

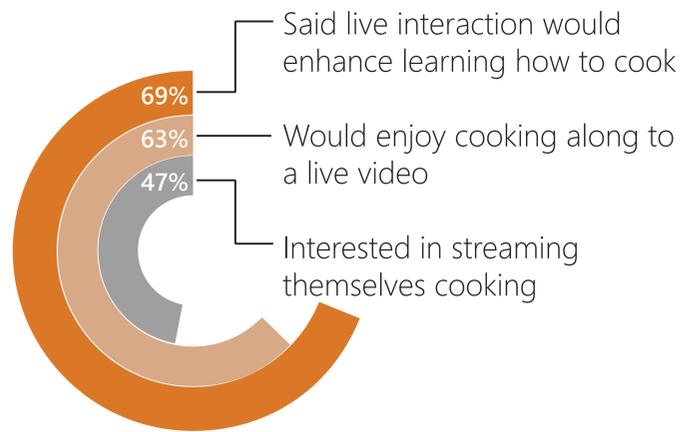


Problem

There is currently no place online for cooks to stream and engage with other cooking enthusiasts. Existing streaming services do not have the tools specifically needed to provide an easy experience for communicating preparation, directions, and live interaction between streamer and viewer.

Research

From a survey conducted with 33 active food bloggers:



Examined Similar Services

- YouTube** General video hosting
- twitch** Live streaming for the gaming community
- STAGEIT** Live streaming for musicians and performers

Solution

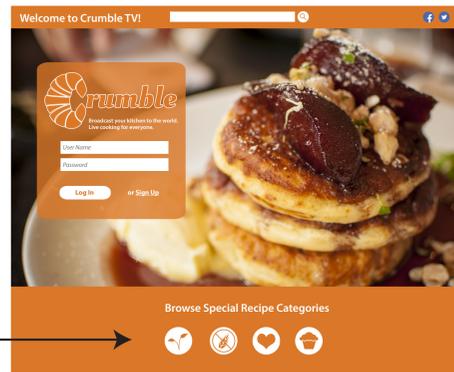
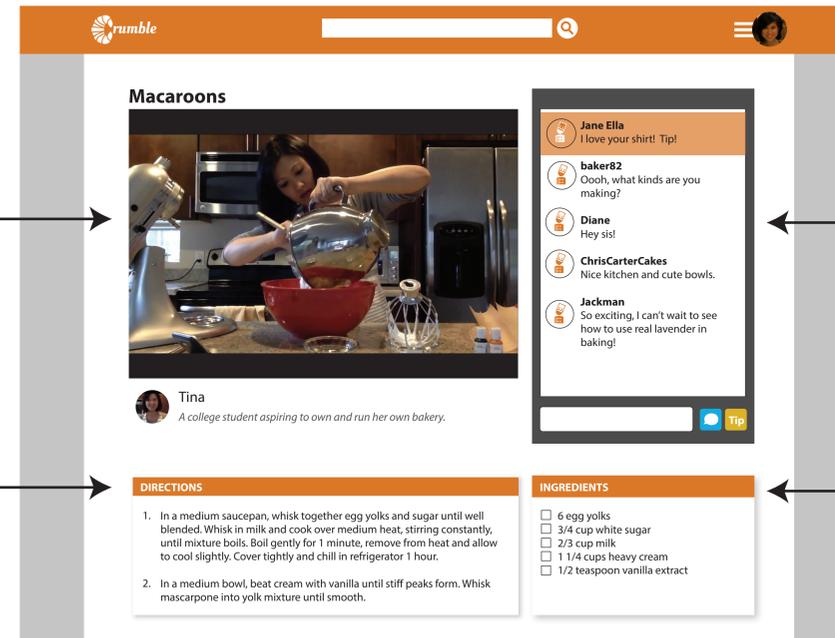
Enable free, interactive, and informational cooking shows online.

Live Video Feed
visual and audible instructions allow viewers to see directions in detail

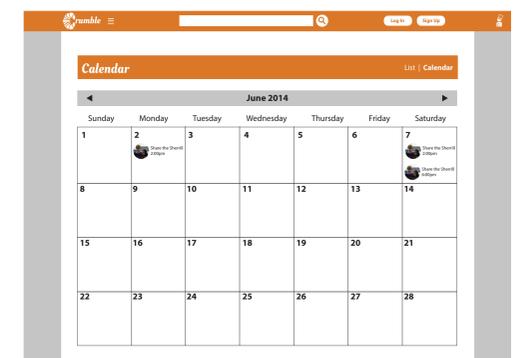
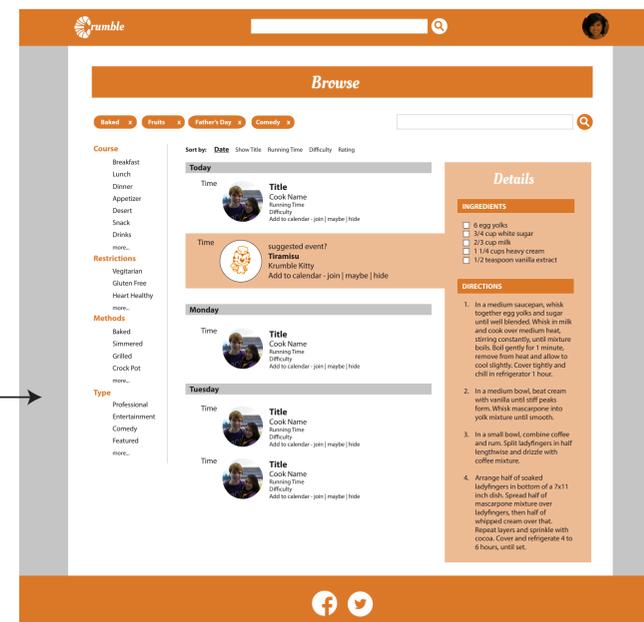
Recipe
viewers can follow along through the recipe listed on the same page

Live Chat
allows viewers to ask questions and interact with streamers in real time

Ingredients Lists
ingredients can be listed prior to the broadcast so viewers can prepare items before hand



Taxonomy
easy to search for past and future streams with certain food restrictions, ingredients, cooking methods, and more.



Show Scheduling
users can schedule and keep track of future streams

Evaluation

- Users can stream requiring only a computer, webcam, and a Crumble profile
- With only about a five second delay, users are able to interact with streamers using the live chat
- Streamers are able to manage chat while cooking at the same time
- Streamers can schedule shows with our calendar

Next Steps

- Gain more users to expand our library of streams
- Implement subscription capabilities
- Enable streamers to display ads