SimpleChef

Team

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Administration*

Mariah
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Administration*
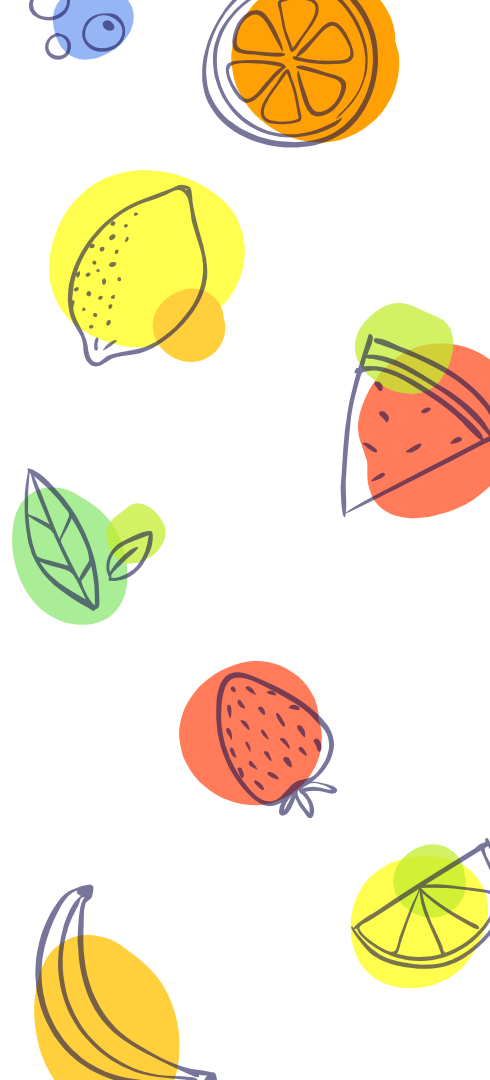
Madeline
Audiology

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Computer Science

Isaac
Computer Science

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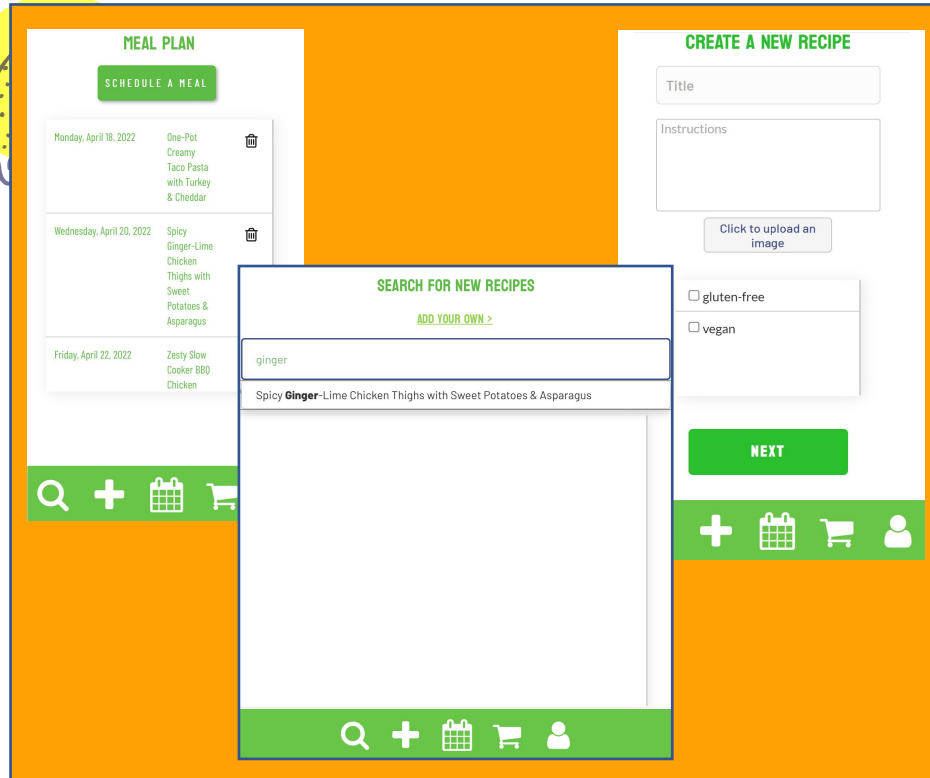# Struggling with Meal Planning

- Cookers struggle with meal planning, costing them around $1,600/year.
- Specifically:
  - There's not enough time to plan.
  - Planning weekly meals and sticking to them is difficult.
  - Using complex recipes and following them is difficult.

