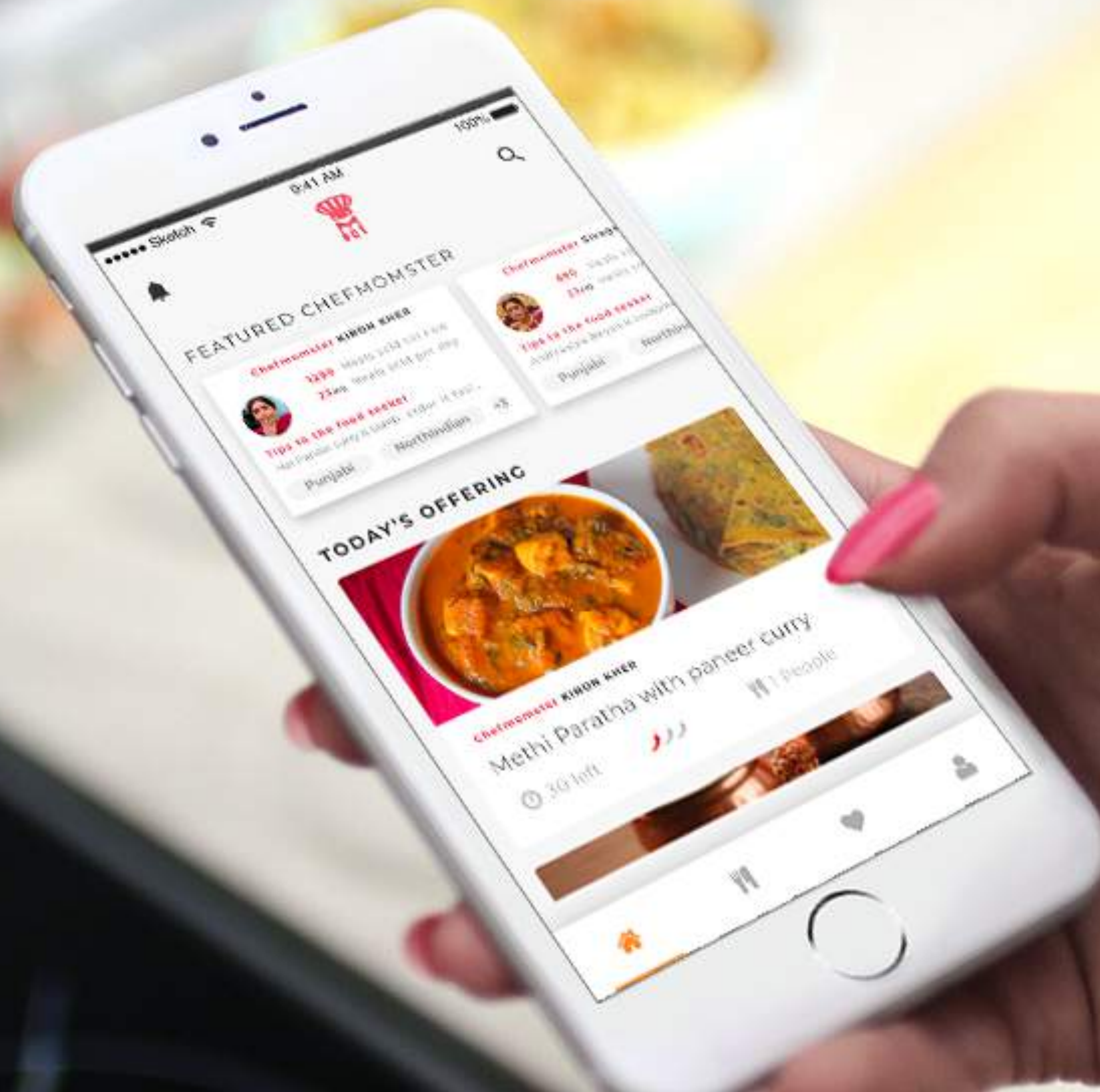


Why cook food at home,  
when home made food can come to you!

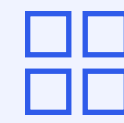




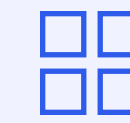
## PROBLEM



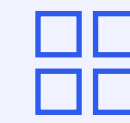
**Unmet  
cravings for  
homemade  
food**



**Scarcity of time  
to cook food at  
home**



**Restaurant  
food is  
oily ,spicy and  
unhygienic**



**Lack of options  
to procure  
regional  
delicacies**

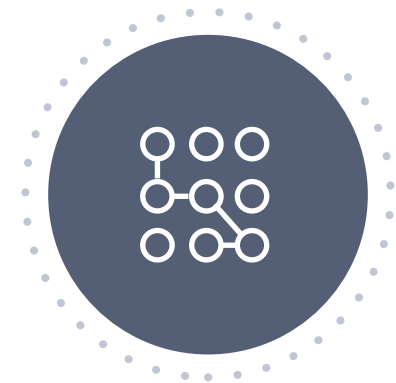
## BUSY DINKS



# SOLUTION

The mobile app to order homemade, regional food prepared by home chefs and delivered fresh to you so that

