

stacked

The best a fridge can get



■ Case: Liat



\$250
/MONTH

Average monthly spend on
groceries



\$25
/MONTH

Average amount of food
wasted each month
due to overbuying and spoilage



\$300
/YEAR

Total amount of food
wasted each year

82.9%

of students often cook
the same meals

52.4%

of students feel like they never
know what to cook

42.7%

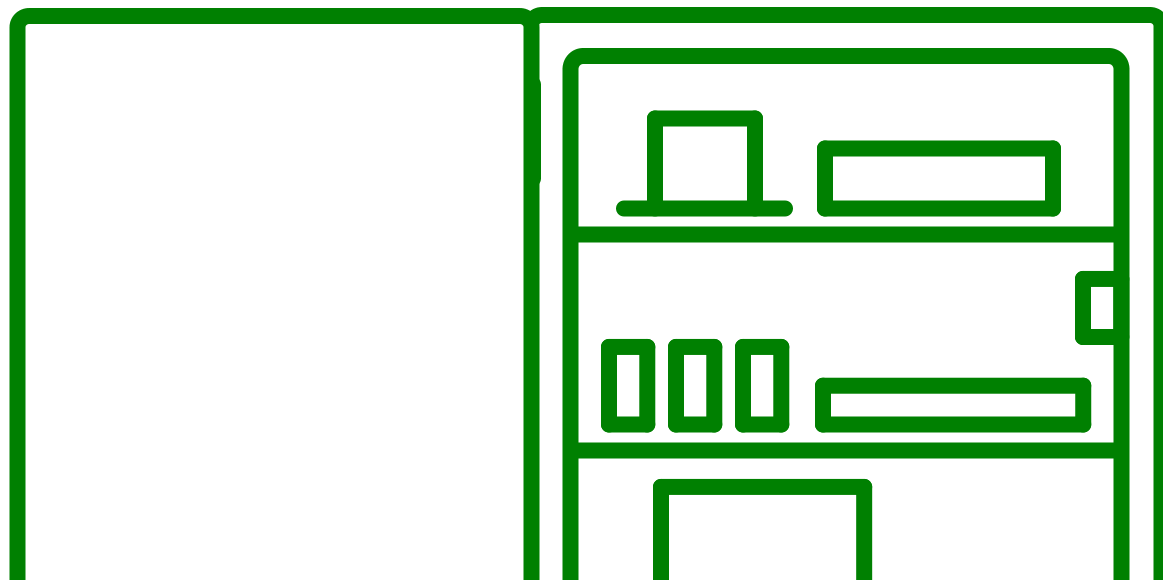
of students throw out food
due to spoilage

89%

of students are interested in
learning new recipes

~100 people surveyed

How can we **help Liat** ?



Making a team Recipe



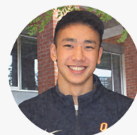
1. Diligent Devs



Quentin
Roy-Foster



Sydney
Tschritter



Victor
Uemura

2. Passionate PM

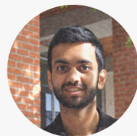


Jason Yang

3. Bright BAs



Alice Qi



Shani
Mithani



Jake
Koszczewski

4. Understanding UI



Ricky Zhang

■ Problem Statement

As a busy individual's ability to track their on hand ingredients is limited, financial waste and common barriers to healthy eating become more frequent and apparent.

■ Value Proposition

Supporting busy individuals **all the way from grocery shopping to a finished cooked meal** – all within one simple platform.

■ MVP Features



Dynamic Pantry

- Track users on hand ingredients
- Scan users receipts
- Manual input



Meal Generator

- Generate recipes based on ingredients in Dynamic Pantry

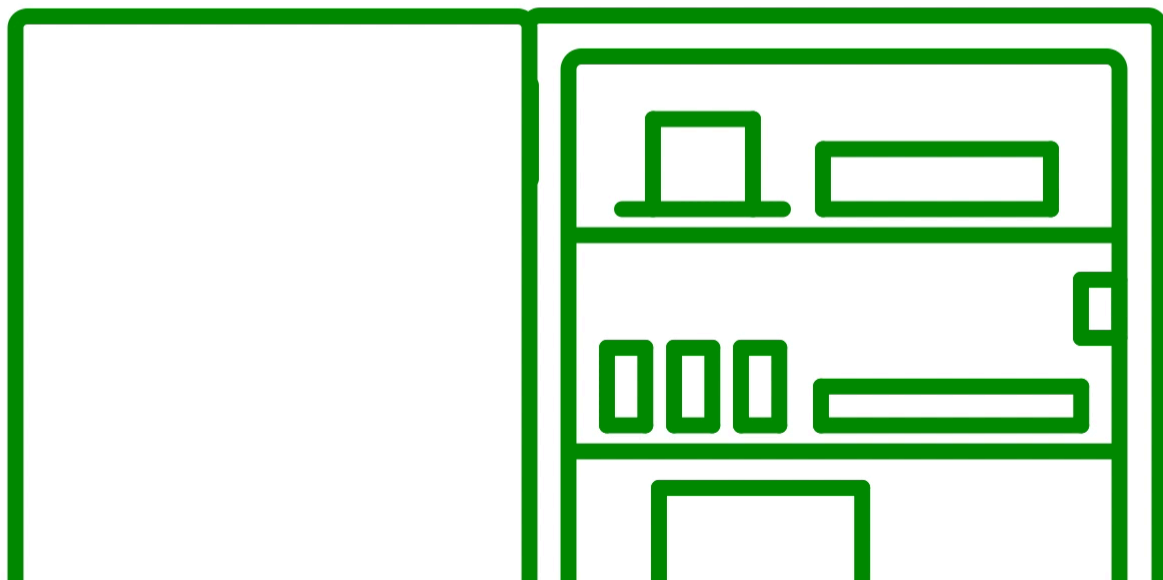


Grocery List

- Create Grocery Lists
- Sort and send groceries to dynamic pantry

VALUES

- Efficient use of ingredients
- Receipt scanner reducing manual input
- Ideation, preparation and execution of meals
- Complex filtering, update grocery list
- Organize future purchases
- Bring it full circle





