FoodRoom

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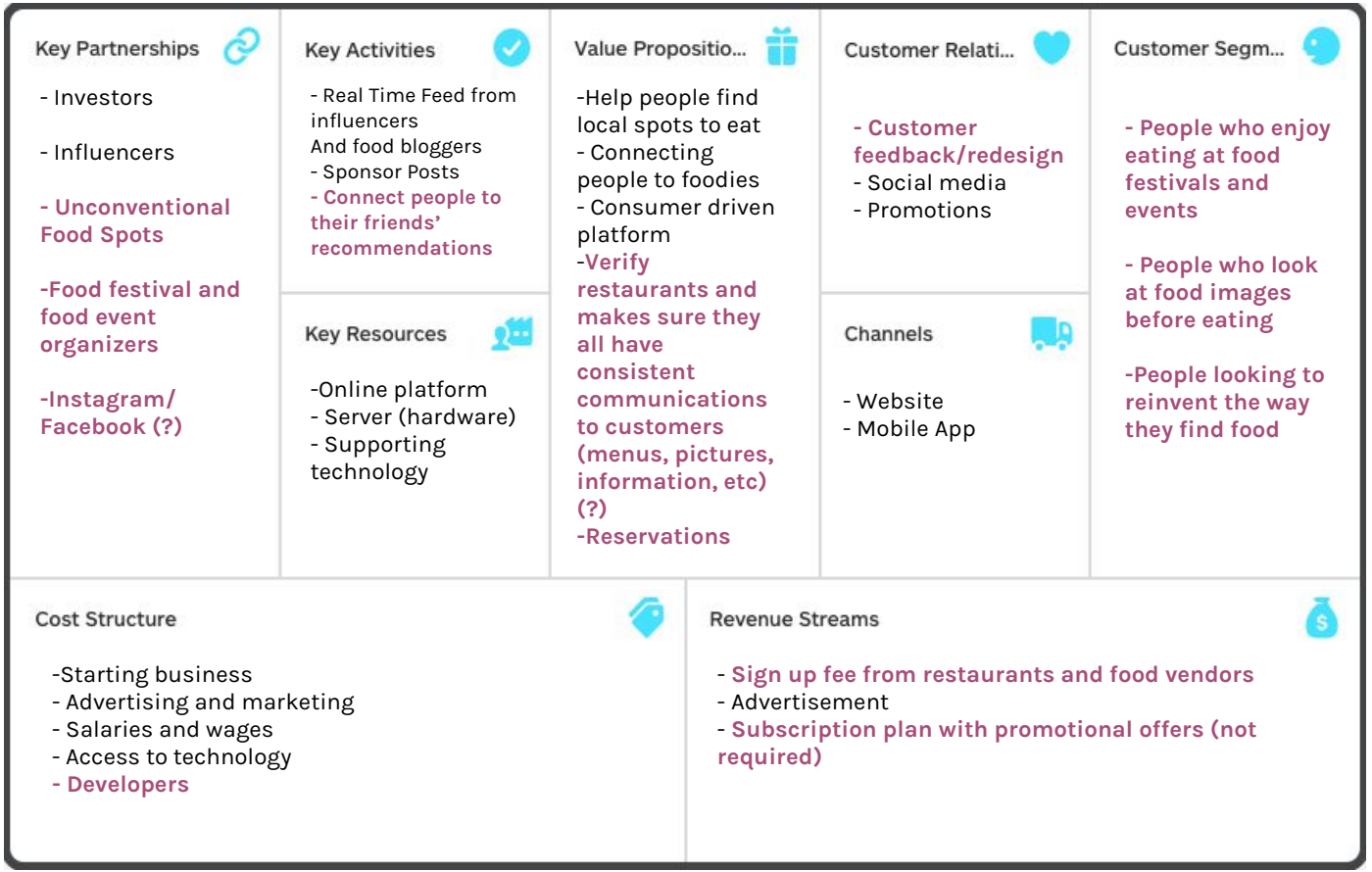
FoodRoom

Customers Spoken to: 9
What our company does: Connects users with trustworthy food recommendations to local/unconventional food vendors and festivals
Market Size: $856.7 M in 2015 for the food trucking industry

BUSINESS MODEL CANVAS: This Week



Lessons Learned

Hypothesis:
We initially thought that people who were looking for restaurants online were having a difficult time finding more unconventional food spots or food events such as festivals. So we to differentiate ourselves from existing platforms we thought we would cater to these types of locations.

Experiment:
Interviewed people to find out what problems people currently have with the current restaurant locator apps. We also wanted to figure out if we should narrow our focus to primarily supporting local/unconventional food spots.