**you can:**



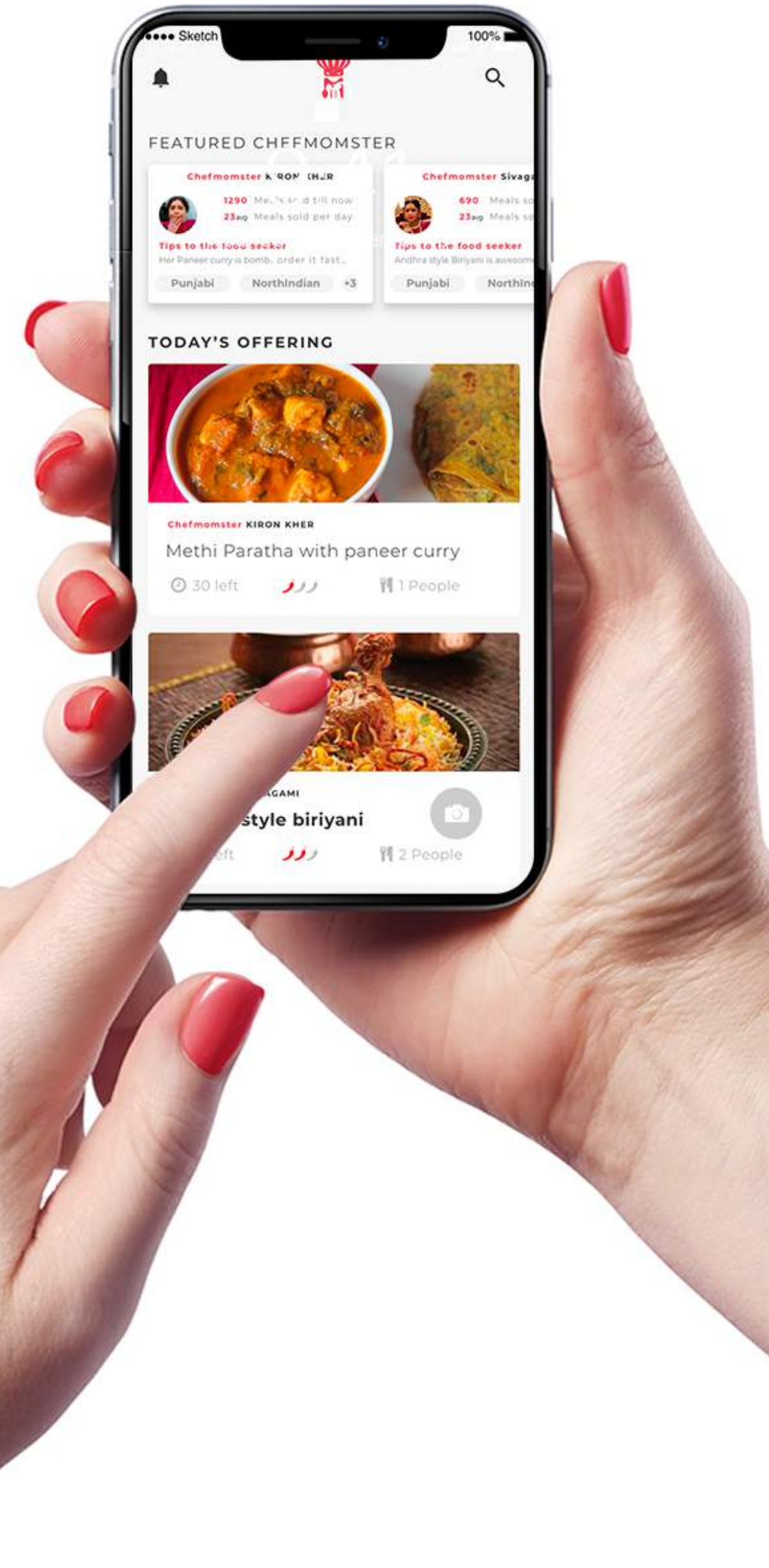
Enjoy your free time



Enjoy your Health



Get rid off dependency on  
home-cooks

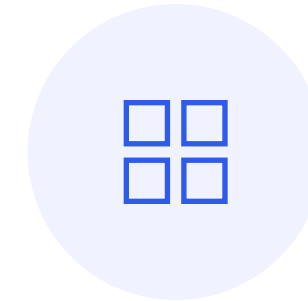




## PROBLEM



**No easy way  
to sell home  
made food**



**Lack of options for  
an extra source of  
income**

**HOME-CHEFS who want to bring in additional income to the family**

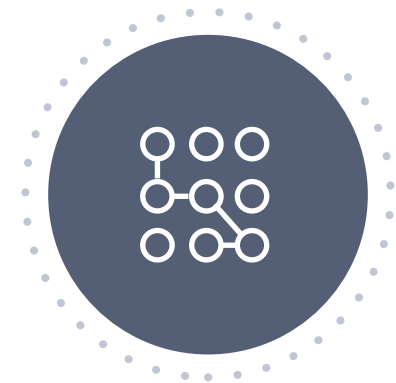




# SOLUTION

The mobile app to order homemade, regional food prepared by home chefs and delivered fresh to you so that

