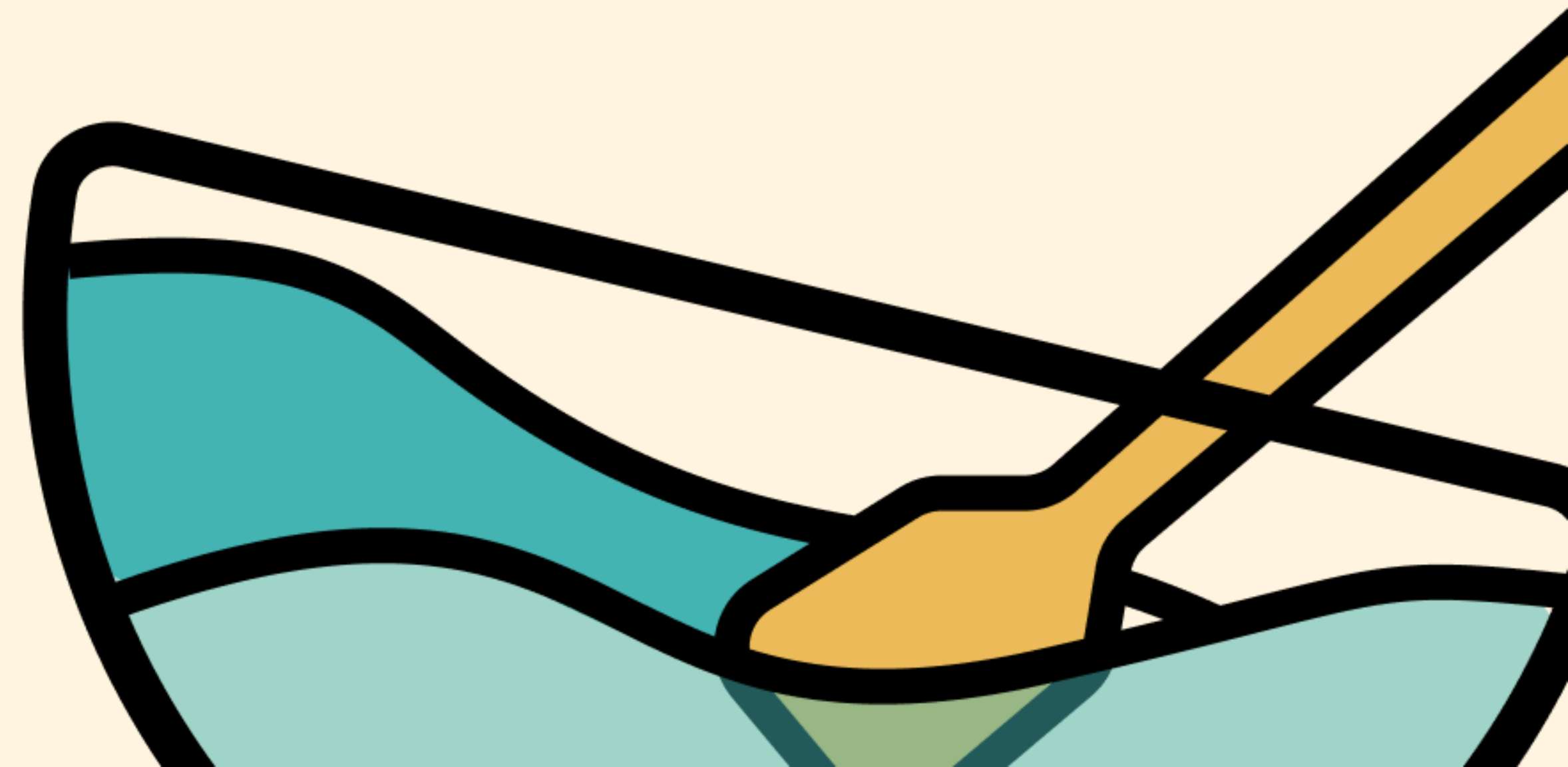
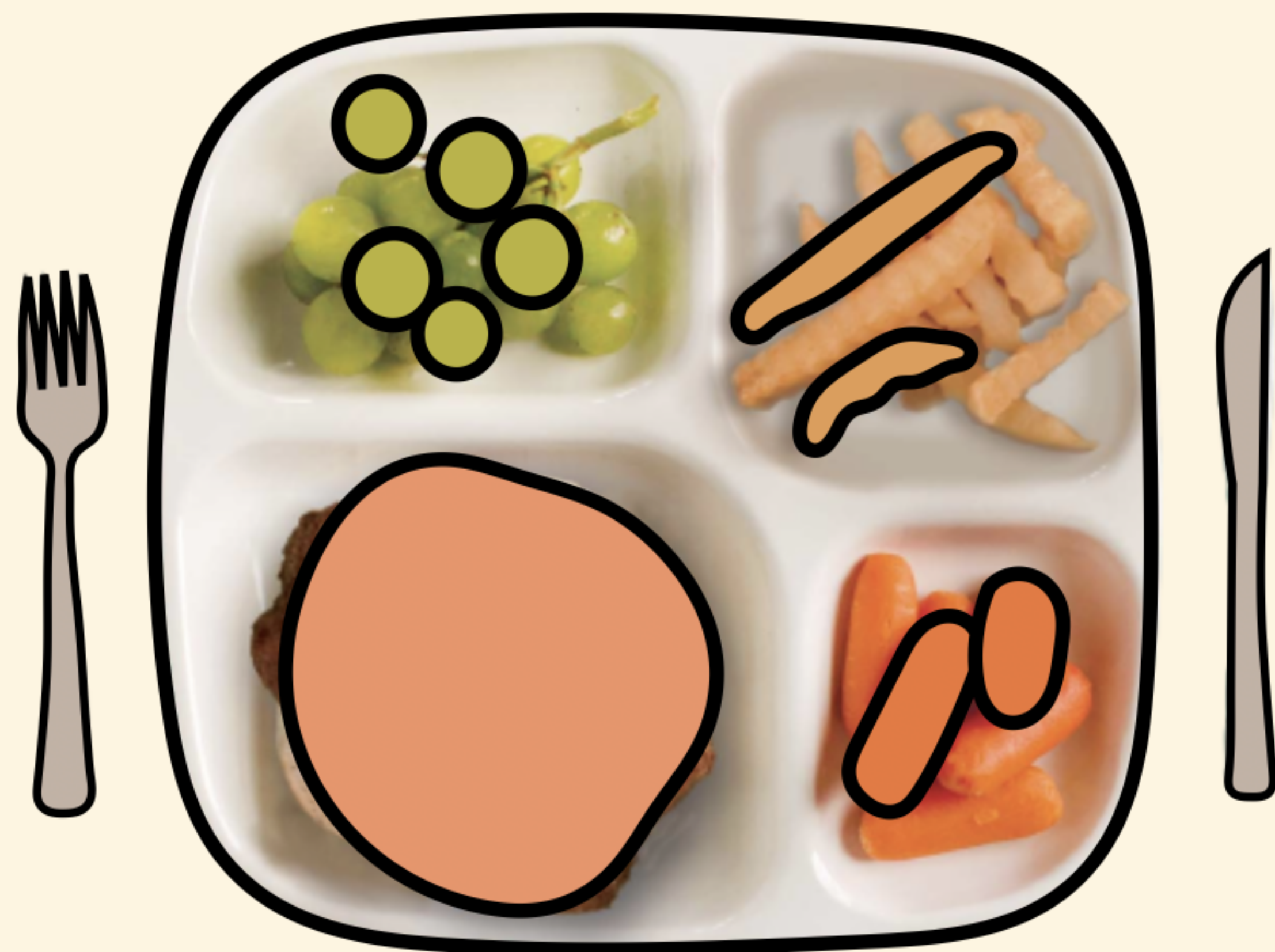


