

# Cheff

handling food wiser

Design Document for:

a smartphone app that suggests what to cook depending on the leftover ingredients.

Version: 1



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# Index

1	Concept
3	What Cheff is
3	How Cheff works
3	Tags
3	Most Usual Flux (MUF)
4	Welcome Screen
4	Search Results
4	Final Choice
4	The widget
5	Social functions
5	Recipe sharing through parallel layouts
5	Recipe uploading
5	Picture uploading
6	Feedback button
6	Where the other social functions are
6	Commercial functions
6	Advertising
6	Sponsorship recipes
7	Sponsor's platform
7	QR retrieving
8	Options and configuration
8	Behavior
8	Language
8	Recipe collections
9	User's recipes
9	About
9	Special terms and conditions
9	Anonymity policy
9	The Delayed GPLv3 concept

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## Business plan

11	Cheff's canvas business model
12	Business plan explanation
16	Development schedule
18	Structure cost

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## Marketing Mix

19	Product
22	Place
26	Price
29	Promotion
29	For users
33	For sponsors
34	For media bureaus and advertising agencies

## What Cheff is

Cheff is a portable cooking recipes assistant focused on the ingredients rather than on whole dishes. Instead of offering a directory of choices, Cheff looks for what its users can cook depending on the available ingredients they already have at home.

Also, Cheff suggests what could be cooked if some other ingredients were acquired.

The aims of Cheff are:

- Saving time
- Avoiding waste of food
- Giving new ideas for a meal

## How Cheff works

### Tags

When Cheff looks for ingredients, this is analog to a tag-based search. For a long time, this method has been used in blogs so the reader can look straightly for relevant items rather than for properly written titles or complete masses of text. Each ingredient becomes, therefore, like a small string of text with two correlative functions: it explains what the dish is made of and marks the recipe for the search engine to find it.

When the user looks for a determined set of ingredients, recipes are shortened depending on how faithful their composition is compared to the original input.

Those ingredients matching the original request are presented in a different way than those that were not—which are not taken as part of the user's ingredient stock—so the user know what he/she needs to buy in addition to the original ingredients.

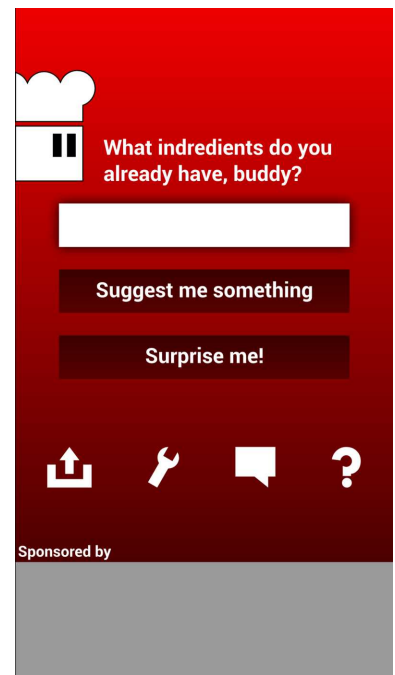
Common materials such as salt, spices or oil are taken for granted and are exposed in a different, neutral way that does not take part in the search but stays present within the to-buy list.

### Most Usual Flux (MUF)

Same as web search engines, Cheff exploits a deductive request technique, as opposed to traditional, inductive recipe directories where general topics lead to specific recipes. In this case, small items drive up to greater conglomerates. This should shape a faster way to get results but, as that cannot be assured so far, the interface has been forced to make its most common use the easier feature available.

Maintaining the idea of Cheff as a lean start-up business, this results in the need for a constant check on how users behave within the application in order to make the Most Usual Flux as comfortable as possible.

Guessing the way it could be used through the criteria by which the application was conceived, what follows is a core explanation about what the great majority of users should find when running Cheff. The visual layout is just an approximation.



## Welcome Screen

Right after tapping Cheff's icon, a full screen HTML 5 interface is displayed. The user is expected to input a list of ingredients. To press enter in the keyboard goes back to the welcome screen instead of starting the search, so none of these options are forced and any of them can be selected as equal. This behavior can be changed through the settings, if preferred.

'Suggest me something' leads to the search results.

On the other hand, 'Surprise me!' will go straight to one of the most suitable results.

## Search Results

Search results offer meals by default, but as some databases might include snacks or desserts the user can switch in between them.

Each recipe is sorted by suitability and popularity. On the right side, recipes inform the user about how much extra ingredients are needed. The more extra ingredients are required, the more the recipe is pushed to the bottom.

Recipes are accessed by tapping on their names once.

The sponsored space is always visible.

## Final Choice

Finally, inside the page of a single recipe, the user finds as regular tags the ingredients that were put in, the ones that are needed and, as said, the ones that are taken for granted. This page also offers information about how long it takes to cook, how many pictures there are and who the sponsor are, if present.

They are followed by simple cooking orders that talk in terms of proportions rather than in terms of quantities; this is because, as the search is based on leftovers and the recipe could serve an arbitrary amount of commensals, it is not possible to expect any concrete quantity. Also, this avoids the conversion between different units depending on the country.

The recipe screen also offers a picture or, in its absence, a chance to upload it. A single recipe can have many pictures that change through regular tap-scrolling.

A button on the top right corner allows the user to share the recipe on other media.

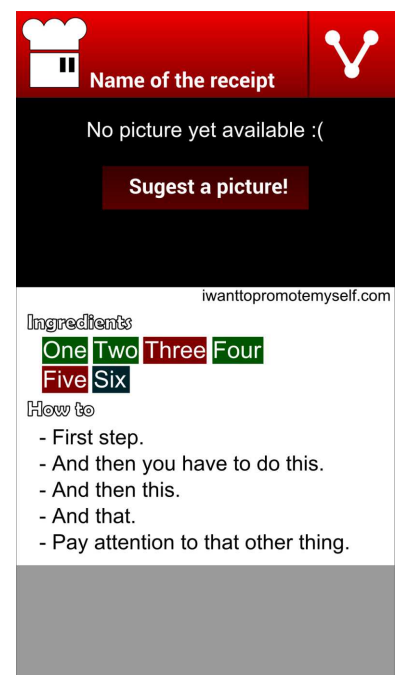
## The widget

Cheff also offers a widget for Android users. Roughly speaking, this widget saves the first tap to the application. But the widget also allows users to have Cheff in mind even when they are not using it, just as a reminder.

Furthermore, the presence of the widget avoids Cheff's full screen layout to cover other information, which can suit better to some users who do prefer to hold more third-party data in the screen.

When selected, the widget works just like the search bar. It allows the user to

snacks	meals	desserts
Receipt #1		
Receipt #2		
Receipt #3		
Receipt #4		+1
Receipt #5		+1
Receipt #6		+2
Receipt #7		+2
Receipt #8		+2
Receipt #9		+2
Receipt #10		+3
Receipt #11		+5





choose whether to look for all the available recipes by pressing '?' or rather to be surprised by pressing '!'

## Social functions

### Recipe sharing through parallel layouts

Cheff bases its accessibility on the fact that it gets adapted to the frame in which it is read. This means that for every possible, common platform —smartphones, tablets and desktop navigation— there is a different layout. When sharing the recipes, these layouts relate to each other as a way for the newcomers to install Cheff's application.

