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Xbox Live

ChefMe is a free app where users can utilize the video capabilities of Xbox live to bring people together for a one on one interaction with a real chef. This way, users can learn how to cook in real time with the help of a chef. To generate revenue from this app, we are focusing on freemiums, along with sponsorships and partnership to help monetize our app.

This is an interactive app where users can learn how to cook from real chefs by using Kinect. There are a variety of categories that the users can choose from including meat lovers, vegetarian, health junkies. Once a category is chosen, the user can select a dish and the app would connect you to the creator of that recipe for an interactive tutorial on how to cook for a dish with a class. You can filter the dishes by duration, level of difficulty, and ethnic food categories based on what the user is looking for. By having a live session, the user can ask the dish's creator any questions the user might have.

To monetize our app we are using a mixture of strategies to increase our revenue. Since ChefMe is a free app I decided to implement a freemium for advance features such as new recipes and entering from four to five star restaurants' recipes used by top notch chefs. This way user has to pay a little fee in order to gain access to 4 star and 5 star recipes. Sponsorships also influence our stream because we can gain sponsorship from supermarkets such as Shop Rite or Fresh Grocers so that we can advertise their store along with gaining sponsorship with other brands to advertise their products. Lastly, the app will partner with chefs who are subscribed to the app and for however many views their recipe receives they will get a certain monetary percentage and a small percentage will go to the apps money stream.