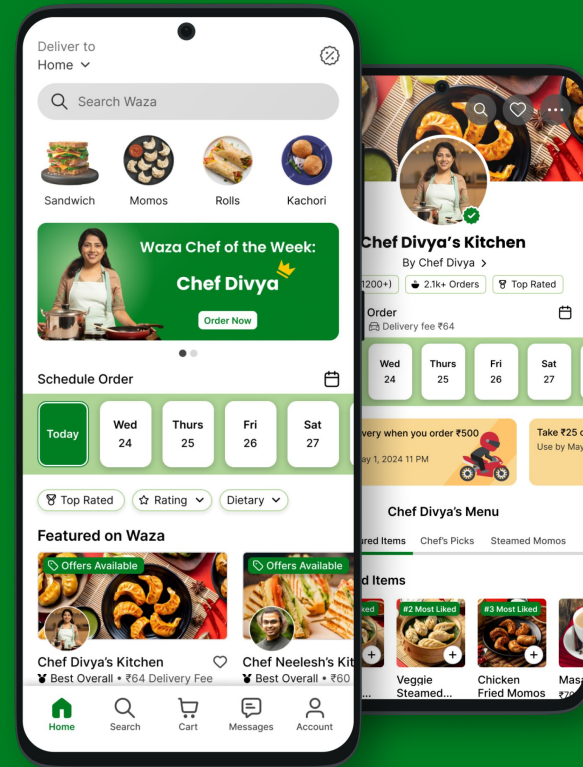


# Waza

Taste the love of home, away from home



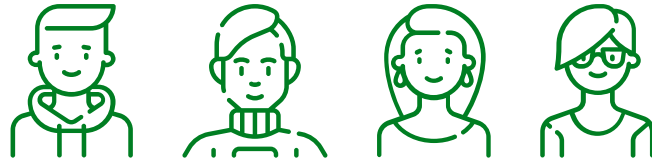


# Introduction

# About the Project

---

For our capstone, we chose to work on an entrepreneurship project. Much of our process was completely self-driven, where we set our milestones and deliverables by ourselves.



Many thanks to Professor Richard Sturman, Professor Mike Teodorescu, and Professor Beth Kolko, who all provided us with high-level guidance and mentorship.

Additional thanks to our TA, Neelesh Agrawal, who met with us weekly throughout the project and helped us stay on schedule.

# Namesake

---

**Waza** (noun)

*/'wɑ:.zɑ:/'*

*A master chef or cook, especially one who specializes in preparing traditional Kashmiri cuisine.*

Our project is intended to launch in India, serving metropolitan areas that have a large population of migrant workers/students. We were inspired by India's recent trends towards health-conscious home-cooked alternatives to restaurant takeout, and wanted to offer a solution for those who wanted more traditional home-style meals.

# Our Team



**Adam Bi**

Head of Business Operations



**Jessica Kuo**

Head of Design



**Sharique Khan**

Project Manager



# **Problem & Opportunity**

## THE PROBLEM

# Young adults in India crave **home-cooked** food

- × People are moving away from home for their jobs
- × Cooking can feel **too tiring** after a long day of hard work
- × Restaurant food just isn't the same as home cooking





