

Product Teardown

RECIPE CUP

Product
Space

Try Pitch

By: Harsh Kalyani



Problem Statement

Adaptability and Personalisation



Personalised user experience based on preferences such as dietary restrictions, favourite cuisines, and past orders



Adaptive features like recommendations and content



Increase user retention

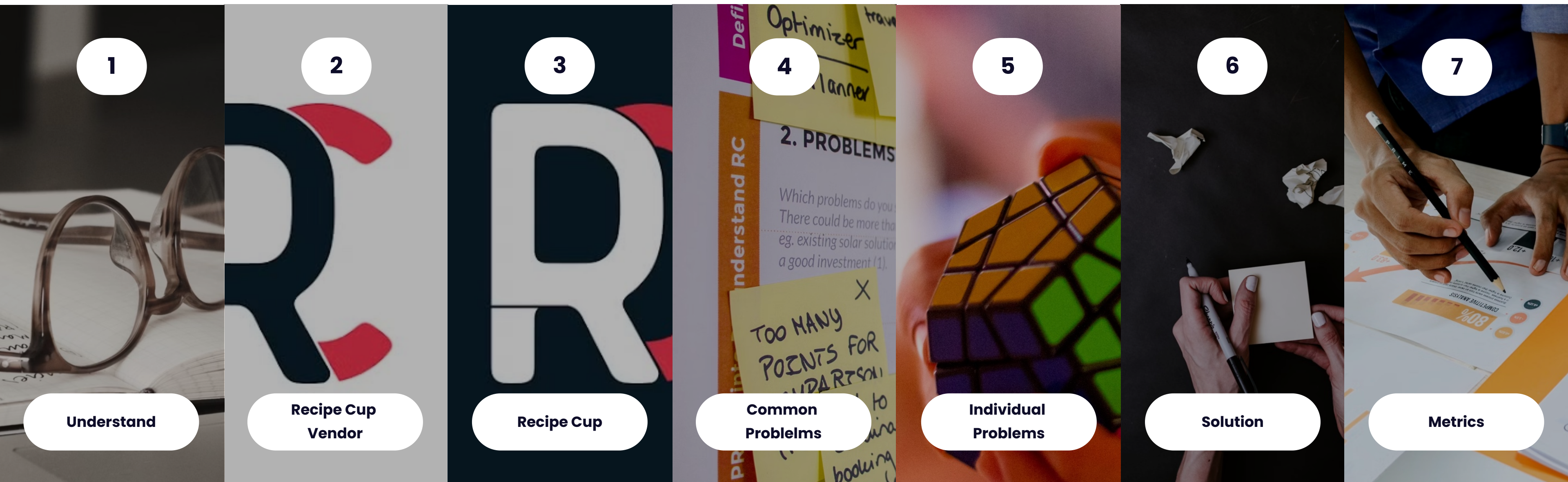


Differentiator features from competitors



New opportunities to expand

How will we solve this problem?



What exactly is Recipe Cup and the environment in which it operates?

Understnad home chefs and their problems

Understand end users and their problems

Find out the perfect Product Market Fit

Find out some important individual problems that must be solved

Features and Wireframes

Metrics to track for all the features

Part 1

Understand



What is Recipe Cup?

Revolutionising Food Experiences Together!

Recipe Cup is a Food-tech Platform bridging budding **home chefs, Cloud Kitchens and Restaurants** with customers by helping sellers set up their digital kitchens and establish an alternate revenue channel while providing a rich culinary experience to consumers

Try Pitch



What does Recipe Cup offer?

Users

- | | |
|---|--|
| 1. Community for Food Sellers | Home Chefs (main TG)
Restaurants
Cloud Kitchens |
| 2. Platform for Culinary Enthusiasts | Home-cooked Food
Signature Ingredients |

Application Stats

Android	Recipe Cup	4.6 stars (9 Reviews), 100+ Downloads
	Recipe Cup Vendor	No Reviews, 100+ Downloads
IOS	Recipe Cup	5 stars (5 Reviews), 100+ Downloads
	Recipe Cup Vendor	4.7 stars (3 Reviews), 100+ Downloads

USP's:

- | | |
|---|---|
| 1. Home Chef's | 1. No joining fees
2. Customised schedule and competitive and rewarding prices
3. 24/7 support
4. Prompt payment |
| 2. Platform for Culinary Enthusiasts | 1. Healthy, home-cooked food
2. Access signature ingredients like Masala, Papads for daily use |

Website Stats

Monthly Visits	144
Visit Duration	36
Page Views/ Visit	2
Bounce Rate	50%

Social Media Stats

Facebook	61 Likes, 78 followers
Instagram	409 Posts, 598 followers



What makes Food Delivery lucrative?

Demand Drivers

Demographics

- 1. 60 million people under the age of 25
- 2. Increased smartphone and internet penetration