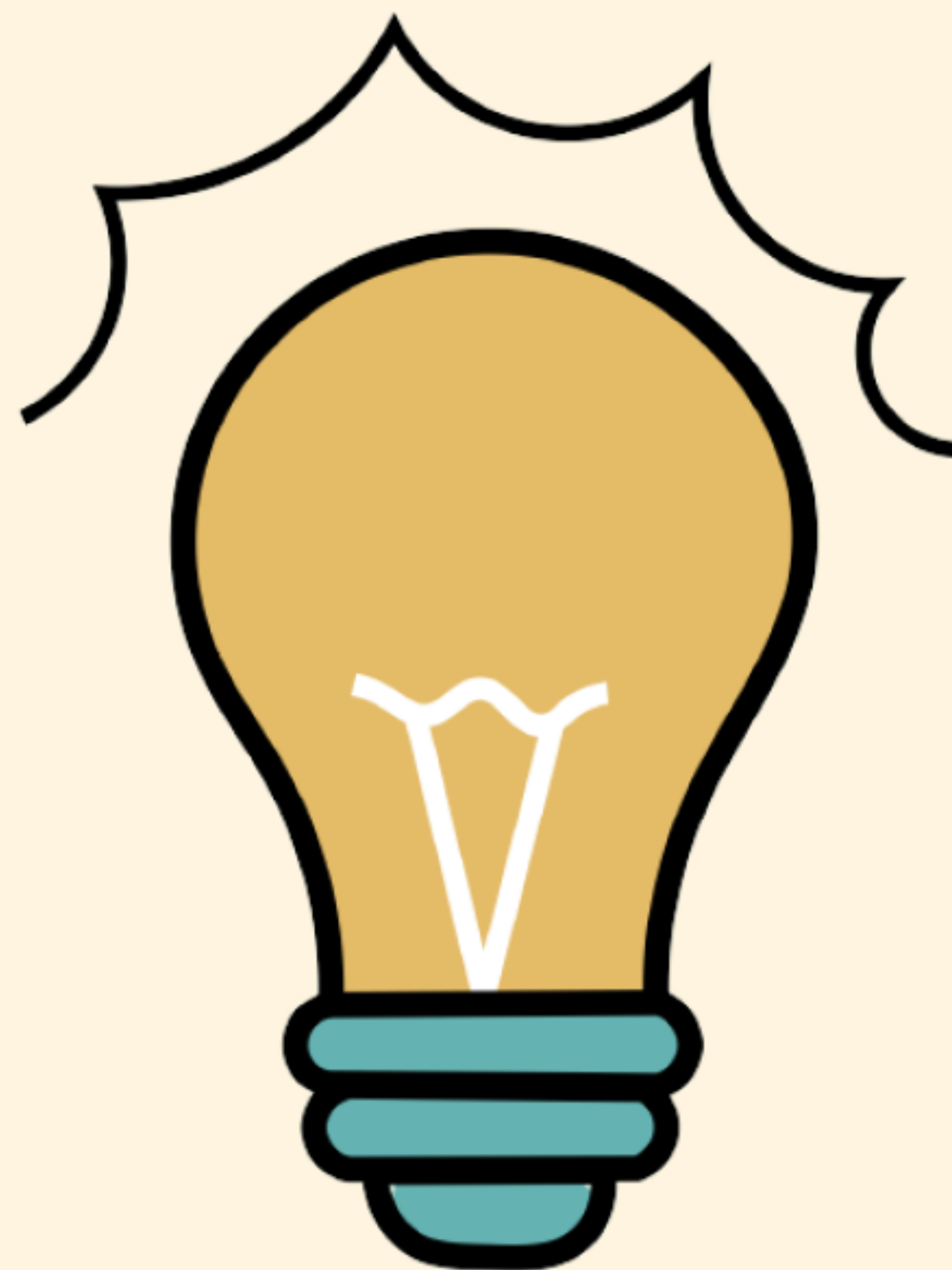
Winter Demo Day
March 11, 2023

**Let's feast on
something delicious**

Queen's Technology Media Association











feastly

Meet the Team



Manush Patel
Product Manager



Jack Studiner
Senior Developer



Connor Rewa
Developer



Alison Xia
UI/UX Designer



Larry Han
First-Year Rep

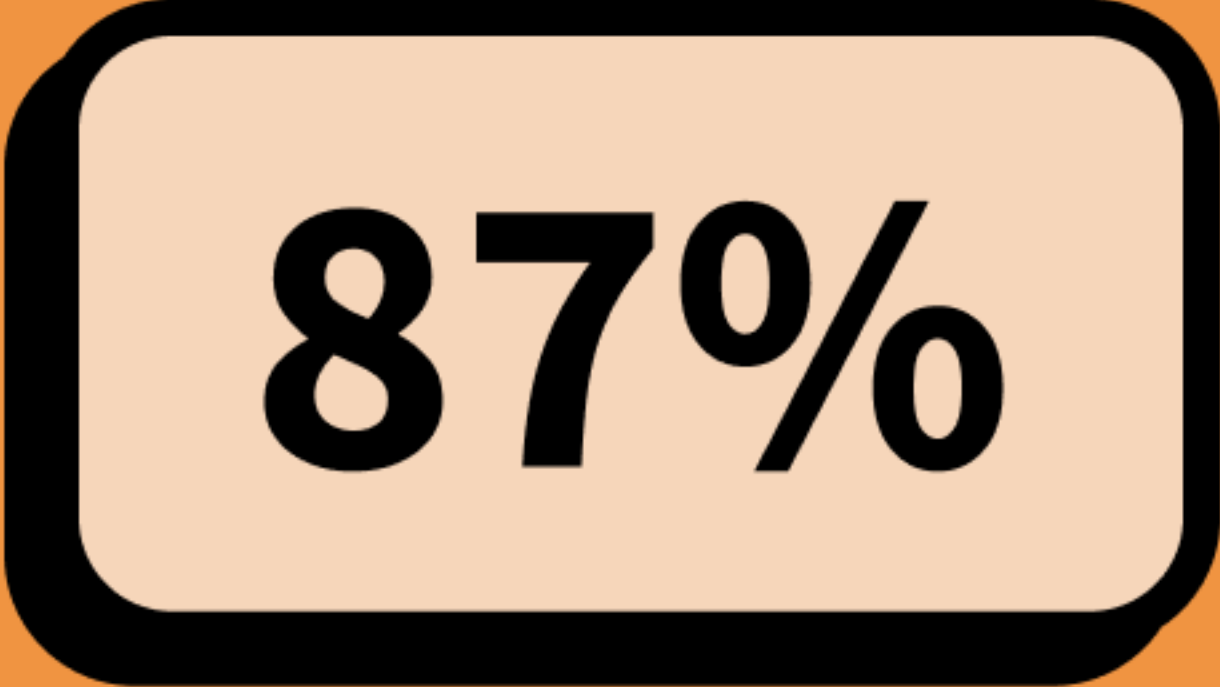


Problem Space



55%

**of university students
indicated they missed
