

GeenieEats

Save The Planet and Your Wallet!



Business Model



Extra Food



Affordable Food



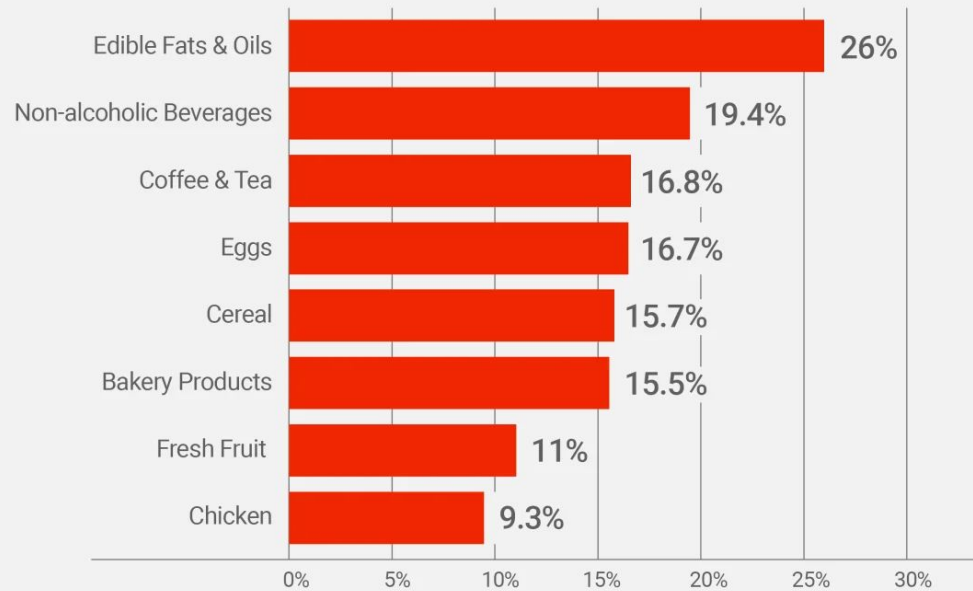
2.5 Billion Tonnes
Is thrown away each year