Income

Per capita income has increased by **50%** since 2006

Consumption patterns

High disposable income
Dual income households
Nuclear families

Supply Drivers

Variety of Cuisines

Inflation of international brands

Upgradation of Retail Format

An increase in the number of retail markets and malls

Food Delivery = Grocery Delivery + Meals Delivery

43.78bn\$

Online Food Delivery market in India

30.65bn\$

Online grocery Delivery market in India

312.8m

Meal Delivery users by 2029

16.14%

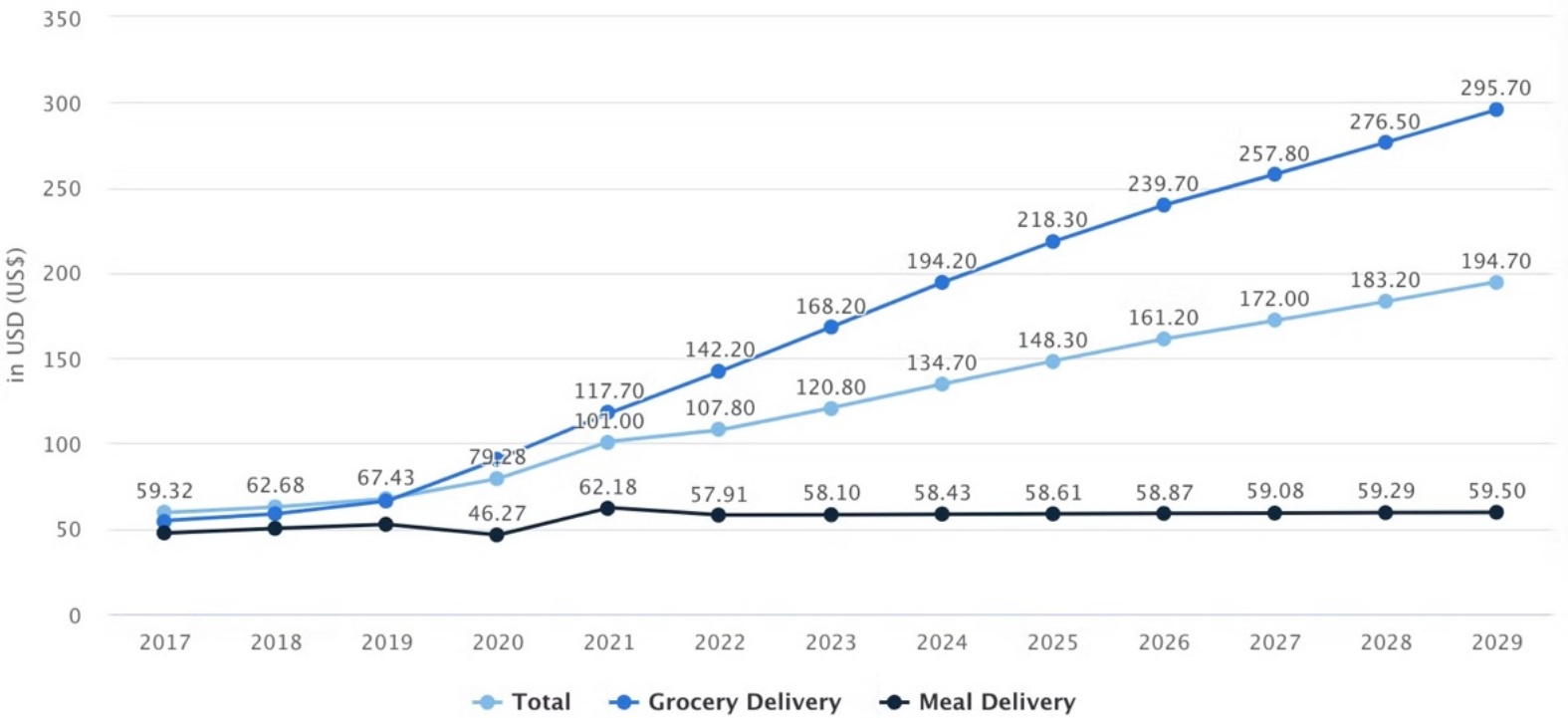
CAGR
2024-2029

30.7%

CAGR
2024-2029

15.6%

User Penetration in
2024



Average Revenue Per User



Who are Recipe Cup competitors?

	Single Brand Cloud Kitchens	Delivery Aggregators	Restaurant Tech (ERP/ CRM)
Key Offering	Quality Food of particular type	On time delivery of food	Tech Products for restaurants
Market Size	Limited	Large	Moderate
Gross Margin	High	Low	-
Order Frequency	Moderate	High	-
Example	Eatclub, Eatsure, Eatfit	Zomato, Swiggy, Pincode	Limetray, Tablehero



Recipe Cup - Delivery Aggregator of Home Chefs



Recipe Cup Vendor - Restaurant Tech for Home Chefs

Indirect Competitors

WhatsApp, Telegram



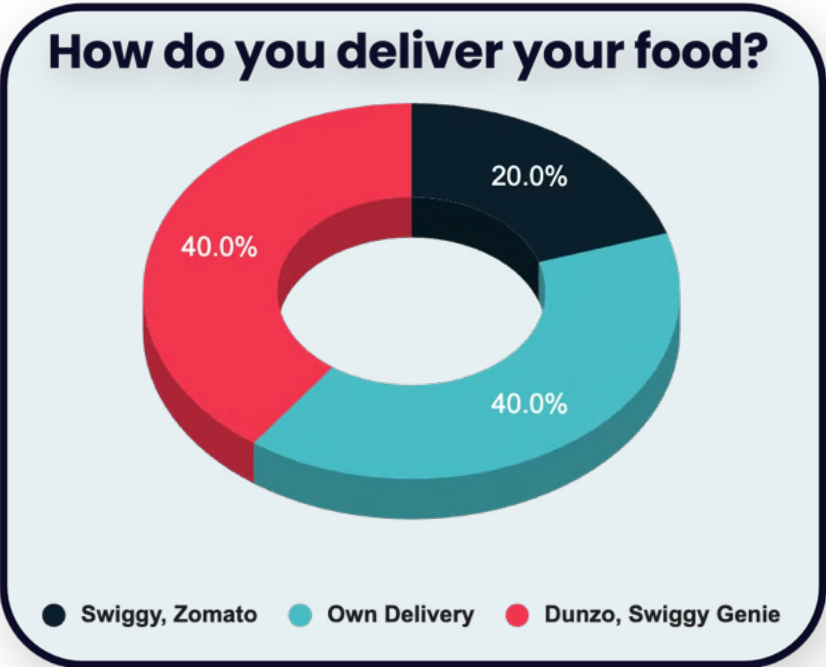
Part 2

Recipe Cup Vendor

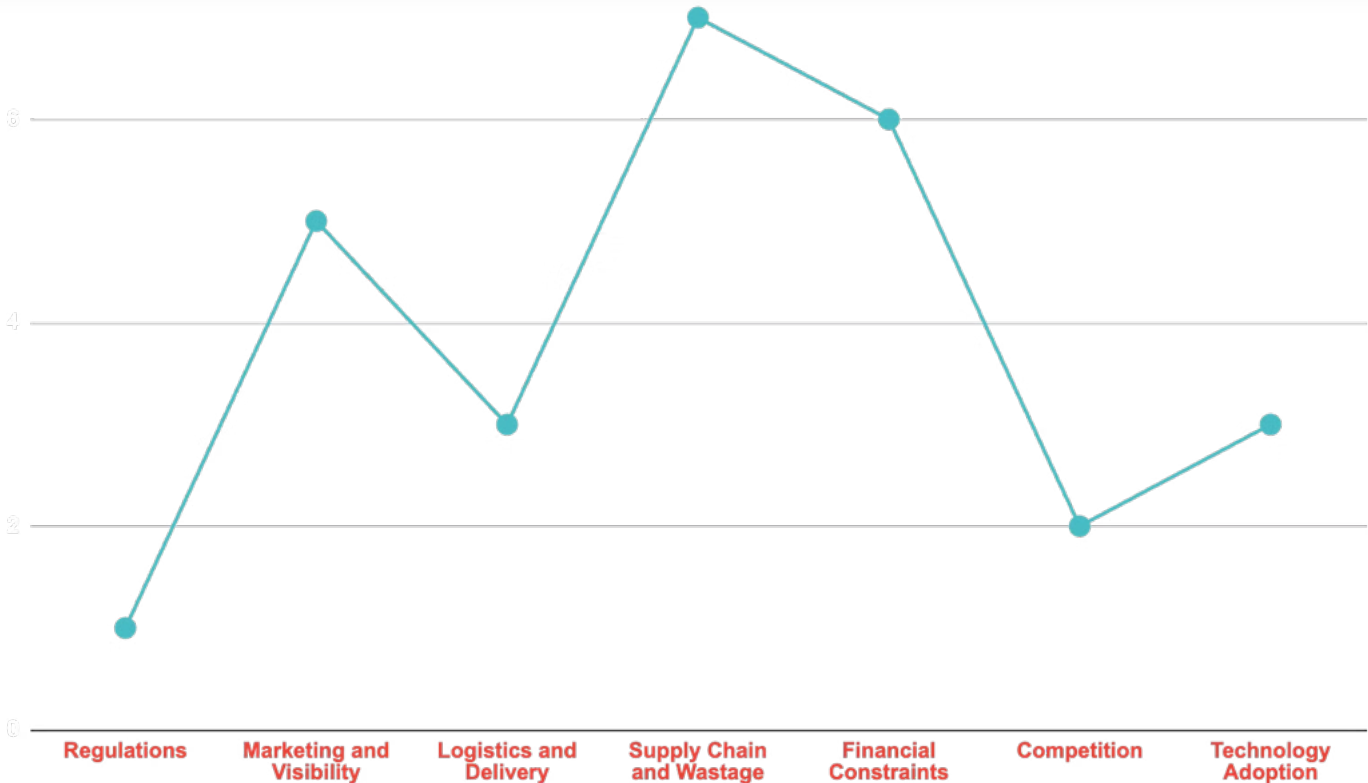
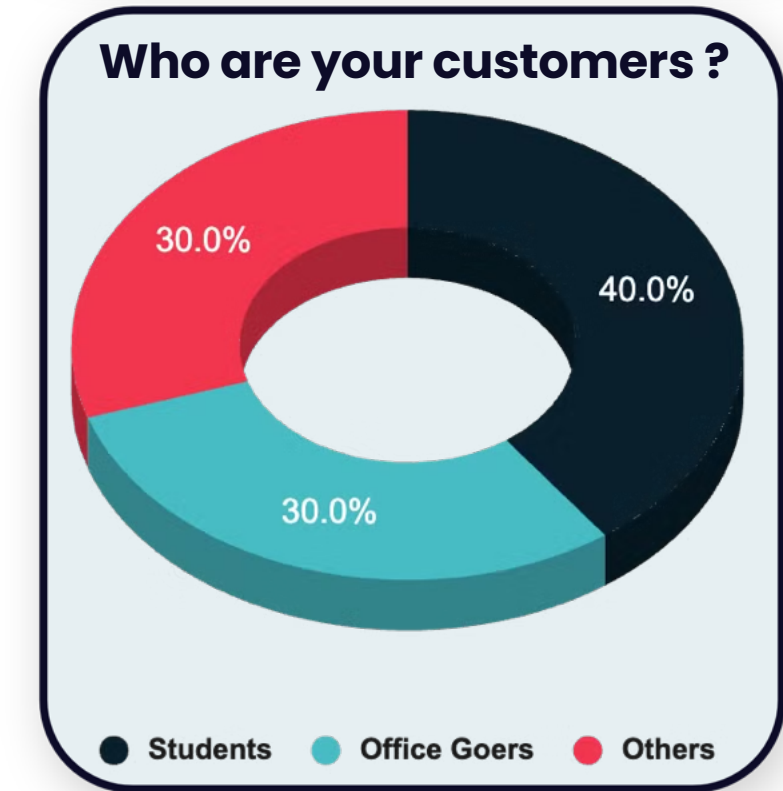


