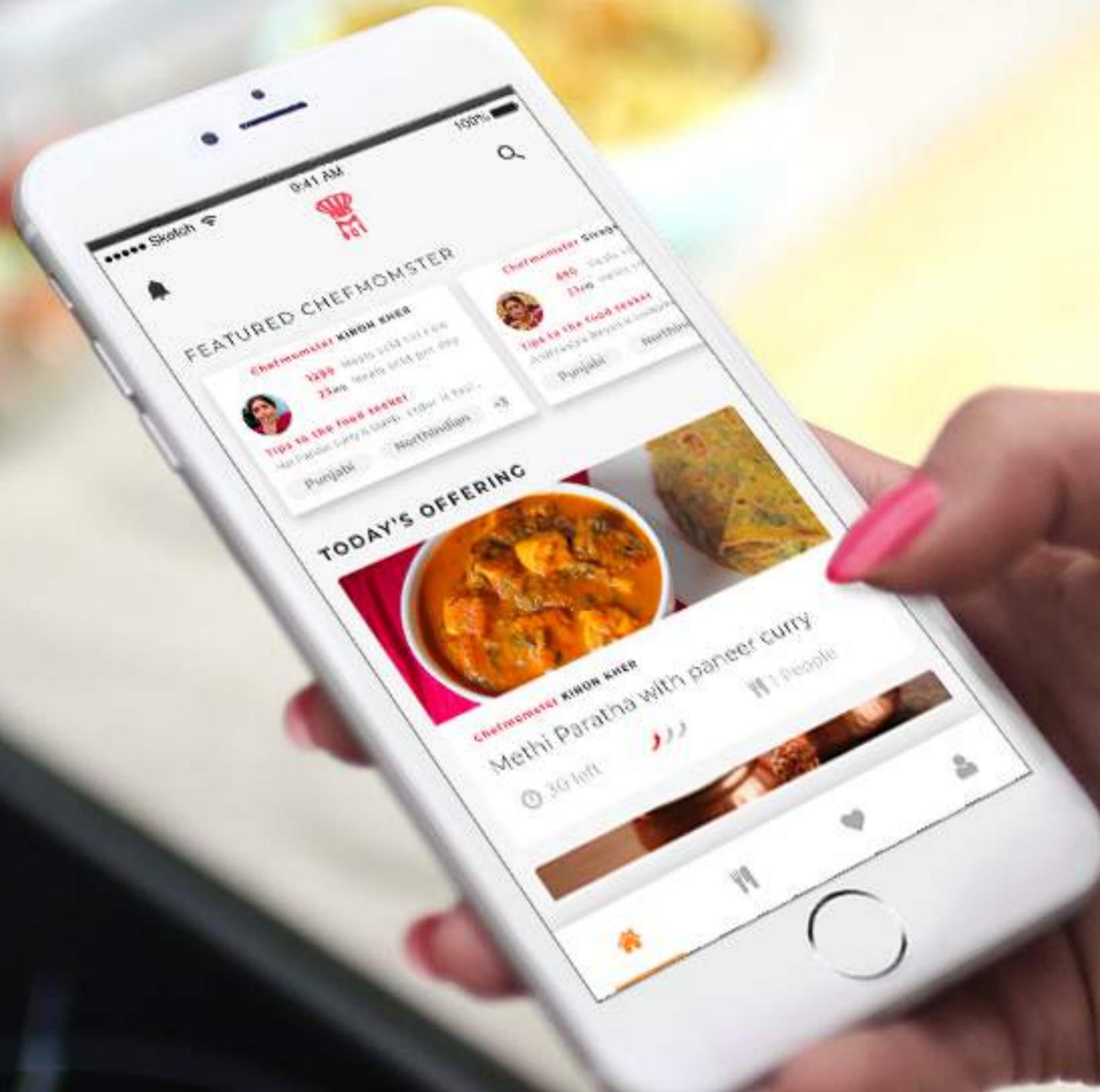


Why cook food at home,
when home made food can come to you!