User Research Summary

Key Insights

61%

Would use an app to remind them
when their food would spoil

48%

Would subscribe to a Freemium
pricing model

80%

Would use an app to track their
food inventory

95%

Are interested in using an app to
learn new recipes

~100 people surveyed

MVP Features

Integrate into your pre-existing routine



Target Market Profile

Collection of needs that Stocked satisfies

Regular grocery shopper,
pursues a healthy diet

Common Problems

- Unaware of what foods are in her fridge
- Doesn't know what to cook
- Always buying the same ingredients for the same meals
- Food waste through spoilage
- Limited repertoire of recipes



Market Analysis

Stocked will reach 3 unique demographics with overlapping needs

150,000

Total Addressable Market

81k



University and College Students

Living off campus and cooking for themselves

52k



Busy Households

Suburban/Urban location
1+ children

15k



Young Professionals

Metropolitan areas
Health conscious

Market Analysis

Stocked will reach 3 unique demographics with overlapping needs

150,000

Total Addressable Market

- All value time and money savings
- All regular users of mobile devices and apps
- Readily adopt new technologies

81k

University and College Students

52k

Busy Households

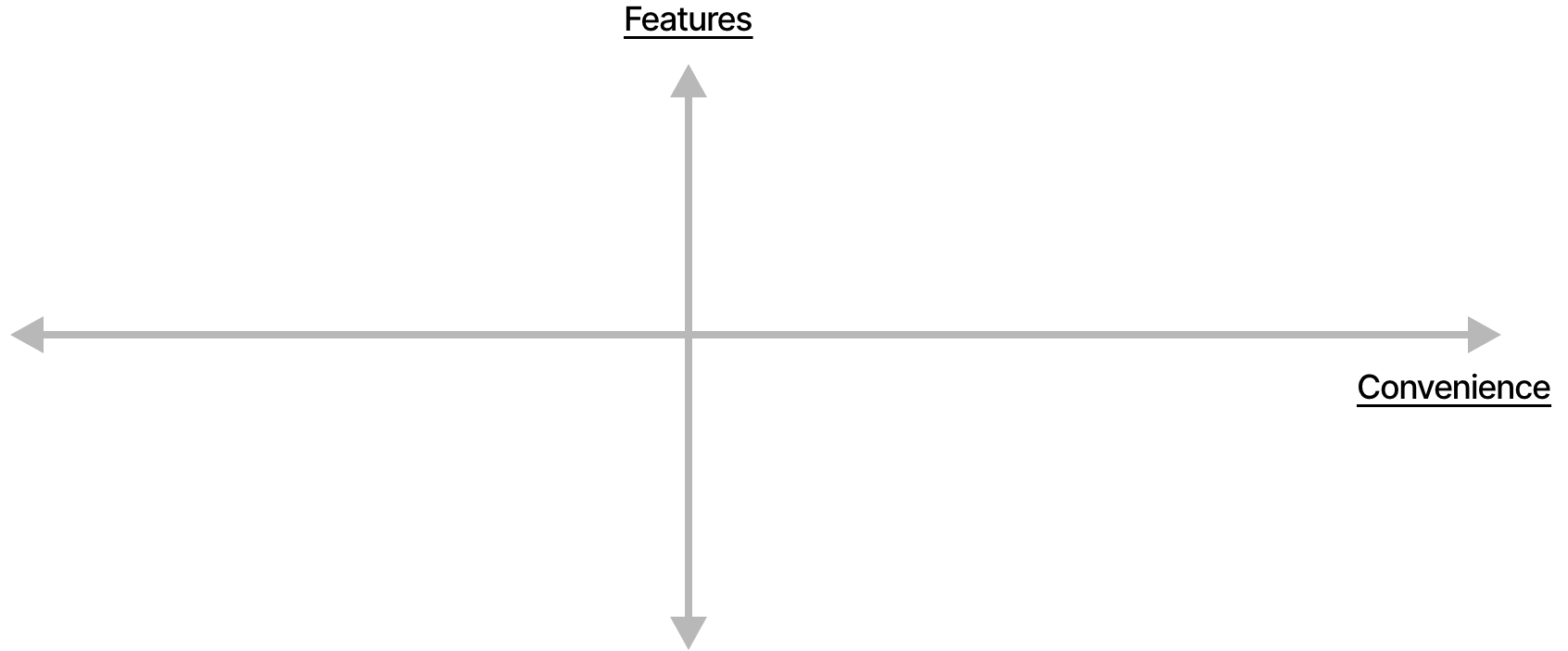
15k

Young Professionals



Competitive Analysis

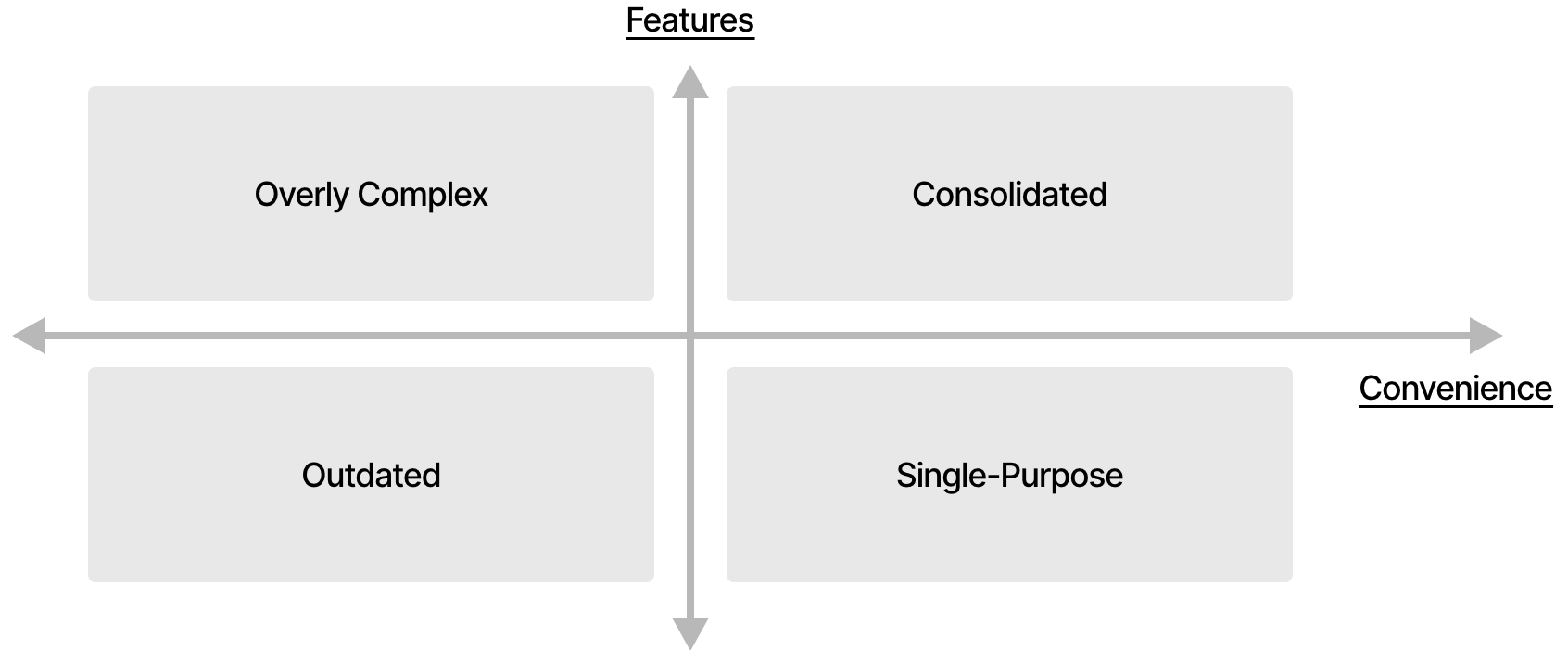
Stocked is positioned to stand out amongst a sea of competitors