homemade meals**



87%

**of Canadians said they prefer
home cooked meals over
eating out**

**How can we make it easier for
everyone to access authentic meals?**



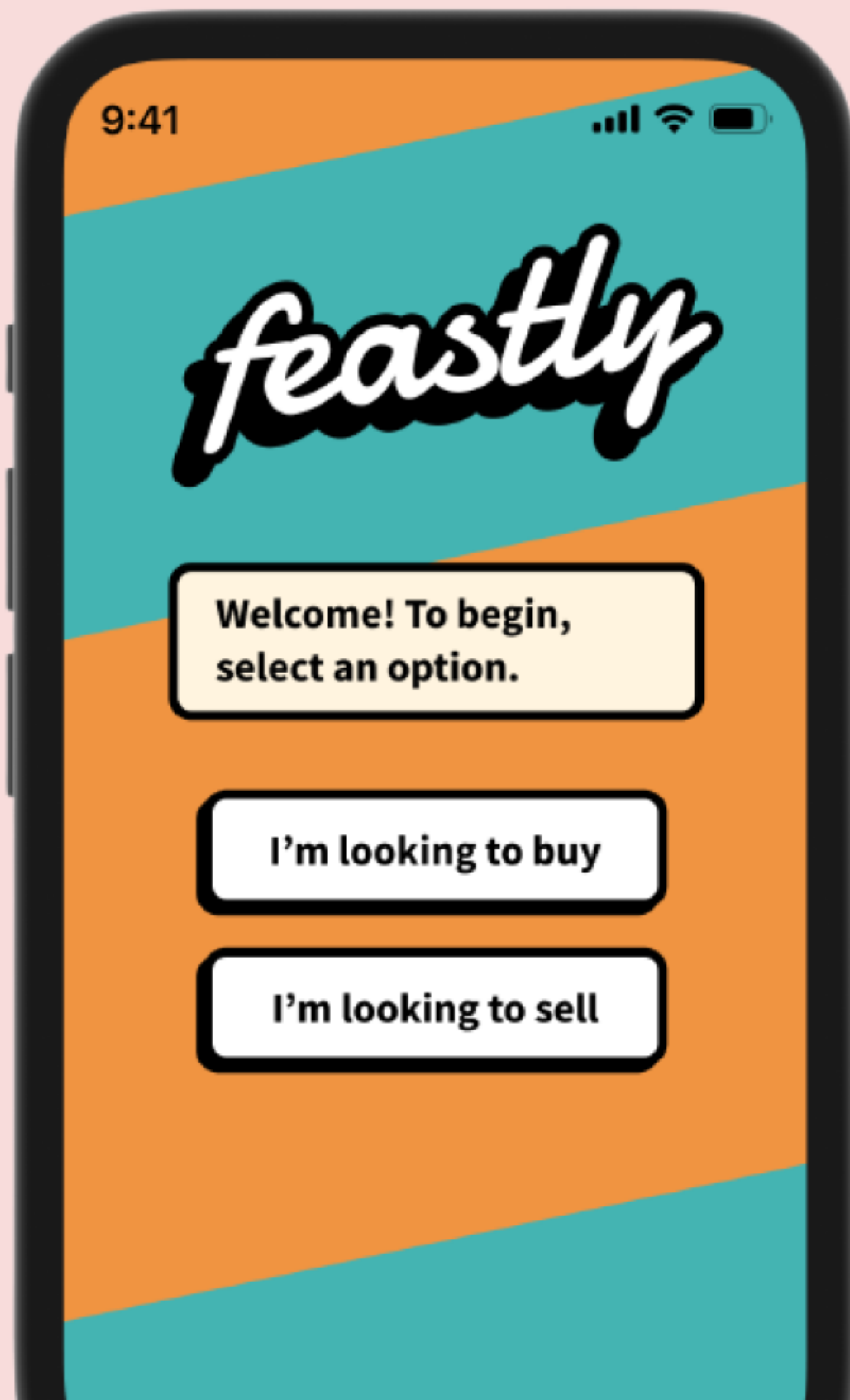
Product Idea





UI/UX and Demo





Unconventional, yet familiar design.

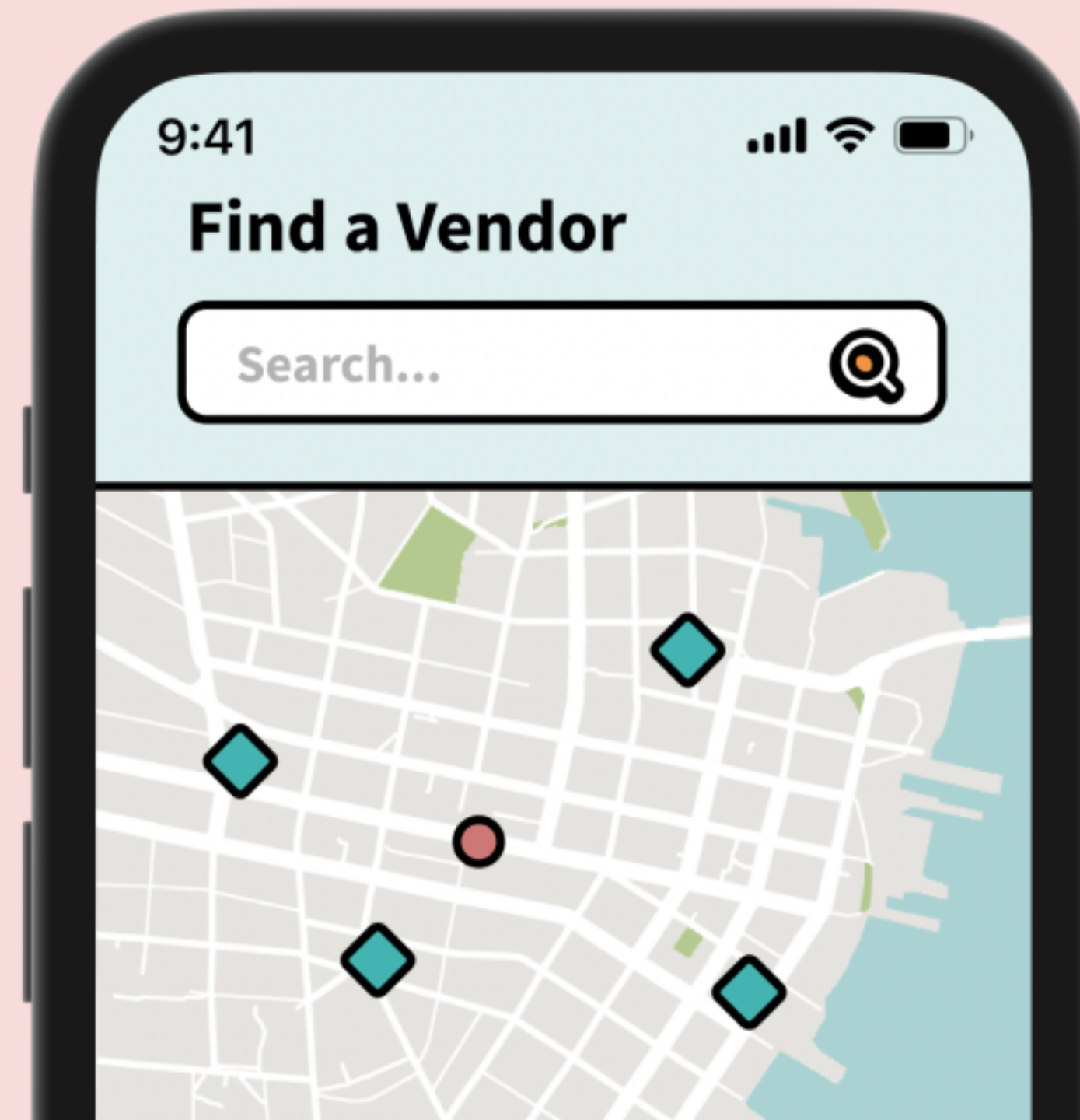
- Bright, solid fills and outlines
- Unique colours
- Easy navigability and clarity



