



# WORLD FOOD INDIA HACKATHON 2017

27-28 October 2017

## World Food India Hackathon 27 & 28 October 2017, New Delhi



3 - 5 November • New Delhi

**Building Technology Enabled Solutions.  
Improving Efficiency. Enabling Growth.**

*Beware! This presentation is fusion of alluring food culinary and technology. 100% healthy*

## Members

Mritunjay Singh Khichi

Vijay Purohit

Yash Agarwal



Engineers from Mt. Abu **Rajasthan** + **Developer in Progress**

Participated & Selected in **Smart India Hackathon 2017** – MES, Chennai

Participated in **Open Gov Data Hackathon** - Jaipur



# Problem Statement



3 - 5 November • New Delhi

**Ministry Category** : Ministry of Food Processing Industries (MoFPI)

**Problem Statement** : Regional Culinary Information from various parts of the country.

**Diverse India – Diverse Food Habits**

**people prefer to taste food from different cultures, tradition and region**

**Sufficient details not available for traditional, cultural and conventional food**

**As a consumers – not cook – but can share**

**As a food processors – difficulty in starting business**

**– difficult in getting exact material, delay**



# Our idea / Solution

We have come up with the solution of making a versatile application App **ThinkFoodie** for information on all the major culinary methods in practices all over India.

The app will create lot of opportunities and can facilitate to have food of choice while working in any part of the country as well as to the students studying distant or from the terrible mess to try their luck on induction stove easily.

Such app can help in saving, time, and energy and resources related to food processing and will help to food processors.

*It will be destined to have the following features.*





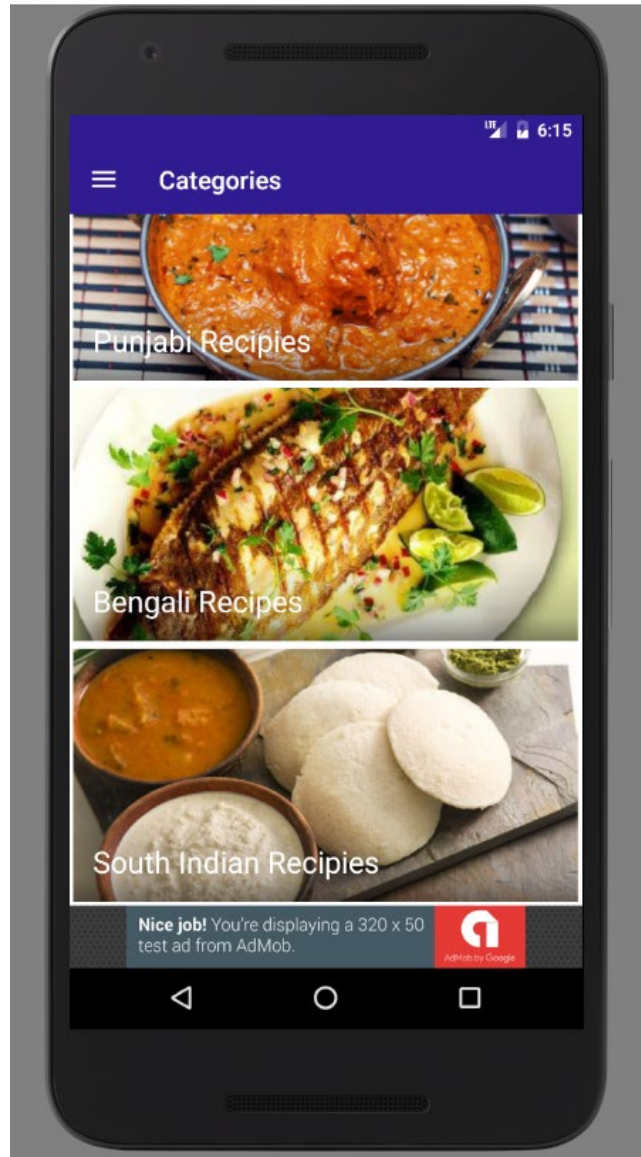
# Features

- **Multilingual** - Support RTL and Regional Language.
- **Awesome tempting UI** with **Unlimited Recipes & Categories** with **Push Notification**.
- Recipe Information with all the **Nutrients**.
- **Like, Share and Favourites** recipes - Recipe **Popularity**.
- **Caching** – offline showing the followed recipe.
- **Suggestion** – suggest recipe in the app.
- **Shopping List** – Dynamically adding Food material quantity according to no of persons.
- **Firebase & Google Analytics**
- **Admin panel** as backend to manage category, recipe item and all related with content.