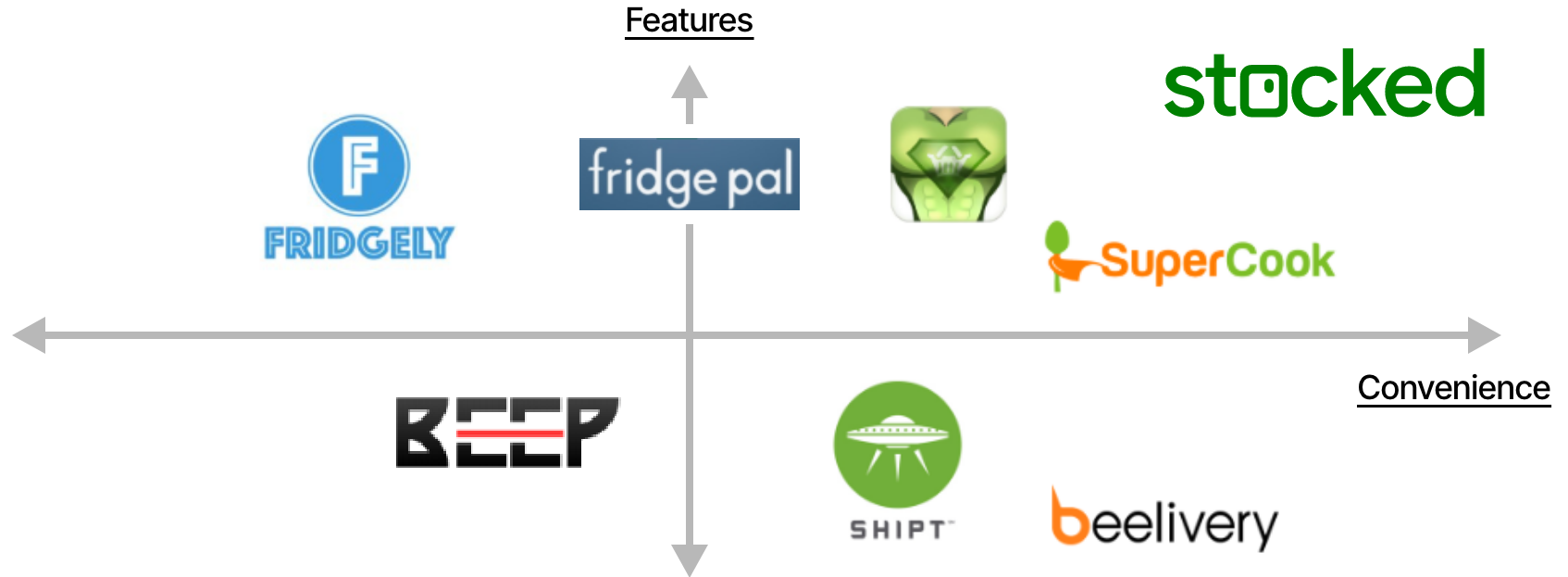
Competitive Analysis

Stocked is positioned to stand out amongst a sea of competitors



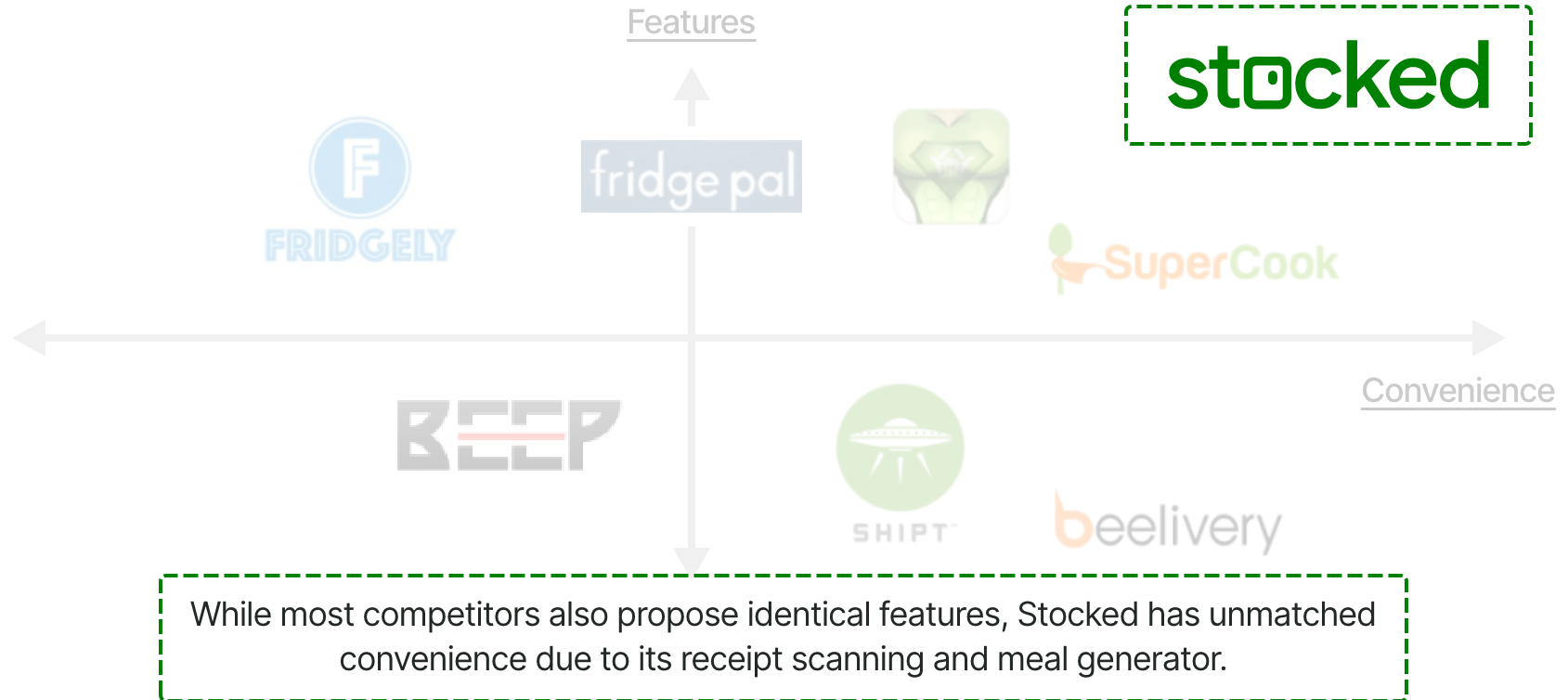
Competitive Analysis

Stocked is positioned to stand out amongst a sea of competitors



Competitive Analysis

Stocked is positioned to stand out amongst a sea of competitors



Competitive Analysis

A consolidated solution for the busy student

fridge pal



SuperCook



stacked

Expiry Tracker



Recipe Suggestion



Inventory Tracker



Grocery Delivery



Receipt Scanning



Competitive Analysis

A consolidated solution for the busy student

fridge pal



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SHIPT

stacked

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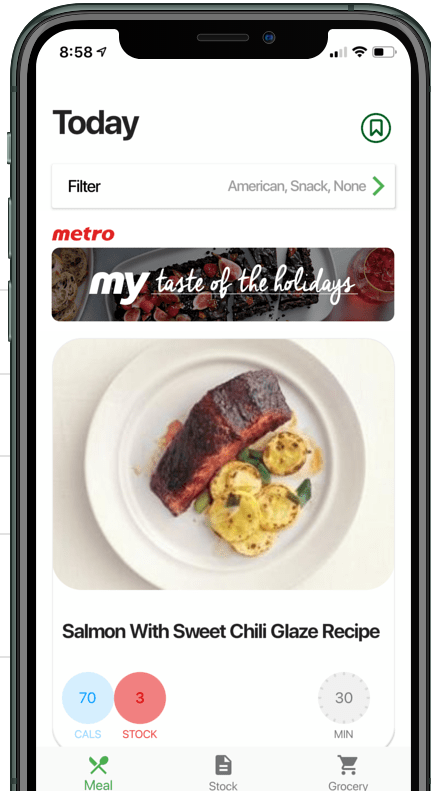
Pricing Model

Freemium pricing strategy focusing on growing user base

Free App
+
Monthly Subscription for Additional Features

Pricing Model

Freemium pricing strategy focusing on growing user base



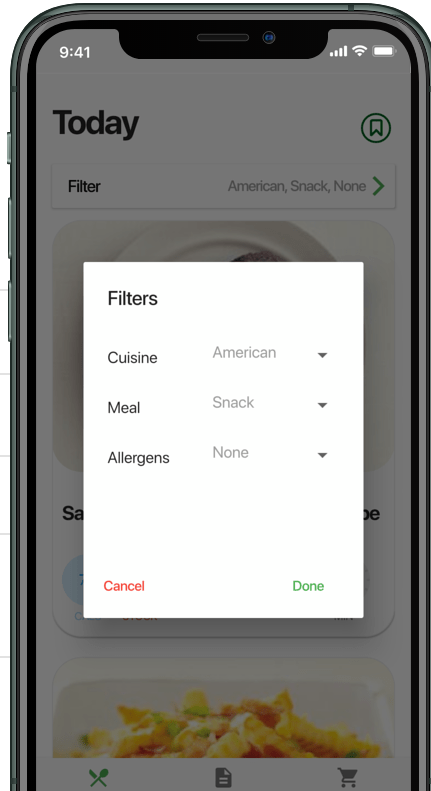
Free App

Mass user acquisition by allowing free users to experience nearly all the features and benefits

User's receipt scans per month	Limited to 3 scans