The upper-right sharing button within every recipe page offers to share it in a wide range of social networks such as Facebook or Twitter, or even through e-mail.

As the layout is meant to be based on web technologies, users without the application can still consult the recipes through their web browsers simply by adapting the layout. For example, links on WhatsApp simply open as HTML5 websites within the phone's browser; then there is a chance to ask newcomers to install the full app while they have access to the full, original recipe.

When shared on Facebook, the recipe is uploaded as a water-marked picture with a QR code that works for smartphones with QR readers; meanwhile, the description links to Cheff's traditional web layout. Twitter does so as well, but includes within the same tweet the name of the recipe, its front picture and a short link.

### Recipe uploading

By clicking the upload button in the welcome screen, Cheff displays a form that allow users to easily write and share their recipes with the community. However, contrary to account-based social networks, Cheff does not store personal data and sends two links to a given email: one allows to re-edit the recipe, and another serves to remove the recipe from the database.

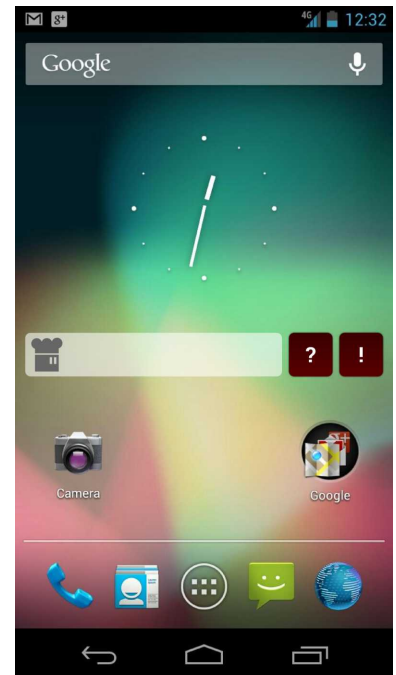
Recipes are approved by moderation, and in case of misspelling or typos, Cheff's work force can rewrite the material in order to maintain the quality of the service.

When some ingredients are written, Cheff suggests similar names from its database; this includes sponsored ingredients.

### Picture uploading

When a recipe has been uploaded with no picture, the user is invited to do so. If any picture has already been uploaded, the user is still able to add one more; this way, a single recipe can hold an album of pictures so users have more clues about how it looks.

The picture upload button leads into a form as well, and they follow the same anonymity policy that recipes follow.



## Feedback button

Back to the welcome screen, the Feedback button follows Luis Adell's Byom philosophy: to provide a quick way for users to share their thoughts. This button opens a suggestion form that directly sends the message to Cheff's development team.

This element will be particularly important during the beta phase of Cheff.

## Where the other social functions are

Some functions relating things such as 'likes' or 'favorites' are not yet meant to be in Cheff. The reason of this is that there are some other things that simply go first. Cheff's first function is not social networking but to optimally help users in their daily life, based on the ingredients and not on the recipes as a database. In the future, some respectful ways for these technologies may be considered.

It is obvious that some of these skipped functions may serve for commercial use; but, although they provide clear ways to segment targets and rank the recipes, there are some other ways to do it that are more ethical. For example: clicks, scrolls, ingredients and sharing provide information enough to guess what our audience is looking for. The fact that great companies are not so committed to this principle of respect towards their users does not mean that this is acceptable; Cheff does not need profiles to work as it is not a social network, and Cheff has a commitment with user's privacy.

On the contrary, Cheff takes part in dedicated social networks, which stays competitive in today's virtual interactions while also fights for a respectful use of personal data without reaching the extreme of denying any use by companies.

## Commercial functions

### Advertising

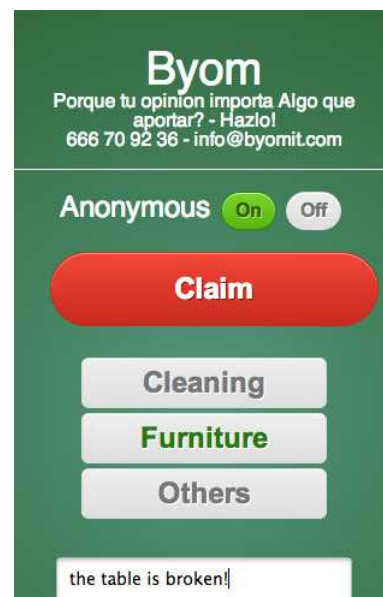
Cheff establishes alliances with third-party advertising enterprises such as AdMob ([www.google.com/ads/admob/](http://www.google.com/ads/admob/)), Adwhirl ([www.adwhirl.com](http://www.adwhirl.com)) or Mobclix ([www.mobclix.com](http://www.mobclix.com)). This strategy externalizes the efforts to get sponsorships and automatically integrates commercial contents related with Cheff's specificity within the application.

### Sponsorship recipes

Cheff is meant to keep a small space for direct agreements with sponsors. Contrary to advertising, sponsors do pay an amount per recipe that allows them to put their signature as a web link right below the picture of the dish.

In this case, sponsors produce and upload their own recipes for the privilege of being exposed inside the information and not outside (a space reserved for more explicit—and often more avoided—advertising).

Apart of this, sponsored recipes can include as much sponsored ingredients as the client wants. These work under the regular rules of coloring, but attach a star shape next to them and, once they are tapped, Cheff goes to their custom website



where the product can be explained.

The presence of this advertising is paid monthly. When a sponsor decides not to stay subscribed anymore, it is possible to choose whether the recipes can stay free of any inner commercial message.

## Sponsor's platform

Sponsors need four basic elements:

1. To keep their sponsored recipes safe.
2. To be able to add, edit or remove recipes.
3. To be able to add, edit or remove ingredients.
4. To pay in an easy way.
5. To track the impact of their Cheff sponsored recipes.

All this requires a web platform including secure log in, a content managing system and payment methods.

The flux is quite simple: once the client is registered, it is possible to work freely with the recipe and ingredient editors; once the work is done, the payment form asks for the money to publish them. If new recipes are added, the payment form will ask only for those new ones.

The wireframe shows a web platform interface for a sponsor. It includes a sidebar on the left with a 'New recipe' button and a list of 'Recipe' items. The main content area has fields for 'Name', 'Cooking time', 'Preparation', 'Ingredients', 'Pictures', and 'Sponsor logo'. The 'Ingredients' section includes a list of 'Ingredient' items. The 'Pictures' section includes a 'Picture' field. The 'Sponsor logo' section includes a 'Logo' field. The 'Cooking time' field has a dropdown menu. The 'Preparation' field has a note '(use \* for listing)'. The 'Ingredients' field has a note '\*suggested ingredients here\*'. The 'Sponsor link' field has a placeholder text. The 'Save' button is a large rectangular button at the bottom right.

## QR retrieving

As Cheff works under regular browsers as well, the platform offers to retrieve a compressed file with all the QR codes pointing to the sponsor's recipe list and to each recipe in particular. Therefore, the sponsor can include the recipes on their products and its clients do not even need to install Cheff at first, because they see the recipes through their smartphone's web browser—where, apart of the recipes, they are offered to install the application.

