

Ingredient Decoder - People with allergies

<p>PROBLEM</p> <p>Uncertain product labels</p> <p>Consequences of eating/using products with things they don't want to</p> <p>Time consuming searching online for ingredient lists</p> <p>EXISTING ALTERNATIVES</p> <p>internet searching</p>	<p>SOLUTION</p> <p>App tells users if product includes certain ingredients</p> <p>If they know the ingredients they can avoid the product</p> <p>suggests alternative products</p> <p>app only used for ingredients lists so easier to search than the whole internet</p> <p>Tells them where in the store to find an alternative product</p> <p>KEY METRICS</p> <p>revenue from people buying products</p> <p>click through rate of suggested products</p> <p>number of users</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>One place to get ingredient information on products and suggest alternatives</p> <p>One quick step</p> <p>HIGH-LEVEL CONCEPT</p> <p>Search engine for ingredients in products</p>	<p>UNFAIR ADVANTAGE</p> <p>Knowledgeable team members</p> <p>CHANNELS</p> <p>ios</p> <p>android</p> <p>windows</p>	<p>CUSTOMER SEGMENTS</p> <p>People with Allergies</p> <p>Vegans</p> <p>Vegetarieans</p> <p>People with GI problems</p> <p>People on special diets for illnesses</p> <p>EARLY ADOPTERS</p> <p>Tech savvy</p> <p>wants to avoid certain ingredients</p>
<p>COST STRUCTURE</p> <p>Fixed costs: employees</p> <p>physical or cloud storage</p> <p>Variable costs: increasing bandwidth as more users join and more products are added</p>		<p>REVENUE STREAMS</p> <p>Advertisements</p> <p>sponsored products</p> <p>Partnerships with stores</p>		