Filtering	Limited
Banner ads	\$0.10/click
Watch 1 longer video ad	1 additional receipt scan, \$0.30/video

Pricing Model

Freemium pricing strategy focusing on growing user base



Monthly Subscription for Additional Features

Monthly subscription for **\$1.99/month** — competitively priced amongst competitors

User's receipt scans per month	Unlimited
Filtering	Filter by cuisine type and meal type
Ads	None
Monthly cost savings for the user	\$23

Pricing Model

Revenue projections for 2 year time horizon

34k

Free Users



\$0.40

Average Monthly
Revenue/User

1.5k

Paid Users



\$1.99

Average Monthly
Revenue/User

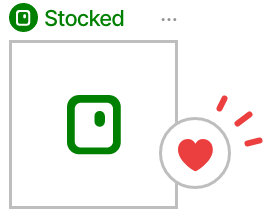


\$200k

Cumulative Revenue

■ Marketing Plan

Digital Marketing

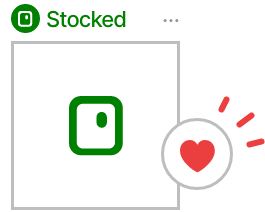


Social media pages

Facebook Advertising

■ Marketing Plan

Digital Marketing



Social media pages

Facebook Advertising

Referral Program

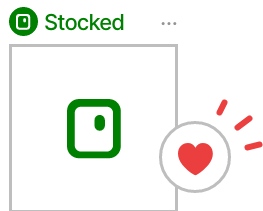


General user referrals (free premium)

Ambassador program (commission-based)

■ Marketing Plan

Digital Marketing



Social media pages

Facebook Advertising

Referral Program



General user referrals (free premium)

Ambassador program (commission-based)