The wireframe shows a mobile application interface with a light green background. On the left is a vertical list of 12 'Ingredient' buttons, each with a close icon. To the right of this list is a large white rectangular area labeled 'Copy'. Further right is the 'Nutrition facts' section, which includes a header '(per 100gr)', a table with columns 'Element' and 'Quantity', and a list of 8 'Element, Quantity' entries, each with a close icon. To the right of the nutrition facts is a 'Pictures' section with a 'Picture' button and a close icon. On the far right is a 'Sponsor logo' section with a 'Logo' button and a close icon, followed by a 'Sponsor link' input field and a 'Save' button.

## Options and configuration

### Behavior

Cheff offers users to change the way in which the search is done, like whether it makes sounds or not, or how the widget acts on the desktop. All these small, but significant switches are confined into a single menu.

### Language

Cheff will be initially conceived for a Spanish speaking audience, with a second emphasis on blue ocean languages like Dutch in later expansions, and therefore with the vocation to be expanded towards new territories. This means that Cheff will eventually be multilingual; in the beginning, Cheff adapts its language according to its acquisition point's—Android Market, Apple Store, for example—but it can be changed later from this menu.

### Recipe collections

Cheff's recipes are not merely stored in a single recipe database. As if it were a matter of recipe pools, collections mean to store different groups of recipes depending on its origin or creator. The user can search for collections and mark them as suitable to be consulted when a search is executed; in return, excluded collections are ignored in the search.

The collections screen offers a real-time search prompt and a listing field, in which each item defines the name of the collection, a brief description, and a 'follow' button. If pressed, a single collection displays all the recipes within, as well as a search prompt in case there were too many, and recipes can be accessed normally.



# Concept

Sponsors can create their own collections, while users' recipes are stored in public collections depending on the language.

## User's recipes

Each installation of Cheff generates a personal, anonymous identifier that tracks all the recipes that were sent through that terminal. From the configuration menu the user can find a record of the sent recipes.

Each recipe entry goes into a panel that includes the recipe's name, the date it was created, whether the recipe has been approved, the email that holds the editing and deleting links—plus two buttons for these tasks and another for resending the email—, and a tap event in order to go to the recipe.

## About

Cheff's About menu refers to the creators of the application but also exposes the anonymous identifier, a button to update it—recipes will be updated—, and a link to the terms and conditions of the service.

## Special terms and conditions

### Anonymity policy

Cheff makes cooking easier and faster and allows users to share their results, but it does not constitute a social network itself. As personal data is not strictly mandatory for targeting, and because there are already others holding those services, it is not considered necessary to store any personal information of Cheff's users.

To hold personal information implies going one step further on social responsibility, which costs money and means accepting certain risks if storage fails somehow, because data gets destroyed—for which it is mandatory to have an insurance—or because it is stolen—which implies an arbitrary amount of claims and legal issues. As these potential problems concerning identification can be solved through other means, such as a personal identifier for each installation, there seems to be no point in tracking and matching real names with virtual issues.

Cheff respects its user's right to be anonymous.

### The Delayed GPLv3 concept

Cheff will initially be released under a restrictive license in order to protect the success of its first steps, which imply not only coding the application but to get a good repository of recipes, as well as a good community of active users.

However, as time passes, newer updates are meant to come and original seeds will start looking nothing at all like the developed, extended-on-time product. In this sense, there is a point in which a great difference exists in between the mature Cheff and any other incoming alternative. As the primitive product itself does not represent a warranty of success anymore, and as the already developed software may be recycled by communities and minorities in their benefit, Cheff's plans to free its code under the free, General Public License 3 within five years after its

# Concept

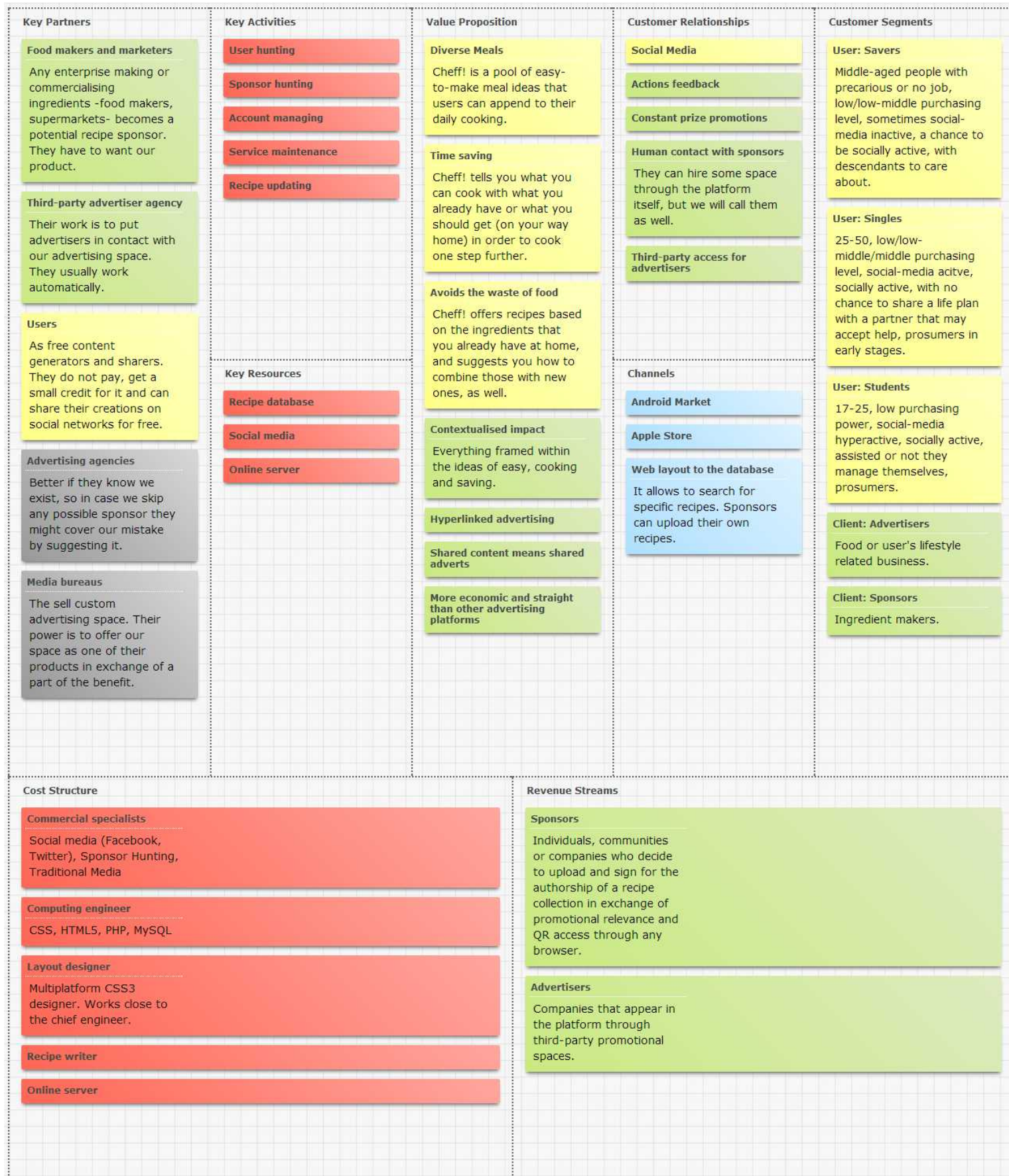
release. Indeed, this means to publicly release all the versions that come immediately before the last one for the free user of the community.

