App
‘Eat Local’
By Smooth Like Butter
TEAM INTRO

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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

<table>
<thead>
<tr>
<th>Small, Food Business Owners</th>
<th>Single Household Consumers</th>
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| • Fluctuating number of customers  
  - Unnecessary cost of ingredients  
  - Cost of food waste disposal | • Low storage capacity |
| • Low income/budget | • Low budget |
| • Vulnerable to changes in business environment (ex: COVID19) | • 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
## Gains:

**An app for customers & business owners**

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<thead>
<tr>
<th>Small, Food Business Owners</th>
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<tbody>
<tr>
<td>● Able to predict numbers</td>
<td>● Buy fresh ingredients in small quantities at a low cost</td>
</tr>
<tr>
<td>● Save food disposal cost</td>
<td>● Easily find local restaurants</td>
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<tr>
<td>● Promote their restaurant</td>
<td>- Meet their personalized desire for taste (MATJIB)</td>
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<td>● Learn recipes</td>
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Key elements of the app

- **Champion Small Business**
  Easy for customers to find small local restaurants

- **Reduce Food Waste**
  Extend foods’ life cycle by redistributing unused ingredients to locals

- **Community-oriented**
  Stay local and keep money in the community

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

Enlargement Target for Food Thrown away
Not only focusing on business owner, But also we concern about the food waste from single-house holds.

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.

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.
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,

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
BM (Business Model)

Look for Support fund


I. Registration

SDG 12

II. Customized Restaurant/Food/Ingredients Information Supply

Request Feedback

Give Feedback

Big data

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?

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