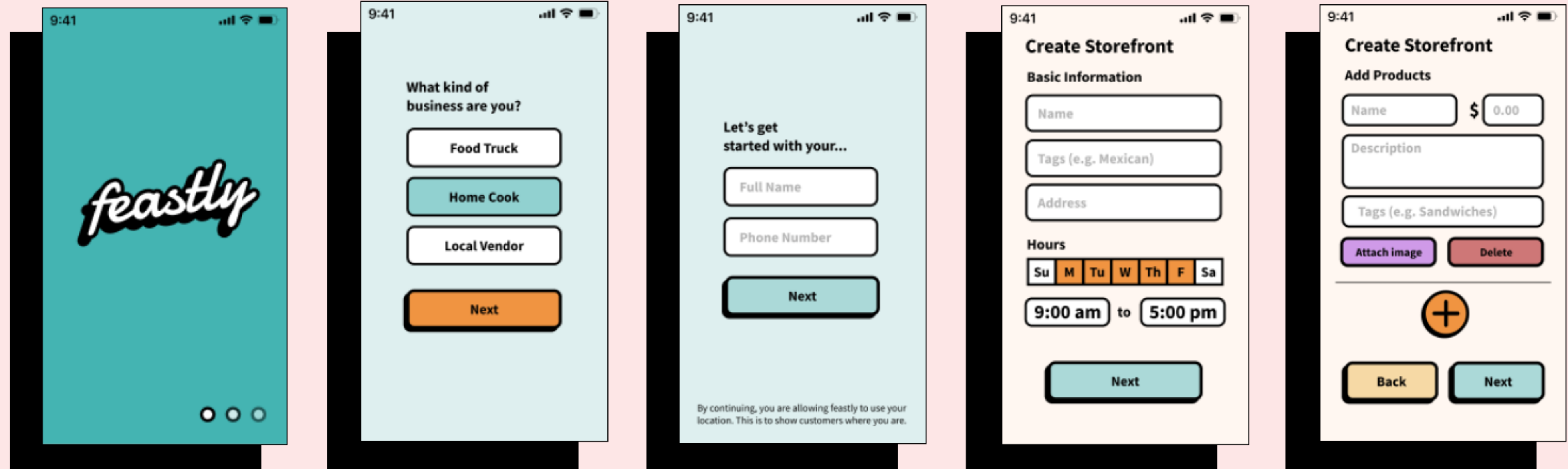


Breaking Every Tech Design Rule.

- No gradients
- No tech blue tones
- No minimalist fonts
- No weird looking blue-faced people



Vendor



Five mobile app screens for the Vendor onboarding process. The first screen is a teal splash screen with the 'feastly' logo and three dots at the bottom. The second screen asks 'What kind of business are you?' with buttons for 'Food Truck', 'Home Cook', 'Local Vendor', and a 'Next' button. The third screen asks 'Let's get started with your...' with input fields for 'Full Name' and 'Phone Number', a 'Next' button, and a privacy notice at the bottom. The fourth screen is titled 'Create Storefront' and includes 'Basic Information' (Name, Tags, Address), 'Hours' (days of the week and time range), and a 'Next' button. The fifth screen is also titled 'Create Storefront' and includes 'Add Products' (Name, Price, Description, Tags), an 'Attach image' button, a 'Delete' button, a plus icon to add more products, and 'Back' and 'Next' buttons.

9:41

What kind of business are you?

Food Truck

Home Cook

Local Vendor

Next

Let's get started with your...

Full Name

Phone Number

Next

By continuing, you are allowing feastly to use your location. This is to show customers where you are.

Create Storefront

Basic Information

Name

Tags (e.g. Mexican)

Address

Hours

Su M Tu W Th F Sa

9:00 am to 5:00 pm

Next

Create Storefront

Add Products

Name \$ 0.00

Description

Tags (e.g. Sandwiches)

Attach image

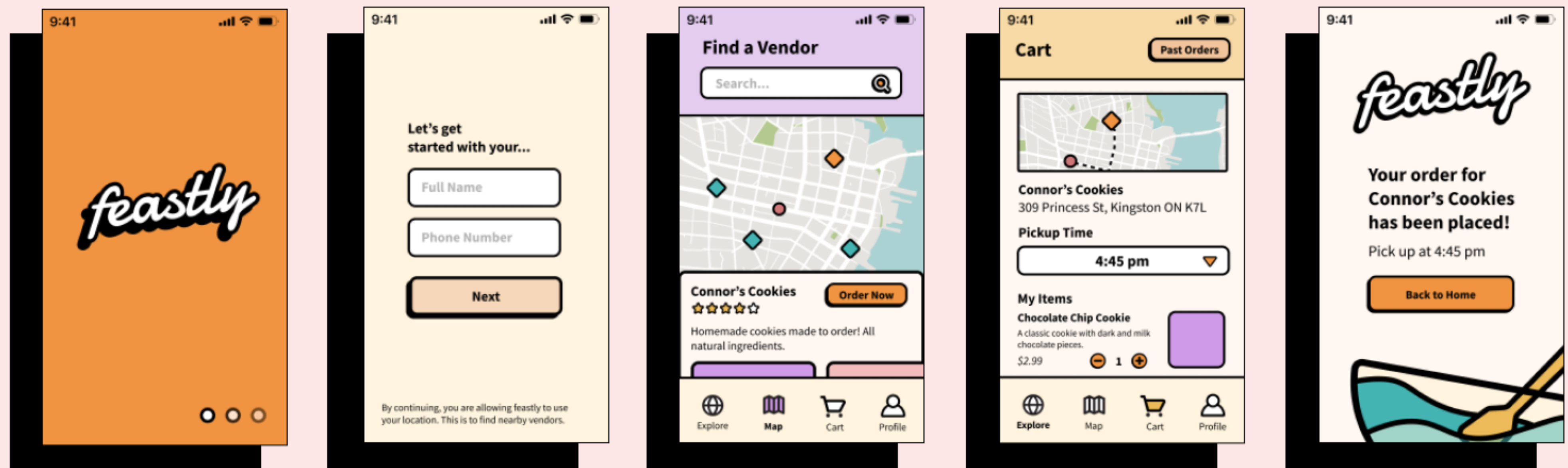
Delete

+

Back

Next

Customer



Five mobile app screens for the Customer experience. The first screen is an orange splash screen with the 'feastly' logo and three dots at the bottom. The second screen asks 'Let's get started with your...' with input fields for 'Full Name' and 'Phone Number', a 'Next' button, and a privacy notice at the bottom. The third screen is titled 'Find a Vendor' and includes a search bar, a map with vendor locations, and a card for 'Connor's Cookies' with an 'Order Now' button. The fourth screen is titled 'Cart' and includes a 'Past Orders' button, a map showing the pickup location, details for 'Connor's Cookies' (address, pickup time), and a list of 'My Items' (Chocolate Chip Cookie) with a quantity selector. The fifth screen is a confirmation screen with the 'feastly' logo, the text 'Your order for Connor's Cookies has been placed!', the pickup time, and a 'Back to Home' button.