What did we find in the Survey?

Sample Size: 25 **Segments:** Home chefs, homemakers, small restaurants, local dhabas



- Other Insights:**
- a. **60%** of home chefs prefer **Zomato over Swiggy** due to better customer support.
 - b. **30%** of home chefs and local Dhaba's **don't have FSSAI certification**.
 - c. **Wastage due to inconsistent orders** remain the problem of most home chefs and homemakers



Who are we talking about?



Home Maker to Home Baker

Name: Dipti

Occupation: Home Maker

Story: She was working in an MnC in Gurgaon but now is on a break post pregnancy. She has always been interested in a Baking and always wanted to open her own cafe. She bakes cakes for her friends and family.

Pain Points: She is unaware about the whole cloud kitchen and food delivery ecosystem.



Home Chef for students

Name: Prabjot

Occupation: Home Chef

Story: Prabjot is a home chef who lives in Andheri west and provides food to nearby college students (SPJIMR, NMIMS etc). He takes order through WhatsApp and delivers food on his own along with his co-workers.

Pain Points: He struggles to plan demand in advance as he receives order only few hours before. The orders are irregular, and he is unable to reach to wider audience.



Influencer to Restaurateur

Name: Zabina

Occupation: Food Influencer

Story: Zabina is food influencer who makes recipe videos on Mughlai and north Indian cuisine on her YouTube channel. She has around 200K followers.

Pain Points: Her channel is now stagnant, and she is finding ways to diversify her business. She wants to open a cloud kitchen to deliver the recipes she shows on her YouTube channel.

Whose problem should we solve?

Primary Target Group: Home Chefs for students and working professionals

Why: They already have the knowledge and experience to run a kitchen and would require a means to expand their business.



Secondary Target Group: Influencers turned Restaurateur

Why: They have the wide audience and reach and all they need is a guidance to open a cloud kitchen. It is a win win situation for both Recipe Cup and user.



Pain Points

User Insights

Marketing

Demand Planning

Streamlined Supply Chain

Priority

Pain Points

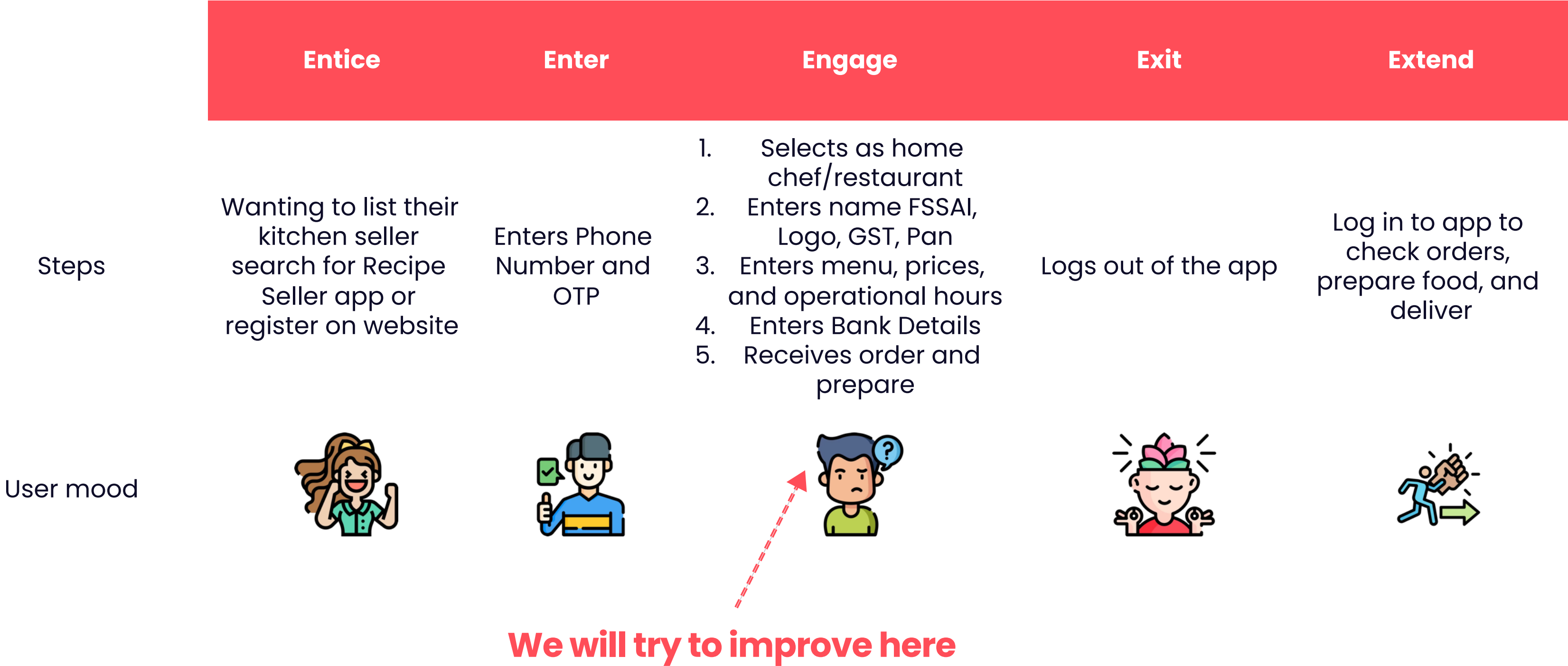
Guidance

Certification (FSSAI)