**you can:**



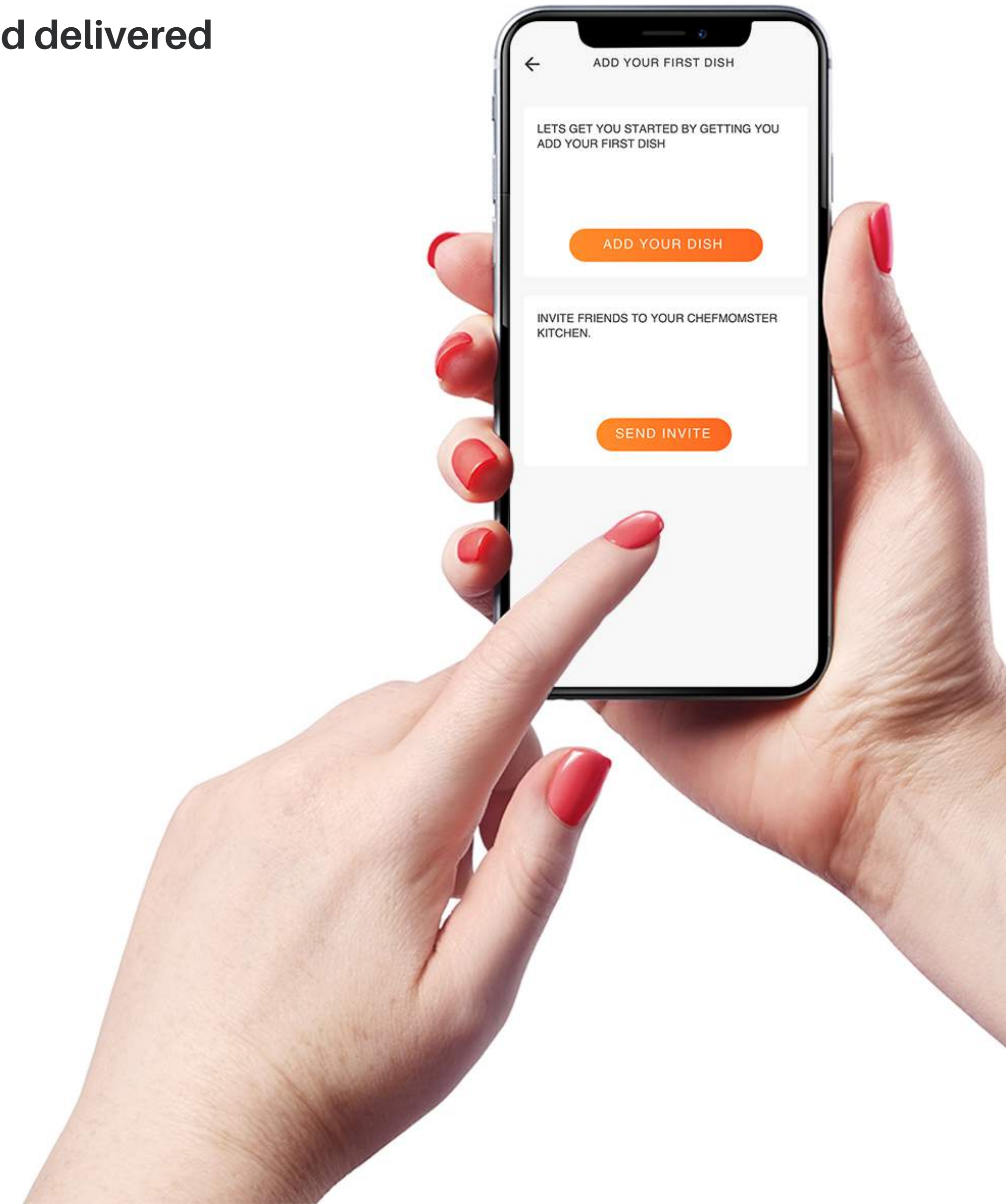
**Enjoy  
independence**



**Make money**



**Enjoy your work-life  
balance**





# CUSTOMER ALTERNATIVES

Work Flexibility High



Baking  
cakes,  
cupcakes,  
etc...