PROBLEM



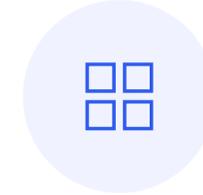
**Unmet
cravings for
homemade
food**



**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:



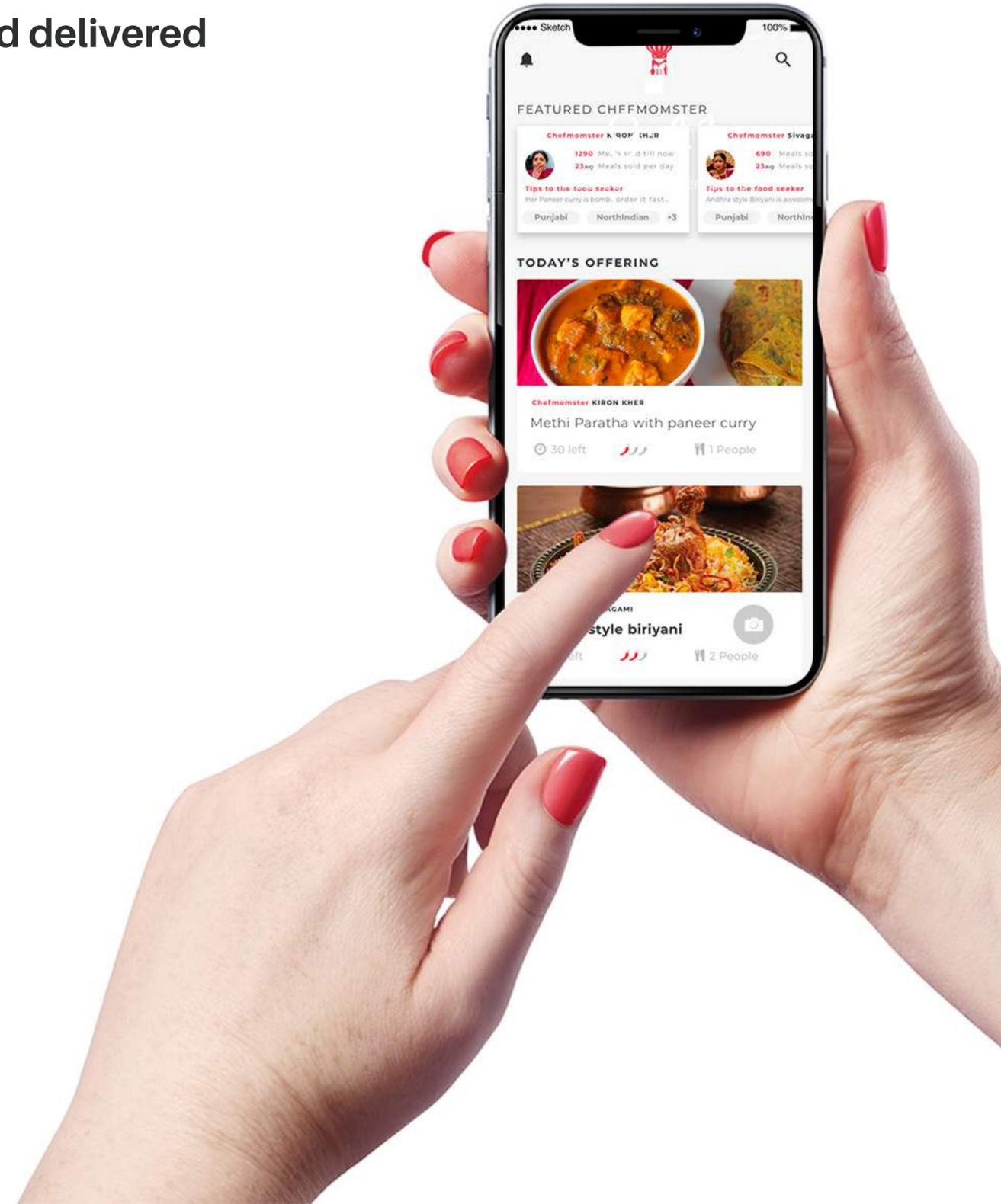
Enjoy your free time



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:



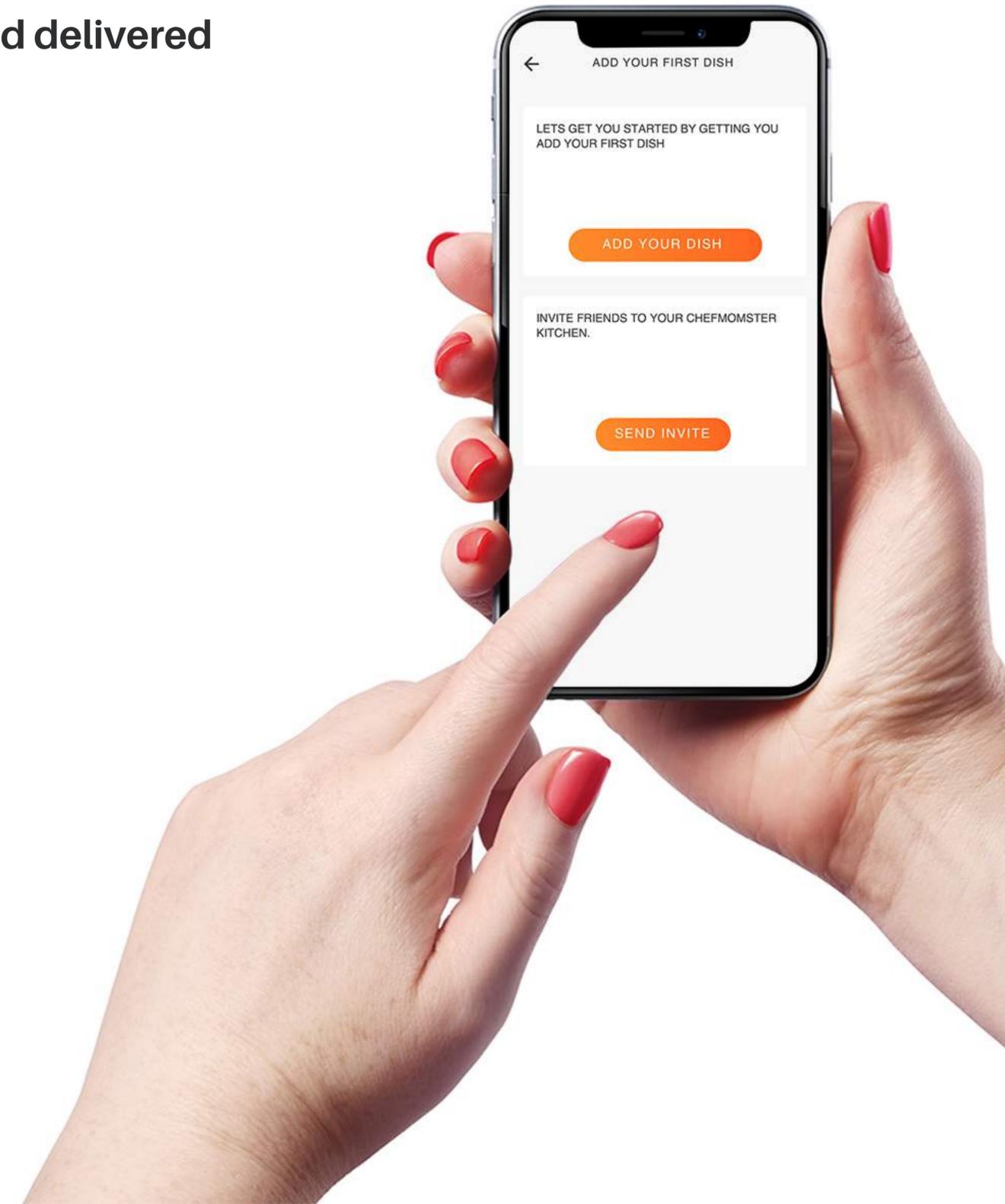
Enjoy independence



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

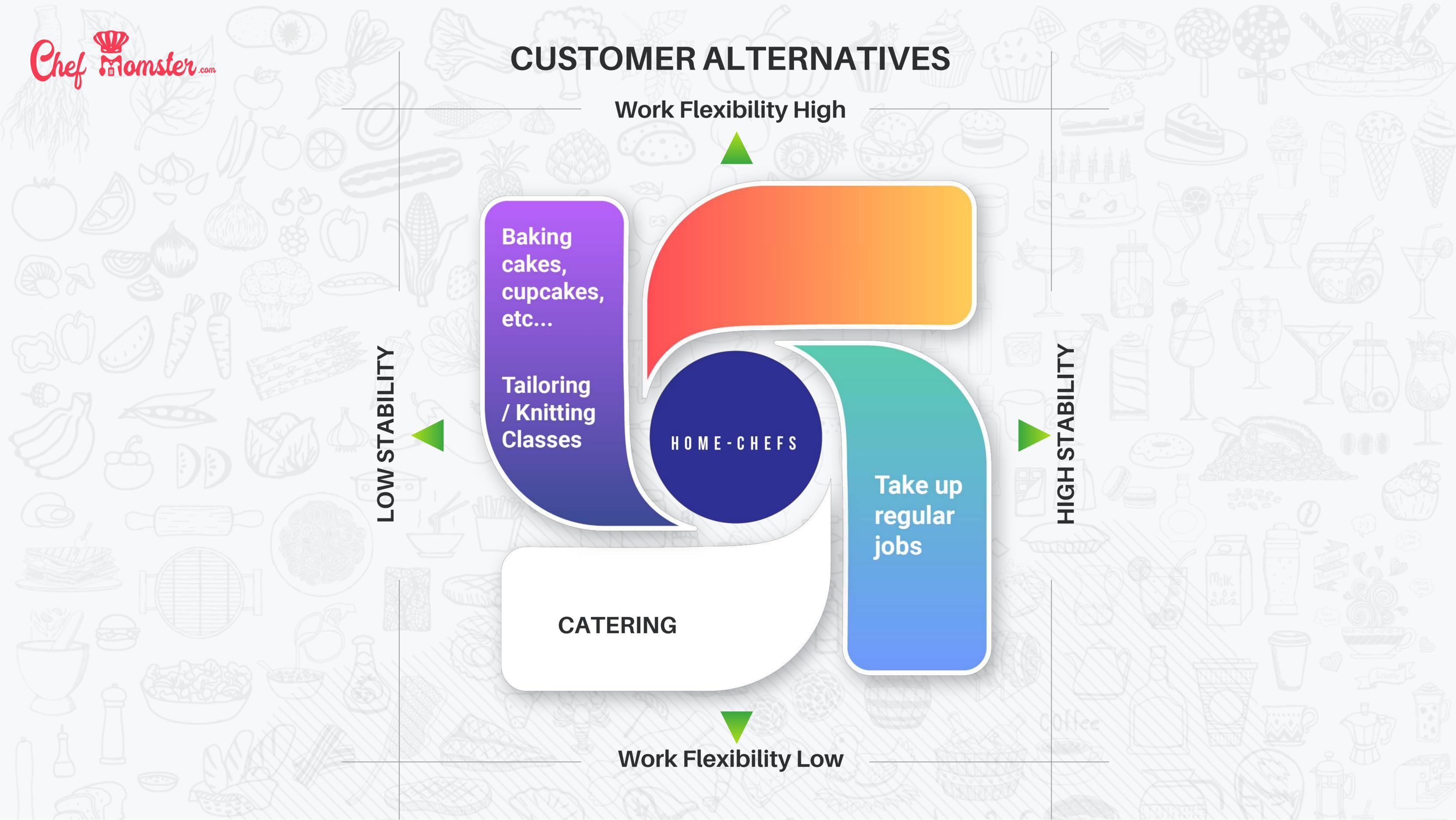


LOW STABILITY

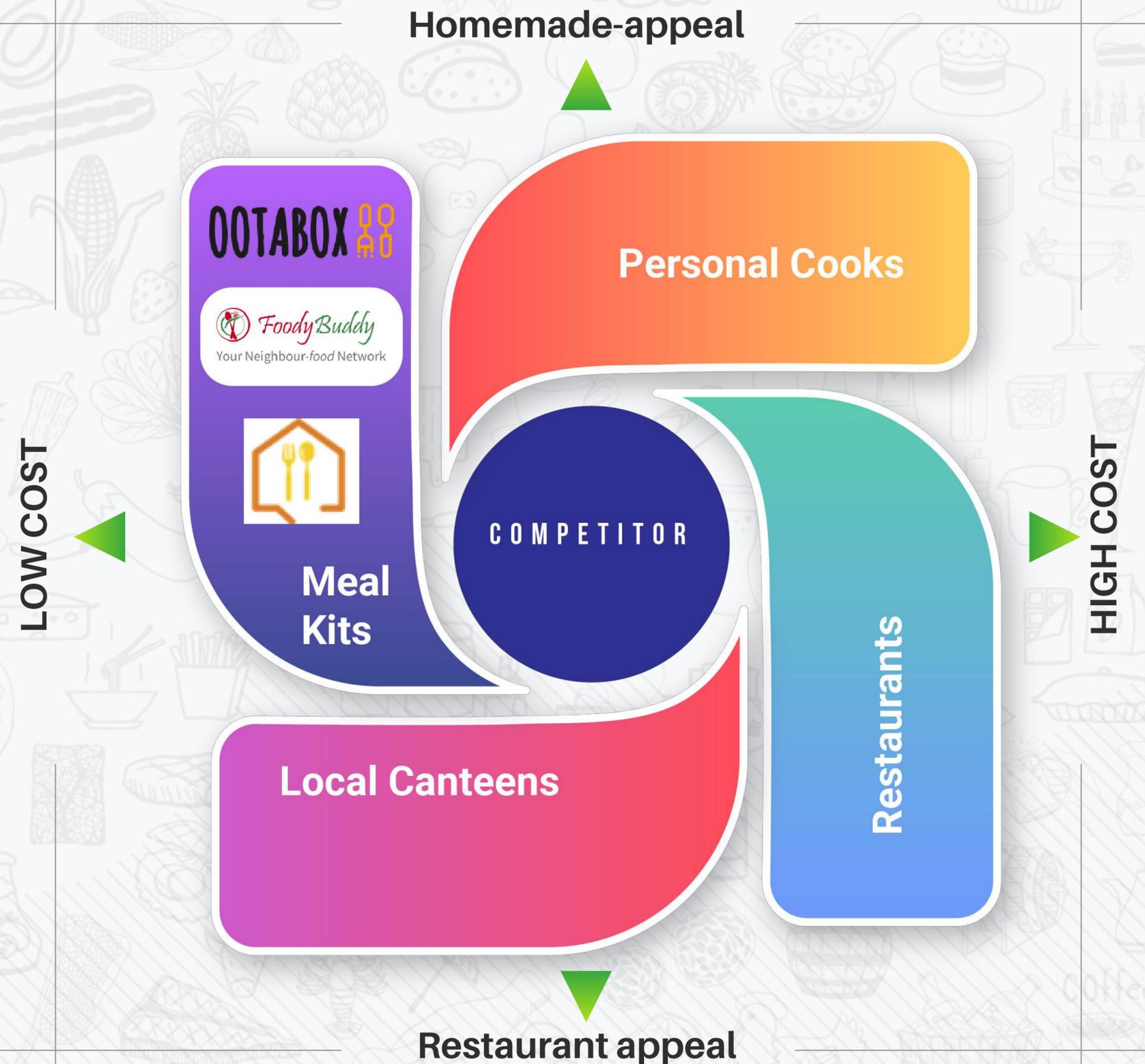


CATERING

Work Flexibility Low



COMPETITOR ANALYSIS



OOTABOX

FoodyBuddy
Your Neighbour-food Network



Meal Kits

Local Canteens

Restaurants

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

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)

 Chef Momster.com

Revenue forecast = $150 * 18000 =$
 $2,700,000$ (INR) = **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