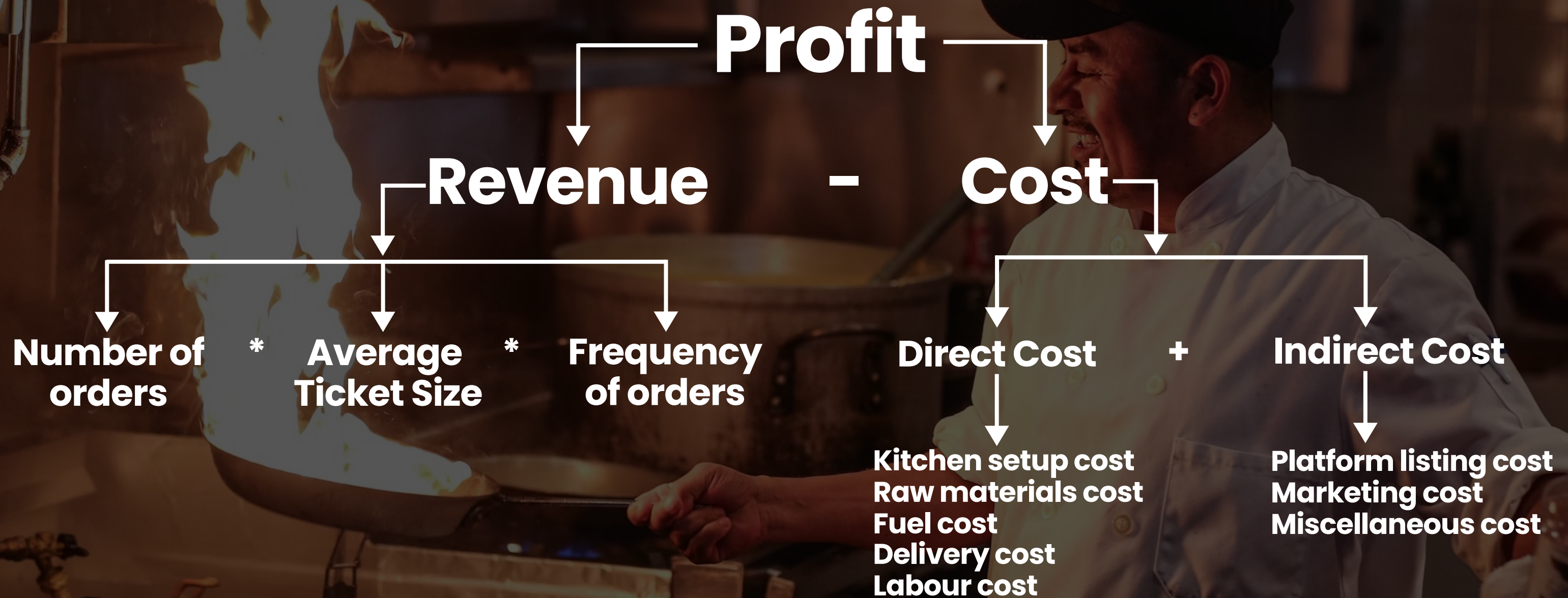
Demand Planning

Streamlined Supply Chain

How do Sellers currently interact with Recipe Cup?



Business Equation



A background image showing two hands sifting sand through their fingers, with a fine stream of sand falling between them. The scene is dimly lit, with the sand catching some light as it falls.

How might we

empower home chefs

to

enhance their customer engagement and optimize their costs

so that

they can increase their average order value and order frequency and reduce their cost, thereby boosting their overall revenue

What do sellers want to do? – User Stories

Users	Wants	Motivation
As a home chef,	I want to build a loyal customer base,	so that I can ensure a steady income and build long-term relationships with my customers.
As a home chef,	I want to have regular repeat orders,	so that I can have regular steady income
As a home chef,	I want to streamline my supply chain,	so that I can get fresh ingredients on time and maintain the quality of my dishes.
As a home chef,	I want to manage my menu and pricing dynamically,	so that I can respond to customer preferences and market trends.
As a home chef,	I want to access detailed analytics on my sales and customer behavior	so that I can make informed business decisions.
As a home chef,	I want to have marketing tools and promotions	so that I can attract new customers and increase my visibility on the app.
As a home chef,	I want to manage my orders and schedule efficiently	so that I can balance my cooking time with personal commitments and avoid overbooking.
As an influencer	I want to open a cloud kitchen and need assistance regarding the same	so that I can start my food business without hassle.

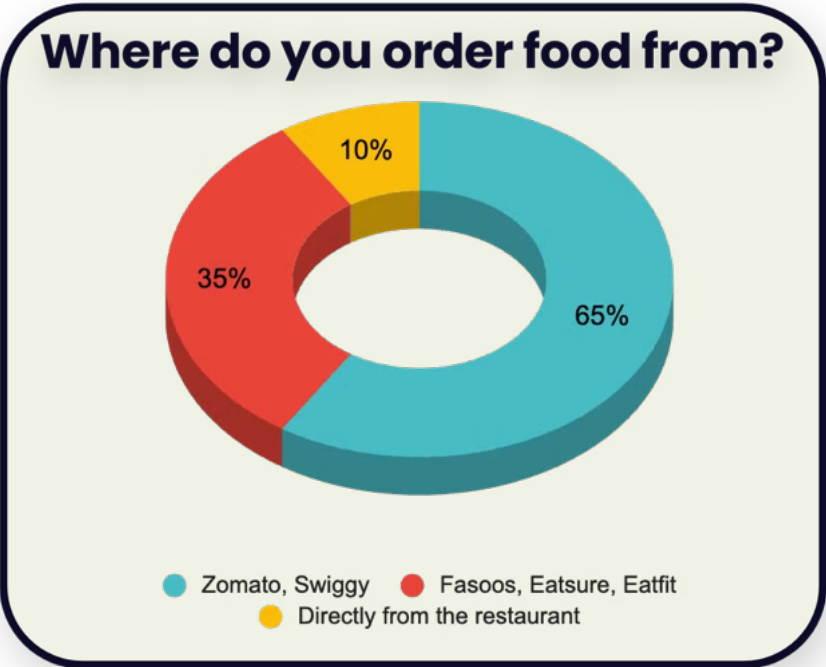
Part 3

Recipe Cup



What did we find in the Survey?

Sample Size: 20 **Segments:** Students, Working Professionals, Business Owners



Other Insights:

- a. **60%** of people prefer **Zomato over Swiggy** due to better customer support.
- b. **40%** of people are trying new dietary trends like keto, vegan, gluten-free, etc.
- c. **Portion size** and **calorie intake** are still confusing topics for the end user.



Who are we talking about?



Late night craver

Name: Sayantika

Occupation: MBA student

Story: She is studying at SPJIMR Mumbai and often misses home food. The food in her college mess is not up to the par, and she often ends up ordering food from restaurants. She also craves snacks and end up ordering late night.

Pain Points: Her health takes a toll on ordering daily from restaurants and eating unhealthy snacks.



Fit Engineer

Name: Harpreet

Occupation: DevOps Engineer

Story: Harpreet is from Mandi and is working at an MnC in Gurugram. He lives in a PG and often ends up ordering food or eat at restaurant due to time crunch. He is a fitness enthusiast and a sports lover.

Pain Points: He struggles to get healthy and quality food. He is unaware about the quality of ingredients used by restaurants.



Foodie Businessman

Name: Waquas

Occupation: Saree shop owner

Story: Waquas is from Moradabad and owns a saree shop in North Delhi and lives nearby with his brother. His family still lives in Moradabad. He and his brother eat from local Dhaba during day and cooks during night

Pain Points: He and his brother often struggle to find taste of their home town. They are also unable to get those ingredients.

Whose problem should we solve?

Primary Target Group: Working professionals outside their hometown

Why: They have the spending capacity to buy quality and healthy home-cooked food. They also buy ingredients that make them feel like they are at home.



Secondary Target Group: Students studying outside their hometown

Why: They are a group who regularly order food online and are looking for good home-cooked food on a budget daily.