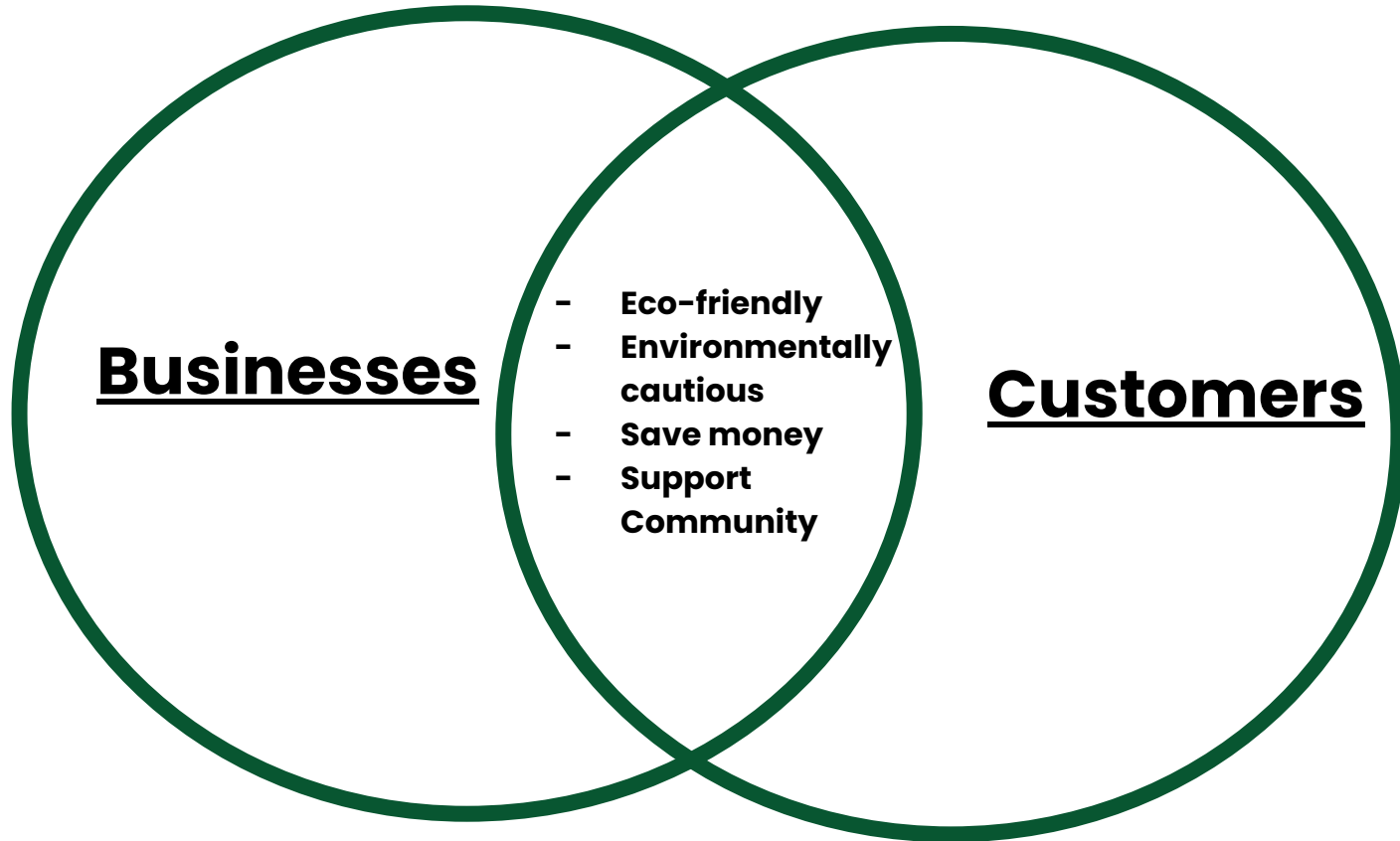
811 Million

Food insecure as of 2022

Annual Food Price Increases in November

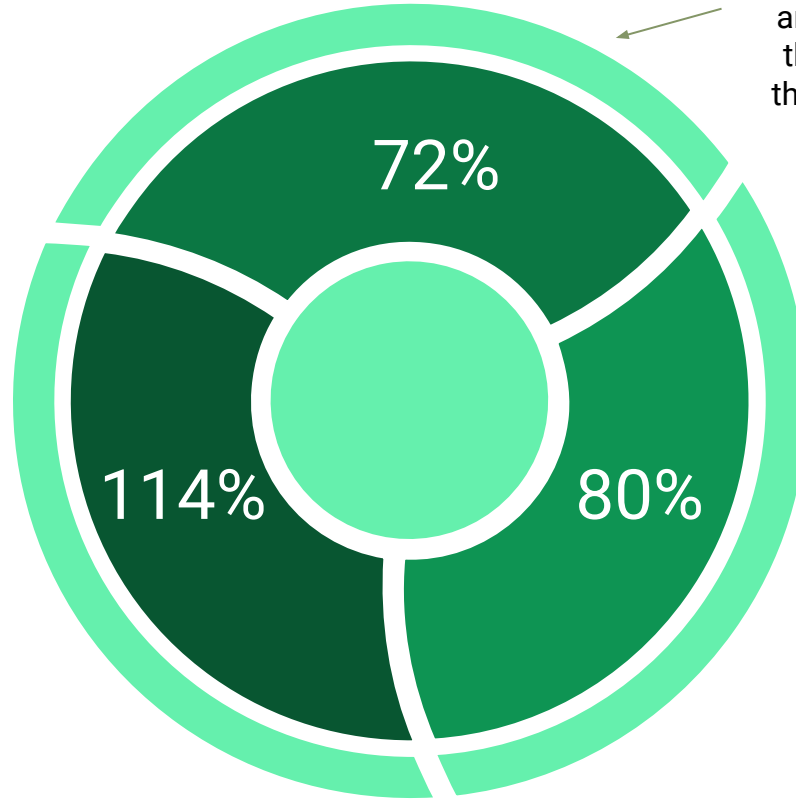


Target Audience.



