App
'Eat Local'

By Smooth Like Butter

TEAM INTRO

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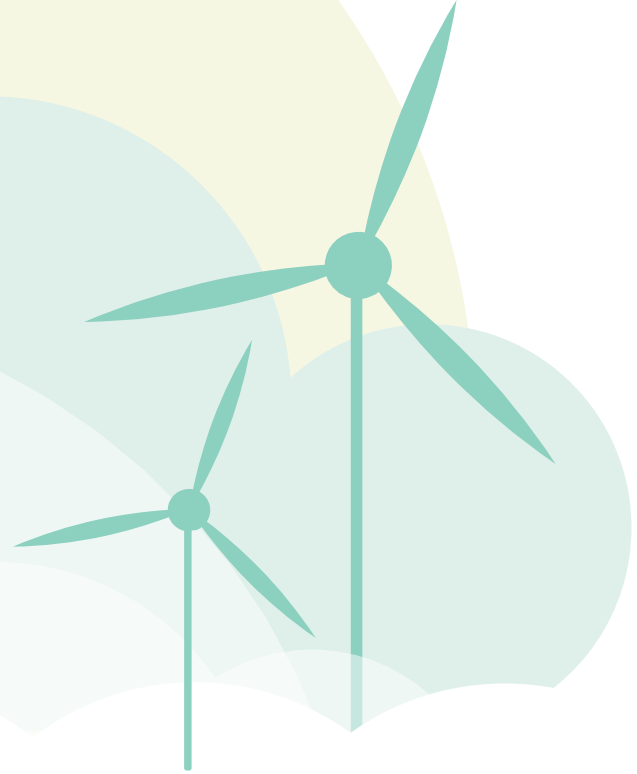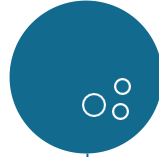Carine

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01.

Project Idea

Problem & Solution

problem statement

- Small business owners in the **food industry** need to have a more flexible and generous finance system because they have to handle a variety of financial issues, including lower starting financial capacity, higher costs and lack of experience.

- Single households, or even nuclear families, want to make healthier food choices but this is difficult due to financial restrictions, resulting in repeated consumption of low quality, unsustainable meals.

Pains

Small, Food Business Owners	Single Household Consumers
● Fluctuating number of customers -Unnecessary cost of ingredients -Cost of food waste disposal ● Low income/budget ● Vulnerable to changes in business environment (ex: COVID19)	● Low storage capacity ● Low budget ● Low cooking experience

So how can we help small businesses in the food industry financially without just giving handouts?

our solution

'Eat local'

An app promoting small businesses to the local community by

a)   map - see them
b)   reservation system - visit them
c)   ingredients - help them

Park's Sushi

Gains:
An app for customers & business owners

Small, Food Business Owners	Single Household Consumers
- Able to predict numbers - Save food disposal cost - Promote their restaurant	- Buy fresh ingredients in small quantities at a low cost - Easily find local restaurants -Meet their personalized desire for taste (MATJIB) - Learn recipes

Key elements of the app

Champion Small Business
Easy for customers to find small local restaurants

Community-oriented
Stay local and keep money in the community

Reduce Food Waste
Extend foods' life cycle by redistributing unused ingredients to locals

Multi-faceted
Find restaurants, make a reservation, and buy fresh ingredients all in one place

HOME

WASTE
MANAGEMENT

CO₂ EMISSIONS

COMMITTED
EMPLOYEES

SOCIAL ACTION

How does this support SDG 12?

This increases the **sustainable management of resources** and achieves **resource efficiency** along both production and consumption phases of the food lifecycle.

This is done by:

1. Reducing food loss and waste by controlling quantity of product initially bought, and using the product until its end, resulting in lesser need for waste disposal
2. Reducing emissions by using a local distribution channel to share food between restaurants and local customers
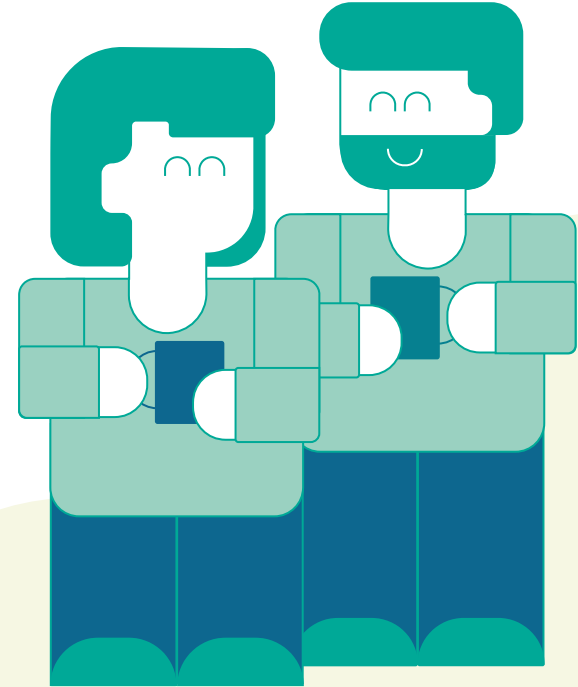
And it supports other SDGs too

