



Lemon

Digital Service Innovation
Professor Musaraca, Fall 2019

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A close-up photograph of a woman with dark hair, looking down and crying. Her right hand is pressed against her forehead, and her eyes are closed. The lighting is soft, highlighting her facial features.

I HAVE SO MUCH FOOD

IT'S GETTING MOLDY IN THE FRIDGE

Funneling the Problem

30-40% of our food supply is
FOOD WASTE

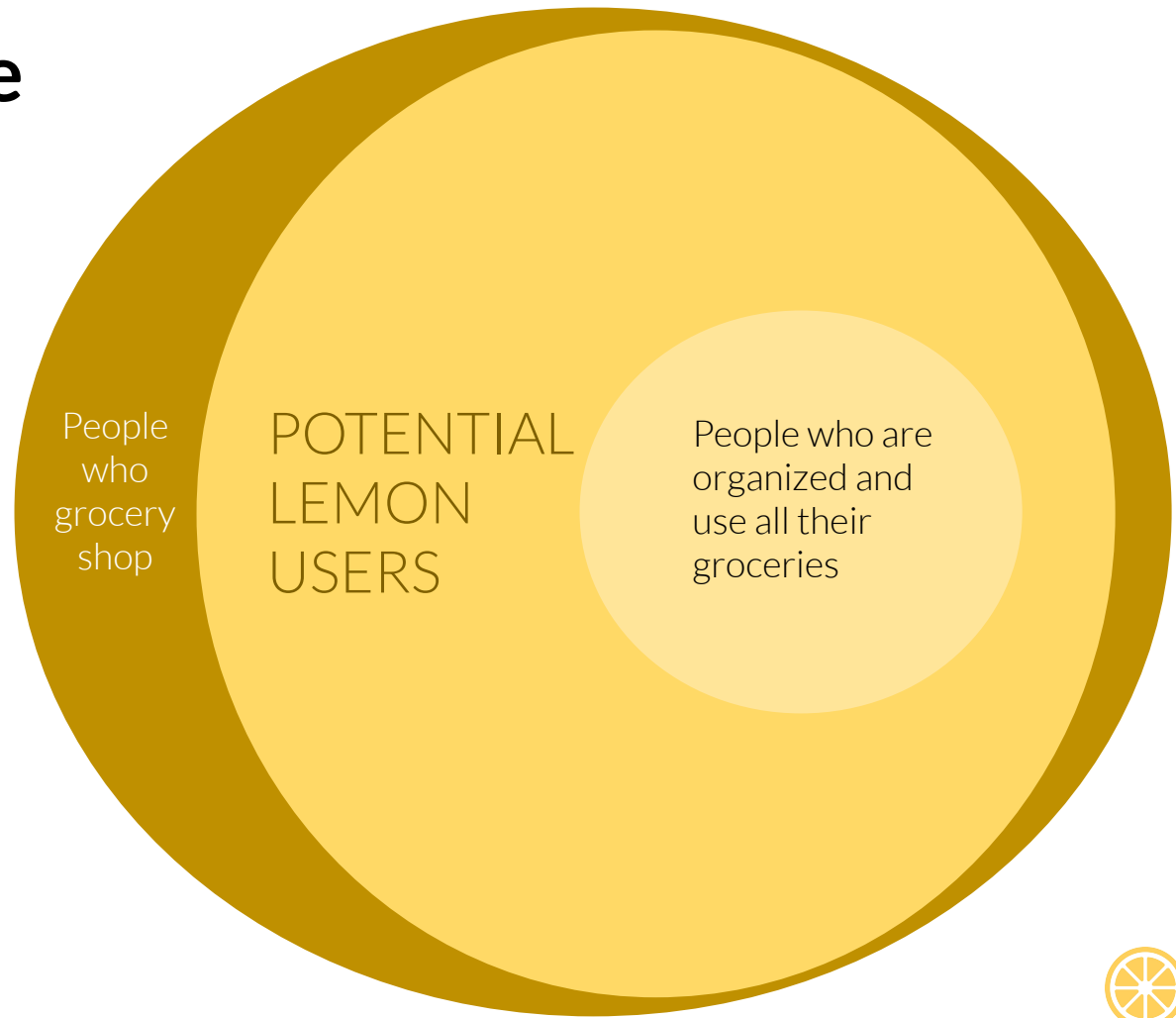


**\$1500 per family of four
thrown away**

\$161 billion wasted annually



Opportunity Space



Interview Feedback

“It’s hard to gauge when I’m going to eat out.”

✓ **Tracking Features**

“I wouldn’t use the app unless it’s easy to use”

✓ **One Picture**

“Most recipes suggestions aren’t useful because I don’t own all the ingredients”