Pain Points

Daily Home cooked food
Healthy and nutritious food
Think daily what to order

Macros and Ingredients used in food

Restaurants don't understand their dietary needs

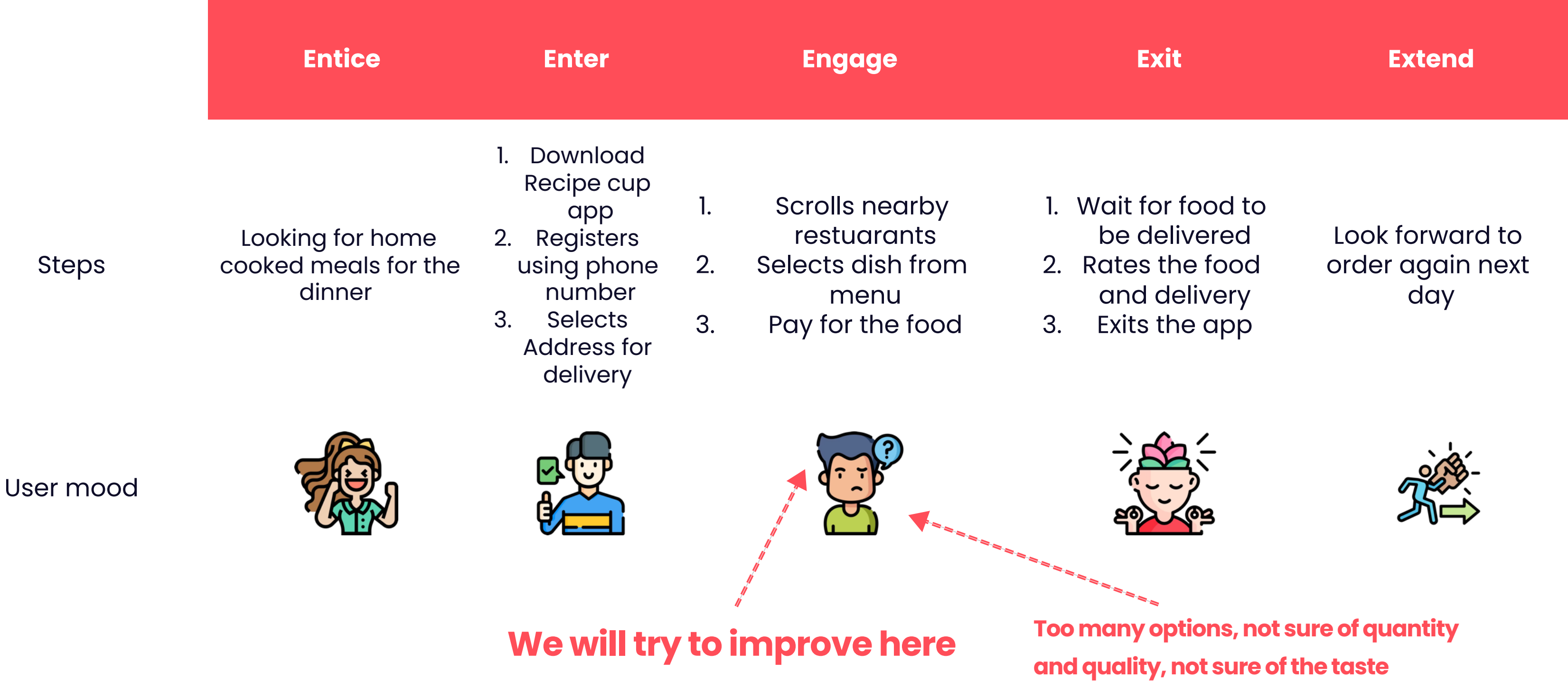
Priority

Pain Points

Daily Home cooked food
Healthy and nutritious food
Think daily what to order

Budget food

How do Buyers currently interact with Recipe Cup?



A background image showing two hands sifting sand, with fine grains of sand falling through the fingers, creating a dynamic, textured effect against a dark background.

How might we

create a convenient, reliable and personalised platform

for

working professionals and students

so that

**they can cater their dietary needs and help themselves with
daily home-cooked, healthy, and delicious meals**

What do user want to do? – User Stories

User	Wants	Motivation
As a user,	I want to have a regular subscription of home-cooked food	so that I can enjoy healthy and delicious meals without the hassle of daily ordering.
As a user,	I want to know about the macros, quality, quantity, and ingredients of home-cooked food	so that I can make informed dietary choices and maintain a balanced diet.
As a user,	I don't want to browse through the menu daily	so that I can save time and avoid decision fatigue.
As a user,	I want quality ingredients like papad, achar, and laddoo which make me feel like I am at home	so that I can have a comforting and nostalgic meal experience.
As a user,	I want to customize my meal plans according to my dietary preferences	so that I can enjoy meals that suit my taste and nutritional needs.
As a user,	I want timely delivery of my meals	so that I can have my food during my designated lunch or dinner breaks without delays.
As a user,	want to have the option to pause or reschedule my meal subscription	so that I can manage my meal plans according to my changing work schedule or travel plans.
As a user,	I want to know about my daily food habits	so that I can consciously take decisions regarding my health

Part 4

Product Market Fit



What are some common issues?

Seller	Buyer
<p>As a home chef, I want to have regular repeat orders so that I can predict my workload and manage my inventory more effectively.</p>	<p>As a user, I want to have a regular subscription of home-cooked food so that I can enjoy healthy and delicious meals without the hassle of daily ordering.</p>
<p>As a home chef, I want to build a loyal customer base so that I can ensure a steady income and build long-term relationships with my customers.</p>	<p>As a user, I want to know about the macros, quality, quantity, and ingredients of home-cooked food so that I can make informed dietary choices and maintain a balanced diet.</p> <p>As a user, I want quality ingredients like papad, achar, and laddoo which make me feel like I am at home so that I can have a comforting and nostalgic meal experience.</p> <p>As a user, I want to customize my meal plans according to my dietary preferences so that I can enjoy meals that suit my taste and nutritional needs.</p>
<p>As a home chef, I want to reduce food wastage so that I can maximize my profits and minimize my environmental impact.</p> <p>As a home chef, I want to streamline my supply chain, so that I can get fresh ingredients on time and maintain the quality of my dishes.</p>	<p>As a user, I don't want to browse through the menu daily so that I can save time and avoid decision fatigue.</p>

Part 5

Individual Issues



Prioritising seller needs

User story	MoSCoW
As a home chef, I want to manage my menu and pricing dynamically, so that I can respond to customer preferences and market trends.	Should
As a home chef, I want to access detailed analytics on my sales and customer behavior, so that I can make informed business decisions.	Should
As a home chef, I want to have marketing tools and promotions, so that I can attract new customers and increase my visibility on the app.	Could
As a home chef, I want to manage my orders and schedule efficiently, so that I can balance my cooking time with personal commitments and avoid overbooking.	Could
As an influencer, I want to open a cloud kitchen and need assistance regarding the same, so that I can start my food business without hassle.	Could

Prioritising user needs

User Stories	MoSCoW
As a user, I want timely delivery of my meals, so that I can have my food during my designated lunch or dinner breaks without delays.	Should
As a user, I want to have the option to pause or reschedule my meal subscription, so that I can manage my meal plans according to my changing work schedule or travel plans.	Should
As a user, I want to know about my daily food habits, so that I can consciously take decisions regarding my health	Could

Part 6

Solution & Wireframes



Feature 1

Flavour Quest

19:46

Home 50, Niti Marg, Diplomatic Enclave,

Search for kitchens, chefs, dishes or cuisines

Flavour Quest

We would love to know you a little better to help us serve you better.