- GOAL 2: Zero Hunger - cheaper availability of fresh food
- GOAL 3: Good Health and Well-being - ensure fresh food supply
- GOAL 8: Decent Work and Economic Growth - support small businesses
- GOAL 9: Industry, Innovation and Infrastructure - support competition within the food sector
- GOAL 11: Sustainable Cities and Communities - make eating out sustainable
- GOAL 13: Climate Action - reduce emissions, food loss and waste
- GOAL 17: Partnerships to achieve the Goal - partner with charities e.g. homeless shelters to expand the reach and social impact of the app

02.
Prototype

03.
Competition & USP

Competition-App <Last Order>

0.1

distant restaurants (over 2km)

0.2

focus on franchises, cafes,
and convenience stores

0.3

low discount rate

Positioning

Creating New Values under SDG12

Different Target Focused

Whereas "Last Order" is focusing on more franchise company, especially for convenience store, we are keen on small restaurant more susceptible to the environment.

Big Data Based Algorithm Built-in

We are collecting customer's review, opinion, rating one by one, and trying to establish algorithm based recommendation system afterwards.

Enlargement Target for Food Thrown away

Not only focusing on business owner, But also we concern about the food waste from single-house holds.

Gamification, Nudge effect

We'd like to bring about people's interest to save the environment naturally. By applying "Matching Service", material based recipe list to ingredients, they can feel sort of fun to choose ingredients from the beginning.

라스트오더
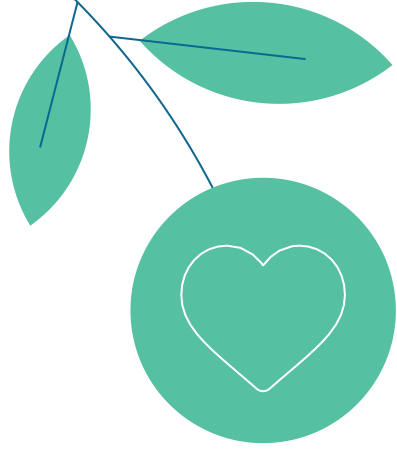
04.
BM (Business Model)

Business Model : 1. Advertisement
                 2. Commission

BM (Business Model) - Finance

1. Advertising fee from condiment company

Inevitably, every cuisine needs a condiment !!

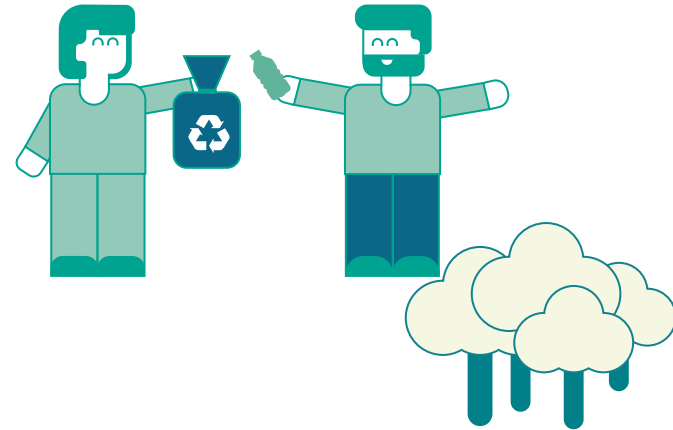- 2 cups mashed potatoes
- ½ cup vegetable oil,