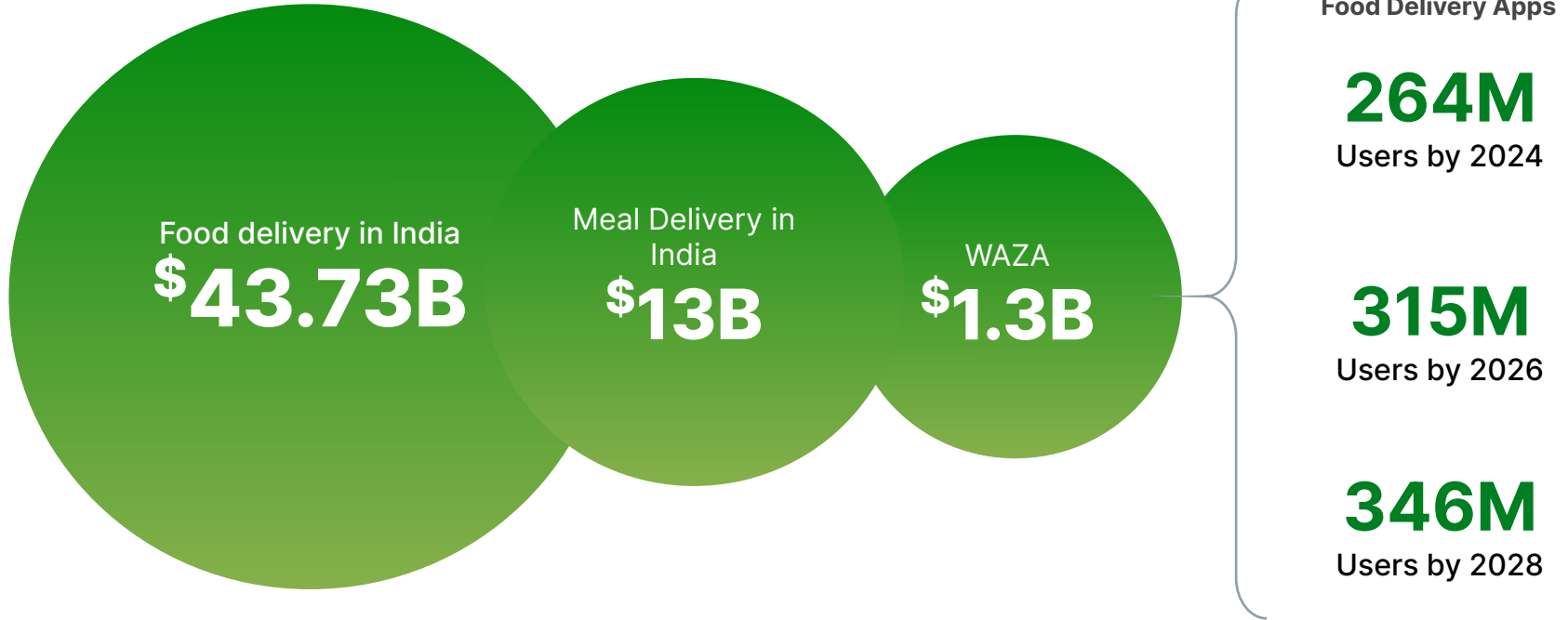
## THE (OTHER) PROBLEM

# Home chefs have trouble finding customers

- × Home chefs **don't have an effective way** to distribute their cooking
- × Other food delivery apps do not have the infrastructure for home chefs
- × Word-of-mouth solutions have limited reach



# Market Size

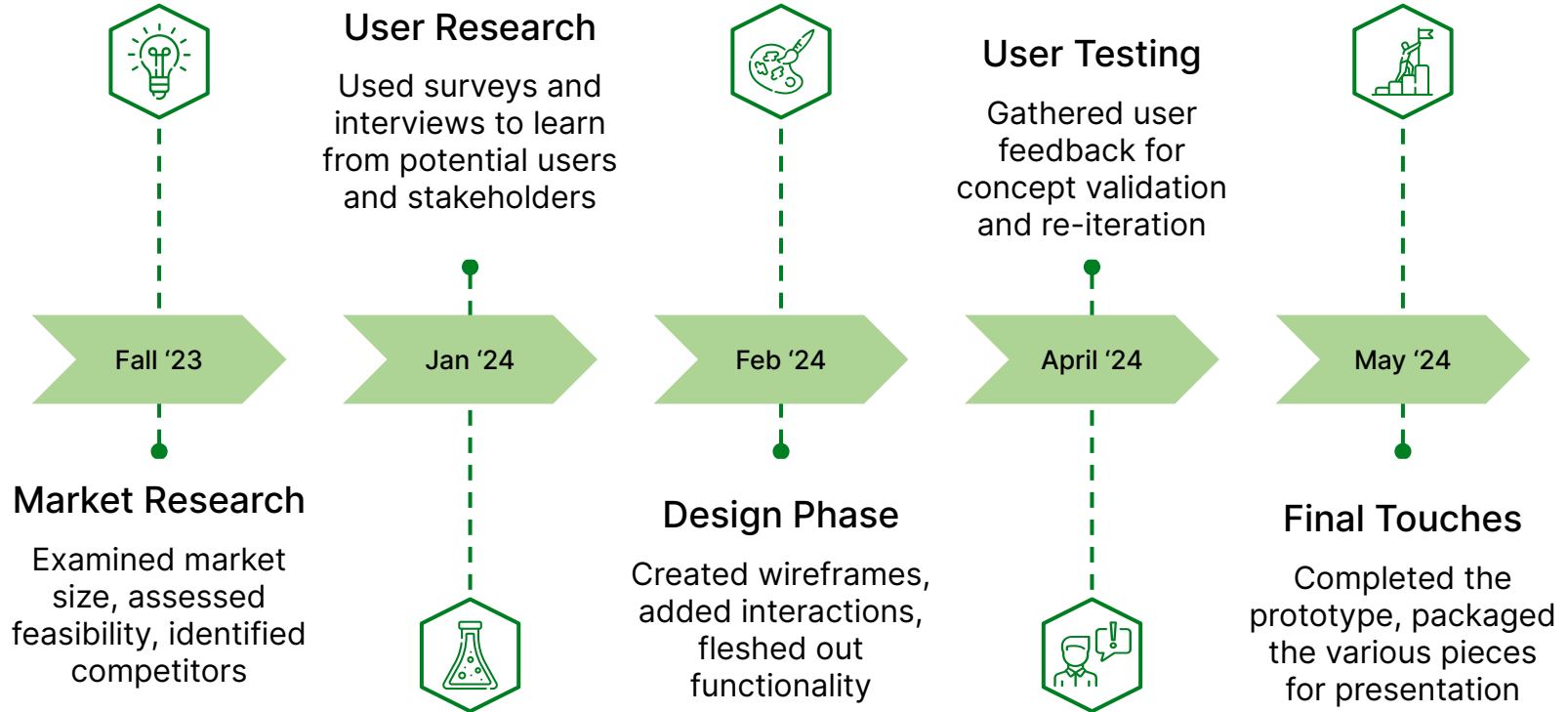




**Process**

# Our Process

---

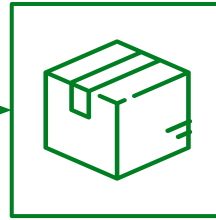


# How it works



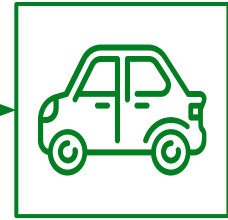
## Step 1.