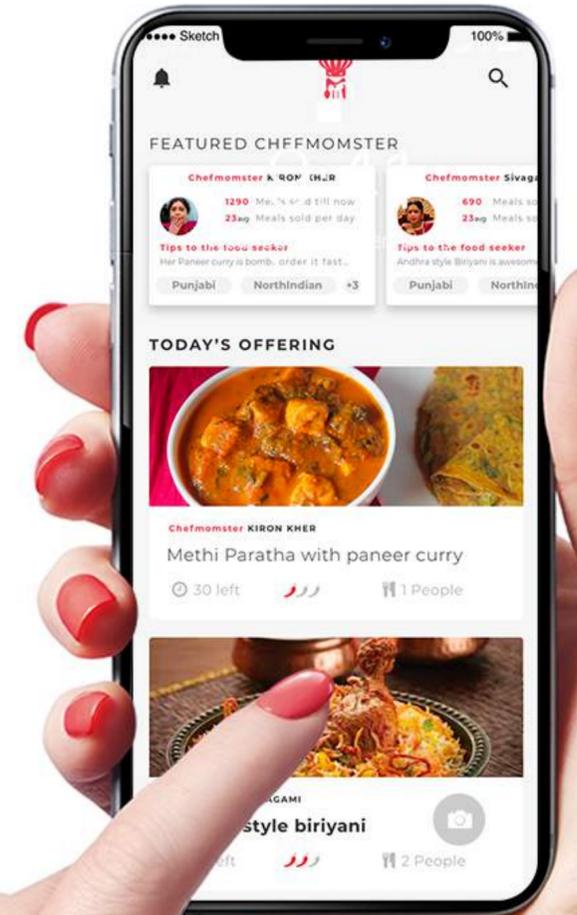


Choose your favourite regional food



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:



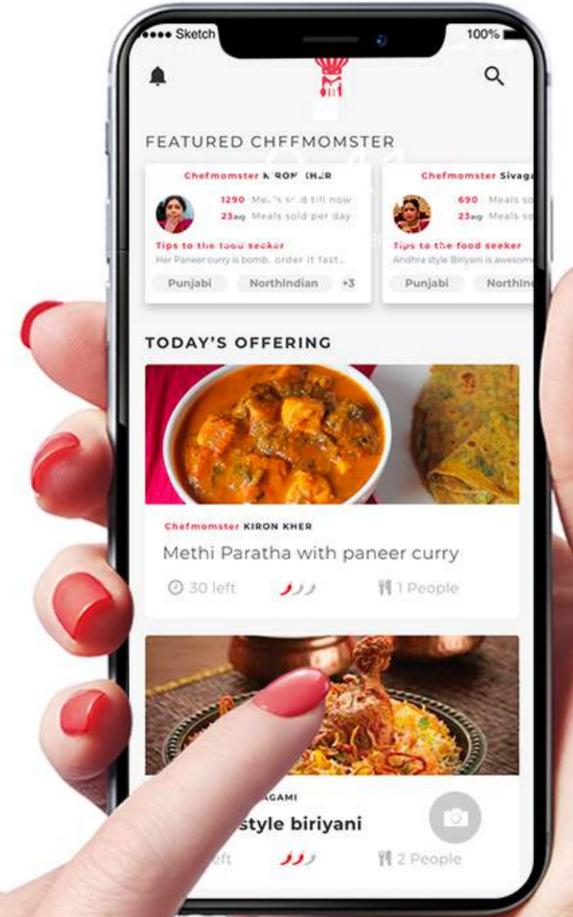
Set up your selling and delivery preferences



Add dishes, set price and get started!

