



Cubboard

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Problems

People struggle with buying excess food that just goes to waste, just because they don't know they have enough at home!

Shelters need constant donations to stay afloat and help people.

People don't always know what to cook with the ingredients that are already in their house- why buy more when you can use what you have?

Solution

An app that allows the user to add a list of what is in their pantry (Or Cupboard!) and that gives recipe recommendations based on what they have, and their dietary needs or restrictions.

Limit Food
Waste

Assist
Shelters

Save
Money

Market Validation

40%

Percent of all food is
wasted in the US

58,064,516,129

Potential meals
wasted

\$162 Billion

Worth of food

Market Size

Yummly, a recipe and grocery list app (and its smaller contemporaries) make up over five million downloads, with ten million estimated revenue every year. A market like this has serious potential for growth, given that no app like Cubboard is currently on the market.

5+ Million

Yummly Downloads



\$10 Million

Yummly Estimated
Annual Revenue

Product

Email/add receipt to
your Cubboard
account



Items are identified
and added to your
Cubboard



Browse recipes
based on what you
have



Business Model

Subscriptions

- \$0.99 Meal Plan
- \$0.99 Schedule
- \$0.99 No Ads
- \$3.99 Pandamonium Pack

Ads

Targeted marketing potential with data based off a user's shopping habits

Projected earnings
after first year

\$90 Million

Market Adoption

Social Media

Television Ads

Word of Mouth



Competition

Yummly



Mealime



Pantrify



Competitive Advantages

No direct competitors

No other apps where you can create a list of what you have at home and get recommended recipes based off that.

Philanthropic

Resources to get the user connected to shelters to donate excess food.

Avoids food waste

Allows users to log expiration dates of each item they have so that Cubboard can notify them if something is about to expire.

Roadmap

Blog functionality:

Premium users can post their recipes for anyone to download and add to their shopping lists.

Cubby goes to college:

With all the data gathered so far, Cubby can be even more precise and helpful just a year after launch!

2021

2022

Amazon partnership:

Order food from Cubboard and have it delivered to your door on the same day!

Thank You!



Overview

People struggle with having excess food that just goes to waste! An app that allows the user to add a list of what is in their pantry, and one that also gives recipe recommendations based on what they have and their dietary needs or restrictions, is an app that anyone who goes grocery shopping can appreciate!

Cubboard Design

Initial sketch

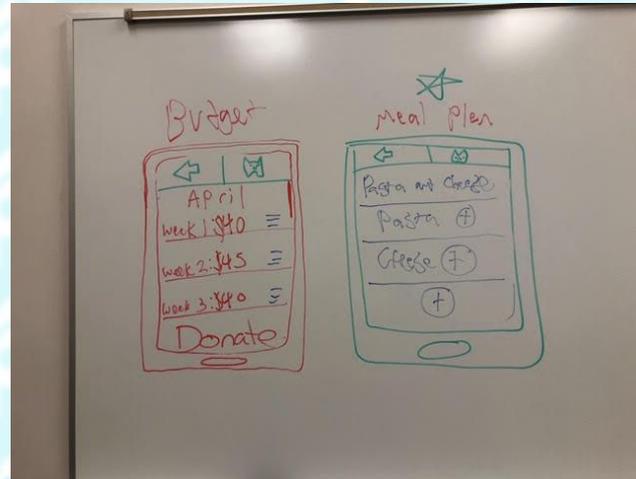
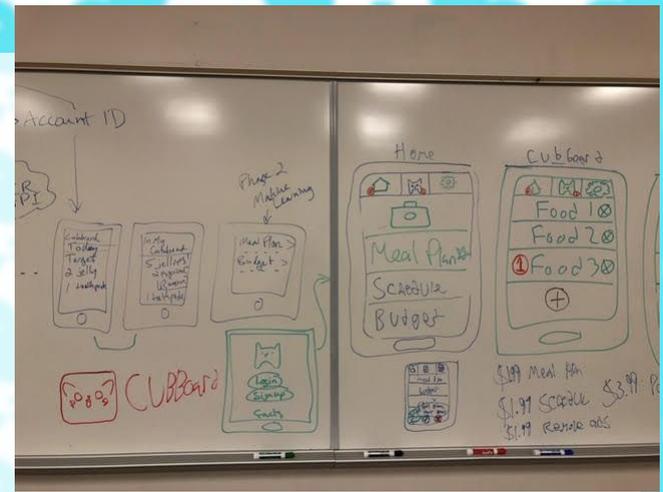


Final product



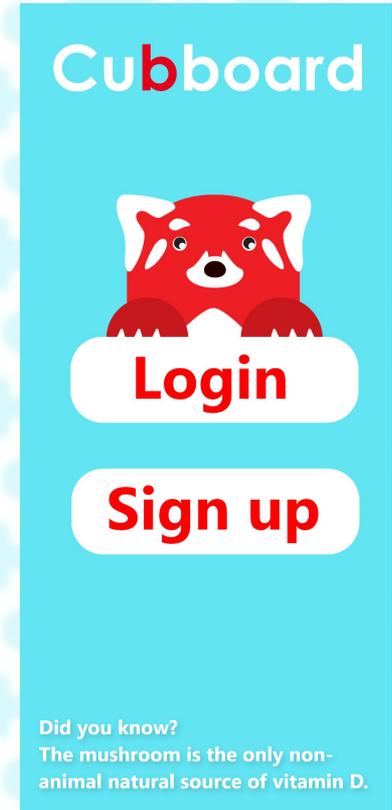
These sketches and branding ideas would help flesh out both the app and its mascot- the Red Panda named "Cubby" who is here to help you manage your food!

Cubby will appear periodically and offer assistance for your daily food related needs!



The final design:

Market research determined the best colors to use for a food-based app would be red and turquoise; akin to dining establishments and using an aesthetic of contemporary simplicity, we designed our app to reflect this.





Cubbyboard

“Cubby can help!”

Business Model Canvas

<p>Key Partners:</p> <p>People with excess food and income</p> <p>Shelters in need</p>	<p>Key Activities:</p> <p>Develop working app</p> <p>Connect shelters with excess resources</p>	<p>Value Propositions:</p> <p>Limit food waste</p> <p>Connect communities with those in need</p> <p>Save user's money</p> <p>Promote healthy living</p>	<p>Customer Relationships:</p> <p>Nutritionists</p> <p>Grocery Stores</p> <p>Amazon</p>	<p>Customer Segments:</p> <p>Young or newly independent adults</p> <p>Families of 3 or more people</p>
	<p>Key Resources:</p> <p>Front and back-end developers</p> <p>Shelter liaisons</p>		<p>Channels:</p> <p>Social Media</p> <p>TV ads</p> <p>Word of mouth</p>	
<p>Cost Structure:</p> <p>Developer salaries</p> <p>Marketing budget</p> <p>Dietary expert salaries</p>			<p>Revenue Streams:</p> <p>Subscription Service</p> <p>Ads</p> <p>Potential user data</p>	