9:41

Let's get started with your...

Full Name

Phone Number

Next

By continuing, you are allowing feastly to use your location. This is to find nearby vendors.

Find a Vendor

Search...

Connor's Cookies

Order Now

Homemade cookies made to order! All natural ingredients.

Cart

Past Orders

Connor's Cookies

309 Princess St, Kingston ON K7L

Pickup Time

4:45 pm

My Items

Chocolate Chip Cookie

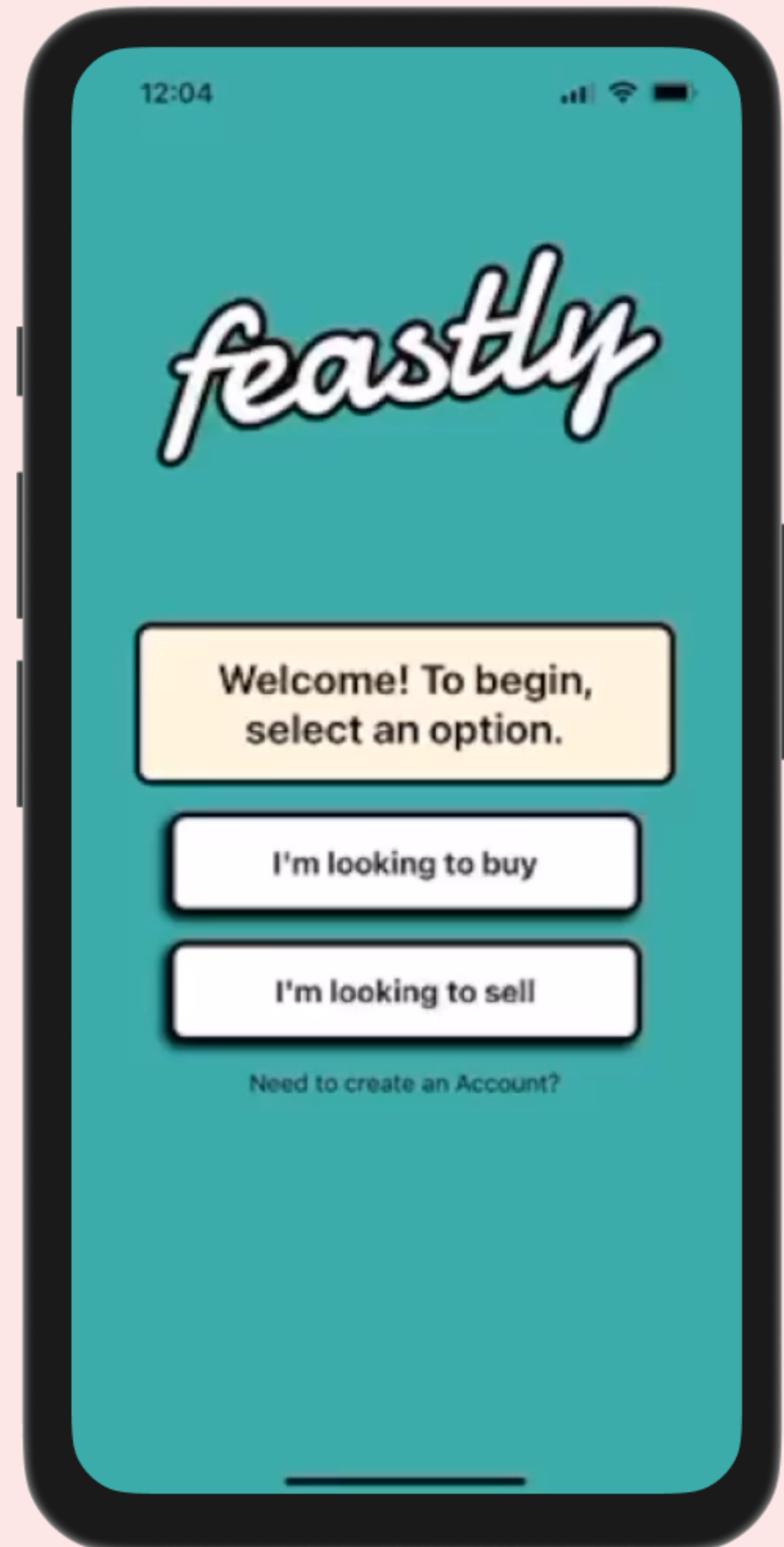
A classic cookie with dark and milk chocolate pieces.

