

KITCHEN WITCH



THE TEAM



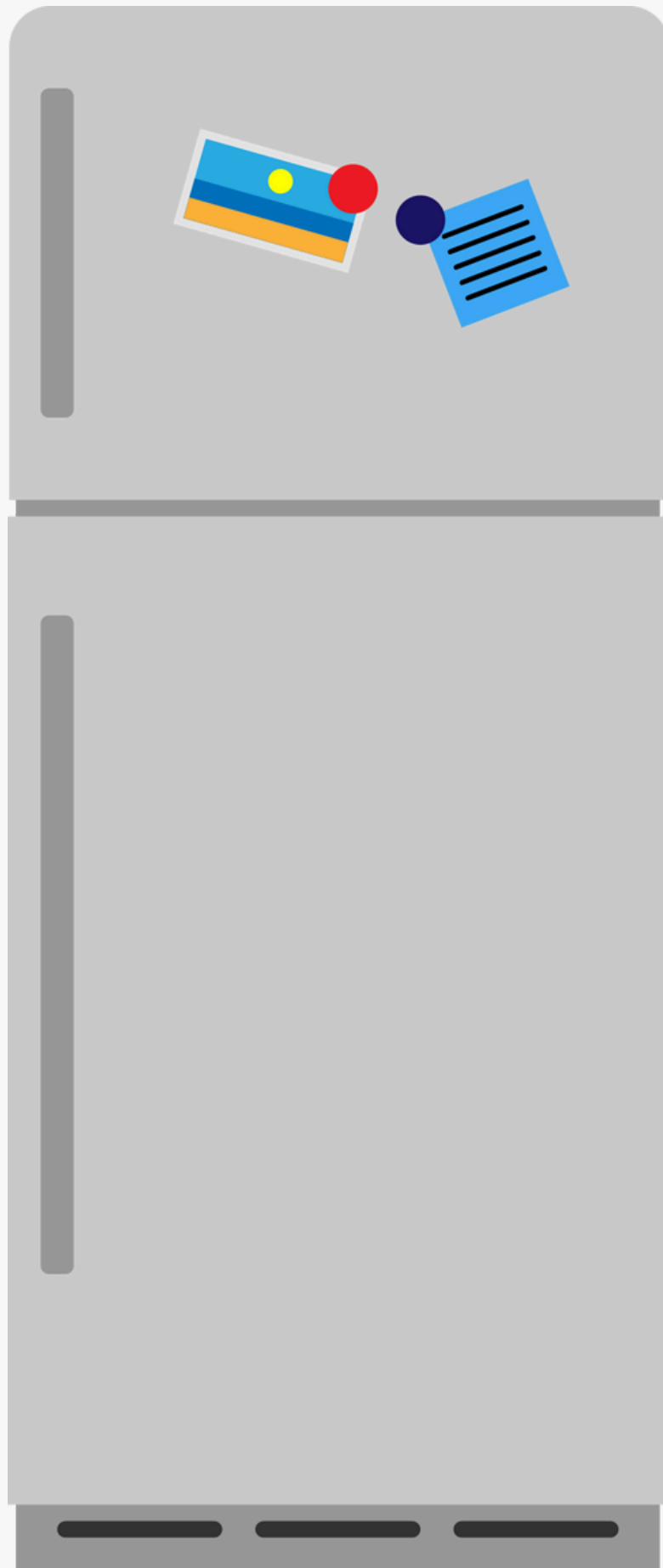
Miriam Ortega



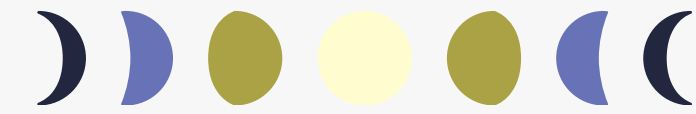
Angela Guijosa



Maya Mercado



THE PROBLEMS



01

Many people struggle to make food based on what they already have

02

The prices of groceries are rising

03

Every year, nearly 60 million tons of food goes to waste in the U.S alone

OUR SOLUTION

Kitchen Witch is an app that lets you input what you have in your pantry and helps you find recipes based on what you already have.

BENEFITS

Boost confidence in the kitchen

Save people money on groceries and gas

Reduce food waste



MARKET FIT



Originally, our target audience were adults in their early 20s to mid 30s



After interviews and talking to friends, family, and professors, we learned that we have a much larger market fit than we thought

Competitive Analysis



Yummly

Uses AI to generate recipe suggestions personalized to users. Users can search recipes by ingredient.