Condiment Company

2. Buying charge for ingredients (can be deducted)

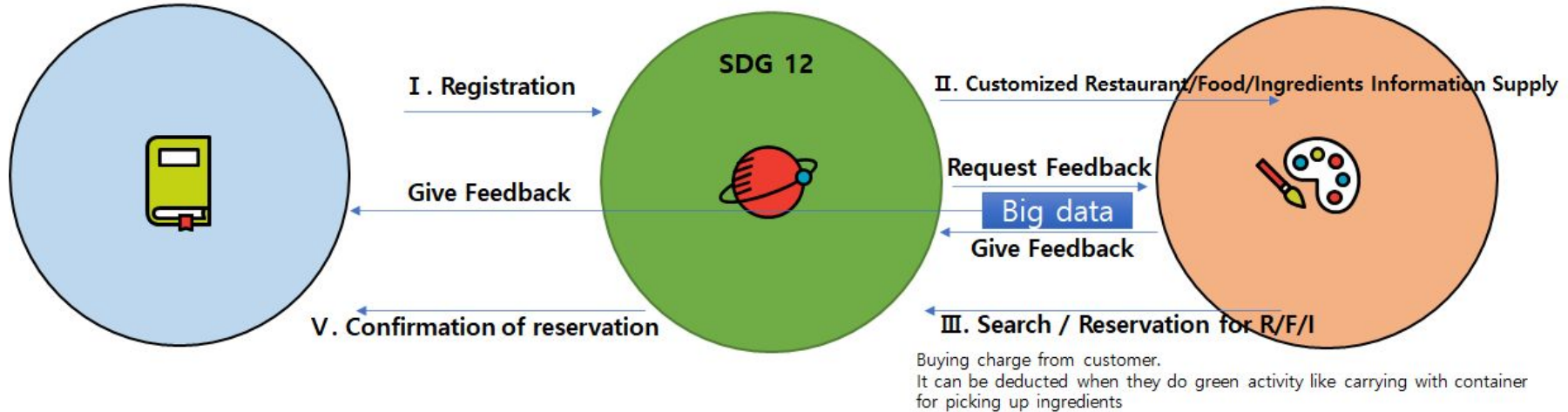Around 10% of purchase fee will be 2nd BM

When customer brings with own **container** to take out food, it will be deducted
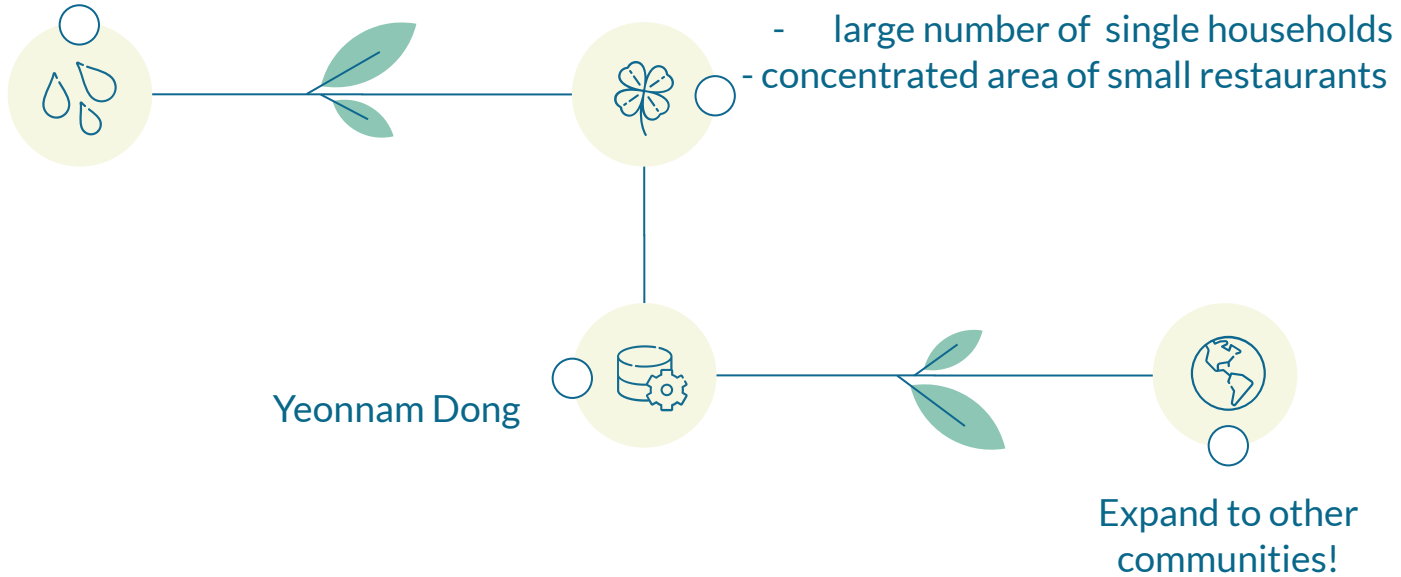
4

BM (Business Model)

Look for Support fund

Emphasize on our eco-friendly feature to interested institution like minister of Environment, Government.
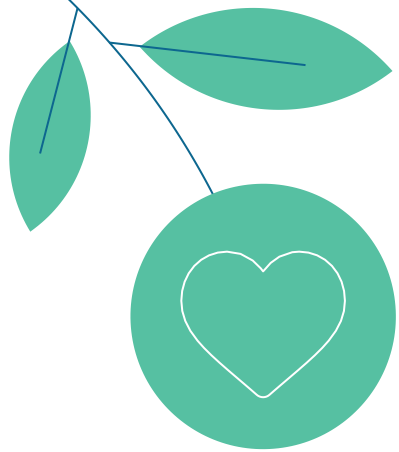
SDG 12

I. Registration

II. Customized Restaurant/Food/Ingredients Information Supply

Give Feedback

Request Feedback

Big data

Give Feedback

V. Confirmation of reservation

III. Search / Reservation for R/F/I

Buying charge from customer.
It can be deducted when they do green activity like carrying with container for picking up ingredients

IV. Advertising fee

When we are suggesting recipe based on ingredients, We can put condiment company's advertisement.