\$2.99

1

Back to Home

Demo Video



Tech Stack

React Native

AWS Amplify

GraphQL

AWS AppSync

PostgreSQL

Aurora



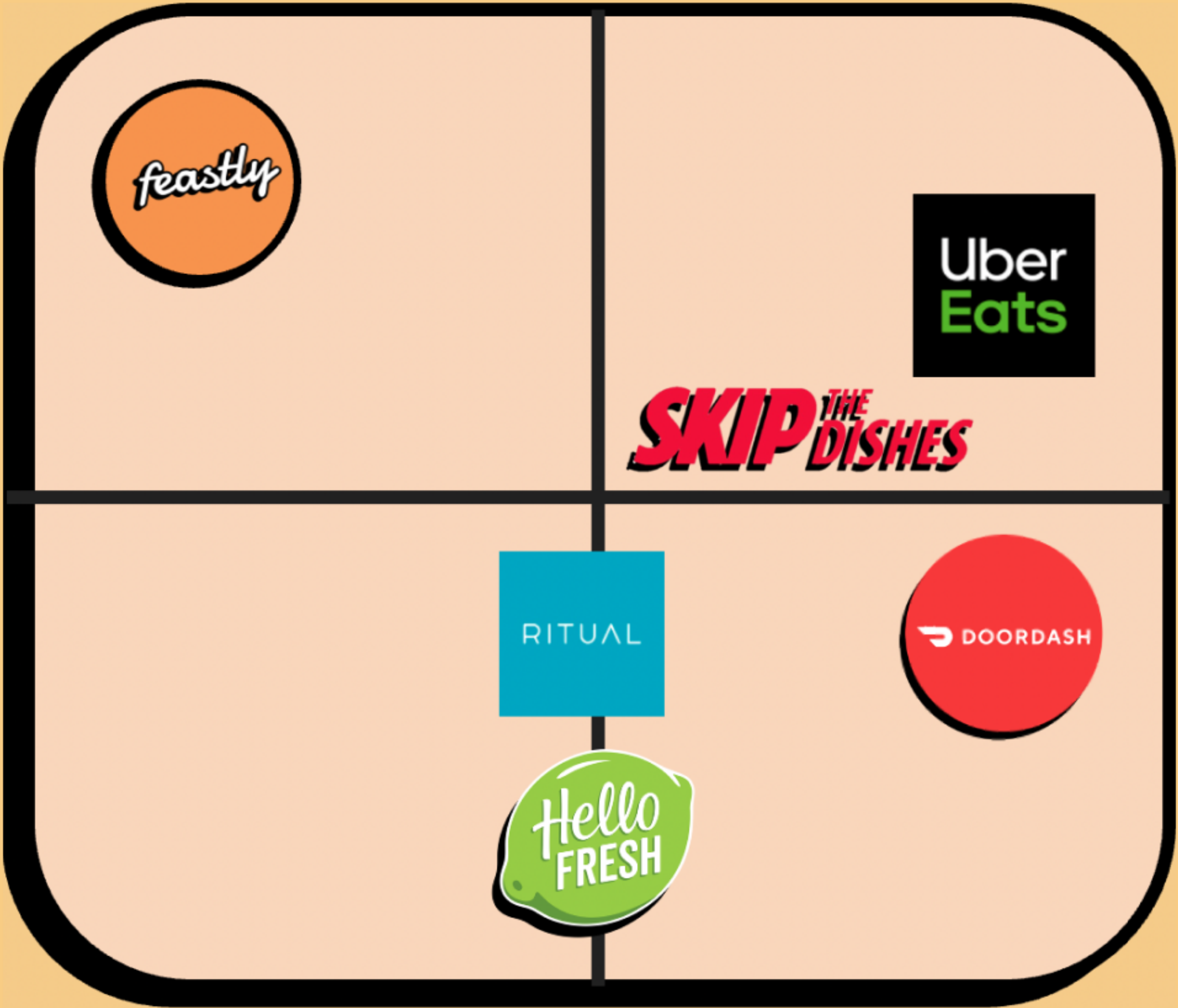
Competitor Analysis



High Local Business Support

Low Vendor
Expense

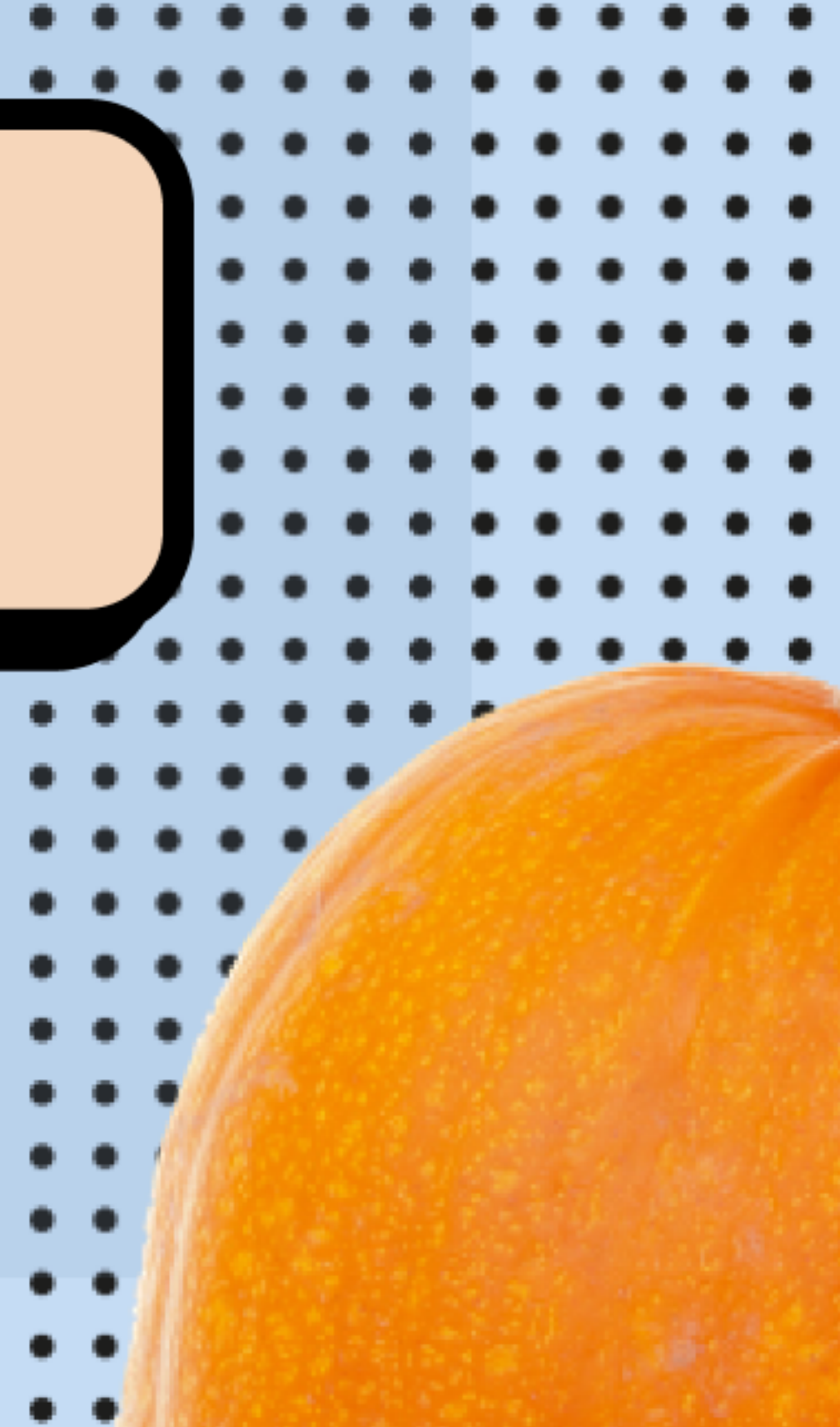
High Vendor
Expenses



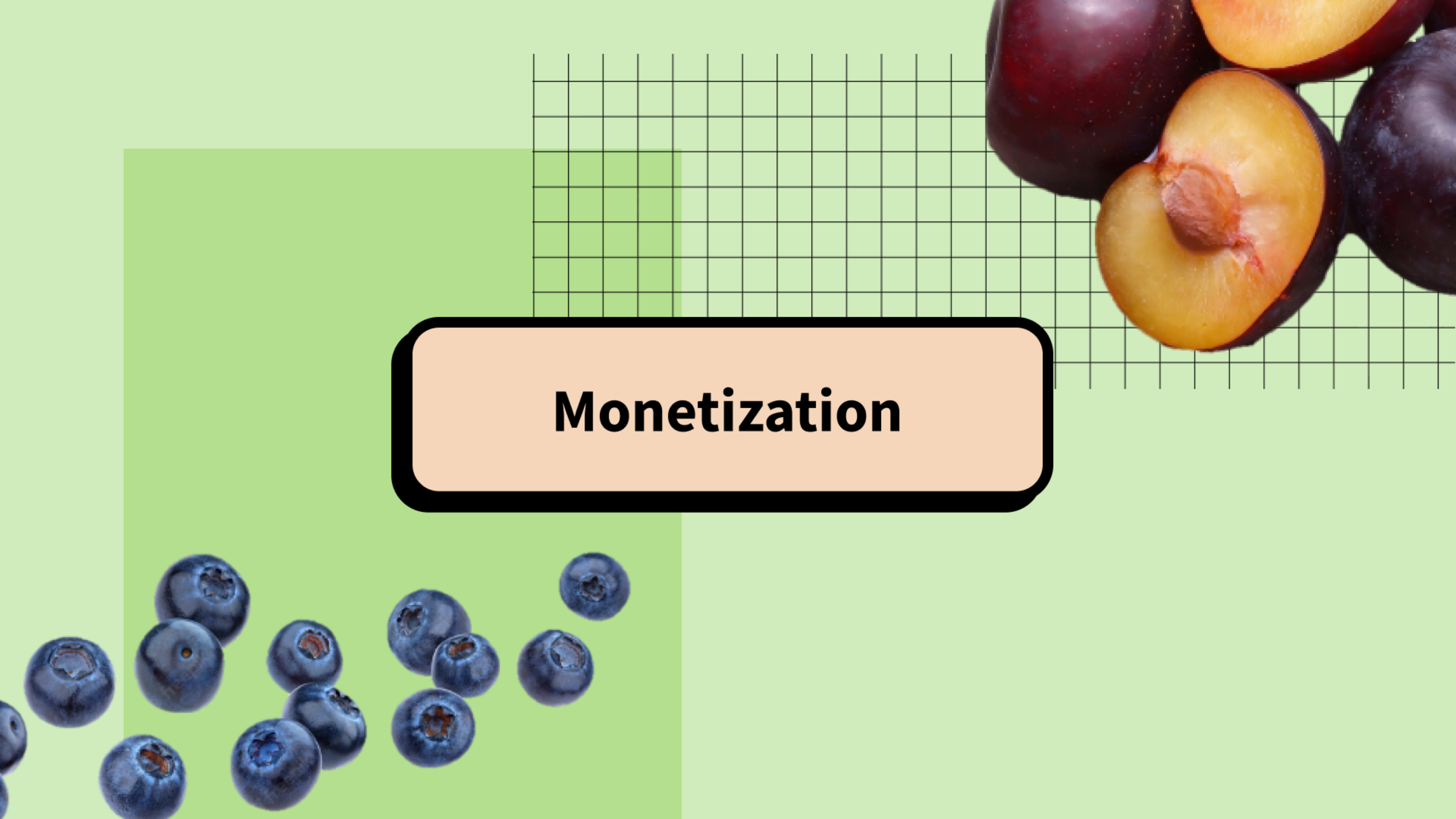
Low Local Business Support



Go-To-Market



Pre-Order	Product Pickup	Small Vendor Friendly	Local Business Focus	Interactive Map
				
				
				
				
				
				