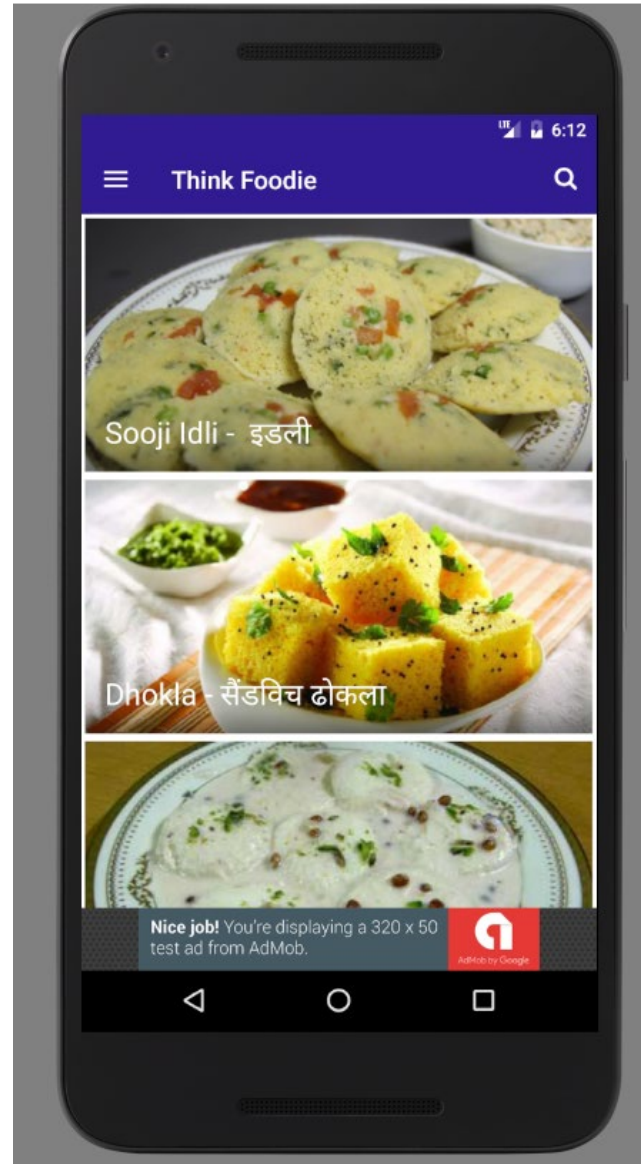


# Prototype

Android Emulator - Nexus\_5X\_API\_22:5554