Rising Market Demand.

of consumers say that they are more conscious about their levels of food waste than before the start of the pandemic

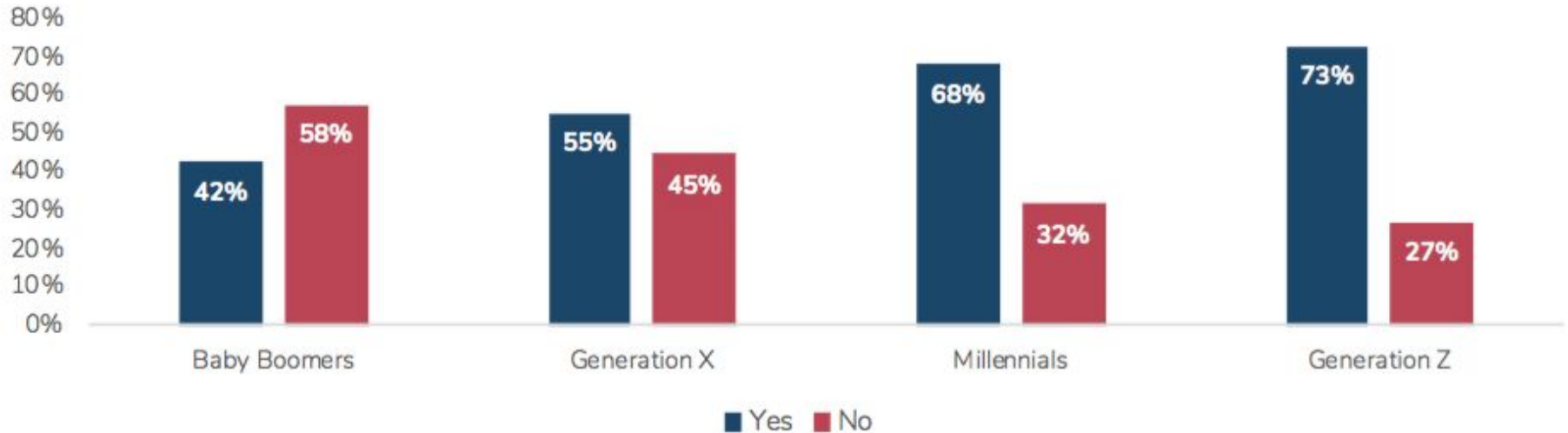


#ZeroWaste
increase in mentions from
previous year

y-o-y growth in
consumers searching
for methods to increase
life of food items

Consumer Trends.

ARE YOU WILLING TO PAY MORE FOR SUSTAINABLE PRODUCTS?



Customer Personas.



Sarah James

- University Student
- Struggling to pay rent



Tom Horrion

- Busy working father
- In need of a quick affordable meal for his family



Stella Charles

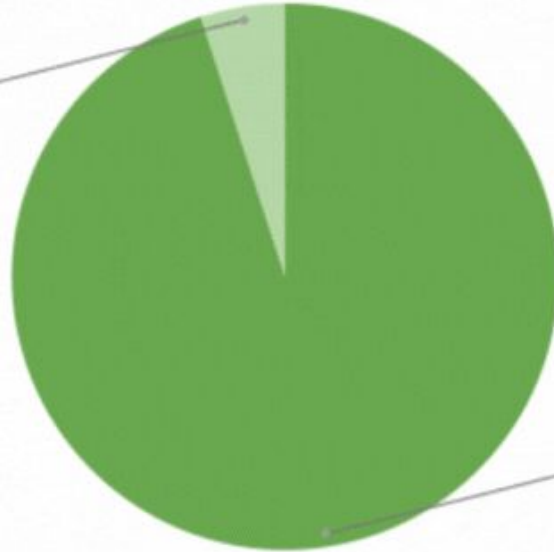
- Environmentally conscious
- Needs quick food options

Internal Survey.