Potential for Scaling Up

Target Community

- large number of single households
- concentrated area of small restaurants

Yeonnam Dong

Expand to other communities!

05.
Conclusion

Summary

Project Idea

How can we help small businesses financially?

Through our app

'Eat Local'

Prototype

We made a prototype for this app

Competition&USP

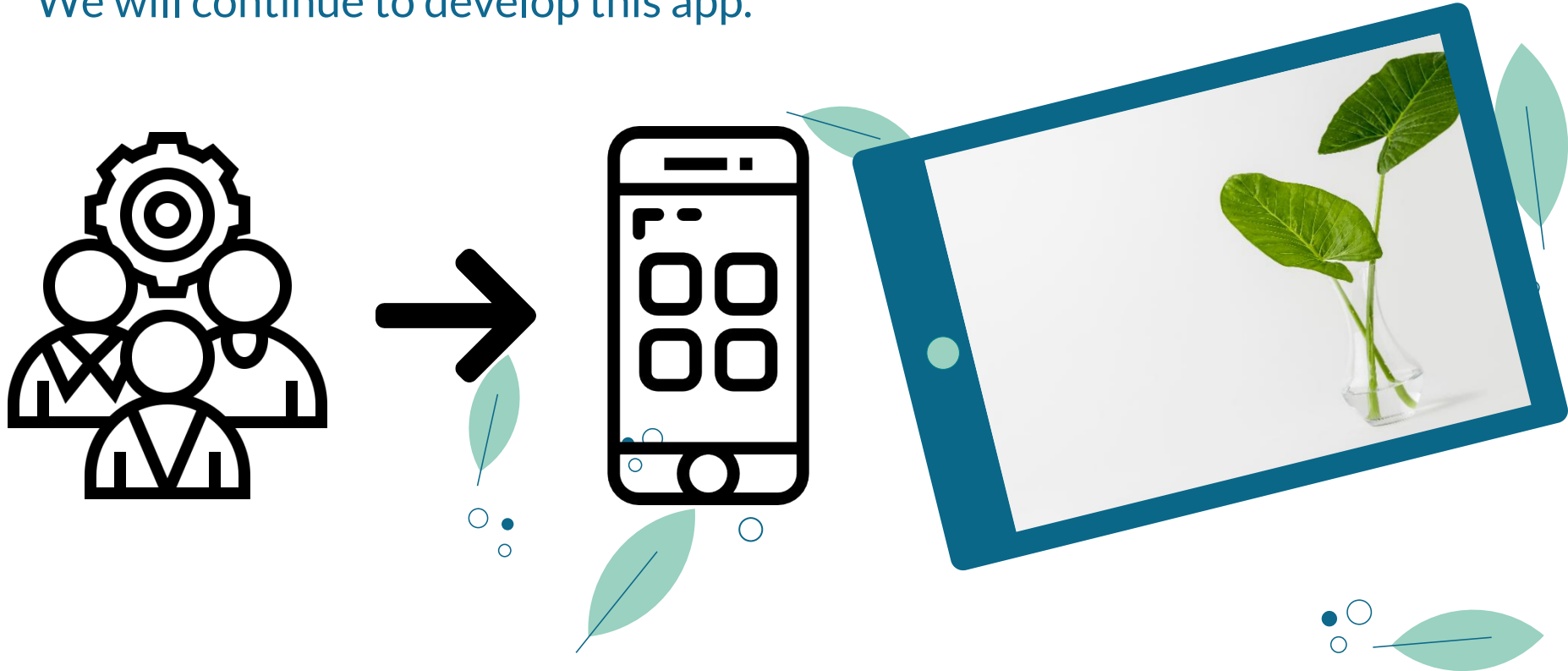We are different from our competitor

'Last Order'

BM

Advertising from condiment company

Buying charge for ingredients

Continue developing the APP
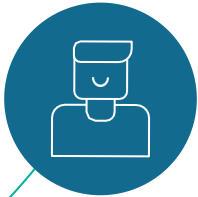
We will continue to develop this app.

THANKS!

Do you have any questions?