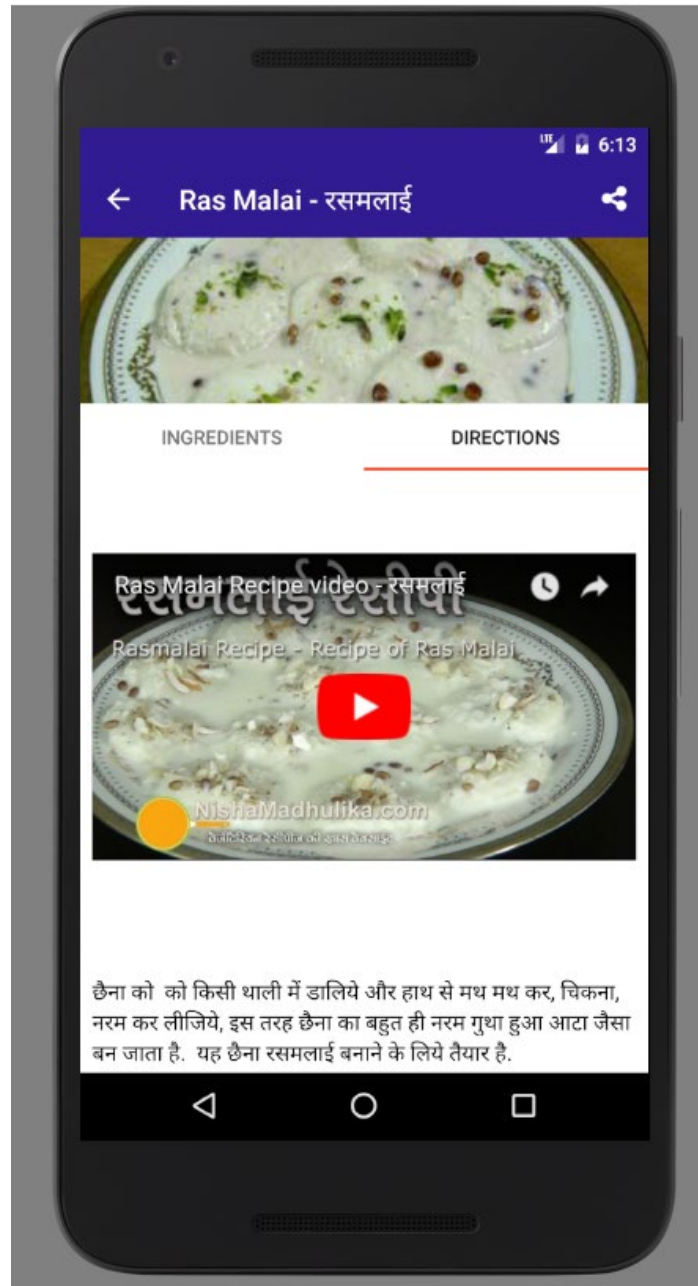
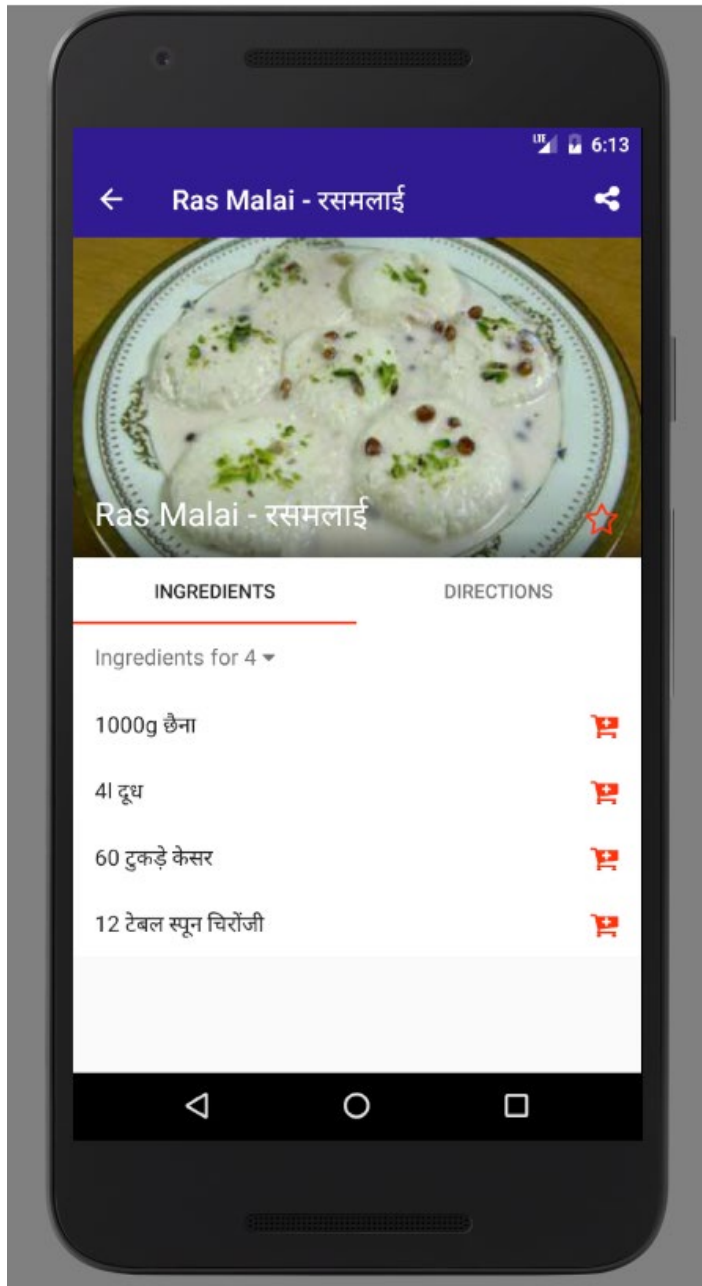