✓ **Repurpose ideas beyond recipes**

Concept Video

Value Proposition

**Reduce food waste through tracking reminders
and food repurpose ideas.**



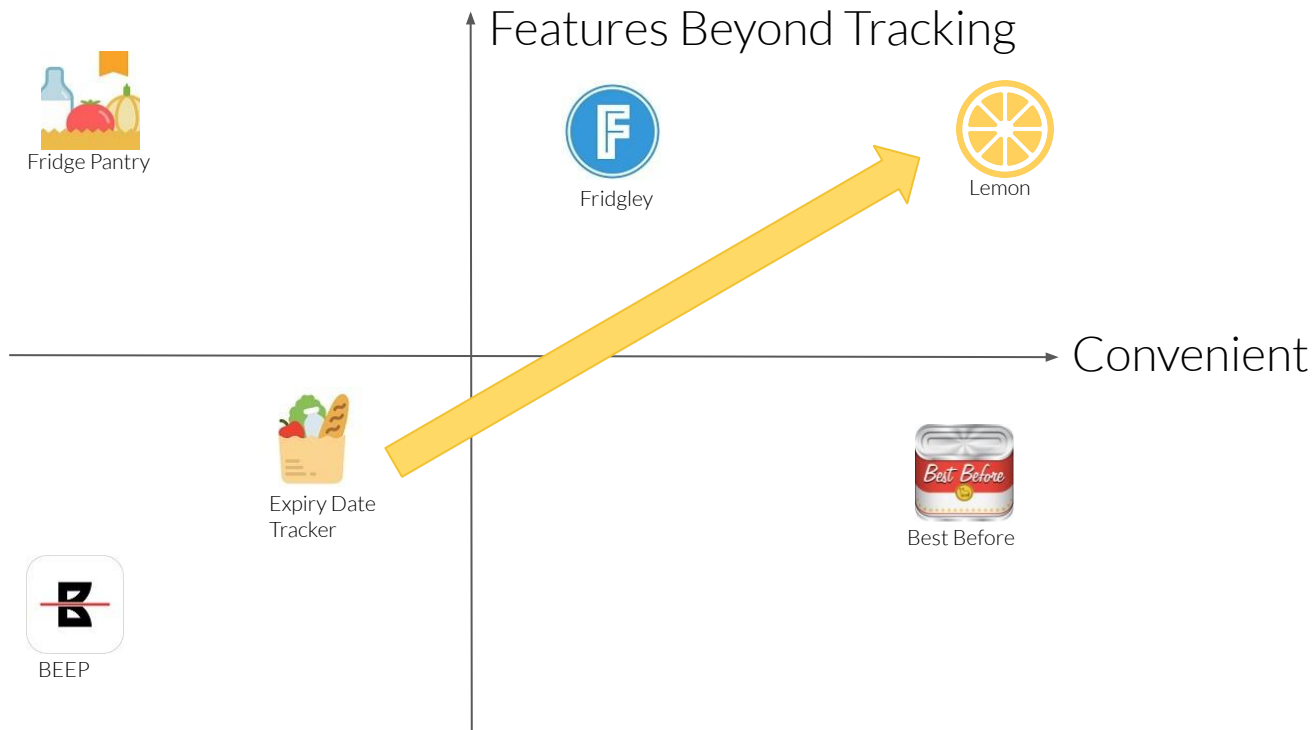
Competitive Landscape

Our Advantage:

-scanning from a **receipt!**

-more features for reducing food waste **beyond recipes**

-focus on **food going bad** and not just expiry dates



Revenue Model

Employ a **freemium model** with payment for **additional services**

tracking when food goes bad

receipt scanning

repurpose ideas

smart portion shopping

personalized grocery lists
based on eating habits

analysis of purchasing
habits



Marketing Strategy



Partnering with Grocery Stores



Social Media Marketing



Using Food Influencers



With your investment, we plan to..

conduct studies on the validity of our prototype

hire developers to implement our app!

pay social media personnel and influencers to **spread our message**



Our Ask

We ask for **400k** Andrew dollars
for a **20%** stake in our company





Lemon

With just **one** picture of your receipt...

Appendix

Roadmap

3 months:

- Build brand awareness
- Create rewards program

6 months:

- Set success metrics
- Partner w/grocery stores
- Marketing push

1 yr:

- Use collected data to build version 2.0
- Create in-store scanners

2 yr:

- Build lemon for smart fridges



Key Partners

- Grocery stores (Giant Eagle, Trader Joes, etc.)

Key Activities

- Receipt scanning for food data collection
- Food expiry reminders
- Repurposing ideas to reduce waste
- shopping proportions

Key Resources

- Strong community partners

Value Proposition

- **SAVES USER \$\$\$**
- Simple Food Tracking
- Food Waste Reduction Ideas
- Smart Shopping & Proportion Suggestions

Customer Relationships

- Loyalty points for grocery stores we partner with

Channels

- Can be found in the app store
- Downloaded for free
- Customer referral incentive

Customer Segments

- Meal preppers
- Very organized people
- Environmentally conscious
- Purchases groceries

Cost Structure

- Marketing (social media, influencers, etc)
- App Development
- Maintenance
- Maintaining partnership channels

Revenue Streams

- Collaboration with grocery stores
- Partnership with smart technology such as fridges
- SaaS model

Technical Implementation

Mobile App: iOS/Android

Mobile Backend: Firebase by Google

Computer Vision: Google Cloud Vision service

PESTLE

POLITICAL - Green New Deal

ECONOMIC - willingness to spend money on SaaS, myfitnesspal, etc.

SOCIAL - consumer shift towards environmentalism, consumer willingness to track

TECHNOLOGICAL - IoT advances, Samsung coming out with smart fridge

LEGAL - n/a

ENVIRONMENTAL - Greta Thunberg, COP25 in Chile, Paris Climate Agreement,

POG

A digital service that...

- tracks current purchases and recommends grocery proportions for the future
- reminds to check on produce spoilage, tracks spoilage data
- recommends which items to use first
- Provides food repurposing ideas (DIY cleaners, cosmetics, recipes, etc.)
- saves you \$\$\$\$\$, reduces your waste after and before your purchase

MVP: tracking food and preventing waste through scanning grocery store receipts