People Using GeenieEats on a Daily Basis

Unsure

5.0%

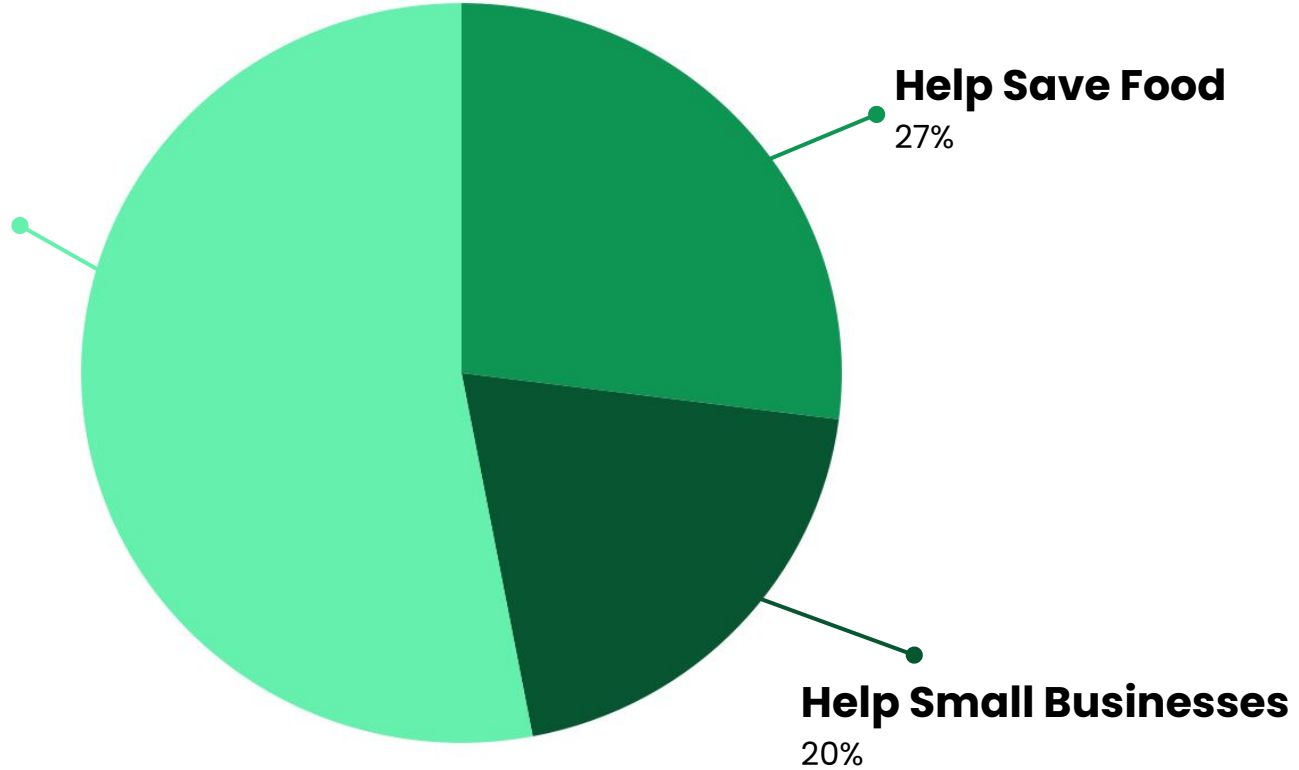


Use

95.0%

Motive.

Save Money
53%

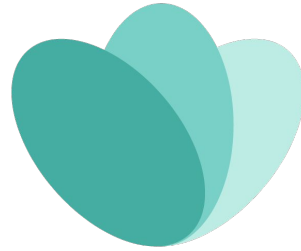


Unique Selling Point.



Competitor Analysis.