The background features a light green color scheme. In the top right corner, there is a cluster of dark purple plums, with one plum cut in half to reveal its orange-yellow flesh and brown pit. This cluster is positioned over a grid pattern that extends across the top half of the image. In the bottom left corner, there is a small group of fresh blueberries. A central text box is also present.

Monetization

Subscription-Based Pricing Strategy

We're encouraging small business growth through an affordable price model.

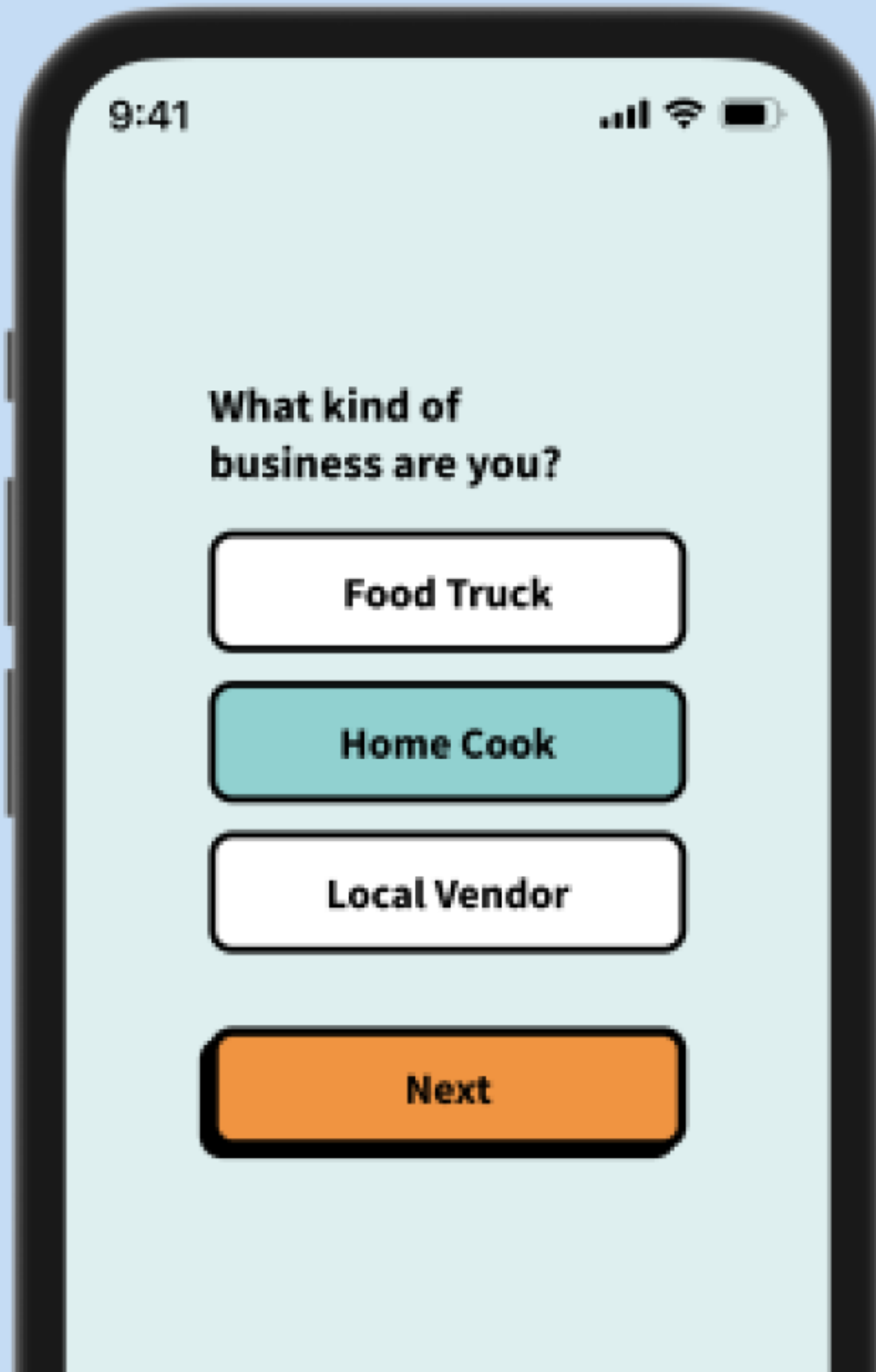
One-month free trial

\$50 Monthly Subscription

Money-back guarantee
(min. \$50 profit)