The advantages of this are clear, although the traditional software business seems to have ignored this. To release the code means:

- To create a pool of collective volunteering testers who spot and correct bugs within the system.
- To have a chance to create a development community, which can cooperate with the product or help recycle the business model during the dawn phase of Cheff.
- To push Cheff developers to create innovative features in the latest version. In other words, to create an innovation race in between a professional, established team and indie developers.
- To use old Cheff's versions to empower communities that will have repercussions in Cheff's reputation and by extension in everything close to its codes.

After note: free goes for freedom, not mandatory for 'gratis'. After five years, the free software business model gives Cheff another way of making money through custom development and technical support.

# Cheff's canvas business model



## User's value proposition

### Diverse meals

Cheff offers a supplement to user's usual meals, by suggesting original ways of cooking the ingredients they already have. It is also a good database to remind the user of dishes that, despite being common, are usually skipped or ignored.

### Economy choice

Cheff represents a way to save time, and offers cognitive economy to those who are not for creating new foods on their own but are looking for ideas. On the other hand, by frequently using Cheff, the user acquires cuisine vocabulary and learns new cooking skills and gains new meal options.

### Avoids food waste

Cheff promotes smart buying. This means: not to consume more or less but to consume wisely by recycling leftover ingredients. This is done by either combining leftovers or making combinations with new ingredients so no food finishes in the bin.

## User segments

Cheff is initially targeted for a Spanish market.

### Savers

They are the strong focus group of Cheff: people who needs to make their choices as economic and profitable as possible. This group is shaped by middle-aged people in between their 30's and 45's, commonly living as couples that are likely to have kids or would like to have kids or would like to; a great amount of them still do not have a degree, and many of them are public employees or used to work in low qualified jobs; their jobs are precarious or nonexistent; with a low/low-middle purchasing level; increasingly social media activity, many of them even skip this option although in the crisis Facebook and Twitter are used as an inexpensive way of spending time. The special characteristic of this group is that they usually carry a mortgage for their housing, and sometimes they cannot even afford to pay it.

Key names: Paco y Mar Carmen.

### Students

Young people in between 17 and 25; University level of studies; low purchasing power; social-media hyperactive, socially active; prosumers on social networks; highly unemployed; they cook for themselves because they recently left their parent's house or because their schedules do not match. They share the situation with the savers, but also represent a good way of rapidly promoting Cheff because of their group interaction and their technological knowledge.

Key name: Elena.



## **Singles**

Adults that are living alone so due to their situation they accept help and similar people who used to live on their own when employed, but of which many of them had to go back to the family home to take care of their parents. Responsible people, partially digitalised and looking for others, remaining proactive.

## **Sponsor's value proposition**

### **Contextualised impact**

When using Cheff, everything is framed within the ideas of cooking, economy and ease. However, as sponsors can redefine where their recipes are spread—not just in the database but also through ubiquitous QR Codes—the possibilities are expanded up to the supermarket as a marketing platform.

### **Hyperlinked advertising**

Cheff's data is linked in three ways: the first one refers to the connection in between ingredients, recipes and sponsored ingredients, that move the user from personal needs to public sponsored claims with brand information but also with specific information about the branded products; the second one is about the possibilities users have to share the recipes through other media; the third one points to the idea that QR Codes can expand the real world towards augmented reality through digital-optical items.

### **Shared content means shared adverts**

Every time someone shares content through social networks, all the brands appended go with it. Therefore, sponsors get an inexpensive but effective prospector-based chance of promotion through Cheff's users.

## **Customer relationship**

### **User relationship**

Cheff bases its relation with common users on social media, because it is immediate, inexpensive, and gives the feeling of being heard.

## **Sponsor relationship**

### **Actions feedback**

Cheff tracks how successful sponsors' actions are by providing them a report that can be checked online and that is monthly sent via e-mail, if they choose to.

### **Constant prize promotions**

Cheff prizes can be reshaped in order to attract particular sponsors or to keep others in the loop.

## Human contact

Sponsors and potential sponsors are called, visited and listened to.

## Revenue streams

### Recipe sponsorship

Individuals, communities or companies who decide to upload and sign for the authorship of a recipe collection and ingredients in exchange of promotional relevance and QR access through any browser.

### Advertisers

Companies that appear in the platform through third-party promotional spaces.

## Key partners

### Food makers and marketers

Any enterprise commercialising ingredients —food makers, supermarkets— becomes a potential recipe sponsor. They have to want to use our product as their promotion platform.

### Third-party advertiser agency

Their work is to put advertisers in contact with our advertising space. They usually work automated: save time and bring money in exchange of tag-based segmentation.

### Users

As free content generators and sharers. They do not pay, get a small credit for it and can share their creations on social networks for free.

### Advertising agencies

Better if they know Cheff exists, so in case we skip any possible sponsor they might cover our mistake by suggesting it.

### Media bureaus

They sell custom advertising space. Their power is to offer Cheff's space as one of their products in exchange of a part of the benefit.

## Key activities

- User hunting
- Sponsor hunting + Account managing
- Service maintenance
- Recipe updating

## Key resources

Recipe database

Online server

## Cost Structure

Work force:

Computing engineer

Layout designer

Commercial specialist

Recipe writer

Online server

## Channels

### App markets

App markets are the differential point that achieve to install the app on smartphones.

### Web layout

The web layout serves mostly to promote Cheff among sponsors, and brings the platform for uploading recipes to Cheff. Among that, the web layout can be expanded to consult Cheff's recipe database as well.

# Development schedule

Week	Development	Layout	Marketing	Recipe stock
1	Basic engine: HTML5 mobile layout for Android and iPhone Ingredient-based requests Rough database	Graphic pack Color scheme CSS button style Cheff's logo	Facebook fan page Twitter account Rebuttals for early sponsors	Get 50 recipes for the database with the most common ingredients Contact with early sponsors Contact with media bureaus
2	Recipes upload from mobile application Advertising implementation Options menu Collection selection All/Vegetarian/Vegan	CSS tags definitions Basic format of the mobile layout Main page Results page Recipe page	Prospection Influential media Influential blogs Influential people Promotional graphic material	Buy a recipe repository Contact with early sponsors Contact with media bureaus Meetings with early sponsors Meetings with media bureaus
3	Picture uploading and picture uploading form Suggestions form Help menu Widget	Improving week	Promotional graphic material	Meetings with early sponsors Meetings with media bureaus
4	Improving week	Recipes upload's CSS Picture uploading's CSS Suggestions form's CSS Widget's CSS		Meetings with early sponsors Meetings with media bureaus
5	Private Recipe Miner for Cheff's database Web layout: Front website Blog Secure log in	Smooth animations	Main website concept launch Podcasts and interviews hunting	Technical assistance to sponsors
6	Web layout: Ingredients form Recipe uploading form QR retrieval QR recipes list	Web layout: Front website CSS Blog CSS	Mock website launch Podcasts and interviews hunting	Technical assistance to sponsors
7	Web layout: Secure payment methods VISA Paypal IDEAL Google Checkout Bill-on-demand system Cheff's Analytics	Web layout Ingredients form recipe uploading form	Prepare and send the press kits for next Monday. Podcasts and interviews hunting	Sponsors recipes upload
8	Improving week Database controller	Improving week	Check if press kits arrived Paid blogs publish an article announcing Cheff is coming Teletypes to other media & blogs	Sponsors recipes upload