1. Where did you grow up enjoying your favorite home-cooked meals?

Bengal

2. What's your go-to comfort food?

Dal-Chawal

P.S. 70% of our team orders Pizza during tight timelines 🍕

3. Any must-have sides or extras with your meal?

Achaar

4. Are you a vegetarian, non-vegetarian, or somewhere in between?

Strictly Vegetarian

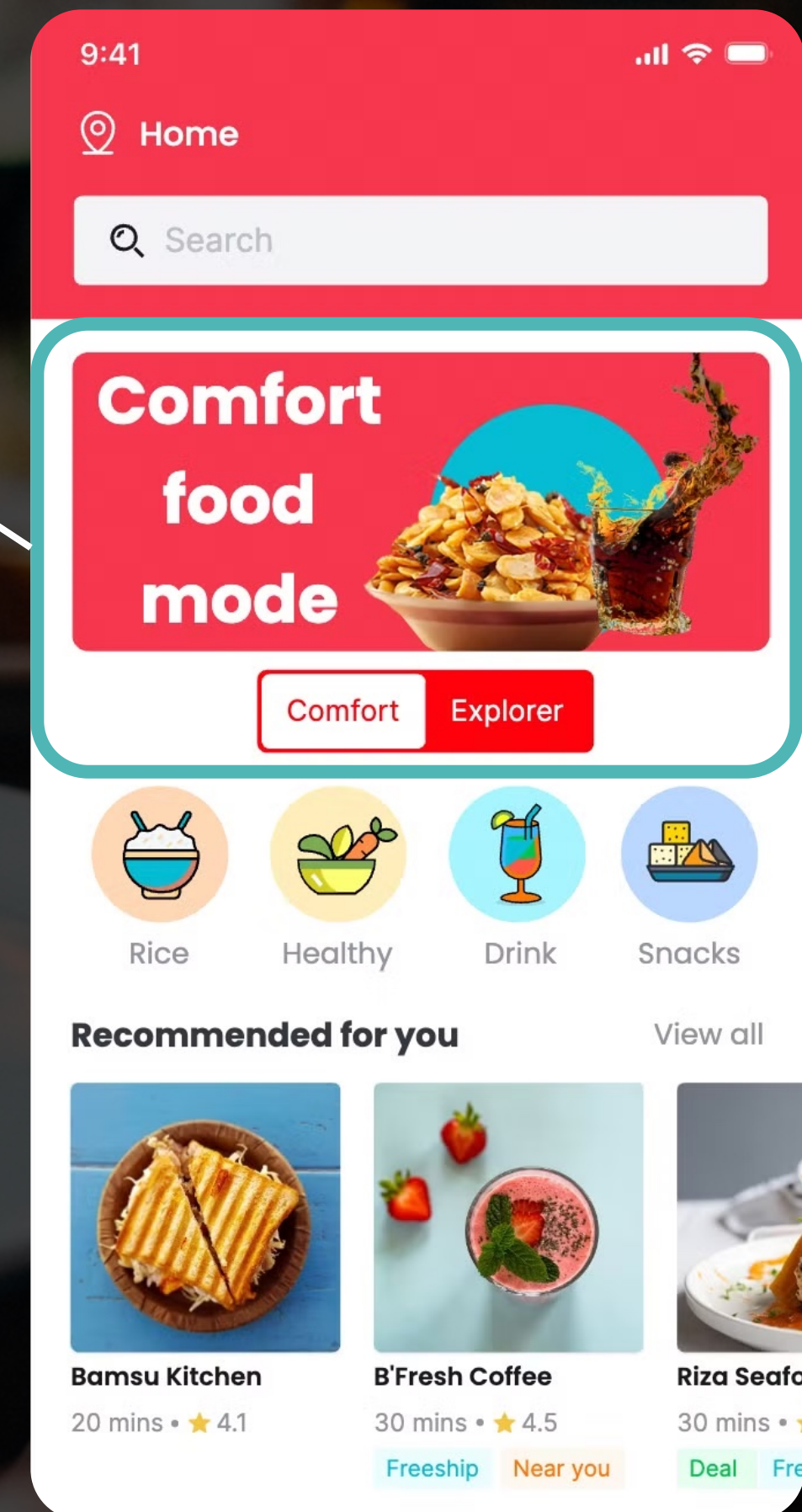
5. Do you have any dietary restrictions or preferences?

Vegan

Save and feed me good food

Questionnaire to know about the user

Post-filling the survey, the app runs in 2 modes
a. Comfort
b. Explorer



What does it solve?

Personalised user experience based on preferences such as dietary restrictions and favourite cuisines.

How will it work?

1. The questionnaire would pop up after the user started exploring the app.
2. The questionnaire is designed to understand the user's dietary restrictions, background, and dietary preferences. It also gets auto-filled based on past orders or search history to save time. This is because home food is all about eating at your comfort, and we want to make the process as seamless as possible.
3. After filling out the survey, the app will adapt to the user's preferences, running in two modes
 1. **Comfort mode**
 2. **Explorer mode**

Impact:

1. **Reduce Choice Fatigue among users.**
2. **Increase first-order placement rate.**
3. **Reduce time to first order.**

Trade-off's:

1. **Decrease in the onboarding completion rate.**
2. **Decrease in the session duration, hence decrease in the reduced AOV.**
3. **Decrease in the revenue per user.**

22:50

...

22

Select your preferred delivery type.

On-demand

Subscribe

Pre-order

Bhumis Kitchen FSSAI Licensed
By Chef Rachna Ahuja
★★★★★

All the recipes cooked at Bhumi Kitchens are made with raw pressed coconut oil. Click to learn more about their ingredients...

Rachna Ahuja, the culinary genius behind Bhumi Kitchens, brings the rich flavors of Maharashtra to your table. Named after her beloved daughter, Bhumi Kitchens is a tribute to family.

Breakfast

Lunch

Dinner

Snacks

Ingredients

Schedule

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

1. Select the days on which you often crave Maharashtrian food

2. Select your favourite items from the menu.

Menu

☐ Poha

☐ Misal Pav

☐ Thalipeeth

☐ Vada Pav

Detailed Menu

Dietry preferences

Edit

We have already informed restaurant that you are lactoce intolerent.. Click on edit to change

View Cart

New feature to subscribe to home food to get the food delivered automatically.

Option to choose the time, day and menu to make a customise subscription plan.

Feature 2
Recipe
Daily

What does it solve?

1. This feature would provide a **differentiator feature** from competitors who rely solely on single orders.
2. It will also increase user retention as customers would subscribe to a kitchen for a week or a month.

How will it work?

1. It would provide the user with a subscription to a kitchen, which would deliver the user his chosen dishes at specific times and on specific days. If the user's routine changes, they can easily adjust the delivery schedule to fit their new schedule. The user would also have the option to schedule a particular dish on a particular day or randomise if they like surprises.
2. The user would have the choice to subscribe for a week or a month and could also pause the subscription every Sunday.
3. The user can subscribe to different kitchens to deliver different meals on the same day.

Impact:

1. Increase in the revenue per user.
2. Increase in the order frequency.
3. Decrease in the churn rate.

Trade-off's:


1. Increase in the first time to order.
2. Decrease in the daily active users (DAU) and monthly active users (MAU)
3. Decrease in the revenue per user.

Feature 3 KYC – Know Your Chef

Chef's picture in the background
and restaurant logo in foreground

Chef's stories will help users to know
about them.
The video of the chef and the kitchen
would inculcate a sense of confidence
in the user to order from the restaurant.

Menu




Khatta Meetha Kande Poha

★ 4.5 (99) Portio Size: 1.5 katori/ 150 gm ₹70
Calories: 300 Kcal/ 3 Rotis

Description: Kande Poha is a popular and traditional Maharashtrian breakfast dish made from flattened rice (poha) and onions (kanda).

Ingredients List: 1 cup Poha (flattened rice), 1 large Onion, finely chopped, 2-3 Green chilies finely chopped, 2 tablespoons Oil, 1 teaspoon Mustard seeds, A handful of Curry leaves, A handful of Peanuts (optional), 1/4 teaspoon Turmeric powder, Salt to taste, Fresh Coriander leaves, chopped, Lemon juice (to taste)



Masaledar Pav Bhaji

★ 4.2 (70) Portio Size: 1 katori/ 150 gm, 2 pav ₹120
Calories: 450 Kcal/ 4.5 Rotis

Description: Pav Bhaji is a popular Indian street food that originated in Mumbai. It consists of a spicy vegetable mash (bhaji) served with soft buttered bread rolls (pav). The dish is known for its rich, flavorful, and

All the recipes cooked at Bhumi Kitchens are made with raw pressed coconut oil. Click to learn more about their ingredients...