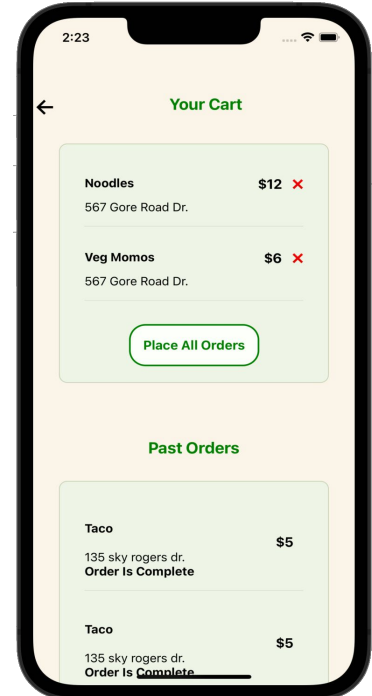
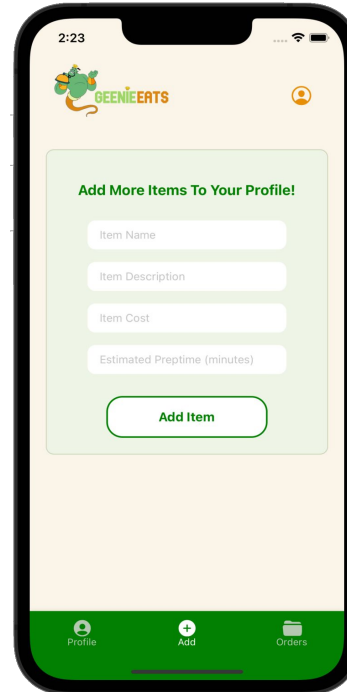
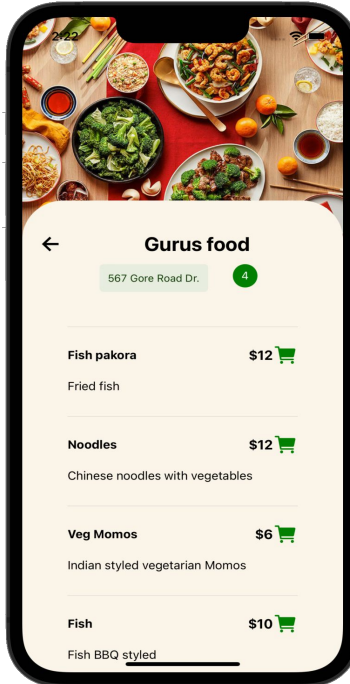
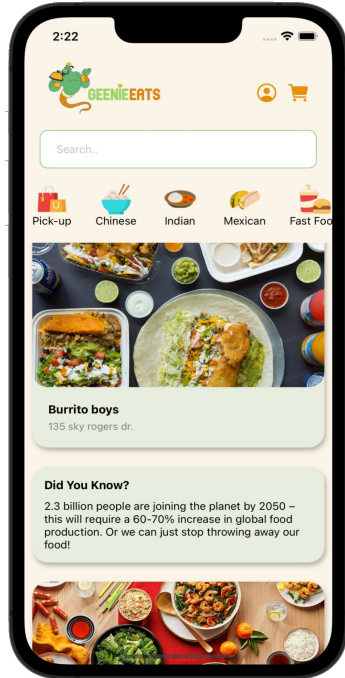
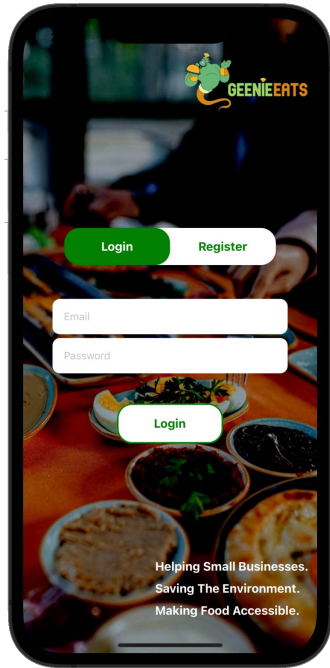
Uber Eats