Android Emulator - Nexus\_5X\_API\_22:5554

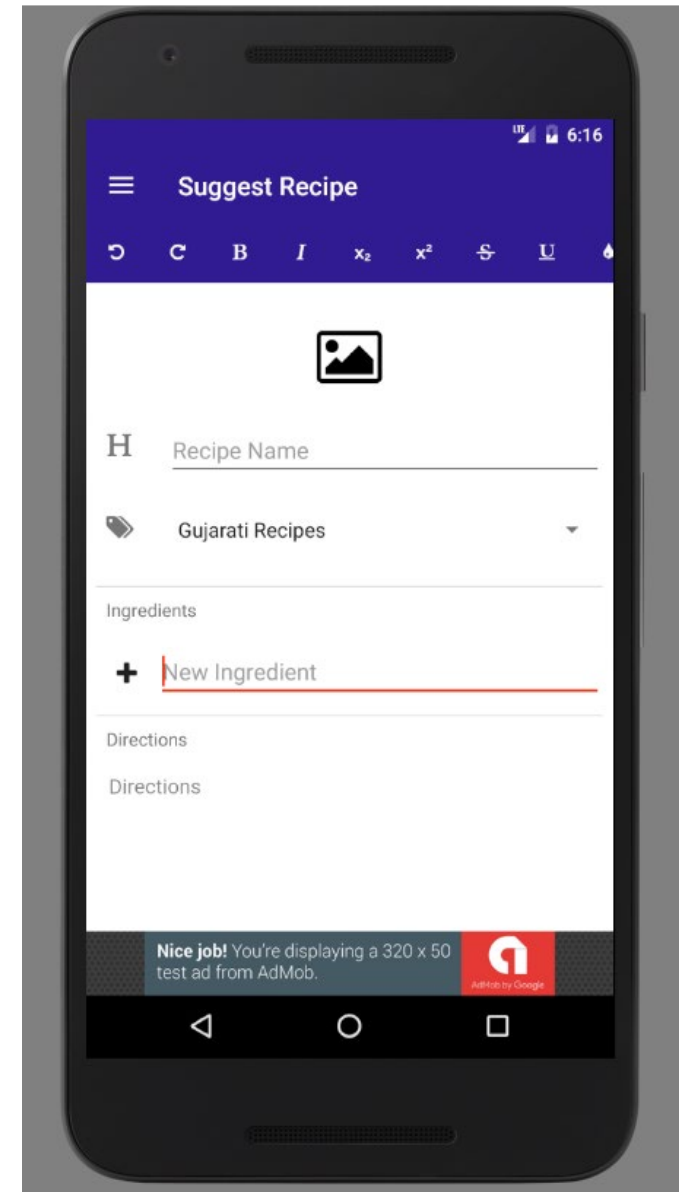
