

# DIY healthy meal from local ingredients

Apr 15, 2020

<p><b>PROBLEM</b></p> <p>#parents: Buying and cooking healthy food is difficult and time consuming</p> <p>#singles: Coming up with healthy meal ideas is tough</p> <p>#farmers: Finding buyers for my organic food is impossible in my village</p>	<p><b>SOLUTION</b></p> <p>Intuitive and simple ordering system with ready meal kits and recipe</p> <p>Home delivery of all meal kits</p> <p>Creative recipes for meals based on seasonal ingredients supported with step-by-step video manual</p> <p>Video business cards for every farmer about how his groceries are grown</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Daily satisfaction from self-made healthy meal, without looking for ingredients and recipes</p> <p>Best quality local ingredients delivered straight to your door with a manual</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Access to organic food from local markets</p> <p>Experience in building digital products</p> <p>Black-belt in logistics and supply chain optimization</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Young #parents (25-35yr) with small children, living in big cities, who don't have time to shop for healthy food but like to cook</p> <p>Young #singles, men and women (25-35yr), living in big cities, who don't know how to cook but care a lot about eating healthy food</p> <p>Local #farmers from small villages, who look for new markets for their products</p>
<p><b>EXISTING ALTERNATIVES</b></p> <p>Local groceries stores</p> <p>Ogranic food restaurants</p> <p>Local food markets with organic food</p> <p>Diet catering services</p>	<p><b>KEY METRICS</b></p> <p>Minimum 70 paying subscription customers in 6 months from launch</p> <p>Minimum \$40k income in 12 months after launch</p>	<p><b>HIGH-LEVEL CONCEPT</b></p> <p>DIY healthy meal from local ingredients</p>	<p><b>CHANNELS</b></p> <p>Whisper marketing from friends and associates interested in healthy food</p> <p>Facebook and Google ads</p> <p>Local farmers communities gatherings</p>	<p><b>EARLY ADOPTERS</b></p> <p>Vegetarians and vegans from my company who like to cook and value organic food</p> <p>Young mothers from my neighborhood</p> <p>Young males from my gym</p> <p>My brother, who owns a piece of land and farms groceries for himself and family</p>
<p><b>COST STRUCTURE</b></p> <p>Platform development and maintenance: \$10000</p> <p>Part-time kitchen rental with valid "food safety certificates" to pack the meal kits: \$700 / month</p> <p>Devilvery cost: \$1000 (fuel) + \$1000 (driver) / month</p> <p>Ads and marketing: \$500 / month</p> <p>Package: \$2 per meal</p>		<p><b>REVENUE STREAMS</b></p> <p>\$200 monthly subscription for 3 meals/week for 2 people</p> <p>\$500 monthly subscription for 7 meals/week for 2 people</p> <p>\$20 for single meal for 2 people</p> <p>\$1-\$2 commission from #farmers for every product</p>		