Tailoring  
/ Knitting  
Classes

HOME-CHEFS

Take up  
regular  
jobs

HIGH STABILITY



LOW STABILITY



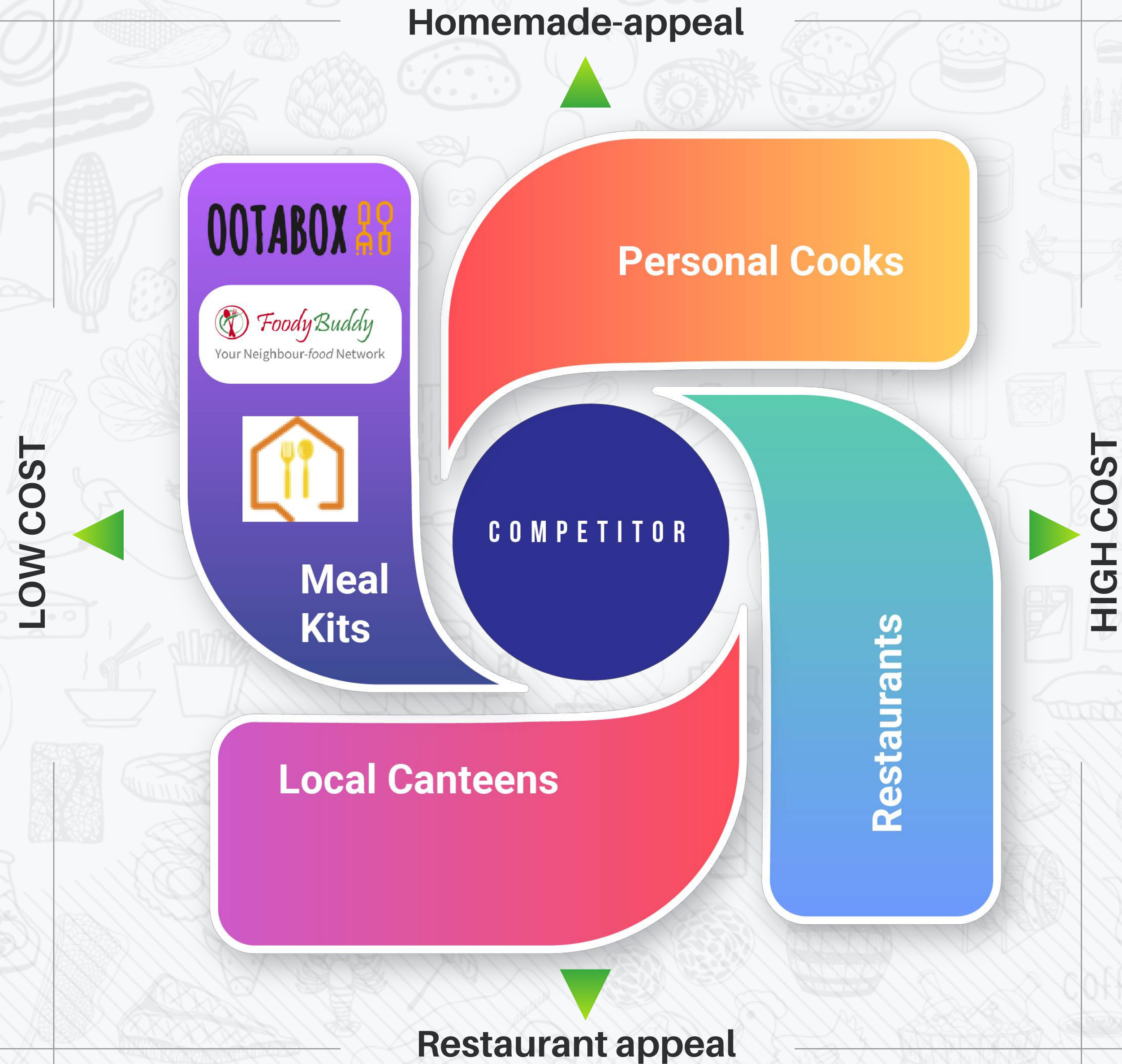
CATERING

Work Flexibility Low





# COMPETITOR ANALYSIS



**OOTABOX**

**FoodyBuddy**  
Your Neighbour-food Network





# MARKET VALIDATION



**Increasing trend of home mess.  
By 2018, 100+ Home mess to be  
found in Bangalore.**



**Increasing number of working  
women. According to TOI, for  
every 100 women in Bangalore,  
24 go out to work.**



# MARKET VALIDATION



**550 - 650 orders per day**

**US\$ 1.7 M per year**



**72000 and 84000 Orders per year**

**US\$ 7.5M per year**



## MARKET SIZING

Total home delivery food market in India  
**US\$ 15.5 Billion** per year

TAM

SAM

Total food delivery market for working couples in india  
5% of Total online delivery market =  $0.05 * \text{US\$ } 750 \text{ M}$   
per year = **US\$ 37.5M**

SOM

Total homemade food delivery market in  
Bangalore  
~0.1% of SAM = **US\$ 0.038 M** per year



# REVENUE FORECAST

Orders per  
year

**18000**

(Foodbuddy and Freshmenu claim to be between 72000 and 84000 Orders)

Average price  
per Order

**150 (INR)**

(Foodbuddy and Freshmenu claim to be between 200 and 400 INR)

The logo for Chef Momster.com, featuring a red crown icon above the text "Chef Momster" in a stylized red font, with ".com" in a smaller font.

Revenue forecast =  $150 * 18000 =$   
 $2,700,000 \text{ (INR)} = \textbf{US\$ 0.038 M}$



# REVENUE MODEL



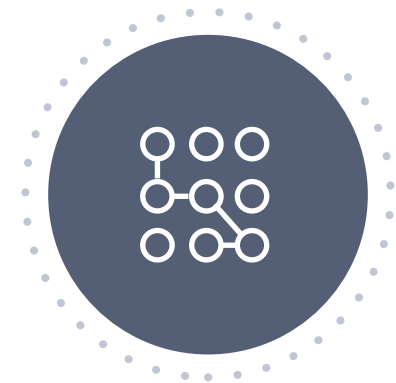




# Product

The mobile app to order homemade, regional food prepared by home chefs and delivered fresh to you so that

