WDYWTE - Business Model

PROBLEM

Sometimes we need help deciding what to eat. Places get old, we get bored, our tastes change, we change the way we eat, we meet new friends. People need a tool that helps them discover food that matches, and expands their tastes. (App name) helps us explore the culture around us. Our objective is to help you find food you'll love, and find food you should try. Connecting the people of Philadelphia to the Food of Philadelphia.

With unlimited options, personal preferences & dietary restrictions the task of deciding where to eat & having a fruitful experience can be extremely complex.

Inability to quickly act on decisions in order to avoid delays or reversions of decisions made.

No ongoing/ background information to aid decision making

EXISTING ALTERNATIVES

Mobile Food Take-out and Ordering Applications - GrubHub, EAT24

Food & Event Discovery Applications - Foursquare

SOLUTION

Comprehensive application which captures key personality, situation, and preference details and gives personalized eating suggestions.

The application greatly simplifies the complex decision making process encountered when eating out with friends & family while allowing for a new food discovery.

Social media integration will help make the application more efficient and appealing.

KEY METRICS

Total Application Downloads

Total Featured Restaurant Subscriptions

Click-through Ad Rate

Total Advertisement Subscriptions

UNIQUE VALUE PROPOSITION

Have you ever been out with a significant other or friends and asked 'Hey what do you want to eat?" Usually the answer is 'I don't care, you pick."
Unfortunately this isn't as simple as it should be. With hundreds of restaurants in the Philadelphia area alone, combined with individual preferences & dietary restrictions - knowing the best place to suit your tastes can be a difficult decision.

This is a social profiling application which uses personality traits & user habits/trends to suggest food options which best fit the situation.

Existing solutions focus heavily on mobile ordering capabilities; giving the user a list of all possible options within a set area without any option to customize the listings presented.

HIGH-LEVEL CONCEPT

WDYWTE = GrubHub + Wishunu + Your Personality

UNFAIR ADVANTAGE

Personality profile integration there are applications such as grubhub which offer the capability to order food directly from your smartphone but our application utilizes personality traits, situations, & mood to give a personalized and effective suggestion for our customers.

This app will take the guess work out of finding a place to eat. Ideally, the more you use the app the more it gets to know you and already know what you want.

CHANNELS

This solution will be delivered through a mobile app within the IOS platform.

The app will be available distributed via the primary application store (iTunes)

CUSTOMER SEGMENTS

This application will primarily target the millennial demographic due to the high rate of adoption with social media applications & the continuously growing 'foodie' community in the Philadelphia area

EARLY ADOPTERS

Ideally individuals who have difficulty deciding on what they want to eat are great early adopters for this product.

Individuals with strong personality types would ideal & useful in testing the efficiency of correlations & suggestions made.

COST STRUCTURE

Resource Time

Application Development

Research & Development Costs

Infrastructure Costs (Servers & Hosting)

REVENUE STREAMS

Advertisements

"Featured or Sponsored" Fee

Locked Features or Upgraded Paid App