Too Good To Go

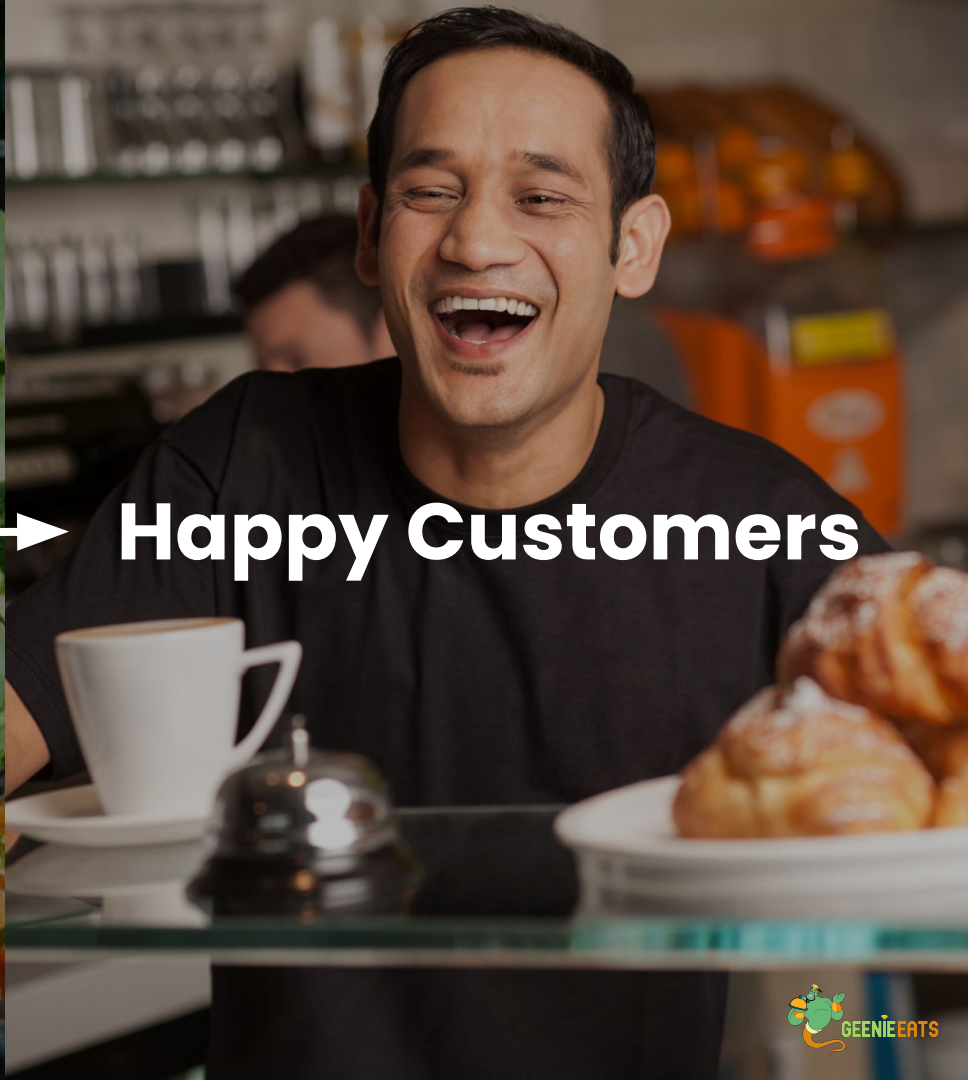
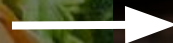


Solution.





Food Waste



Happy Customers

FINANCIAL ANALYSIS.

$462,600 - 11,538 = 451,062$ profit

5 Year Revenue: 462,600

5 Year Expenses: 11,538

	Year 1	Year 2	Year 3	Year 4	Year 5
Startup Capital					
Personal Savings	\$129	\$0	\$0	\$0	\$0
Government Funding	\$0	\$100	\$100	\$100	\$100
Annual Total	\$100	\$100	\$100	\$100	\$100
Revenue					
# of Businesses Enrolled	10	30	100	200	500
*App Cost (for businesses)	\$0	\$15	\$30	\$50	\$50
**Advertisement Sales	\$0	\$25	\$25	\$25	\$25
Annual Total (\$)	0	5700	36300	120,300	300,300
Operating Costs					
Apple developer fees	\$99	\$99	\$99	\$99	\$99
Sticker Manufacturing	\$30	\$300	\$500	\$1000	\$1000
Marketing/ Advertisements	\$0	\$500	\$1000	\$1000	\$2000
***Employees	\$0	\$50	\$500	\$1000	\$2000
Registration Costs	\$0	\$0	\$0	\$163	\$0
Annual Total	\$129	\$949	\$2099	\$3262	\$5099
Income/profit (\$)	0	4751	34201	117038	295201

Conclusion.

Gathering Internal Data & BETA Testing

Reach out to businesses to collect data on target customers and frequency of uses. Conduct BETA testing with interested businesses to prepare our application for launch.

2022



2023

2024

UI Design and Application Development

Deciding on brand identity through the selection of colour schemes, and logos. Prototyping the application interface and coding out main features.

Launch and Mass Marketing

Aims to reach the highest number of potential customers. Using social media applications to appeal to the large consumer base already interested.





GEENIEEATS

Save The Planet and Your Wallet!

Links

Website: <https://eatingwithgeenieeats.web.app>

Github (Web App) : <https://github.com/Vinaya-Sharma/GeenieEatsWebApp>

Github (Mobile App): <https://github.com/Vinaya-Sharma/geenieEats>