**you can:**



Enter your location

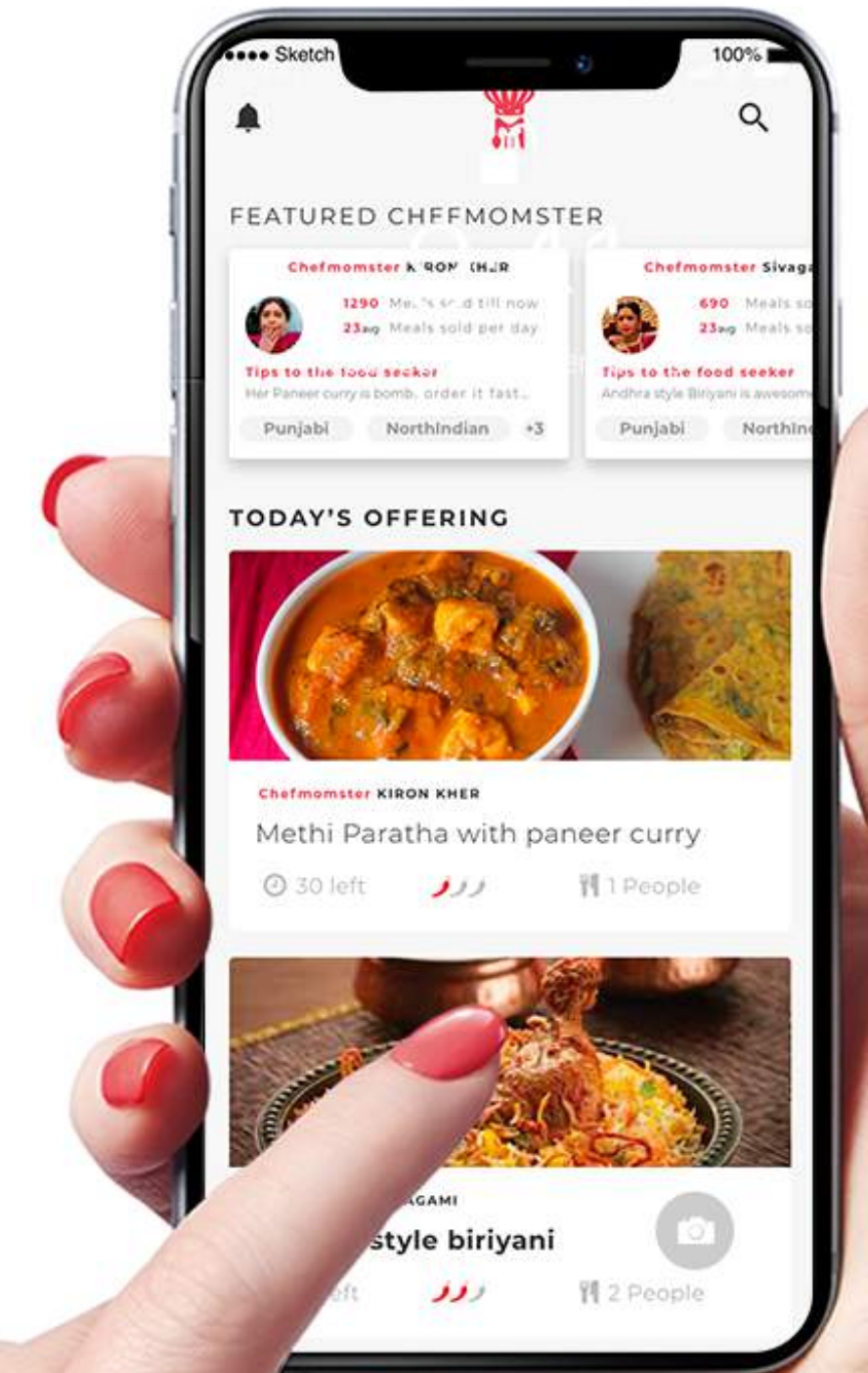


Choose your  
favourite regional  
food



Place order and relish!

— **Homemade food delivered at your doorstep...** —



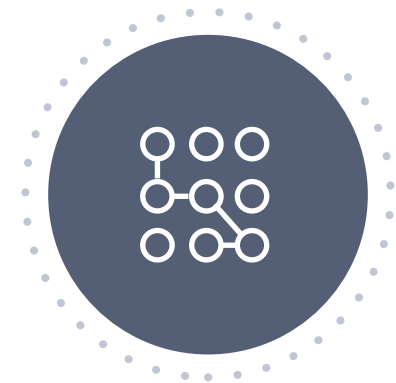




# Product

The mobile app to order homemade, regional food prepared by home chefs and delivered fresh to you so that