9	Improving week	Improving week	BETA LAUNCH Paid blogs publish an article announcing Cheff has been launched Reminder to other media & blogs Interviews and podcasts Track the impact of the launch	Recipe check and correct
10	<b>EVALUATION WEEK</b> Functional analysis Security improvements Work flow improvements	<b>EVALUATION WEEK</b> Usability analysis Interface corrections	<b>EVALUATION WEEK</b> Track the impact and how Cheff is being spread Interviews and podcasts Facebook page advertising Twitter advertising	<b>EVALUATION WEEK</b>
11	Security improvements Work flow improvements	Improving week	Facebook page advertising Twitter advertising After-launch rebuttals for early sponsors	
12	Improving week	Improving week	Facebook page advertising Twitter advertising	Contact with potential sponsors

# Business model

## Structure cost

Groups	Element	W. Hours	€/hour	\$/hour	Fix €	Fix \$	
<b>Staff</b>							
	Chief Engineer	480	15				7200
	Receipt writer	124	12				1488
	Layout Designer	240	15				3600
<b>Infrastructure</b>		Months	€/month	\$/month	Fix €	Fix \$	12288
	Cheff dedicated web server	12	57.99				695.88
	Domain: <a href="#">Cheff.mobi</a>	12			18.09		18.09
	Domains: <a href="#">Cheff.me</a> , <a href="#">Cheff.co</a>	24			90.06		90.06
	Google Play account registration					25	19.25
	Apple Store subscription	12				99	76.23
	Amazon Store subscription	12				99	76.23
	Zimbra (Starter Edition)	12				399	307.23
<b>Promotion</b>		Amount	€/item	\$/item	Fix €	Fix \$	1282.97
	<a href="#">Androisis.com</a> banner	2	80				160
	<a href="#">ADSLZone/EI Androide Libre</a> promoted post	1	605				605
	Press kits				630		630
	Sponsors traveling costs found				3000		3000
	Social enterprises mailing				65		65
	Teletypes				70		70
<b>Others</b>		Amount	€/item	\$/item	Fix €	Fix \$	4530
	Skype monthly worldwide calls subscription	4	10.45				41.8
	<a href="#">Shutterstock.com</a> 25 day subscription				25		25
Total							18167.77

# Product

## What does the user want from Cheff?

Cheff is not a mere recipe database for cooking fans. Cheff helps people to achieve an assorted and responsible meal in a context in which this is hard to achieve, by allowing them to recycle the ingredients that they already have at home into attractive dishes.

In addition, Cheff suggests what other meals could be prepared if some more ingredients are bought, which underlines wise purchase rather than impulsive buying. In case of the sponsored ones, users can also know where to get the product and what the benefits are that the producer promises.

Cheff implements ethic sharing and uploading functions that go from sending a recipe through Facebook, Twitter or WhatsApp to publishing the users' own recipes or cooking results as pictures. This invites people to interact as they usually do, but with the added value that the shared content is now in a place where everybody can participate.

## What does the he sponsor want from Cheff?

Cheff offers a group of active, interested buyers looking for great food combinations. Sponsors can promote their own products and recipes in such a way that users engage with the brands that were appended to them. So, some ingredients can relate to a single sponsor, as some recipes can be signed by them while showing their offer among the ingredients. To take part in Cheff's database means to win visibility.

Also, Cheff offers a free-on-installation, QR Code-based way of visiting recipes or even recipe collections. Sponsors can download the QR codes and print them inside their products' tags, so clients can read how that product could be expanded. Due to matters of space, those recipes used to be cursed to the bottom cardboard layer, or remained as small suggestions that covered design blanks; with Cheff, those one or two recipes can become dozens, and get into a virtual space where they can be shared freely through social networks or instant messaging systems. As they can also be ranked, sponsors gain new ways of measuring the impact by the score, the entire number of visits, the amount of individual views, and where they have been shared.

By combining products from the same maker inside the same recipe, marketers can link their products and offer their clients new ways of cooking that at the same time benefit their accountancy.

## What features does Cheff have to meet these needs?

Cheff's features can be consulted in the 1st chapter of this booklet.

## **Are there any features Cheff has missed out on?**

Once Cheff rises, the next steps will be:

- To add a comment system

Because people like to opine, although it is not a primary or immediate function nor the first thing that is expected from a user to do.

- To consider a vegetarian filter

Vegetarians are concerned people that care about what they eat and that have to struggle with today's culture of meat. To provide a vegetarian/vegan filter could gain a great amount of active users.

- To add a QR Reader inside Cheff

This way the app can read its own recipes without depending on other apps such as Google Glasses, that launch the web browser when any QR Code is read.

- To make it multilingual

Spain is a good place to start because of the following fact: unemployment is increasing, so people are becoming more careful with their money and this, therefore, makes marketers worry about consumer descent. Later, South America gets to be a great deal as well. But Spanish is a language barrier that can block Cheff in the Northern Countries.

## **Does Cheff include costly features that both users and sponsors will not actually use?**

Cheff is based on the lean start-up concept. It will be released as a Beta version, and from then onwards we will attempt to spot what the really essential features are and which ones do not require further care or even ask for removal.

Cheff also includes a suggestion form in order to get straight feedback from our users.

How and where will the users use Cheff?

Cheff is meant to be used right before heading home, when daily issues are done and users still have the way home to visit the supermarket or contemplate what they will cook back to their place..

Because recipes can be uploaded, Cheff can also take part after cooking fans



finish a dish and wish to share how it looks and how it was cooked through social networks.

## **What color(s) should Cheff be?**

Cheff's design should remind the user of a kitchen and eating table, matching their situation at the moment of use. So, as our users will be thinking about cooking, it has to remind the user of those things associated with this.

## **Why is Cheff called Cheff?**

Cheff (/shef/), with two Fs, comes from the expansion of the french word chef. The app is like a chef but also something apart of this: an adviser, not a boss. Cheff has one more F for Fun, Freedom and Functionality. Cheff sounds like a calm /sh/ and /ff/, just like if wind was blowing graceful. Its french connotations remind the user of cuisine more than of simple cooking.

## **How is Cheff branded?**

Cheff is a digital brand that goes from smartphone markets to social networks. The general attitude of Cheff as a brand is to be helpful for others and engaging for everybody who wants either to make wise choices concerning money when buying food or to suggest how to invest money wisely when talking about food. Thereby, Cheff encourages sponsors to design real meal deals and to use it as a way to connect with their clients' needs, instead of using the platform as a simplistic way of self promotion.