Solving Your Meal Planning Issues

Features that solve customers problems:

- Simple meal planning calendar feature reduces the time needed to plan appropriately.

- The ability to search food items in your pantry that find recipes for you to make solves wasting food and saving money.

- The ability to add recipes allows for customers to make them as easy or complex as they'd like.

Market

× Conducted a survey to test viability

  ○ 246 Responded

× Liked:
  ○ UI Interface
    ■ Clear & Easy
    ■ Variety of Food that could be offered through app

× 92.3% said, "Sign me up!"

Competition

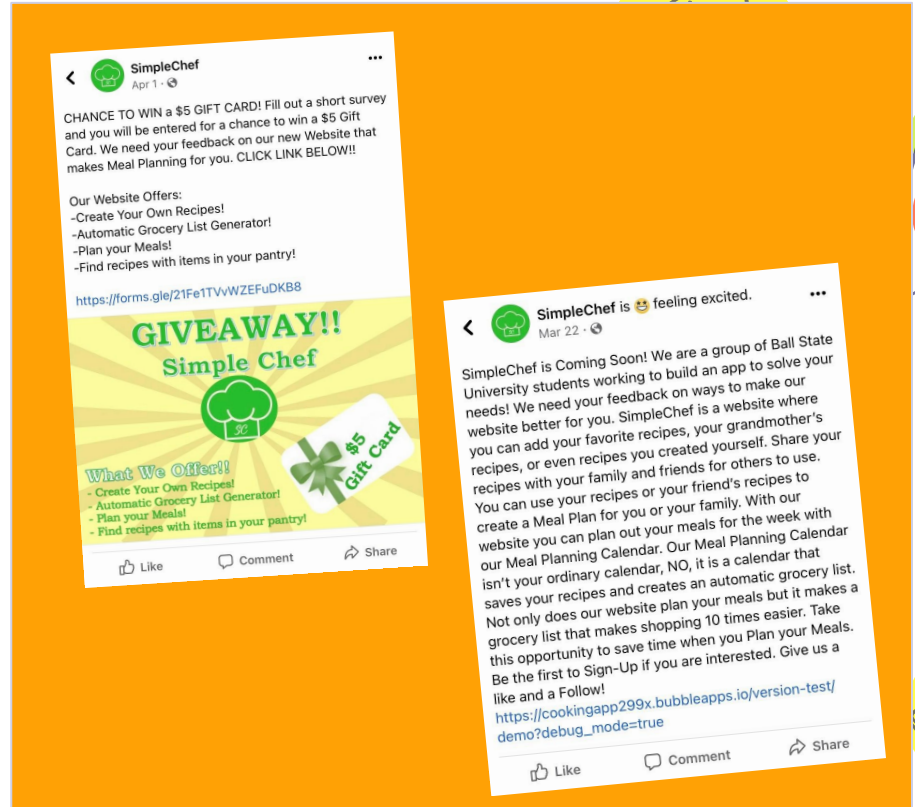|	Create your own recipes	Automatic grocery list generator	Meal planning calendar	Find recipe with the items already in your pantry
SC	✔	✔	✔	✔
food network k		✔	✔	
lime	✔	✔	✔	

Business Model

Business Model Canvas

Designed for: "Simple Chef"	**Designed by:** Cooking Group
Date: 4/13/22	**Version:** 2

Key Partners

- Recipe websites
- Walmart & InstaCart IPA
- Metric conversion system
- Ball State University

Key Activities

- Create meals from ingredients customers already have in their kitchen
- Generate grocery list from personalised meal plan
- Save recipes to make whenever it's convenient for the customer.

Key Resources

- Bubble
- Ball State University
- Facebook advertising
- Advertisement resources for the software
- Walmart Management
- InstaCart Management

Value Propositions

Problem: "Everyday cooks need help with planning their meals because it's stressful and takes a lot of time."

Solution: Meal planning software that helps individuals select meals for a plan, generates a grocery list, and provides personalised recipe recommendations.

Our goal is to make meal planning more enjoyable for people who have had bad experiences with food prepping. Meal planning takes a lot of time and can sometimes be stressful, so we want to make this process easier for busy individuals.

Customer Relationships

Good feedback system for new ideas or complaints to fix application

Want to establish a sense of support for customers struggling with meal planning.

Channels

Software Application
- Bubble

Social Media
- Facebook
- TikTok?

Customer Segments

People who don't know what to cook with food in their pantry.

People who think that meal planning is stressful and takes a lot of work.