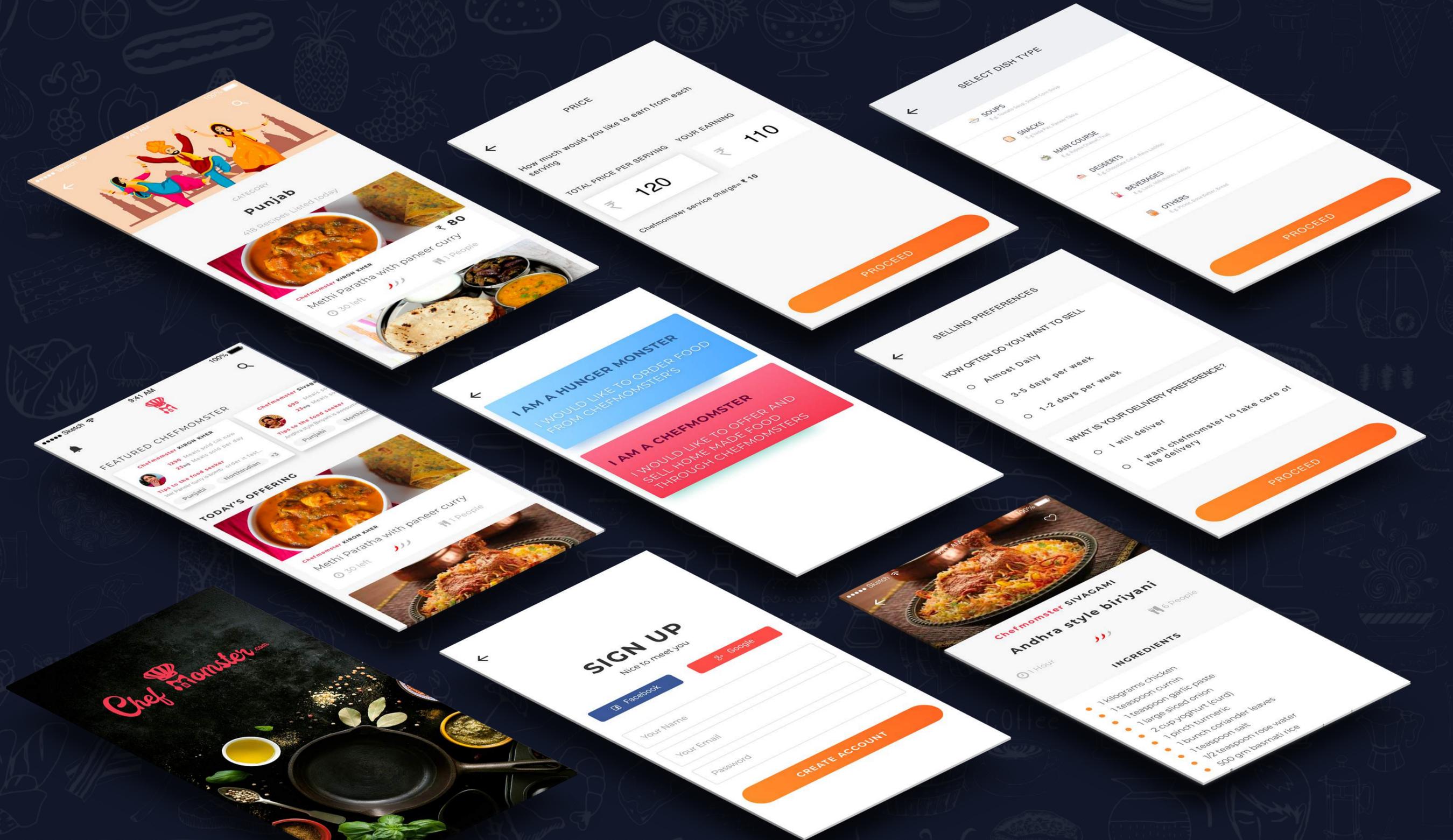


Cook and earn while we bring customers to you...