Corporate Partnerships

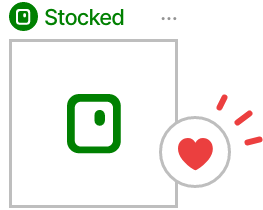


In-app coupon promotion

In-store promotion

■ Marketing Plan

Digital Marketing



Social media pages

Facebook Advertising

Referral Program



General user referrals (free premium)

Ambassador program (commission-based)

Corporate Partnerships



In-app coupon promotion

In-store promotion

Marketing efforts will begin through social media and digital marketing, but branch out over time to Universities and popular grocery stores in populous residential areas

Partnerships

Market Stocked through many channels



InstaCart

Grocery Delivery



Studio 330 Yoga

Sharing their "Fridge"



Cottage Springs



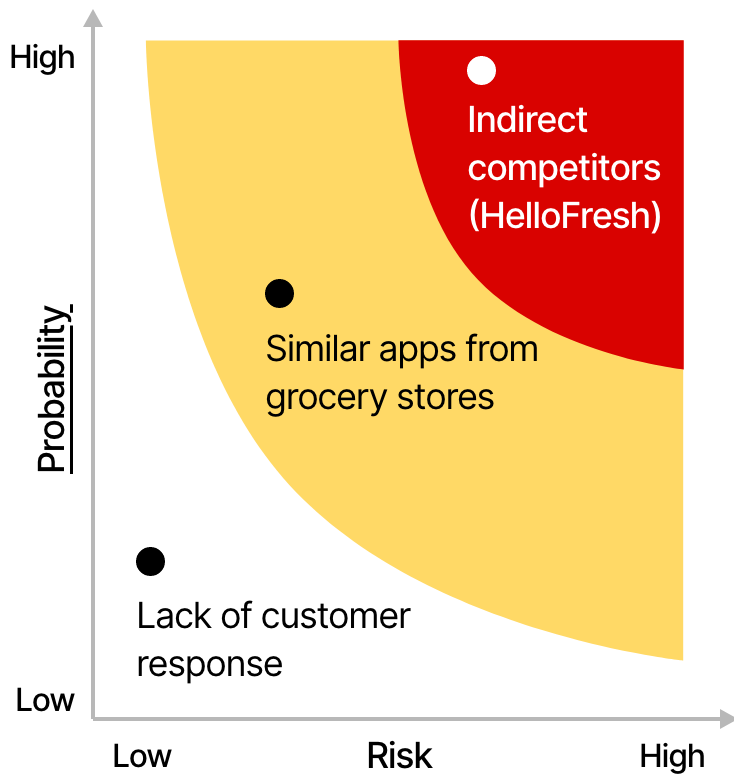
The Girl on Bloor



Metro

Mutual Advertising

■ Risks & Mitigation



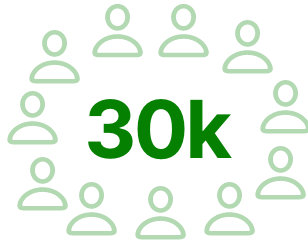
Although indirect competitors offer similar convenience, Stocked will leverage its competitive advantage of being **a healthier and cheaper**

Stocked will utilize its **first-mover advantage** to build rapport within the community and have a product better suited for our target demographic

Stocked will utilize **marketing analytics and feedback** to constantly gauge performance and alternate marketing strategies if there is lack of response

Product Goals - How to Measure Success

Key metrics to measure success of product



Active users by the end of 2021

Stickiness ratio = DAU/MAU

Churn rate



4/5 Star Rating on App Store

Receipt scanner accuracy

Net promoter score



Monthly Revenue

Average revenue per user

Number of paid users

Going Forward

Future Product Roadmap

Social

Interact with friends, discover popular meals



Add Friends



Post Recipes



Like and Share Recipes

Delivery

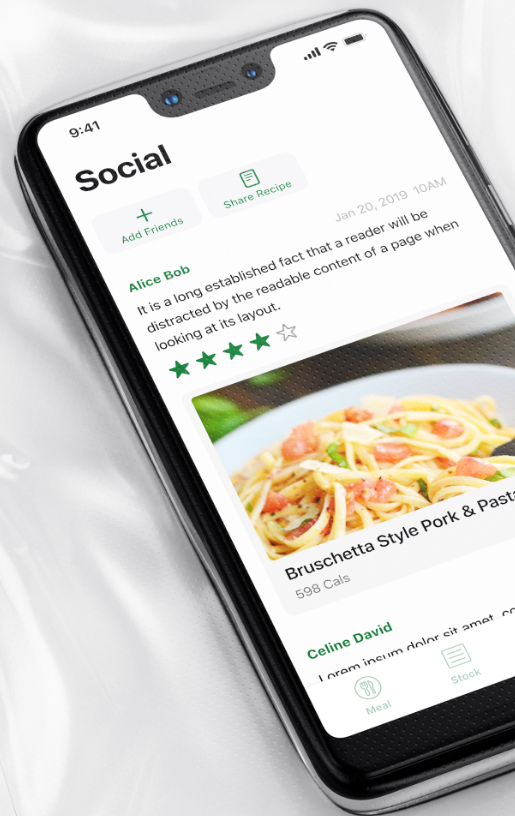
Eliminate trip to grocery store, increase routine efficiency



Order Groceries Directly in App



Powered by Instacart



■ Strategy Timeline

Marketing

Q1 2020

Q2 2020

Q3 and Onwards

Digital Marketing and Collecting User Feedback

Referral Program and Ambassador Program Launch

Developing Partnerships

Reaching Other Universities

Expanding into Cities and Neighborhoods

Product Development

Development and Beta Testing

Updating



Jim

“Stocked takes the research out of meal preparation, maximizes my food efficiency and teaches me great recipes! ”



Justeen

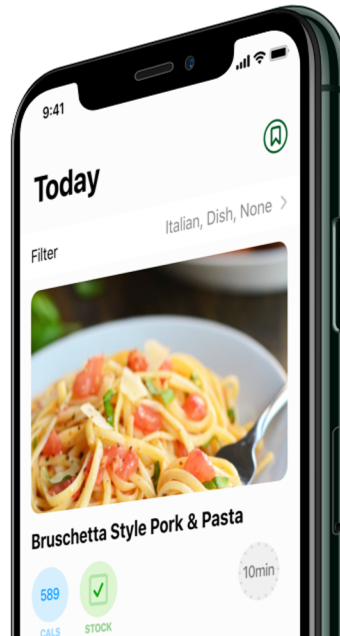
“What I like about Stocked is the idea of being mindful of what I buy and what I consume. For someone who has a very busy schedule, it would be nice to rely on something to help me with my weekly groceries and meals.”