Customer orders home-cooked food delivery from the Waza app.



## Step 2.

Home chef makes the meal and packages it.

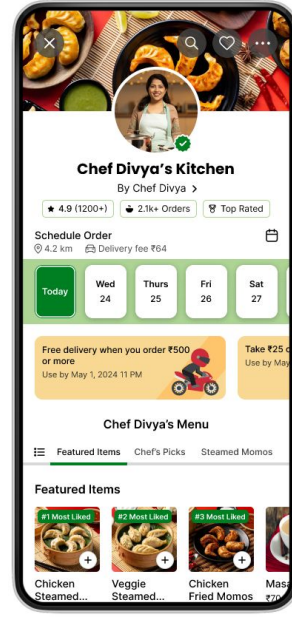
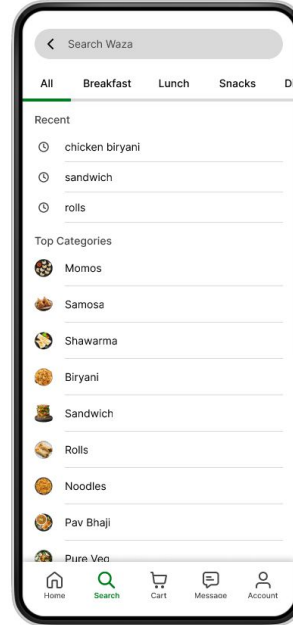
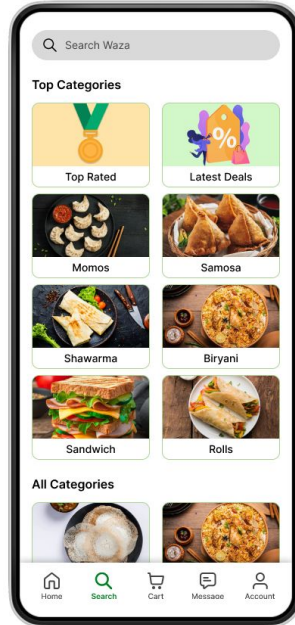
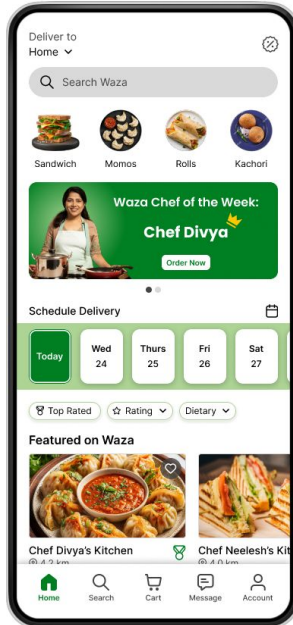


## Step 3.

Driver delivers the package to the customer.

# SOLUTION

# How it looks





# Benefits

# Customers

---

**Familiarity of tastes**



**Variety of options**



**Convenient delivery**



Waza helps customers find mealtime options that remind them of home. This helps them stay productive and happy, fighting off the feeling of homesickness that can be so easy to feel when living far away from home.

# Home Chefs

---

**Opportunity to earn**



**Reliability of income**



**Convenient setup**



Waza enables chefs to turn their passion for cooking into a viable source of income. This empowerment not only supports their creative endeavors but also offers them the opportunity to pursue a fulfilling career in the culinary arts. This is important because it can kickstart a trend towards more open-minded understandings of what it means to have a career based on one's passions.



# Everyone

---

**Community-building**



**Representing identity**

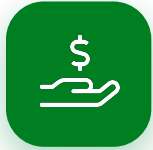


**Learning from others**



Our platform serves as more than just a marketplace for food—it cultivates a vibrant community united by a shared appreciation for homemade cuisine. Through culinary exchanges, users have the opportunity to connect with chefs on a personal level, sharing stories, recipes, and experiences. This sense of belonging fosters genuine connections and enriches the lives of both chefs and customers.

# Our platform builds **trust**



## **Secure transactions**

We only partner with payment platforms that have proven to be reliable.



## **Safe deliveries**

Drop-off and pick-up stations ensure users never compromise their safety.



## **Easy communication**

Built-in text, voice, and video functions reduce friction between customers and chefs.



## **Total transparency**

Our UI prioritizes ease-of-access to information about your food.



Want to learn more?

**Reach us at [wazaapp@gmail.com](mailto:wazaapp@gmail.com).**

Thank you!