Results:
From our interviews, we realized that people care about presentation of a dish/restaurant to determine whether or not they can trust their food and service. Our startup phase along with theirs would be supporting each other in order to ensure quality and service. A lot of people also rely a lot more on advice from friends and family over strangers and paid promotions.

Action:
Develop a platform that offers the advice from close connections and bring smaller businesses to their attention. We would filter out bigger/chain restaurants so people can find local restaurants easily. Work closely with each restaurant that decides to partner with us to promote this exclusivity.

Value Proposition Canvas

Products & Services:

-Platform for locals to connect

-Food focused with an emphasis on appearance

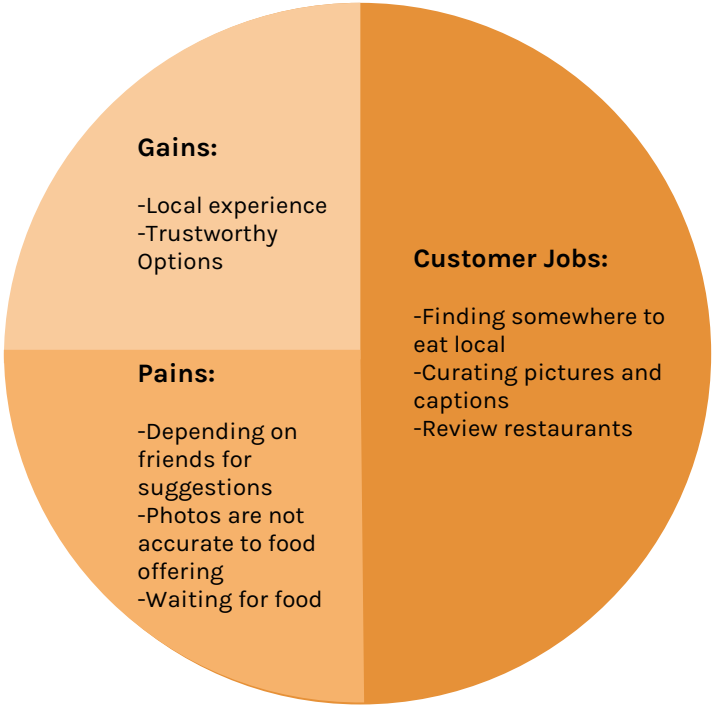
-National

Gain Creators:

-Unconventional food options
-Accurate images of the food from locals
-Exclusivity and verifying restaurants

Pains Relievers:

-Feed comprised of friends' suggestions
-Image focused platform
-Less wait time through reservations