**you can:**

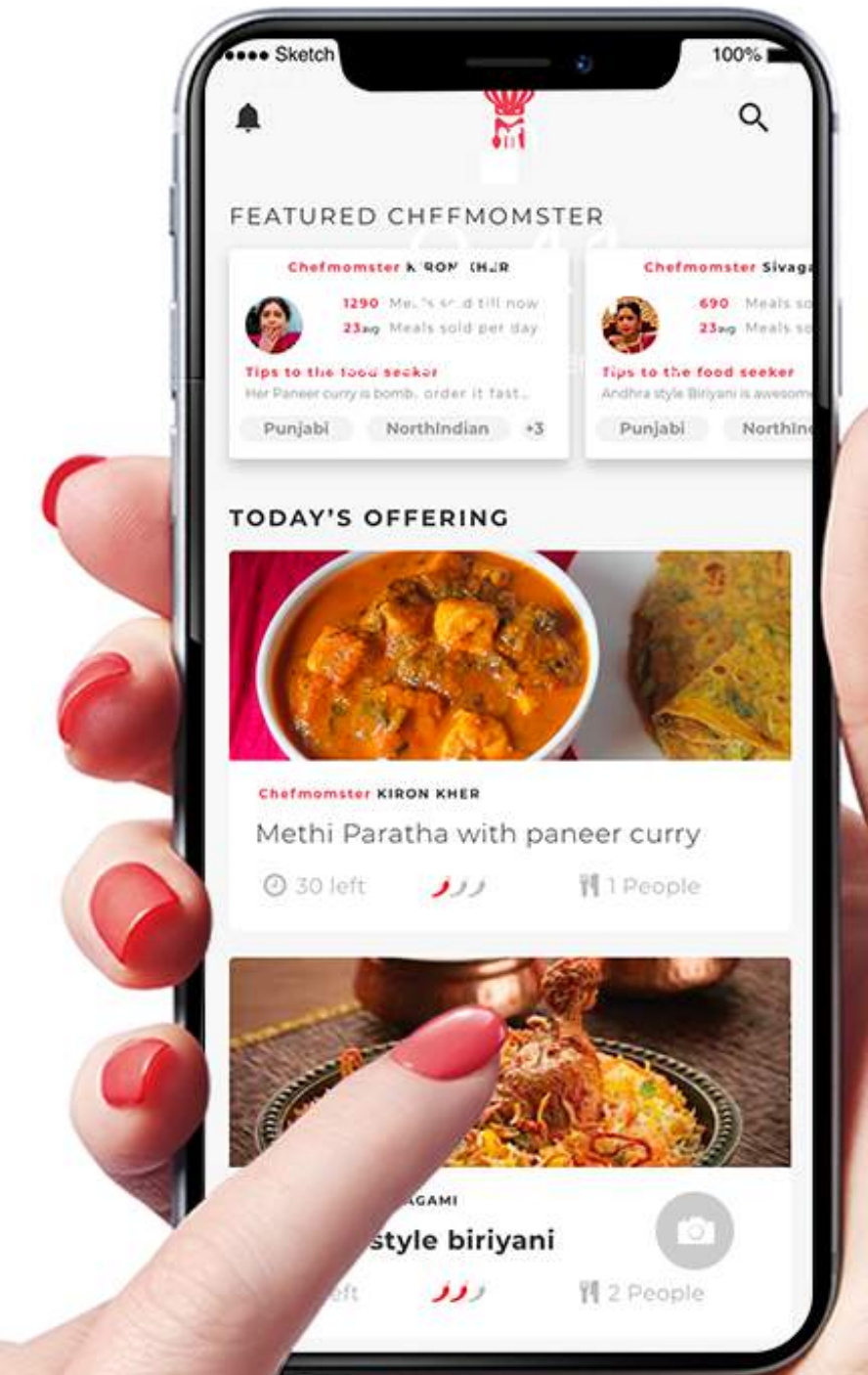


Set up your selling  
and delivery  
preferences



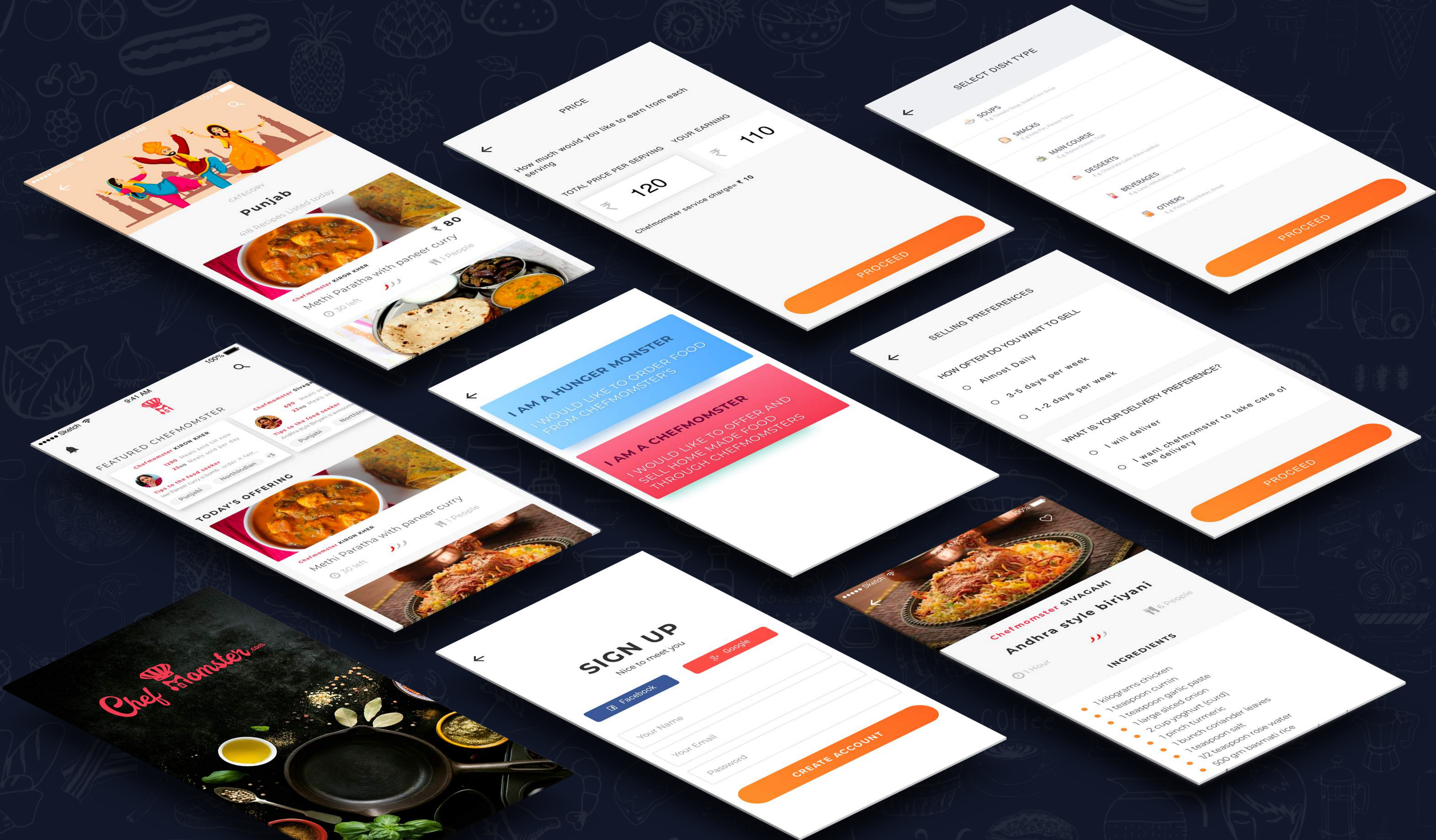
Add dishes, set  
price and get  
started!