feastly





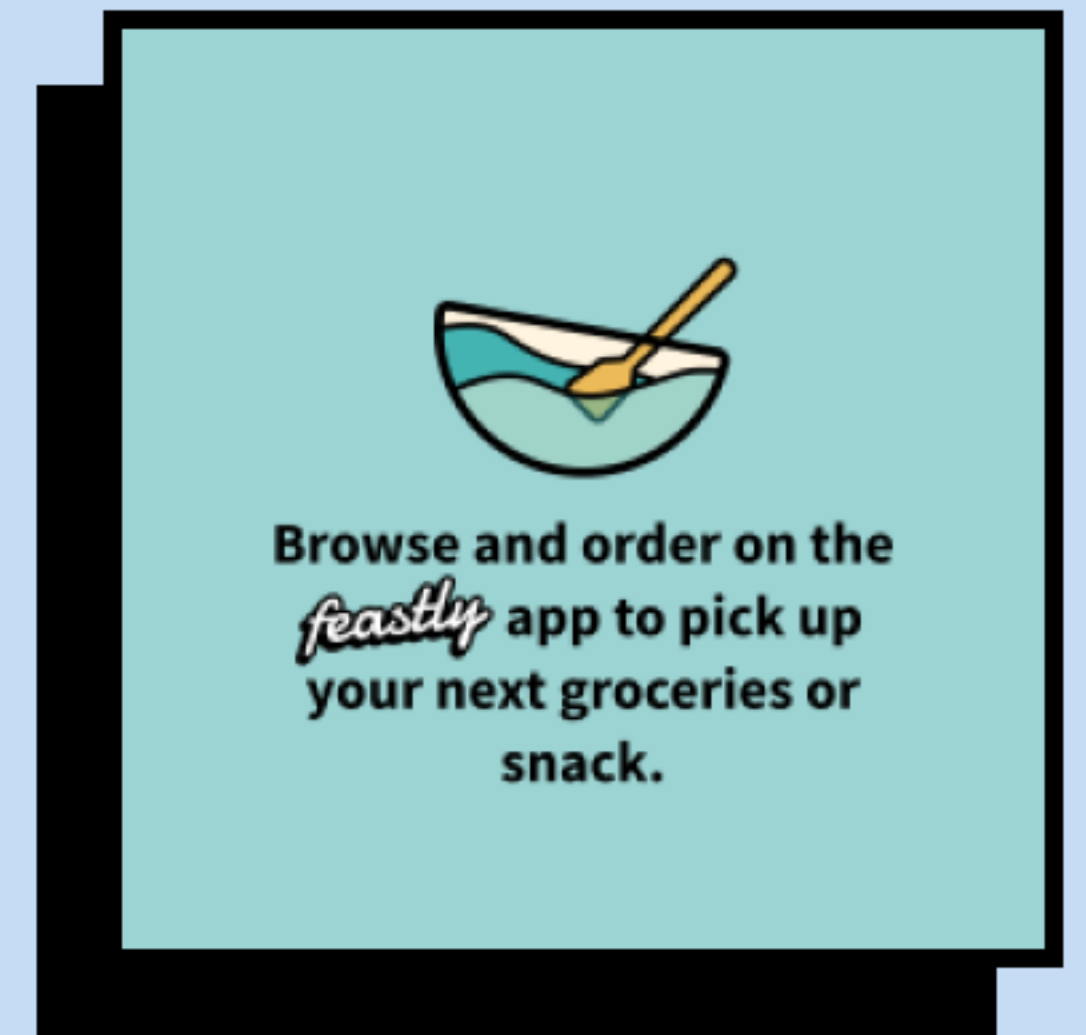
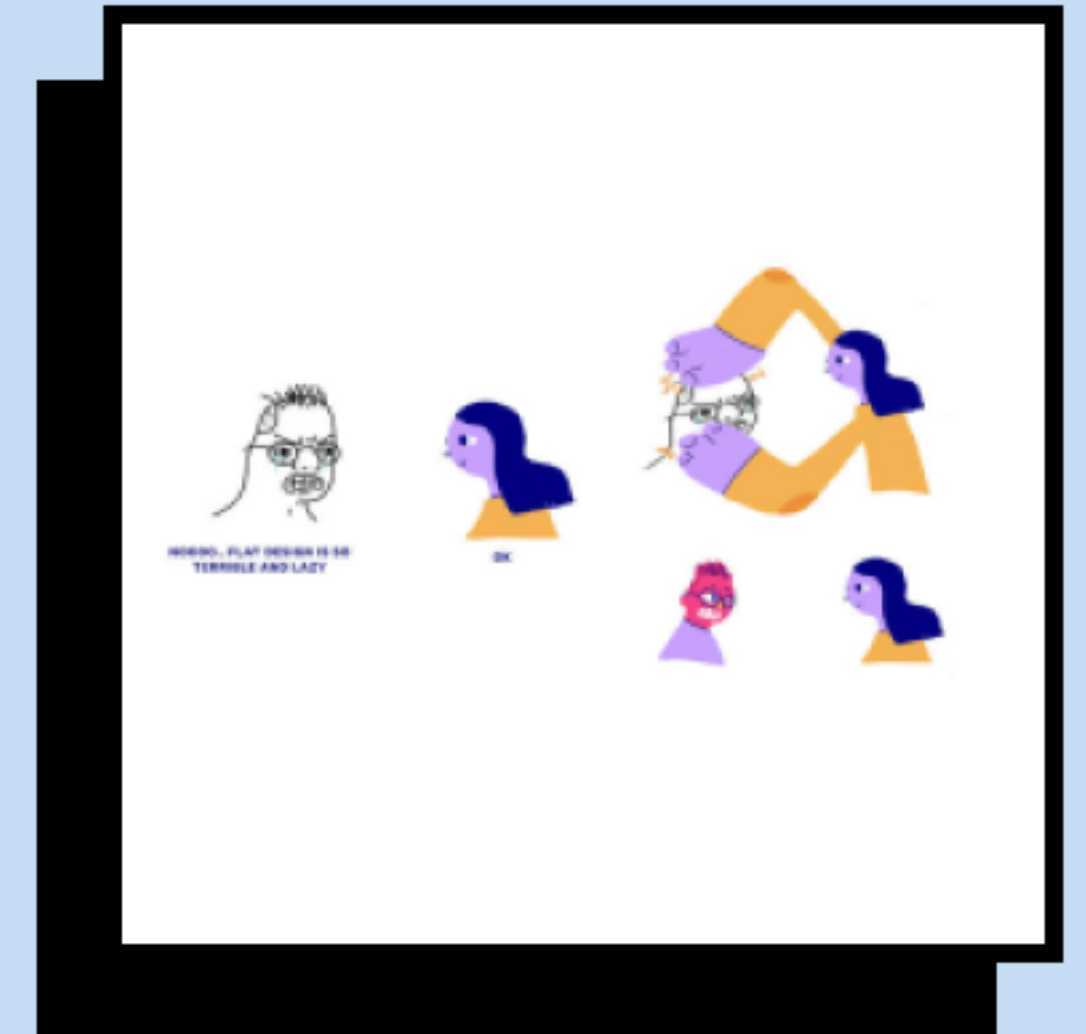
1.

Vendor Acquisition

- 7 vendors are on board
- 23 more have been contacted
- Emailing, cold-calling, and Instagram is our main form of communication

2. Marketing Strategy

- Campaigning on Instagram and incentivizing users to complete orders
- Conducted a mock ordering process on Facebook and received 308 orders
- Looking to partner with festivals happening in the GTA and the food trucks present there



Future Goals

Have 100 vendors

**Generate \$10,000 in
revenue**

**Expand to 3 different
cities**

Questions?