## **How is Cheff different compared to its competitors?**

Most famous cooking solutions for smartphones are really good and incredibly widespread (for example, Allthecooks.com has over five million downloads), but they tend to skip Spanish audience for the benefit of an international English-speaking environment. Cheff is in Spanish, as many people demand their recipes in Spanish.

The second point is that Cheff is concerned about how sponsors connect with their audiences more than the other recipe databases, that continue to hold hundreds of thousands of recipes as their strong point (this is not bad, but it is not good for Cheff's users because a person usually has a limited amount of time, ingredients and expectations; for someone looking for quick meals based on ingredients, it does not help to have so much noise and it is better to have the materials handy). Also, a person can have a limit of recipes that does not go over one thousand; even in Spain, where traditional dishes are really prolific. If others are already focused on becoming a library for cooking fans, it is better to go the other way and offer quick solutions.

Many recipe databases already included an ingredient based search, but it is still does not go as straight as Cheff and keeps integrated with the rest of the interface.

Cheff offers quick, easy solutions, while others offer great, complex solutions; others go for people interested in cooking, while Cheff goes for those who need to be interested in cooking.

## **What is the most Cheff can cost in order to provide, and still be sold sufficiently profitably?**

Around 20,000€.

## **Place**

### **QR Codes**

QR Codes are a call for attention anywhere they are present. They can be put in stickers, appear through screen, printed on different materials or presented in any innovative way —such as a cake— in which materials contain enough contrast. QR Codes are the way to catch curious individuals; the only thing the QR Code has to do is to point to any of the most popular markets. Because of its massive presence and influence, this means to link QR Codes to Google Play and Apple Store.

### **Google Play (aka Android Market)**

Platforms: Android

Popularity: on every Android phone

Cost: 25\$/account

Advantages:

- A must, because it is present in any Android phone.
- Editor's Choice promotes remarkable apps.
- Holds other media apart of just apps, which increases the probability of impacts.

Cons:

- Too many applications as noise; it needs other promotional ways that really reach Cheff's audience.

### **Apple Store**

Platforms: iPhone franchise

Popularity: on every iPhone

Cost: 99\$/year

Advantages:

- 70% of sales revenue.

- Audience is suitable for pay in exchange of advertising removal.
- It has the factual monopoly of iPhone Apps.

Cons:

- Success or even exclusion depend on Apple's choice.
- Interface prerequisites seem to be restrictive.

## **Amazon App Store**

Platforms: Android

Popularity: Lower than the two greater shops, but as great as Amazon.

Cost: 99\$/year

Advantages:

- Amazon is highly specialized in the long tail: people looking for smart cooking will eventually find Cheff.
- Featured categories and developers.

Cons:

- Too messy for those who do not exactly know what they are looking for.

## **Mobango**

Platforms: Android

Popularity: more than 8.000.000 users, more than 1.000.000.000 yearly downloads. Ratio 250:2.

Cost: free

Advantages:

- Visually clear.
- Not many apps yet: 100.000 give Cheff a chance to be remarkable.

## **Slide Me**

Platforms: Android

Popularity: 2.000.000 million subscribers

Cost: free

Advantages:

- 40.000 apps: still not many to win easy visibility.
- Category search does not provide an uncountable amount of results, as Google Play does.
- Great rules against scam apps that provide a clean platform.
- It is possible to promote apps in blogs and on the website itself:  
<http://slideme.org/blog/win-with-widgets-promote-your-android-apps-in-new-ways>

## **Opera Mobile App Store**

Platforms: Android, Windows Mobile, Java, Symbian, Blackberry,

iPhone, HTML 5

Popularity: 60.000.000 monthly visitors, 1.800.000 monthly downloads.  
Ratio 100:3.

Advantages:

- Multiplatform, which includes target groups using Android but can also catch iPhone users.
- They provide many ways to straightly contact them and do not cover their responsibility under a brand.
- Clear with bureaucracy and contracts.

## Price

### Considerations on investment refund

#### Profitability of downloads

According to Pat Robertson, founder of Mediaplasm, those who simply try the app and forger or uninstall after a while can make around 0.02US/\$ (0,0154863€) per person. This means, that in order to cover a fair income of 20,000€ we do need slightly less than 1,300,000 unsatisfied or uninterested users.

So far we have a prevention, emergency consideration; but there is more. Following Robertson's thesis, the conversion rate in the app market is about the 10% of those who view our advert, download it and decide to use it. This is, that if 1,300,000 represents the 80% of our downloads there will be another 325,000 that will make more money. Estimations go around 0.09cts. per person. Considering then 1,625,000 downloads, this will add approximately 29,250€ to the total amount.

In a whole-view, 1,625,000 downloads may provide 42,250€ as set the base for further growing.

#### Profitability of sponsorship

To cover an income of 20,000€ is also possible through sponsors that act as collateral investors. For big marketers, a static price of 100€ per advertising scene is not that much; on the other hand, ingredients go half of that price. If we consider the pessimistic calculation that the average marketer will take a single recipe and a single ingredient, this gives us 134 agreements. Most optimistic calculations in which a few big ones hire Cheff's service by the rule of 10 recipes with 10 promoted ingredients give us a clue of 14 sponsors to cover the expectations.

Of course, great franchises such as Mercadona—known by its tendency to commercialize everything under its own brands—or food makers with a large amount of brands could offer greater deals, such as register tens of ingredients and create a digital recipe collection for many of them—as



their marketed ingredients that could be combined. This opportunity must not be dismissed, because big franchises are also interested in linking the use of their products among themselves.

## Cheff's double-sided strategy

Cheff has two ways of making it profitable. Although advertising is a secure container that depends on downloads and use, sponsors give much more money to the maintenance of the application. The initial phase of Cheff will attempt to cover its costs through sponsors' cooperation, although the greater the user group becomes, the more important it will be for Cheff to hold an efficient, targeted network of advertisers.

Even if sponsors get to pay for half of the platform's initial cost—which would be conveyed as an investment—advertising should cover the other half, which implies to have a secure base of 700,000 downloads.

## Why go for big sponsors?

It seems a good strategy to initially aim at great deals with great companies, because:

- The platform needs to be filled with many recipes in its very beginning, previous to any user participation.
- Great companies already have their supermarkets as promotional fields in which QR, visual messages, direct advising or sound samples can increase the use of the application and are paid and promoted by them with no cost for Cheff as an enterprise.
- In an empty scenario that is suitable to call for their audience, marketers will compete for visibility due to the fact that it is easier to get a great proportion of the recipes and therefore, of the platform as a digital scenario.
- Supermarkets, especially Mercadona, hire marketing and nutrition specialists that can write the recipes themselves, as they can pay for the royalties of the pictures, too.

# Price

## Pricing recipes

### Periodicity

Prices are given as a forever registration; this means, that the honest price promises a long term service. However, as some sponsors might refuse to invest so much money, there will be temporary-recipe pricing offers:

<i>Hired time</i>	<i>Deal</i>
1 year recipe	1 <sup>st</sup> year costs 80%+taxes of the forever price. To renew the second year will be a 25%+taxes and the recipe will stay forever.
2 year recipe	1 <sup>st</sup> and 2 <sup>nd</sup> year costs 90%+taxes of the forever price. To renew the forever will costs the 13% of the initial forever price.