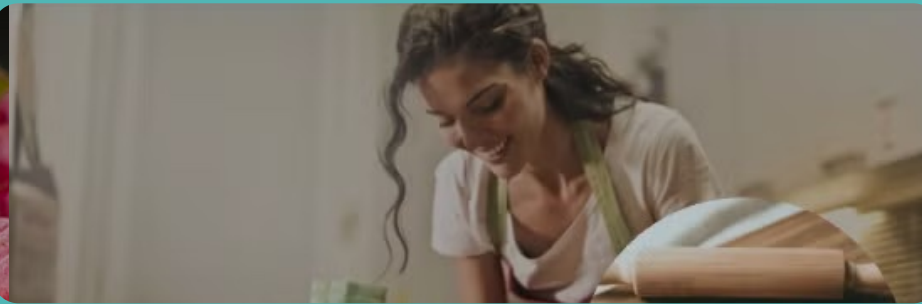
Detailed menu with calories, portion
size and ingredients. It would also
have the source/ company of
ingredients used by the kitchen

22:50


22

<


Bhumis Kitchen ✓ FSSAI Licensed
By Chef Rachna Ahuja
★★★★★



Rachna Ahuja, the culinary genius behind Bhumi Kitchens, brings the rich flavors of Maharashtra to your table. Named after her beloved daughter, Bhumi Kitchens is a tribute to family. [Know more](#)



Menu




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What does it solve?

This feature would provide **new opportunities to expand** in future as a marketing channel for Recipe Cup as well as home chefs.

How will it work?

The whole page will be divided into 3 sections:

Section A – About the restaurant and the home chef

Section B – Videos of the chef and their kitchen

Section C – Detailed menu of the restaurant containing price, calories, portion size, ingredients and detailed description.

Section D – Source/ Company of ingredients used by the kitchen

Impact:

1. Increase in the first-order placement rate.
2. Decrease in the time to first order.
3. Increase in the session duration.
4. Increase in the order frequency.

Trade-off's:

1. A cluttered screen with a lot of details results in reduced cohort retention.
2. Increase in onboarding time of the home chefs.

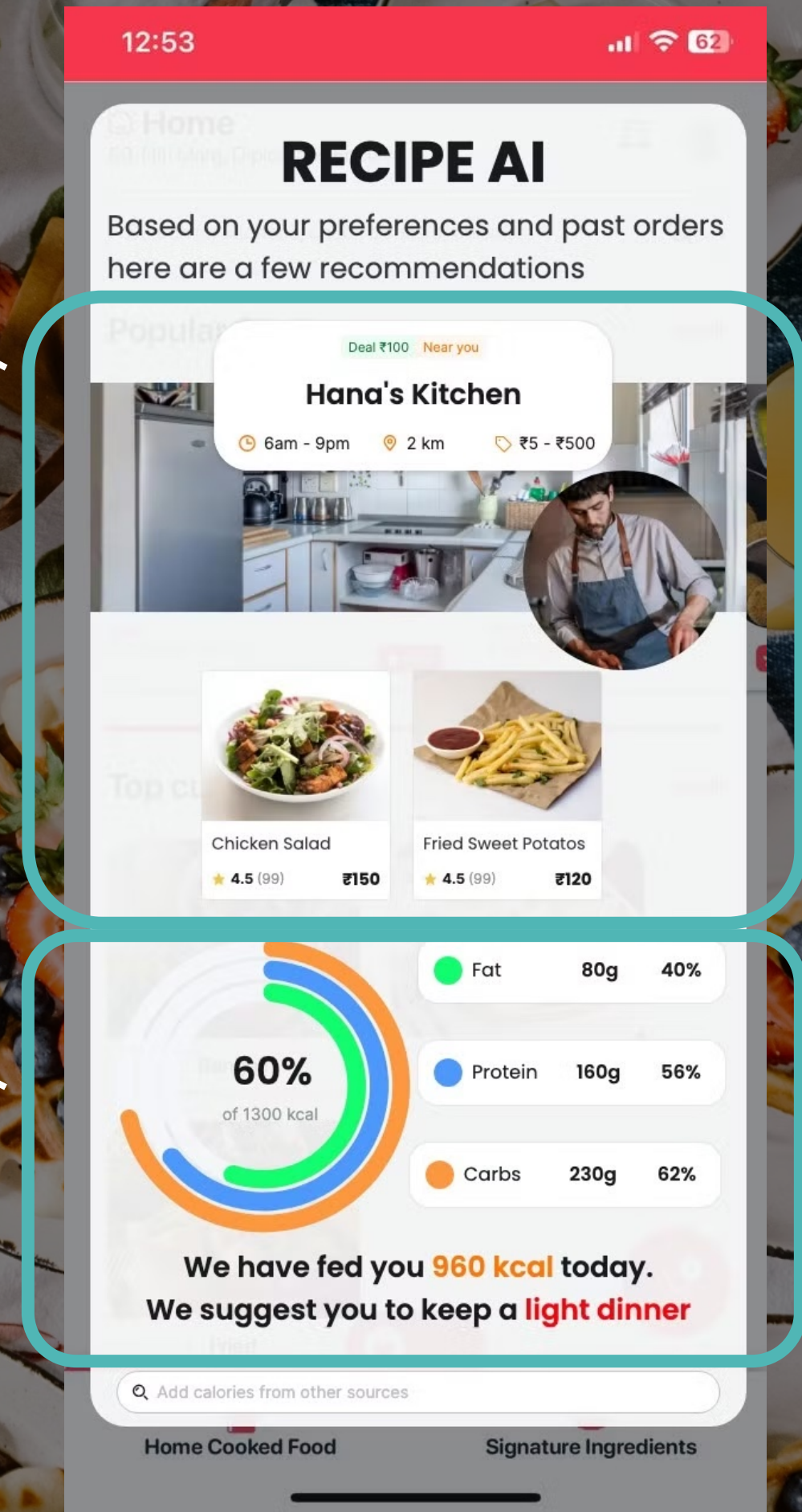
Feature 4

Recipe AI for users

Try Pitch

AI would suggest the user to order a particular dish from a particular kitchen based on their past behaviour.

The app would also track the calories ordered from the app and suggest users about their next meal based on their dietary preference and calories intake



What does it solve?

1. It will provide a **personalised experience** to users based on their preferences and app behaviour.
2. This feature would provide **new opportunities to expand** in the future as an extension to a health app.

How will it work?

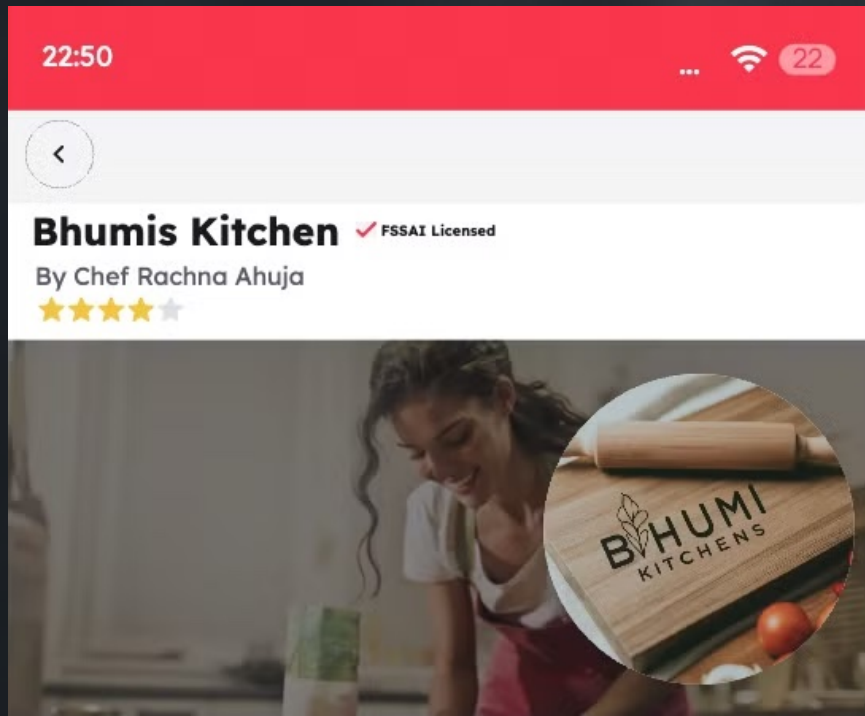
1. Based on search history, order history, and flavour quest survey, AI would suggest that users order a few particular dishes from a particular restaurant.
2. The app would also track the calories ordered, and on the basis of that, AI would suggest the user to order a particular type of meal.
3. Based on the successful goal, the user can share their success to their contacts or on social media.