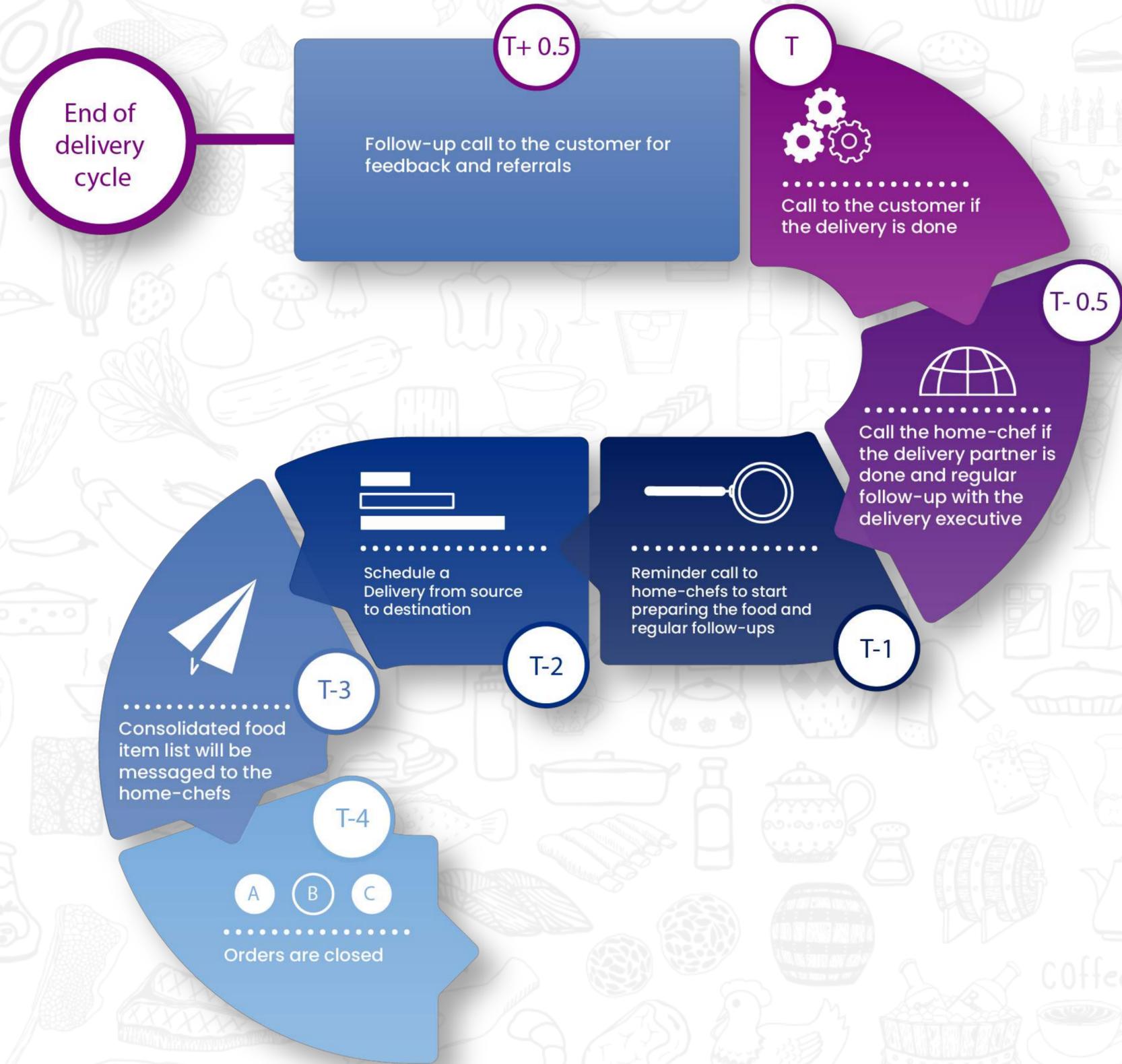


PRODUCT

<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 annual events and kitty

Conversion

In-App and SMS Push Notification
Email campaign

Customer
Relationship

Discount Vouchers
Loyalty points

Retention

KEY DIFFERENTIATORS

HOME CHEFS

Incentives

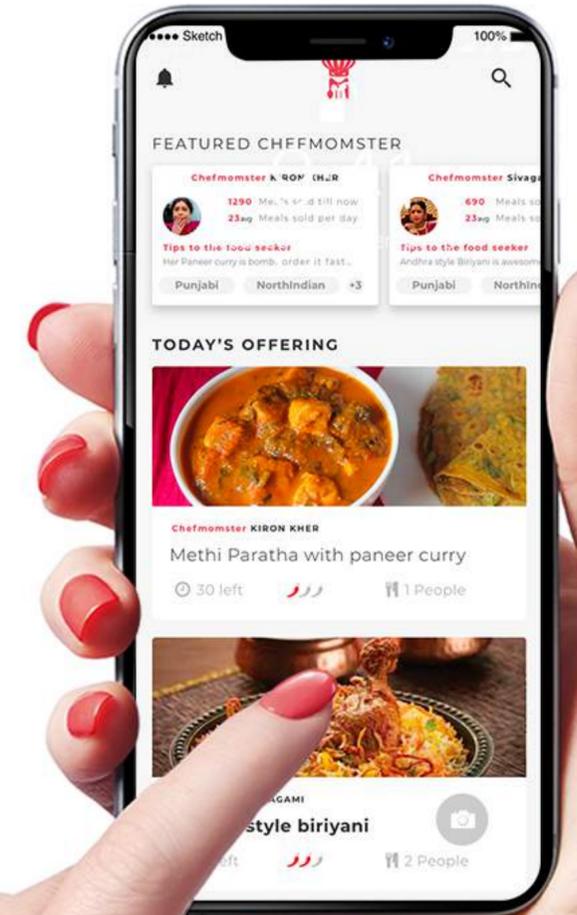
Dedicated support for home-chefs who are not accustomed with mobile app

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

Lalatendu Choudhury

Smita Huilgol

Arindam Panda