Liat

“An app like Stocked would make life radically simpler as a university student — so often I find myself at Metro unsure of what ingredients I need or what to make (beside my usual 5 dishes)”

Thank you for listening
Questions?





Appendix Overview

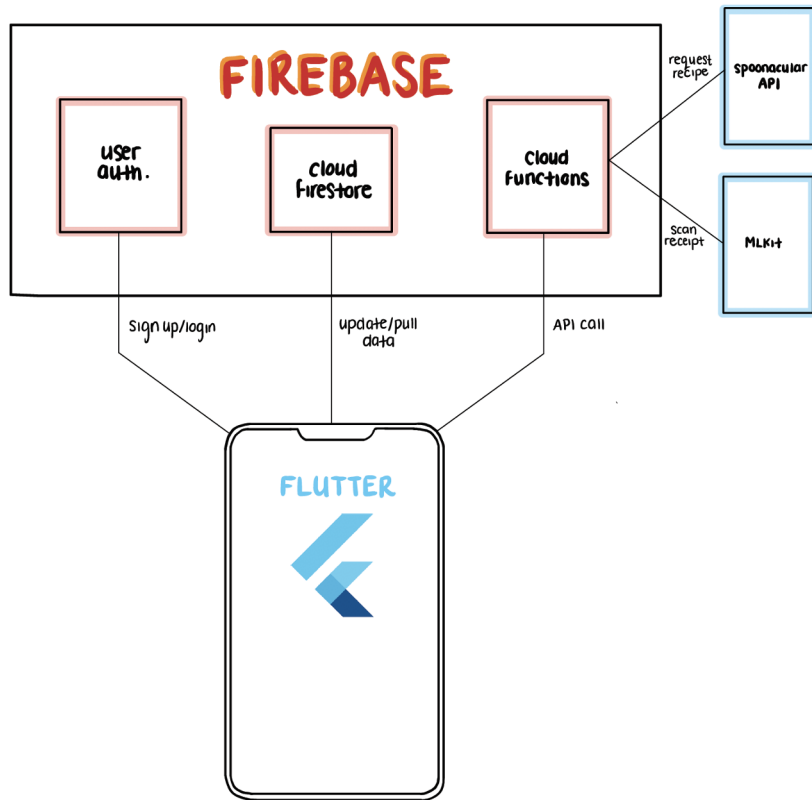
Product Overview

1. [System Diagram](#)

Go-To-Market Strategy

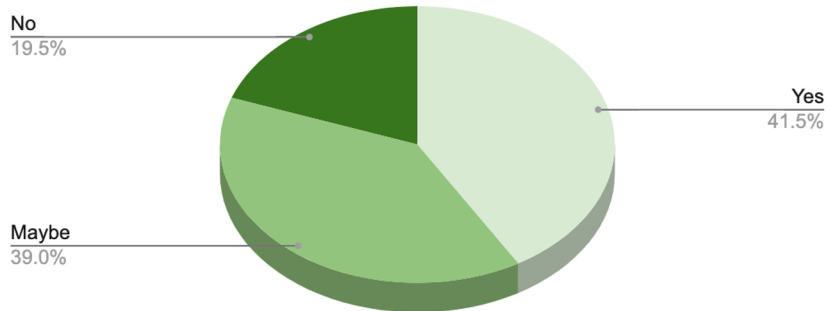
1. [User Research](#)
2. [Financials](#)
3. [Market Sizing](#)
4. [Partnerships](#)

Appendix - System Diagram

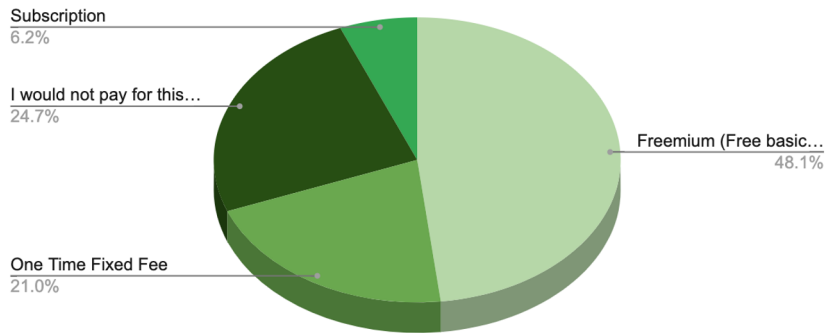


Appendix - Research Summary I

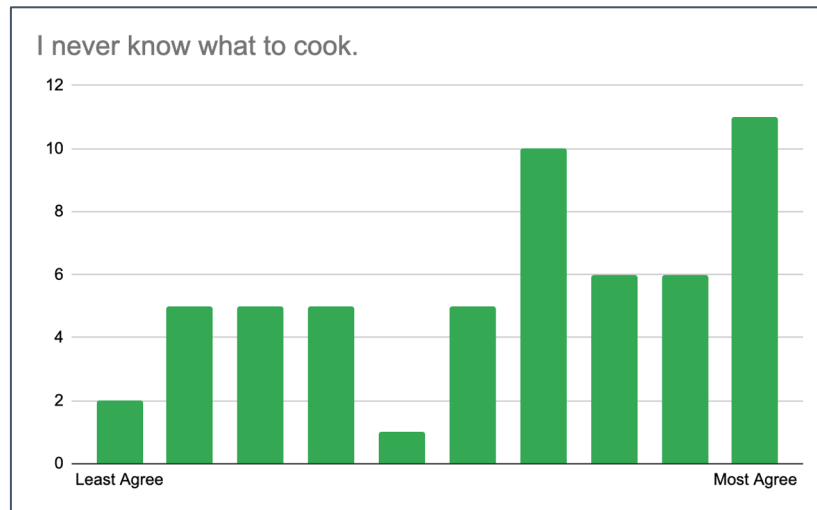
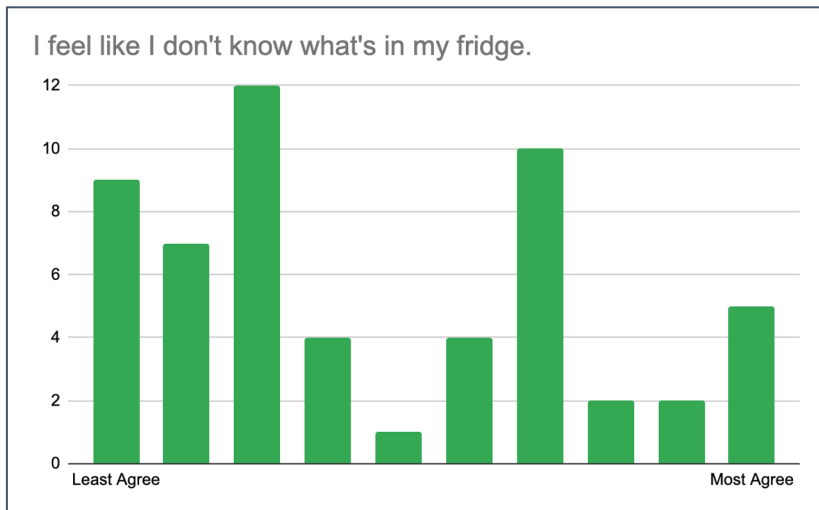
I would use an app to keep an inventory on my groceries.