Too Good To Go

Targets food waste by providing users a way to buy surplus food from stores for a cheaper price.



NYT Cooking

This app has thousands of recipes with step-by-step visuals. Their focus is on general ingredients.

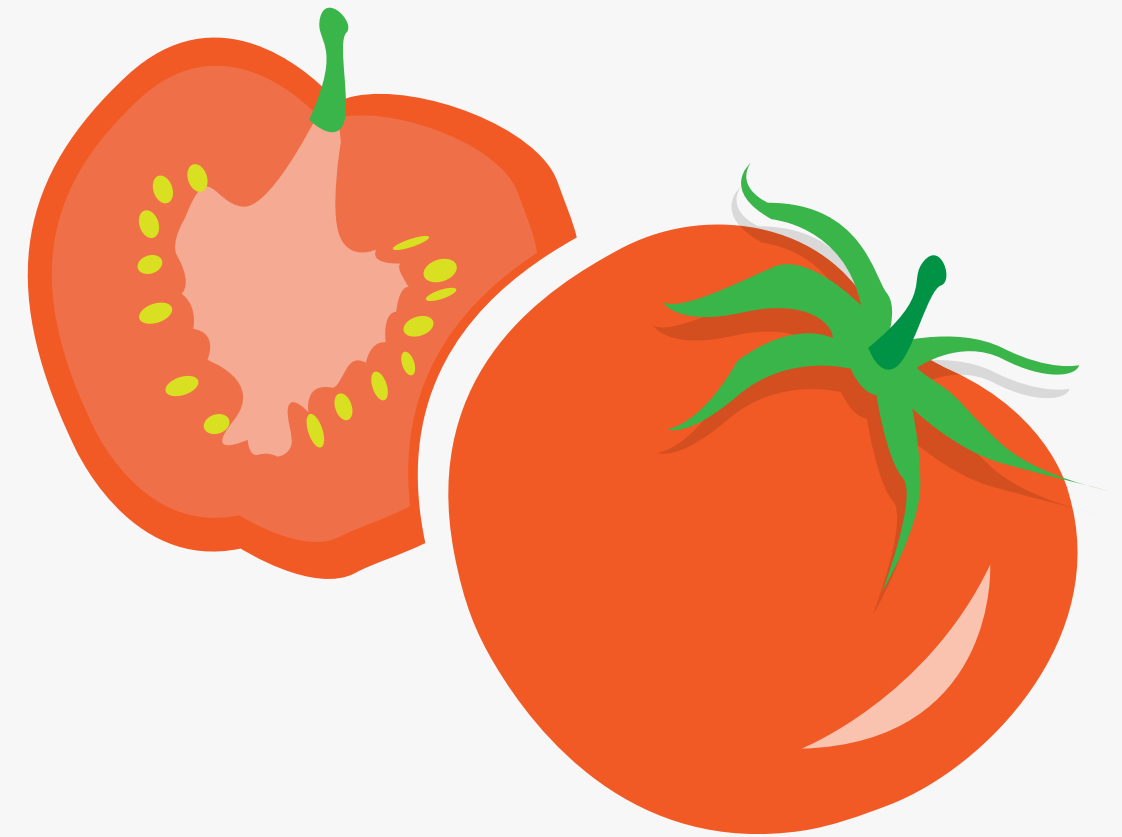
Unfair Advantage

Our unfair advantage would revolve around a set of features/tools that makes the process of documenting users ingredients easier.

These include:

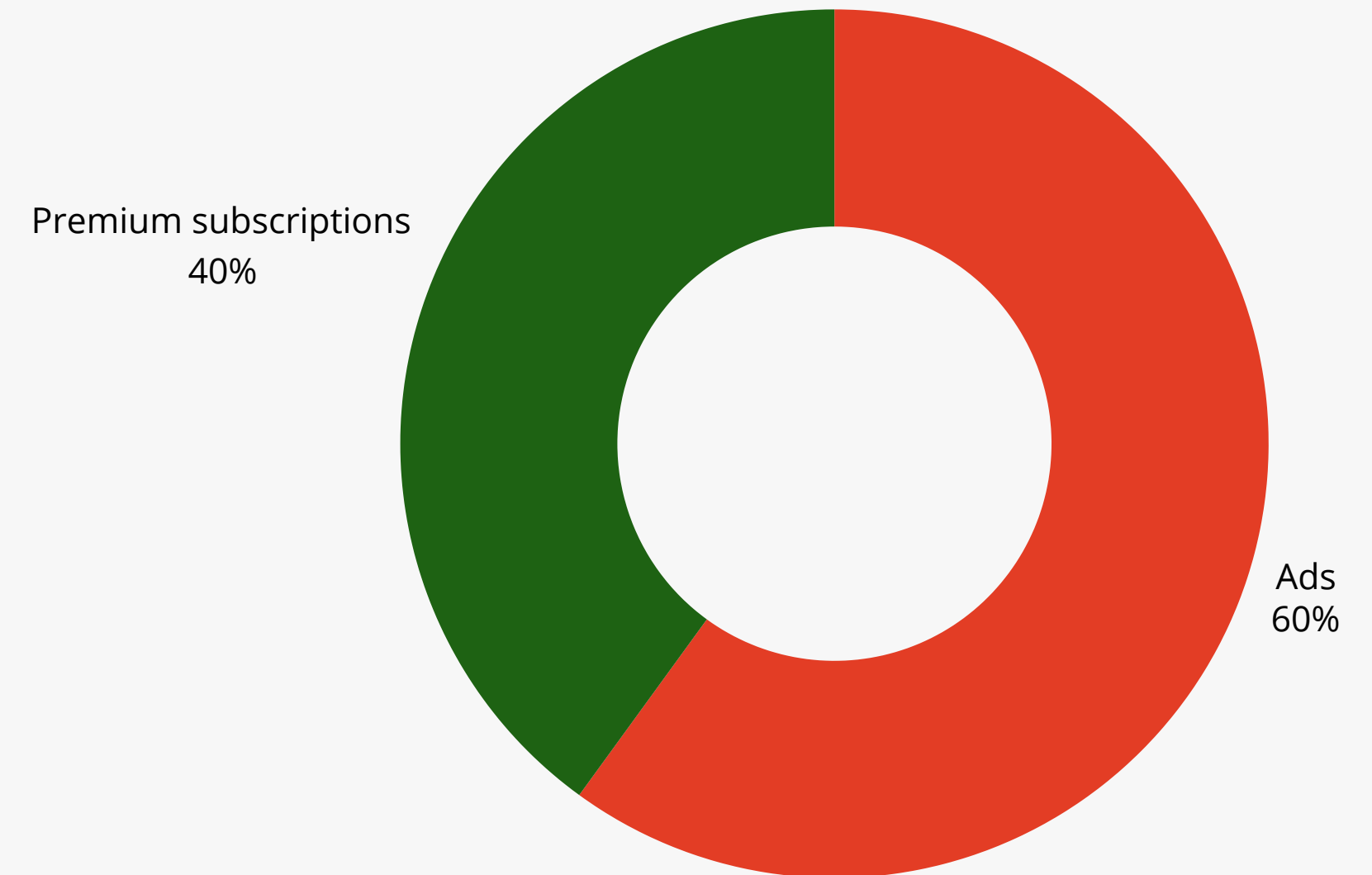
- A receipt scanner
- Manually logging
- Voice Dictation

Lastly, our app will include a community feature, allowing our users to interact and view trending recipes.



Monetization

- Ads
- We will have a premium subscription starting at \$5.99.
- The Premium subscription will include:
 - cooking lessons and tips
 - resources to local farmers markets
 - nutritional facts about individual ingredients.





Marketing Plan

1

Influencer Marketing

We will partner with influencers or bloggers who specialize in sustainable living or eco-friendly cooking to promote the app to their followers.

2

Sponsor food markets

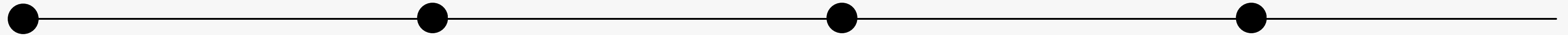
We will have our own stand in specific food markets where we talk about our app.

3

Social Media Marketing

We will utilize platforms like Instagram, Facebook, and Twitter to showcase our app, engage with our audience, run targeted ads, and build a community around our brand.

Timeline



After 5 Years

Create a mascot to increase our social media presence. Also, create and test a desktop version.

After 10 Years

Share our app around the United States and promote local farmer's markets.

After 15 Years

Add cooking lessons to our app and complete a redesign for a fresh new look.

After 20 Years

Our app has gained popularity and is shared/used internationally.

KITCHEN WITCH



Reduce Food Waste



Meal Plan



Authentic Cuisine's

Thank You