Cook and earn while we bring customers to you...



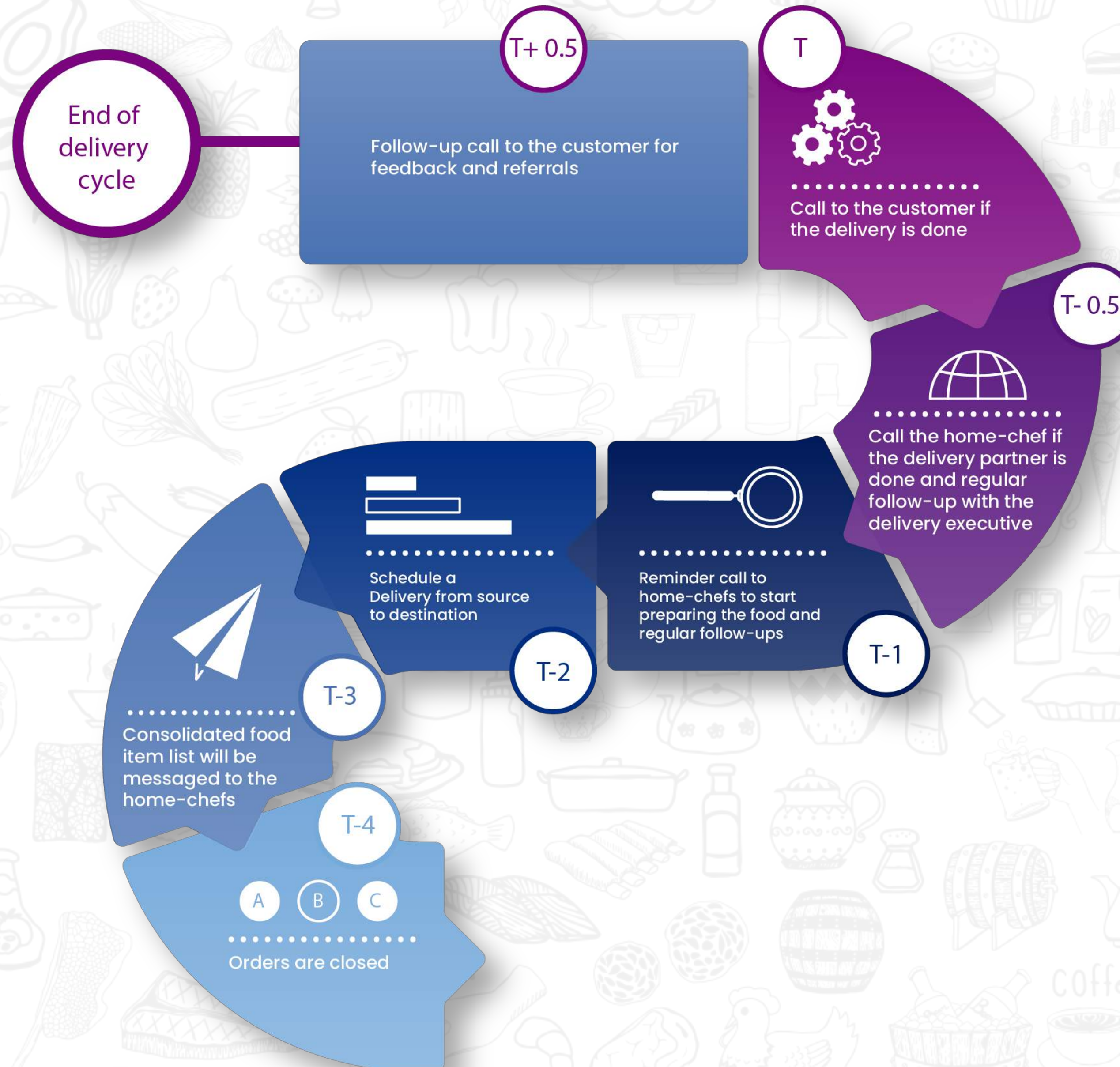


https://bit.ly/2Co9nng





# FULFILMENT





## MARKET ADOPTION

Digital: Facebook page, Google & Facebook ads, App  
Store Ads Offline: Flyers

Exposure / Discovery

Online presence: Blogs, articles, Videos

Consideration

Discounts  
Event: Apartment anual events and kitty

Conversion

In-App and SMS Push Notification  
Email campaign

Customer  
Relationship

Discount Vouchers  
Loyalty points

Retention