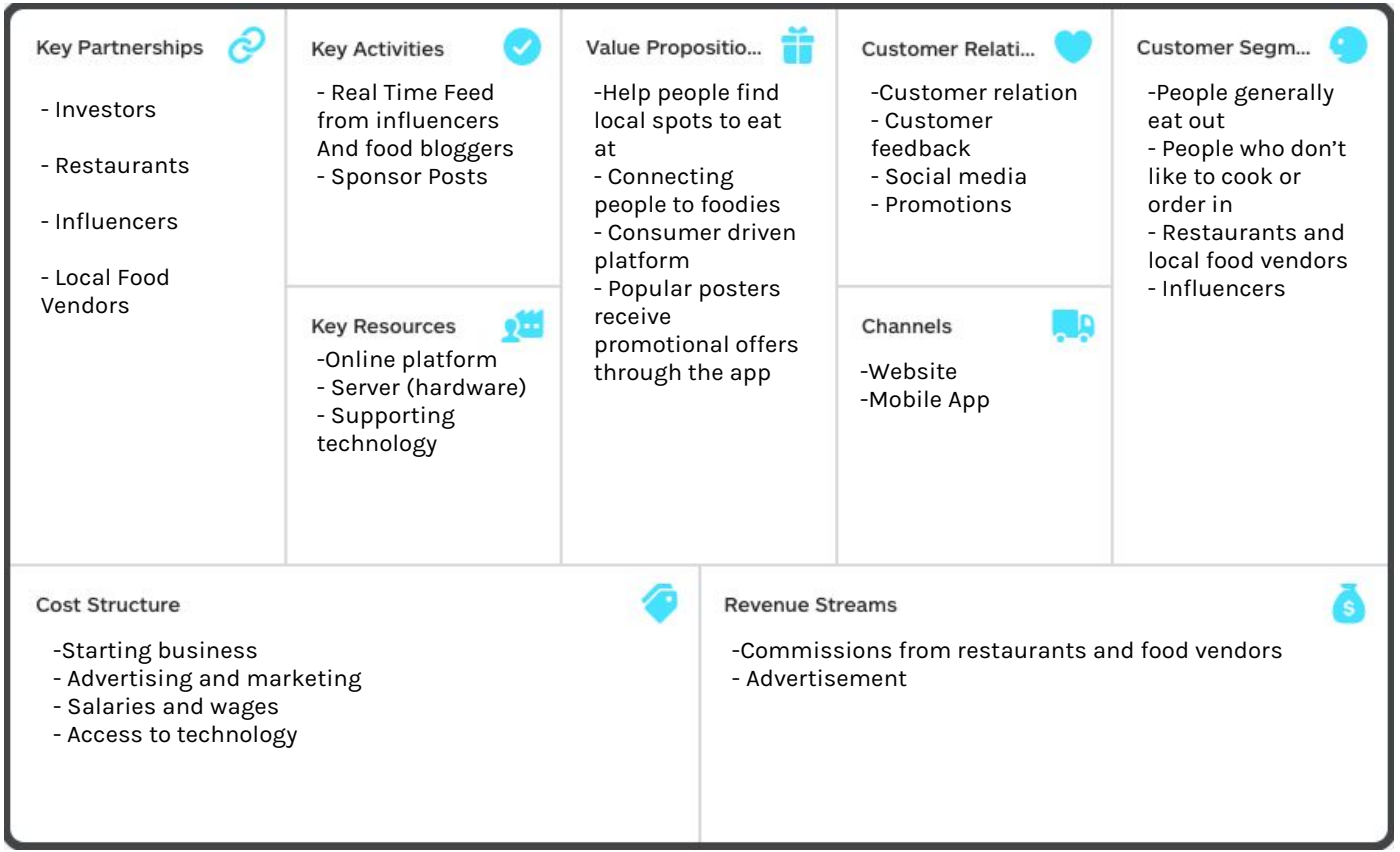


Thank you for listening!

Questions for interview

1. Who/what do you trust the most when asking for restaurant/food recommendations and why?
2. When you decide to eat out, what type of places do you consider the most?
3. How would you change the way you find food today if you could?
4. On any restaurant location apps/sites you use currently (i.e. Yelp, Google Search, Opentable, etc.) are there any features or functions that you wish it had that it does not currently? What features or functions do you think these companies should stop doing?
5. When searching where to eat/what to eat, do you consider eating at local/unconventional food spots instead of restaurants?
6. On a scale on 1-10 how much do you enjoy eating at local/unconventional food spots?
7. If there was an app that caters to just finding local/unconventional food vendors and food festivals, would you buy/use it?
8. Do you find it easier or more difficult finding places to eat when you are travelling versus in your local area on the current apps/sites you use to find restaurants?
9. Have you ever attended a food festival? Did you enjoy eating there? How did you find out about the festival?
10. Do you think pictures on Yelp, Grubhub, Seamless, Caviar, Local Eats are useful for branding restaurants food?

BUSINESS MODEL CANVAS: Last Week



TARGET MARKET ANALYSIS

TAM

Anyone who eats out at restaurants

Annual restaurant industry sales is $799B for 2017

SAM

People who search for restaurants on an online platform

Yelp's average desktop users is 77M and mobile is 93M per month

TM

People who enjoy unconventional food spots/food trucks

Festivals like Brooklyn's Smorgasburg attracts 20-30,000 people each weekend

MARKETING PERSONA

NAME
Anna

AGE
21

-Taking a gap year from college currently living nomadically and trying out new food from various city attraction

GOALS
-Document her journey as she travels
-Make money to support her nomadic lifestyle
-Create as many new experiences possible

PAINS
-Travelling on a budget
-Having long distance relationships with friends and family

CONTEXT

INTERESTS
-Playing the ukulele
-Binge watching Netflix Originals
-Thrift shopping
-Meeting new people

FEARS + SECRETS
-Getting tied down
-Eating unhealthy
-Commitment issues
-Growing ego since popularity

NETWORKS + MEMES
-Instagram
-YouTube
-Airbnb
-Wordpress
#foodie
#nomnom

MARKETING PERSONA

NAME
Alessio

AGE
28

-Works at Barclays Bank and travels alone frequently
-Likes to party and socialize but prefers being alone when he's at home

GOALS
-Finding someone on on a dating app
-Get a job promotion
-Wants to own a house in the next 5 years

PAINS
-Annoying boss
-Unhappy with job
-Doesn't know how to cook
-Wants a dog but is allergic

CONTEXT

INTERESTS
-Rugby and football on the weekend with coworkers
-Bar hopping
-Skiing and beer at a lodge most weekends in Colorado

FEARS + SECRETS
-Wasting 50% of income on food
-Fear of dying alone
He has almost every dating app available

NETWORKS + MEMES
-LinkedIn
-Facebook

#foodbros
#beerbuds
#missionpeak