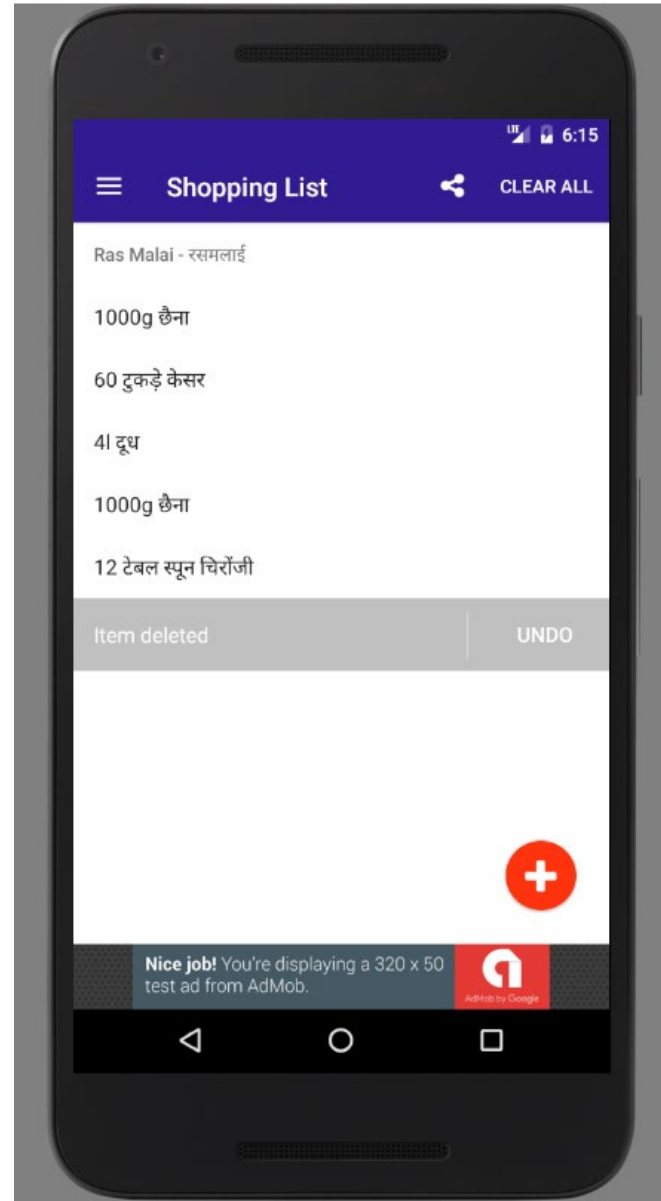
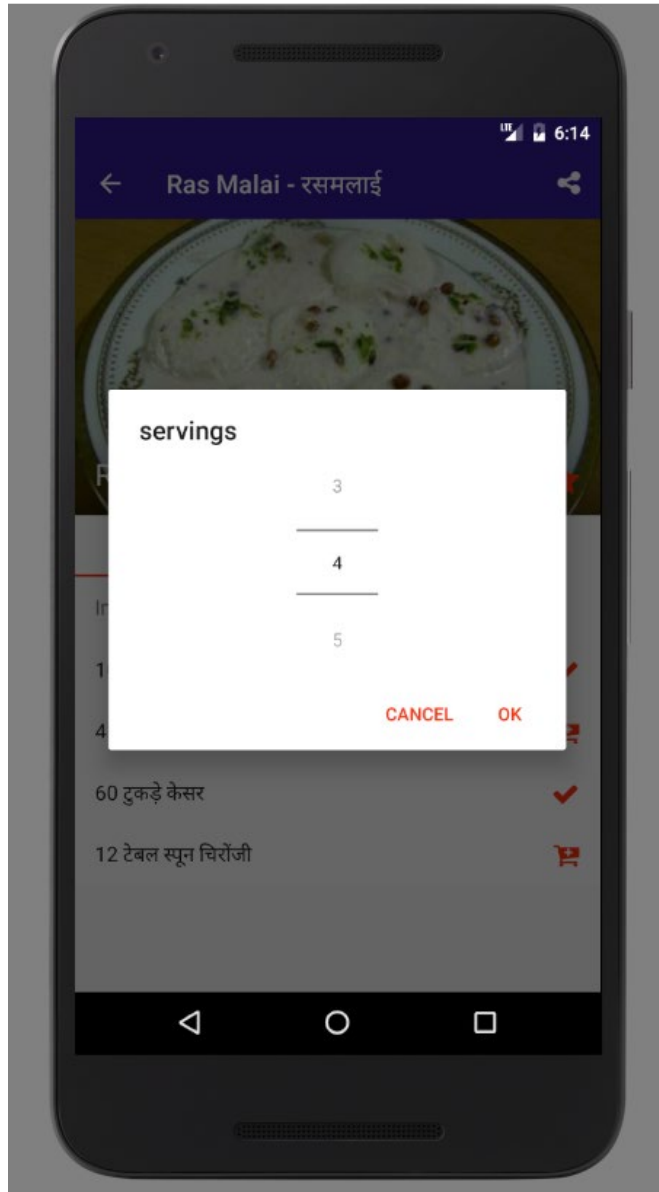