# KEY DIFFERENTIATORS

## HOME CHEFS

**Incentives**

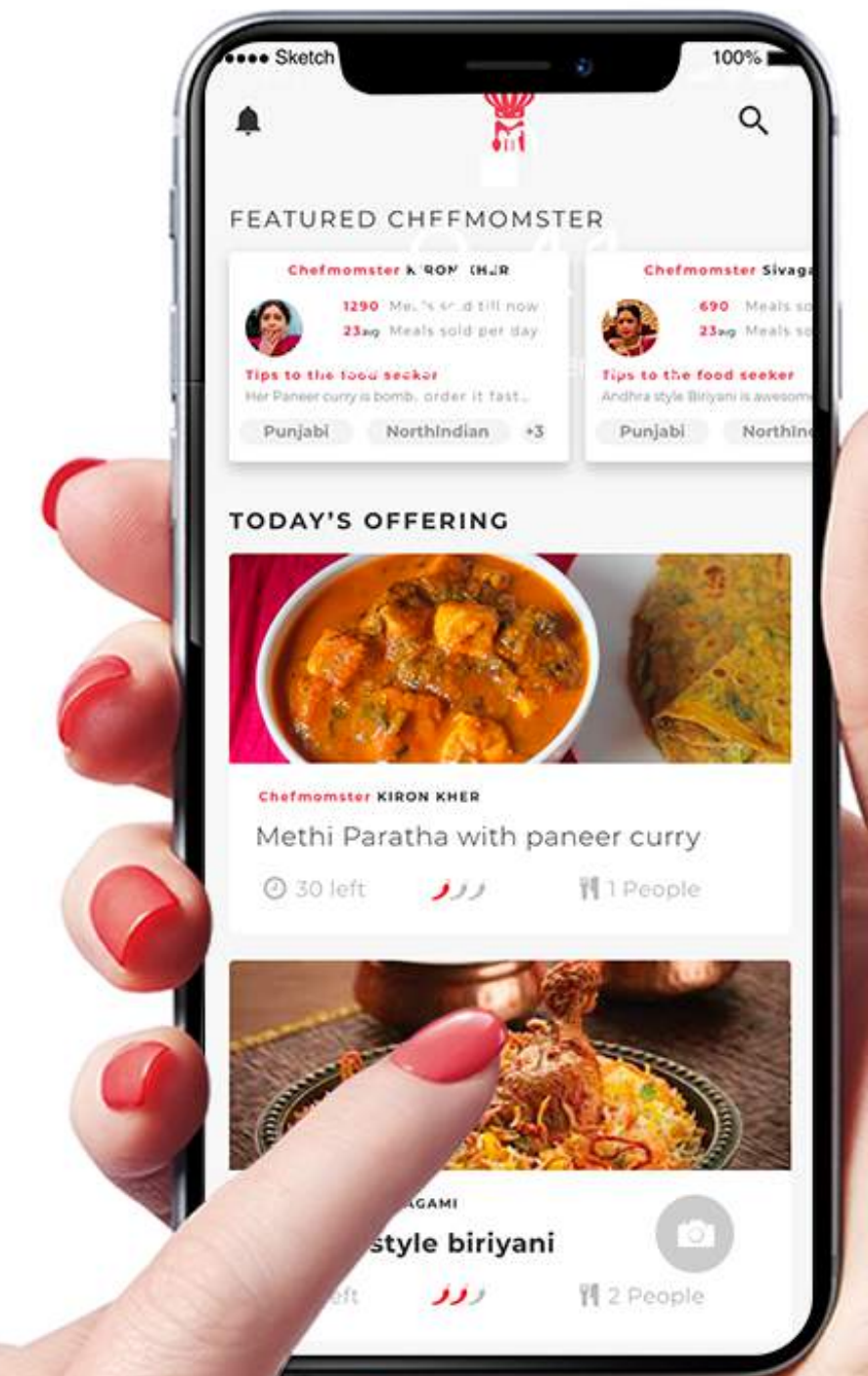
**Dedicated support for home-chefs who are not accustomed with mobile app**

**Training for food makers by professional chefs**

## FOOD SEEKERS

**Access to wide range of regional food from across different states**

**Get detailed recipe, food making video, ratings and profile of food maker and then select the item**





# THANK YOU!

[www.chefmomster.com](http://www.chefmomster.com)

Lalatendu Choudhury

Smita Huilgol

Arindam Panda