Cost Structure

- $26.00 Advertising and marketing cost
- $? Walmart/InstCart IPA
- $30.00 Bubble (per month)
- $95 LLC
  - Cost of application and website development
  - running costs and maintenance charges

Revenue Streams

Advertisements (Freemium)
- Influencers (tiktok)
- Social Media

Most customers stated that they might be willing to pay for our software, so we decided that advertisements are the best revenue stream.
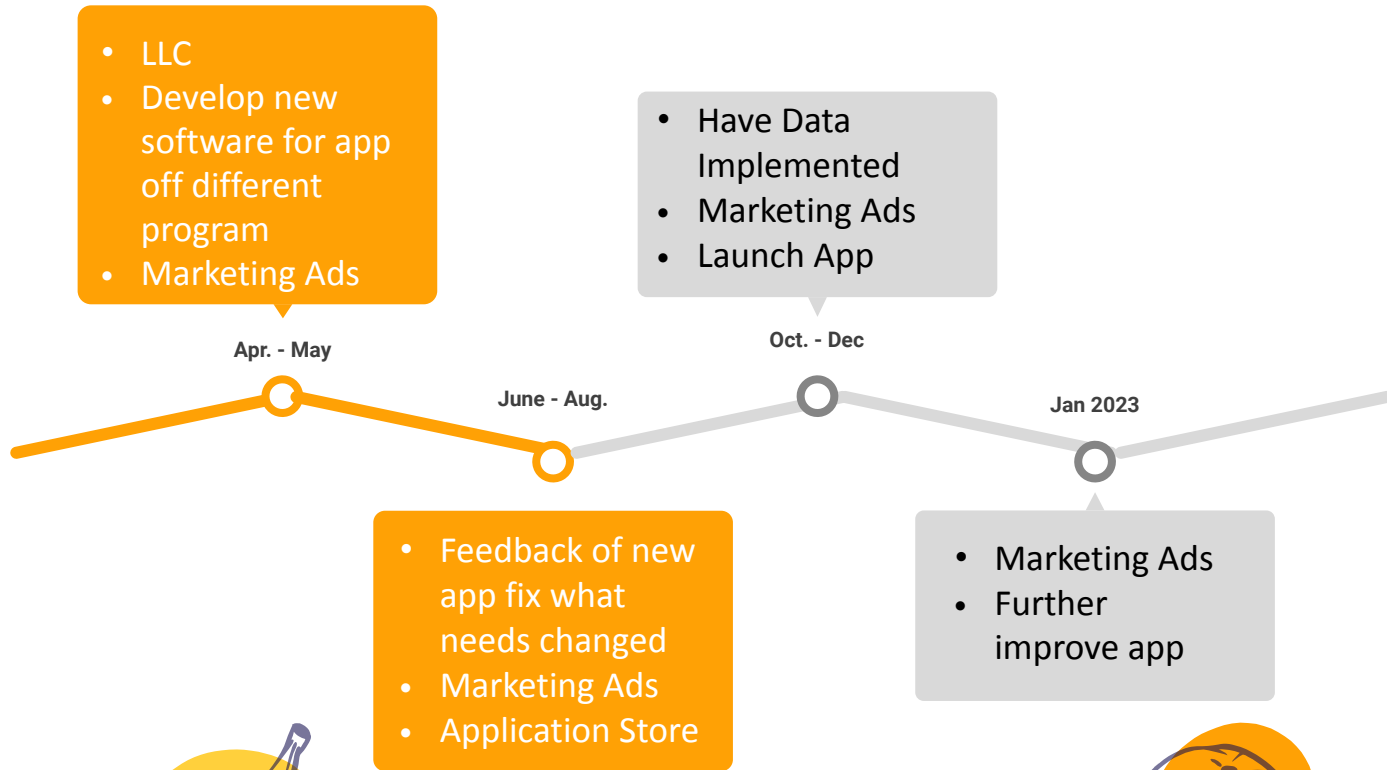
Sales and Marketing

Marketing strategy:

× Facebook Advertising

× Word of Mouth

× Influencers

Milestones

Apr. - May
- LLC
- Develop new software for app off different program
- Marketing Ads

June - Aug.
- Feedback of new app fix what needs changed
- Marketing Ads
- Application Store

Oct. - Dec
- Have Data Implemented
- Marketing Ads
- Launch App

Jan 2023
- Marketing Ads
- Further improve app

Ask and Use of funds

○ Software
　　Pantry item management
　　Application development

○ Marketing
　　Advertising Campaign

80% of funds

20% of funds