked Food	<b>Customer Relationships</b>  1. No question asked return policy – Money will be return if customer is no satisfied with the food quality and service. 2. Discounts on monthly subscription or if user pick bulk meal plans. 3. Discounts on referring further to friends and families.  <b>Channels</b>  1. Digital marketing campaign on social media. 2. Word of mouth – Refer and earn discounts on next meal. 3. Pamphlets.	<b>Customer Segments</b>  1. India is a mobile first country so, mobile apps (Android/iOS) are going to contribute to the 90% of the revenue. 2. Majorly the targeted segment will be the working professionals staying away from home, cannot cook due to time constraint and need home-made food home delivered at their doorstep and students studying away from home and seek to eat home-made food instead of restaurant food. 3. Customer segment from Urban cities in India.
<b>Cost Structure</b>  1. Operations – Onboarding of home-chefs, customer support, paperwork etc. 2. Marketing – Doing marketing on different channels to increase the customer base. 3. Employees and delivery worker’s Salaries.			<b>Revenue Streams</b>  1. Delivery charges. 2. Commission on meals. 3. Weekly/Monthly subscription or number of meals plan for the buyers.	

# USER PERSONA

Download user persona from here - <https://drive.google.com/file/d/1iRJSnhBWruKtuMdU8GPx1yRvJibL7fi2/view?usp=sharing>

PROJECT: untitled PERSONA: Nitin the techie



**NAME**  
Nitin the techie

**TYPE**  
Rational

**Goals**  
Savor the taste of home food away from home. Maintain good health.

**Background**  
Nitin is a data scientist working in Amazon Hyderabad. He hails from new Delhi and is staying with his friends. He is social, hardworking independent and an active online shopper. He frequently orders food online and is looking for a reliable delivery service which can deliver healthy food at regular basis which suits his pallet. He is a connoisseur with food and sticks to restaurants which have a high rating.

**Demographic**  
Male 26 years  
Hyderabad  
Single  
Software Engineer  
15 lac

**Skills**  
Machine learning  
Python  
Data mining

**Motivations**  
Get nutritious home cooked food which has authentic flavors and is served hot. Save time going out to eat. Enjoy dinners with friends at home. Maintain good health.

**Frustrations**  
"I'm tired of eating food cooked outside. Cook comes too early at home and food gets cold by the time I eat. The amount of polythene used in online orders makes me feel guilty."

**Context/environment**  
Nitin is busy with deadline at work. He misses ordering food on time due to meetings.

**Challenges**  
Difficult to ascertain cooking conditions i cloud kitchens, the kind of oil they use and if the vegetables used are fresh.

**Brands and influencers**  
Windows 10 ONEPLUS

**Technology**  
Icons representing various devices and operating systems.

**Browsers**  
Icons representing various web browsers.

**Channels**  
Icons representing various social media and communication channels.

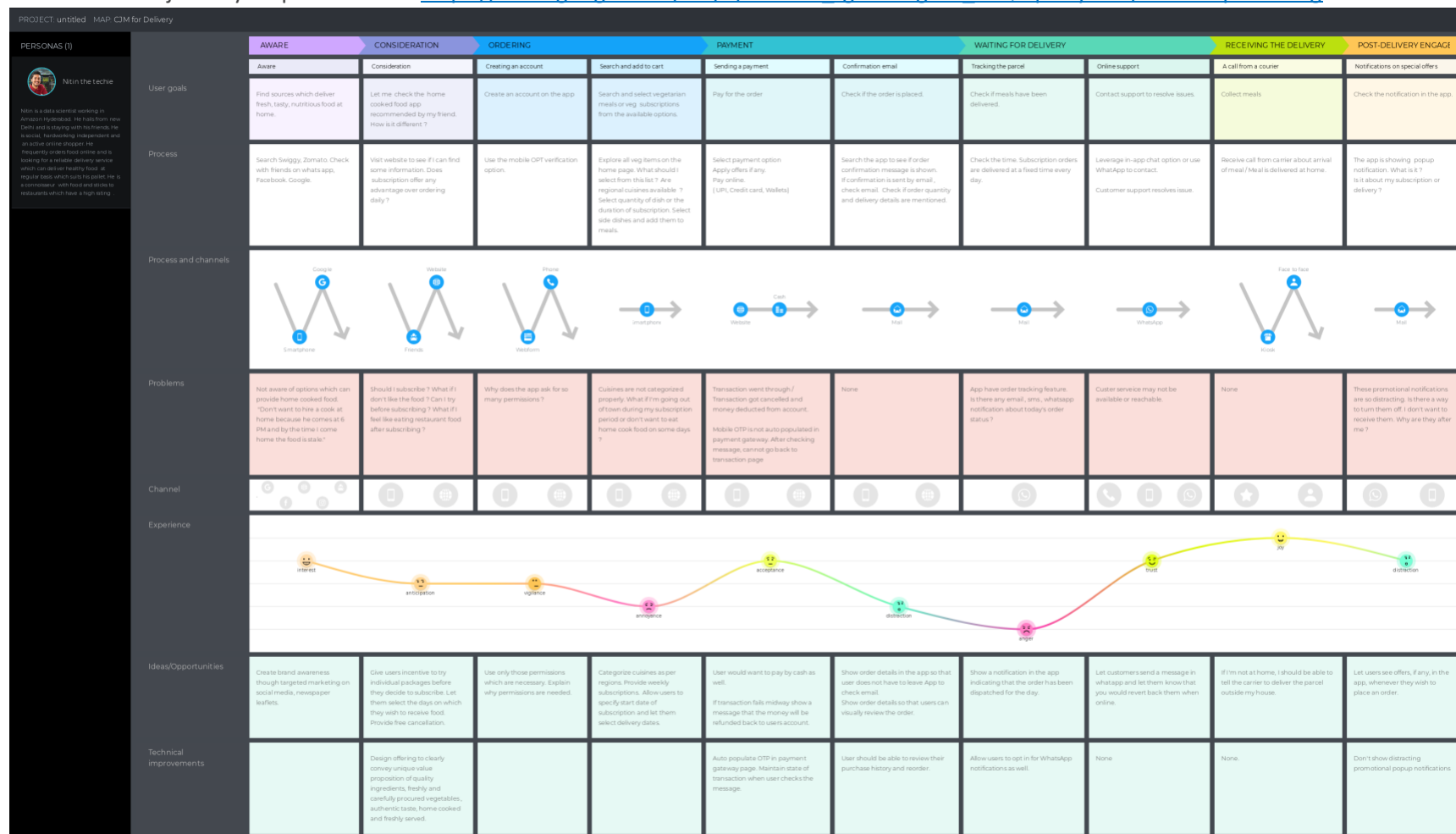
**Previous experience**  
He has tried several restaurants but could not establish meaningful relationship with the supplier as there was no way to contact them.

**NAME**  
Nitin the techie

**TYPE**  
Rational

# USER JOURNEY MAP

Download user journey map from here - [https://drive.google.com/file/d/1czD-IC\\_tgzNHreg19z\\_tKQVq4Feyrk9S/view?usp=sharing](https://drive.google.com/file/d/1czD-IC_tgzNHreg19z_tKQVq4Feyrk9S/view?usp=sharing)



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