Impact:

1. Increase in the order frequency.
2. Increase in the Daily Active Users (DAU) and Monthly Active Users (MAU).
3. Increase in the Repeat Order Rate.
4. Decrease in the Choice Fatigue among users.
5. Increase in the referral rate.

Trade-off's:

1. Decrease in the session duration.
2. Decrease in the average order value.



AI analytics to help home chefs increase their business



Many users near you are preferring **lactose free deserts**.

Try including them in your menu.



Based on the order history of your kitchen, you could be running out of below ingredients.



Prestige Coconut Oil 5L

Add +



Rajdhani Besan 10 Kg

Add +

Order Now

Based on order history, AI will help the home chefs order ingredients well in advance.

Feature 5

Recipe AI for HomeChefs

What does it solve?

1. It will provide a **personalised experience** to home chefs based on their order history.
2. This feature would provide **new opportunities to expand** in the backward supply chain to provide home chefs with ingredients.

How will it work?

1. Based on order history and user analytics, AI would suggest home chefs about their business and how they can increase it.
2. It would also analyse the order history and suggest home chefs to order ingredients well in advance to prevent shortage.

Impact:

1. Decrease in food wastage.
2. Increase in revenue due to expansion in the backward supply chain.

Trade-off's:

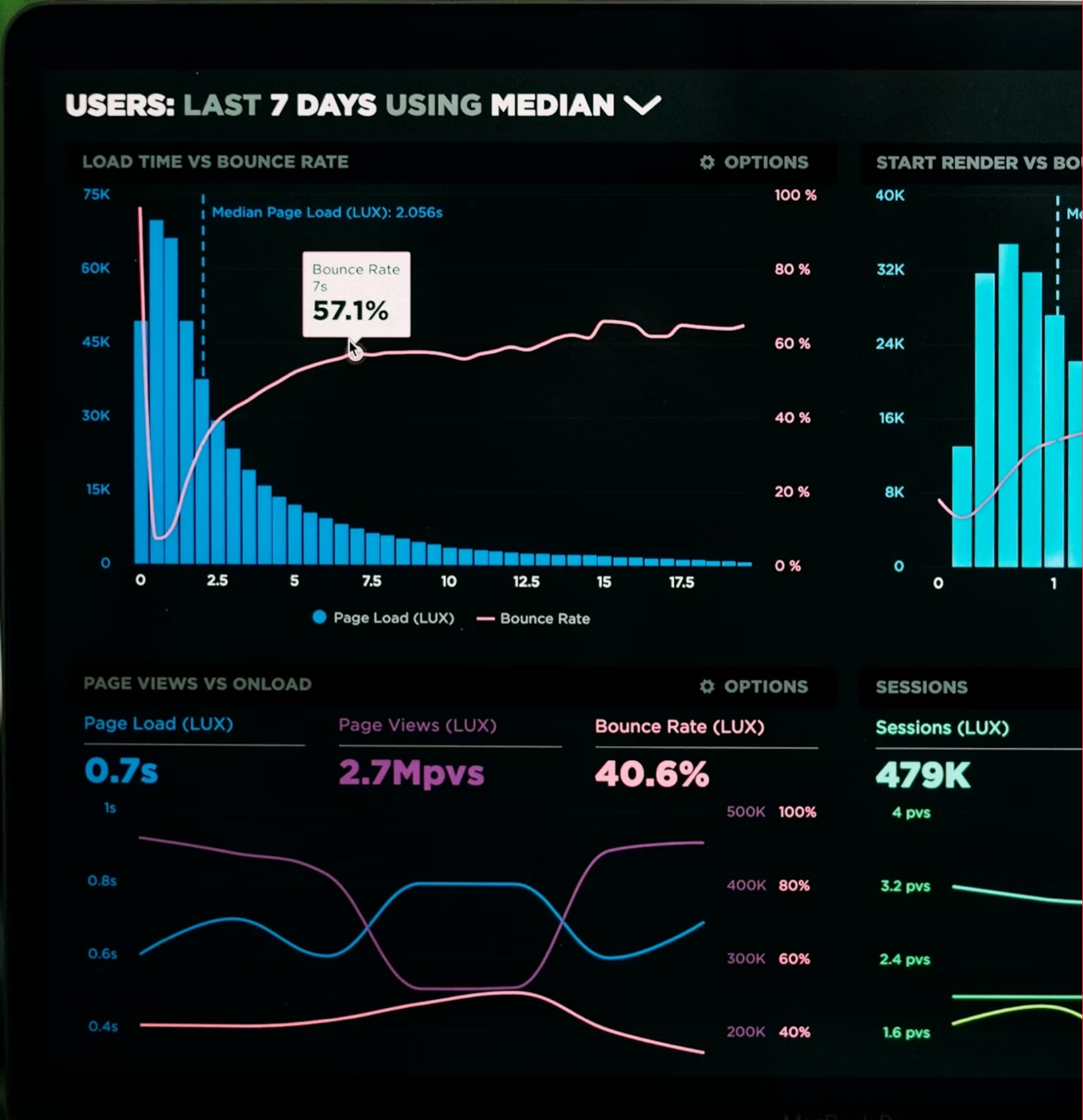
1. Drop off rate of home chefs due to demotivation among home chefs post analytics.

Part 6

Metrics



Try Pitch



Awareness

Metrics: Brand Mention ▲
Website Traffic ▲

Features: a. Know Your Chef (KYC)
b. Recipe AI

Acquisition

Metrics: New App Downloads ▲

Features: a. Know Your Chef (KYC)
b. Recipe AI

Activation

Metrics: First Order Placement Rate ▲
Onboarding Completion Rate ▲
Time to First Order ▼

Features: a. Know Your Chef (KYC)
b. Recipe AI
c. Flavour Quest

Engagement

Metrics: Daily Active User ▼
Monthly Active User ▲
Order Frequency ▲
Session Duration ▼

Features: a. Know Your Chef (KYC)
b. Recipe AI
c. Flavour Quest
d. Recipe Daily

Retention

Metrics: Churn Rate ▼
Repeat Order Rate ▲
Cohort Retention ▲
Premium membership ▲

Features: a. Recipe AI
b. Flavour Quest
c. Recipe Daily

Referral

Metrics: Referral Rate ▲ Social Shares ▲
Features: a. Know Your Chef (KYC)
b. Recipe AI

Revenue

Metrics: Average Order Value ▲ Customer Lifetime Value ▲ Order Volume ▲ Revenue Per User ▲
Features: a. Know Your Chef (KYC) b. Recipe AI c. Recipe Daily

Thank You



Harsh Kalyani



**Product
Space**





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Create a presentation (It's free)