## Categories





# Recipe Ingredients and Directions



# Ingredients Shopping List

# Recipe Suggestion



# Think Foodie

Sign in

Think Foodie

Hello, Admin ▾

Dashboard

Recipes

Categories

Suggested Recipes






Push Notifications

## Categories

+ New Category

10 ▾

Search

# ▲	Image	Name	Description
9		North Indian Recipes	North Indian Recipes
10		Gujarati Recipes	Gujarati Recipes
11		Punjabi Recipes	Punjabi Recipes
12		Bengali Recipes	Bengali Recipes
13		South Indian Recipes	South Indian Recipes

Admin  
Panel-  
Sign In and  
Categories

## Recipes

+ New Recipe

Q Search



Sooji Idli - इडली

Dhokla - सेड वेय  
ढोकलाRas Malai -  
रसमलाईPaneer Paratha -  
भरवां परांठा

# Recipe Edit & Push notification

## Push Notifications

Title

good morning

Message

get new recipies

Send

Think Foodie

Dashboard

Recipes

Categories

Suggested Recipes

Push Notifications

Sugge

View Onlin

Rava Mod  
मादक

मादक क लए आटा इतना चक्कना हाना चाहिए कि जब उससे लाई बनाए ता व फट नहा या उसम  
क्रेक न दिखाई दें.

Recipe Ingredients

{500}g चावल का आटा

{1} नारियल

{4}tsp इलायची

{12} किशमिश

{1}tsp नमक

{250}g गुड़

Use '{ }' for amount that need to be multiplied by servings eg: '{1}' Cup of Rice'