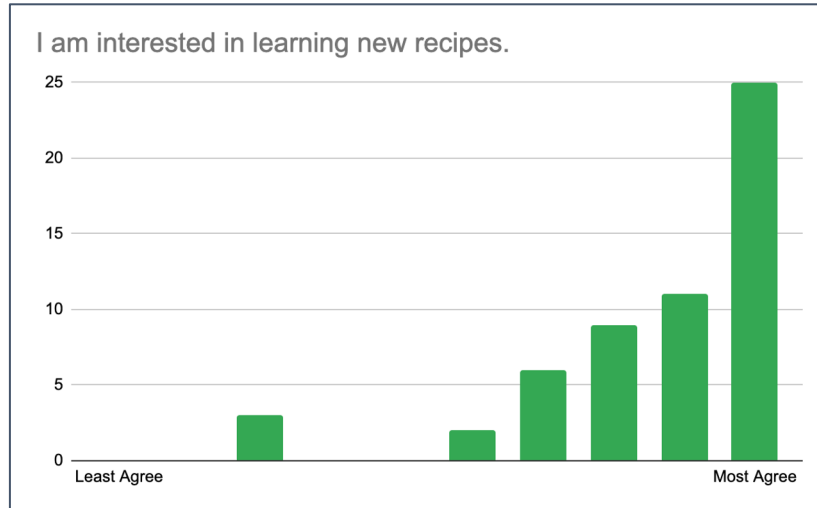
What pricing model appeals the most to you for an app like Stocked?



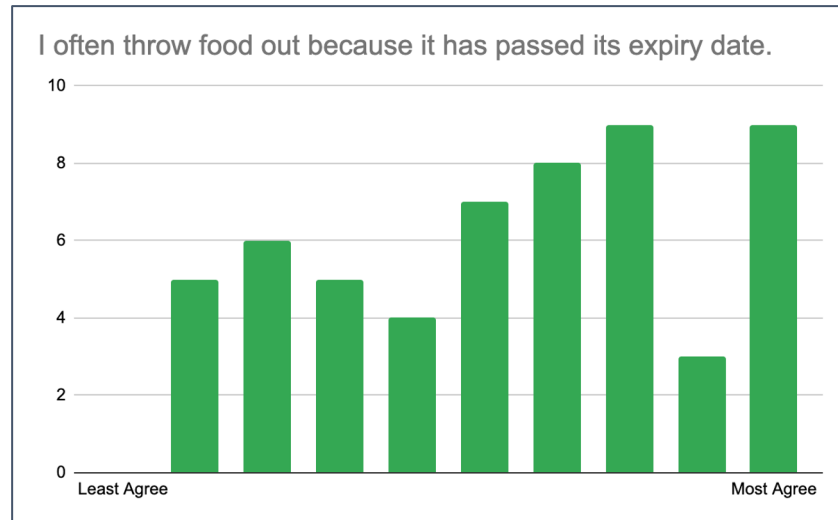
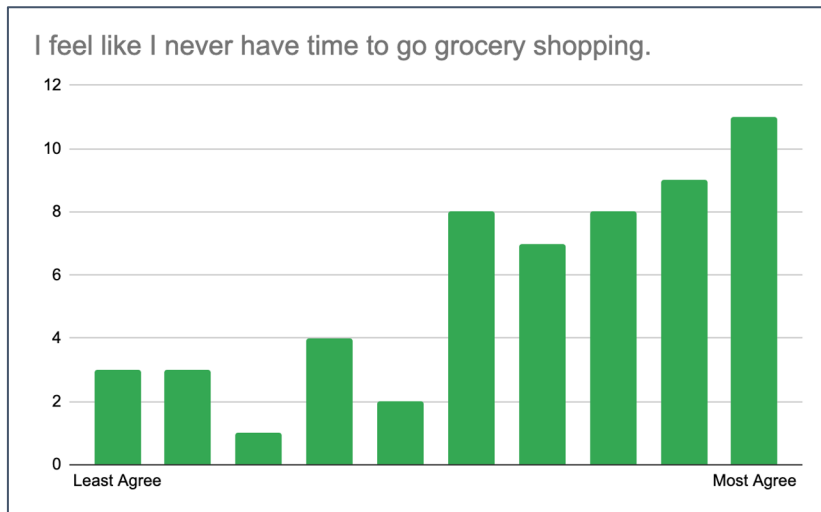
Appendix - Research Summary II