The aim of this is to encourage sponsors to increase the database within the first year, which should call for users although the benefit will be slightly less. One year after, recipes will stay at Cheff's database without sponsor information unless they decide to renew it.

### Price formula

A single recipe costs 100€ + Indirect taxes, and it goes down to 80€ + Indirect taxes when it peaks 100 or more hired recipes. This is the way Cheff prices great hiring. The formula that defines the price per unit goes by the discrete expression

$$F(x) = 80 + 20 \cdot \exp(-0.01 \cdot x) + \text{VAT} \cdot x$$

in the interval for  $1 \leq x < 100$ , where  $x$  represents the amount of recipes that are hired. The arithmetic expression—that will be in fact used—is

$$f(x) = 0.002040x^2 - 0.4081x + 100.40606 + \text{VAT} \cdot x$$

When  $x \geq 100$ , the price per unit is calculated by the following linear expression:

$$F(x) = 80$$

The first interval indeed makes each additional recipe cheaper than its previous one, but also makes the deal better than the one with the previous unit. That makes the range in between 2 and 99 less profitable than a linear function, but pushes sponsors to go for hundred or more.

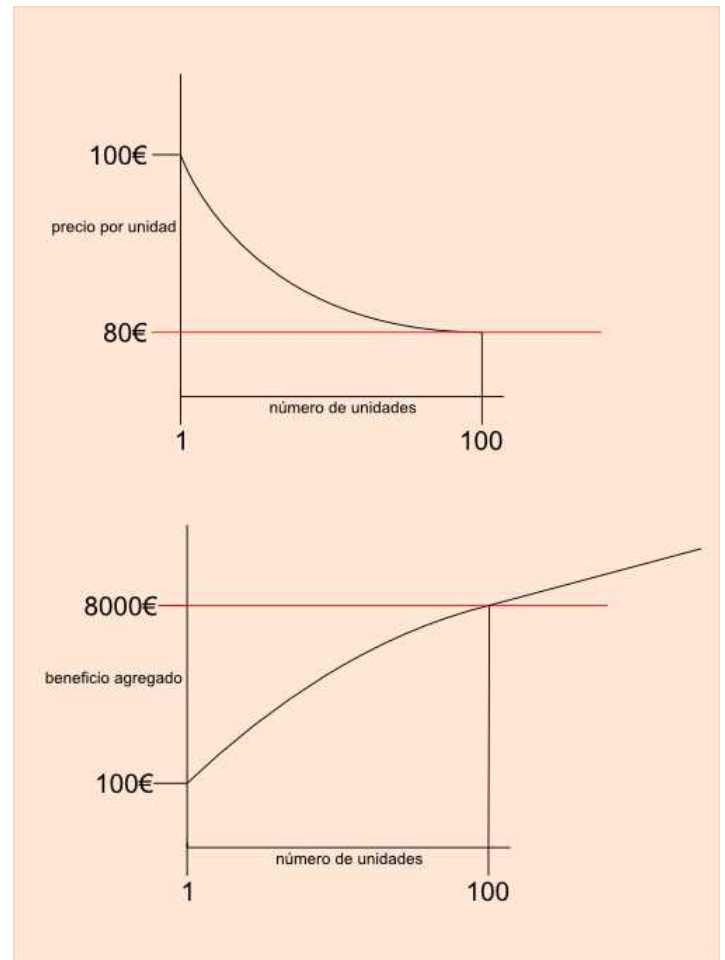
The arithmetic function that calculates the added price of the whole recipe pack is

$$g(x) = -0.8060x^2 + 161.208x - 60.402$$

in the interval  $1 \leq x \leq 100$ , and becomes

$$F(x) = 80x$$

when  $x \geq 100$ .



## Pricing ingredients

As ingredients are submitted to regular market cycles of introduction, rise, fall and disappearance, they are hired temporarily. Their price per ingredient's promotion is fixed as follows:]

<i>1 year subscription</i>	<i>50€ + VAT</i>
<i>2 year subscription</i>	90
<i>3 year subscription</i>	120
<i>Unlimited subscription</i>	200

How much it costs to make an unlimited subscription out of an ingredient that was previously hired as temporary gets defined by the following expression:

$$F(x) = [1,1 * (200 - x)] * (1 + VAT)$$

where x represents the quantity that was previously paid for 1, 2 or 3 years.

## Deal scenarios

Here are the calculations for some expected scenarios when negotiating with sponsors, that serve as an example on the scope of the deals:

# recipes	Recipe (T) Price	# ingredients	Ingredients (T) Price	VAT	Conditions	Cost (R+I)*1.21
1	1	1	1	0.21	0	181.5
50	1	30	1	0.21	0	9418.94
100	1	30	1	0.21	0	8400.42
150	1	30	1	0.21	0	12400.4
1	Forever	1	Forever	0.21		363
10	Forever	1	Forever	0.21		1471.08
10	Forever	5	Forever	0.21		2990.01
100	Forever	30	1	0.21	0	11495
100	Forever	30	1	0.21	0	17484.5
100	Forever	30	1	0.21	0	14489.8
100	Forever	30	1	0.21	0	11495
100	2	30	1	0.21	Recipes renewed forever, 15 ingredients renewed forever	4780.65
150	2	30	1	0.21	0	21647.35
200	Forever	30	1	0.21	15 ingredients renewed forever	25053.5
200	Forever	60	1	0.21	30 ingredients recipes renewed forever	31424.15
200	Forever	60	Forever	0.21		33880.48

## What the price includes

To talk about Cheff's promoted recipes and ingredients does not mean to pay a lot for a few kilobytes of information coined as a recipe. What Cheff includes within the price is:

- The inclusion into a global database of handy recipes that point to match common people's needs rather than only cooking fans desires.
- The presence into a social node where a large amount of users' keep their attention active to look for what food makers are offering.
- An analytic system that allows sponsors to track how people responded to their recipes, based on clicks, phone model, browser, permanence, ratings and sharing. And the information is still anonymous and thereby kept ethically.
- The chance to see sponsored recipes shared and distributed through social networks.

- Direct marketing through QR codes for recipe collections, individual recipes or ingredients.
- A chance to link their products usage through a smart buy rather than by pressing to consume by other —questionable— methods, such as music tempo, product positioning or auto-turner shopping charts.
- A royalty free service that can be named or adapted into to any own marketing or publicity action with no cost.
- A multiplatform smartphone application that runs on most popular phones and also web browsers so it is suitable to reach as many digitalised audiences as possible.
- The chance for their public image to append to their brands because of the fact that they are supporting Spanish entrepreneurship in a time when not many do so, yet everybody perceives it as really positive to create employment.
- The service maintenance.

## Promotion

The promotion has to be extended at least for two months after the beta release.

## For users

The claim for savers is: 'As Cheff is my witness, I will not waste food again!', as a social reminder to Gone With the Wind's coined sentence 'As God is my witness, I'll never be hungry again!'. The Spanish sentence is 'A Cheff pongo por testigo de que jamás volveré a tirar comida', instead of 'A Dios pongo por testigo de que jamás volveré a pasar hambre'.