Category

South Indian Recipies

☐ Send Push Notification

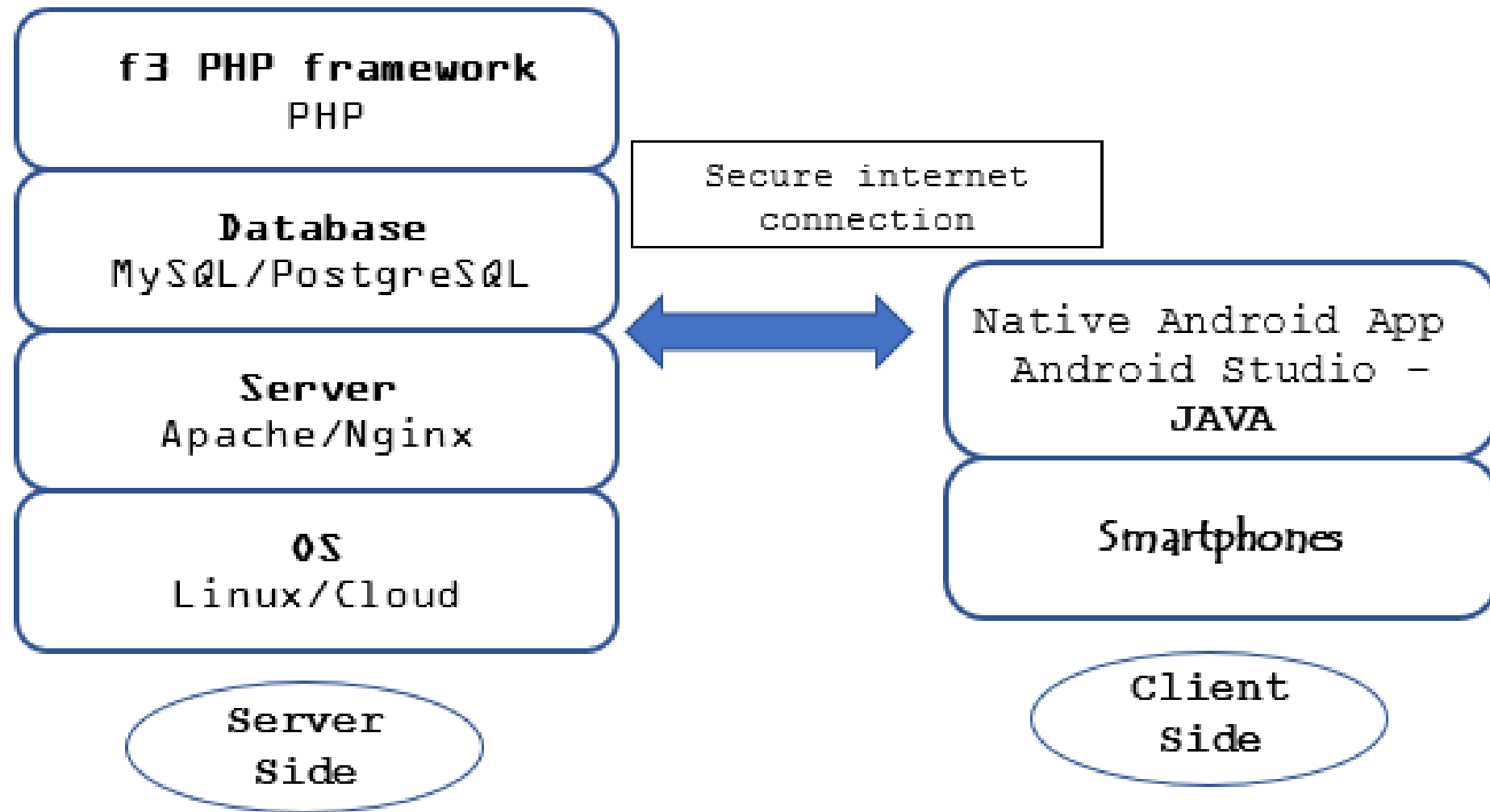
Close

Delete

Accept



# Technology Stack



# Business Model

## B2B

**Ads** - App is free to Download but have AdMob Integrated with it.

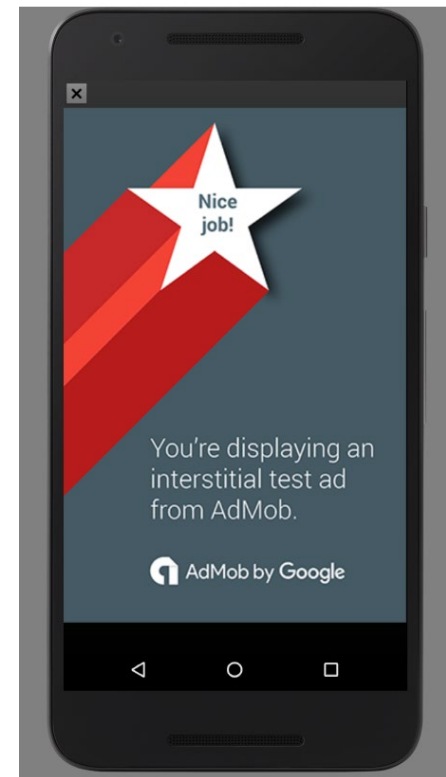
**chefs** – Collaborating with best chefs for the alluring recipes, their modification, updating, creation and comments. This will also help in developing the app to its self-sustainable model, it's popularity and usage.

**Contest** – Organizing contest for best recipes or addons

**Database** – Selling Collective information of number of users of particular food type, habits etc.

**Local Reseller** – For showing up their ads and suggestion to buy food ingredients.

Android Emulator - Nexus\_5X\_API\_22:5554





# Execution Plan

**Google Play** – To reach the potential users initially.

**Contest** – organizing with best Chefs to reach the customers.

**Local Market** – to provide the ingredients in discount to person using app.

**Sharing** – food pictures filters to share recipe in social sites.

**tutorials** – providing tutorials for making the recipe.

India is a vast country with huge population – It significantly contribute to the food sector by its import and export and daily consumption. As food is the daily requirement it will significantly boost the food industries and will reach all the persons.

# Future Scope

- **Social Groups** based on Food Like, Recipes tried or some extra masala added..
- **Poll Based system** for Recipes Comparison or with their modified or upgraded addons.
- **Search** based on Recipe Nutrients.
- **Locating** the Ingredients needed for making the recipe.
- Showing the best Recipe **addons** and its popularity.
- Showing the **precautions** to be carried on before trying up the recipes.
- A **chef AI** to help in the recipe preparation.
- **Tutorials** for beginners.
- Translator Support
- Text to Audio.

Thank You