Appendix - Research Summary III



Appendix – Research Summary IV



Appendix – Financial Analysis

Revenue	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Beginning # free users	7,000	7,000	8,400	10,080	12,096	15,483	20,283	26,165
Churn rate	0%	80%	70%	60%	50%	45%	45%	45%
Growth rate	0%	100%	90%	80%	78%	76%	74%	72%
Ending # of free users	7,000	8,400	10,080	12,096	15,483	20,283	26,165	33,229
Ad revenue per user	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40
Monthly free users revenue	\$2,800.00	\$3,360.00	\$4,032.00	\$4,838.40	\$6,193.15	\$8,113.03	\$10,465.81	\$13,291.58
Quarterly free users revenue	\$8,400.00	\$10,080.00	\$12,096.00	\$14,515.20	\$18,579.46	\$24,339.09	\$31,397.42	\$39,874.73
Beginning paid users	300	300	360	432	518	648	842	1,095
Churn rate	0	50%	45%	40%	35%	30%	30%	30%
Growth rate	0	70%	65%	60%	60%	60%	60%	60%
Ending # of paid users	300	360	432	518	648	842	1,095	1,424
Subscription fee	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99
Monthly paid users revenue	\$597.00	\$716.40	\$859.68	\$1,031.62	\$1,289.52	\$1,676.38	\$2,179.29	\$2,833.08
Quarterly paid users revenue	\$1,791.00	\$2,149.20	\$2,579.04	\$3,094.85	\$3,868.56	\$5,029.13	\$6,537.87	\$8,499.23
Total number of users	7,300	8,760	10,512	12,614	16,131	21,125	27,260	34,653
Total Monthly Revenue	\$3,397.00	\$4,076.40	\$4,891.68	\$5,870.02	\$7,482.67	\$9,789.41	\$12,645.10	\$16,124.65
Cumulative Monthly Revenue	\$3,397.00	\$7,473.40	\$12,365.08	\$18,235.10	\$25,717.77	\$35,507.17	\$48,152.27	\$64,276.92
Total Quarterly Revenue	\$10,191.00	\$12,229.20	\$14,675.04	\$17,610.05	\$22,448.02	\$29,368.22	\$37,935.29	\$48,373.95
Cumulative Quarterly Revenue	\$10,191.00	\$22,420.20	\$37,095.24	\$54,705.29	\$77,153.30	\$106,521.52	\$144,456.81	\$192,830.76

Appendix – Financial Analysis

Expenses	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Marketing spend per user								
Social media advertising	\$2,000.00	\$2,600.00	\$3,380.00	\$4,056.00	\$4,867.20	\$5,840.64	\$7,008.77	\$8,410.52
Spending growth %		30%	30%	20%	20%	20%	20%	20%
In-store promotions	\$1,500.00	\$2,250.00	\$3,375.00	\$4,725.00	\$6,615.00	\$9,261.00	\$12,965.40	\$18,151.56
Spending growth %		50%	50%	40%	40%	40%	40%	40%
Ambassador program commissions	\$500.00	\$650.00	\$845.00	\$1,014.00	\$1,216.80	\$1,460.16	\$1,752.19	\$2,102.63
Spending growth %		30%	30%	20%	20%	20%	20%	20%
Total marketing spend	\$4,000.00	\$5,500.80	\$7,600.80	\$9,795.60	\$12,699.60	\$16,562.40	\$21,726.96	\$28,665.31
Maintenance costs								
API/day	\$25.00	\$26.25	\$27.56	\$28.94	\$30.39	\$31.91	\$33.50	\$35.18
Growth %		5%	5%	5%	5%	5%	5%	5%
Backend maintenance	\$10.00	\$10.50	\$11.03	\$11.58	\$12.16	\$12.76	\$13.40	\$14.07
Growth %		5%	5%	5%	5%	5%	5%	5%
Cloud functions	\$10.00	\$10.50	\$11.03	\$11.58	\$12.16	\$12.76	\$13.40	\$14.07
Growth %		5%	5%	5%	5%	5%	5%	5%
Total maintenance costs per day	\$45.00	\$47.35	\$49.71	\$52.19	\$54.80	\$57.53	\$60.40	\$63.42
Quarterly maintenance costs	\$4,050.00	\$4,261.50	\$4,474.13	\$4,697.38	\$4,931.80	\$5,177.94	\$5,436.39	\$5,707.76
Total Monthly Expenses	\$2,683.33	\$3,254.10	\$4,024.98	\$4,830.99	\$5,877.13	\$7,246.78	\$9,054.45	\$11,457.69
Total Quarterly Expenses	\$8,050.00	\$9,762.30	\$12,074.93	\$14,492.98	\$17,631.40	\$21,740.34	\$27,163.35	\$34,373.07
Total Quarterly Profit	\$2,141.00	\$2,466.90	\$2,600.12	\$3,117.07	\$4,816.62	\$7,627.88	\$10,771.94	\$14,000.88
Cumulative Profit	\$2,141.00	\$4,607.90	\$7,208.02	\$10,325.08	\$15,141.70	\$22,769.57	\$33,541.51	\$47,542.40

Appendix – Market Sizing

Canada	37,590,000		University students	2,034,957		University students	2,034,957
Households with 3+ persons	5,267,685		% living off campus	80%		% entering the workplace	15%
% in target market	1%		Off-campus	1,627,966		New graduates entering work	305,244
Target market	52,677		% in target market	5%		% in target market	5%
			Target market	81,398		Target market	15,262
Total Target Market	149,337						

Appendix – Potential Partnerships I

Grocery Stores		
Name	Partnership Details	Feasibility - 5 Stars
Metro	• Discounts for Stocked Users • Advertising products on the app • Similar to the flyers you pick up at the entrance	★★★★
Grocery Checkout		★★★★
Loblaws		★★★
Food Basics		★★★
Farm Boy		★★

Appendix – Potential Partnerships II

Other Food-Related Establishments (Delivery Services, Products, etc.)		
Instant Cart	Have your groceries be delivered to your door	★ ★ ★
Hello Fresh	Mutual advertising	★
Fitness & Health		
The ARC	- Advertising - Using Stocked to enhance their services - I.e. “What’s in our fridge?”	★ ★
Studio 330 Yoga		★ ★ ★
Recipe Blogs		
Food Bloggers of Canada	Mutual advertising - we advertise their recipes, they advertise Stocked	★ ★ ★ ★
The Girl on Bloor		★ ★ ★ ★

Appendix – Potential Partnerships III

Local Favourites

Queen's University	Increasing student wellness through healthy eating	★★★
Cataraqui Centre	Providing in-kind sponsorships for mutual advertising	★★
Kingston General Hospital	Using Stocked to enhance services - specifically nutritional services	★★★

Beverages

Nutrl, Cottage Springs, etc.	Mutual advertising	★★
Twisted Tea, Hey Y'all, etc.		★★
Beers, Local Breweries (Riverhead Brewing Company)		★★

Appendix - Potential Partnerships IV

Other		
Home Depot	● Mutual advertising - specifically for fridges	☆☆☆
The Brick		☆☆☆
Vistaprint	● Custom fridge magnets	☆☆☆