## Blogs

Online weblogs catch a great amount of targeted and proactive audience. In order to boost the number of downloads in the beginning of the application, Cheff aims to be promoted through geek and Android dedicated websites; iPhone audience is interesting, but might not be as concerned as Android users because of the fact that their acquisitive power is higher and therefore they are not as interested in saving as the named ones. This can provide:

- A quick motivation to try the app by an audience interested in technology and efficiency.



- The spread of Cheff as a brand new app through social networks, because of the immediate relation in between weblogs and social networks —procedural and visual proximity.
- The participation of users as prosumers; through the app specificity or via mouth-to-mouth advertising.
- Visibility towards a technologically interested audience.

## **Banners**

Colorful, moving banners tend to be ignored—that is why AdSense, white-based, is the most successful promotion platform. What would suit Cheff is to create a clear, static banner with a great QR code calling for attention and a header as a claim with a tagline. The QR has to link to Android market, so people can just feel curious and download in the quickest way that is possible.

Another interesting idea to call attention over the QR Code is to design it slightly inclined. This does not affect the Code's functionality but breaks the expectations of QR Codes, that are usually presented as horizontal; in a website where everything is formatted under boxes, a twisted one is a great way to be emphasized.

## **Selected blogs**

### ***Androisis.com***

Monthly visitors: 410.000

Page views: 1.000.000

Type of advert: 125x125 right-side banner.

Price: 80€/month

Contract: 2 months.

### ***ADSLZone group***

Mention to Elandroidelibre.com, which is the probably most famous Spanish blog on Android.

Monthly visitors: 3.000.000

Page views: 7.000.000

Type of advert: Promoted analysis and mentions on their network.

Price: 500€ + VAT, around 605€

Contract: Single one

## **Press**

Specialized press can freely promote Cheff as they also need to fulfill content information. Although the acquisition of the magazine may hold an audience which is not directly in need of saving, the relation in between cost and ad impacts make

it worth the attempt.

## ***Press kits***

Press kits offer a way to inform journalists and be liked by them. Cheff's presskit should include a formal letter responding all the W's, a pen drive with digital material that can be printed or even used within the format of the magazine, and a small gift. For this last addition, the idea is to give them a cooking smock with the tagline printed on it, where Cheff has been substituted by a QR Code, so the message requires the audience to take active part in order to understand it completely. Another option is to put the tagline next to a big QR Code. The aim of the gift is that it has to be used—or at least mentioned or commented on—by the journalist. This procedure will shape a prospective figure with a fun, useful and interactive promotional tool.

Ecamisetas.com offers cheap smocks. The cost of 50 of them with the print included is 177,39 €, to which it is mandatory to calculate the mailing costs. The model should look like this one:

[http://www.ecamisetas.com/detalles.asp?ref=M4168#.UVMHyS\\_Jai0](http://www.ecamisetas.com/detalles.asp?ref=M4168#.UVMHyS_Jai0)

Nevertheless, 50 is a quantity that peaks on profitability, but press kits might actually be around 20. If we consider that the price of one single smock goes around 3.55€, that pen drives should go around 9€ each maximum, the price including the packaging and the letter should be less than 10€ per gift. With another 10€ per mail service, each press kit should cost no more than 20€ and the whole should represent no more than 480€.

The other 30 smocks, which represent 106.43€, will be given as a gift through social and networking events to relevant prospectors; it is being considered to send some to community managers.

The whole cost should not exceed 630€.

As a price for those who read the pen drive's content, it is being planned to include the distribution of a royalty-free music from Jamendo.com as a bonus track.

Considered media

Spanish magazines on Android, iPhone, home affairs and cooking. 5 magazines of each.

## ***Teletypes***

Some other media are not strictly concerned about app or cooking related materials, but do need to fill some empty or arbitrary spaces every day/week/month. It is planned to mail as much media as possible in order to let journalists know what is going on. Most of them will probably ignore us, but some of them might refund our investment through mentions or even interviews.

The key is not just to present the product but also the social situation, which will allow journalists to include Cheff's content inside their information, as we also have something else to append:

- A tool that allows people to save money in a time where Spain has over six million unemployed people.

- An app that avoids food waste, a practise that has been hardly criticized during the last year in Spain.
- A mechanism to enhance smart buy so both marketers and clients get some benefit.
- A young Spanish entrepreneur abroad creating jobs.
- The harmful situation of Spanish entrepreneurs compared with abroad success chances.

Letters must include contact information as well.

Media will be retrieved from the Agenda de la Comunicación, yearly edited by Moncloa, that includes the addresses of all the official and private media in Spain; it would be good as well to consider to send the letters to communitarian media such as Radio Klara.

The printing of 100 of these letters might not be more than 10€, the envelopes should cost around 20€, and forwarding them from Spain would add no more than 40cts per letter. 100 tag printing is inexpensive, and must be done in order to not to hand-write addresses. The overall results to be around 70€.

## Social enterprises

After the launch, formal letters should be sent to social cores where people need to optimize their resources. These letters can follow the teletypes as well, with a few exceptions:

- They include a QR Code to the download in the bottom of the letter.
- They appeal to particular heads of the organizations rather than to whole departments.
- They include a pair of printed promotional vouchers that includes a QR Code and the promotional claim, so they can hang it somewhere visible to everybody.

There should be no more than 50 letters, which would go around 35€. Color vouchers have to fit inside the envelope; considering that up to 3 can be printed per page, that makes 17 the color pages that must to be printed; by considering 1.50€ per page with glossy paper, that makes no more than 26€. The aggregated price should not be more than 65€, with some margin.

## For sponsors

### Direct marketing

Initial sponsors are meant to be directly contacted. Due to the distance, this contact starts by phone and can conclude in an eventual, face-to-face meeting.

Promotion through sponsors must include:

- A VoIP service with a controlled cost and ability to call phones (Skype).
- Rebuttals for the commercials.
- Digital printable materials detailing Cheff as a platform, its benefits and pricing for sponsors.
- An always available email address.

Further contacts may include:

- Traveling and hosting costs.
- A slide presentation for face-to-face explanation on how Cheff works and why its services are worth hiring.

### Great brands to contact

- Alcampo
  - Aldi
  - Alimerka
  - Caprabo
  - Carrefour
  - Consum
  - Supermercados Día
  - Dinosol Supermercados S.L.
  - Grupo El Corte Inglés
  - Hipercor
  - OpenCor
  - Supercor
  - E.Leclerc
  - Supermercados El Árbol
  - Eroski
  - Hiperber
  - Hipercor
  - Lidl
  - Makro
  - Mercadona
  - Sabeco
  - SPAR
-

- Supermercados Masymas
- Supermercados El Jamón

Small brands to contact

- Spanish ecological markets, which have many products they would like people to know about.
- Herbalist shops.

Food makers

- Deoleo
- Ebro Foods
- Grupo Nutrexpa

## **For media bureaus and advertising agencies**

Media bureaus are pendent of negotiations; what it is offered to them is to sell Cheff's promoted recipes and ingredients under our usual price and getting a fee. This diminishes our benefits but externalizes marketing efforts towards nodes with a strong network that is already functional.

Advertising agencies need to know what Cheff is and why it is useful for their clients.

After Cheff's Beta phase, it will be suitable to contact these kind of businesses in order to make cash income more constant and less dependent on Cheff's administration.