



# InstaCook

Cook based on what you have at home

## Problem

- While cooking we spend a majority of time looking for recipes online and matching it with the available kitchen inventory.
- Students and working professionals are often constrained by limited knowledge about cooking and end up having repetitive meals.
- Multi-tasking between cooking and browsing through the recipe can be a cumbersome task.

## Research Analysis



Observation

Messy hands restricts users from operating any touch devices while cooking.

Roommates usually share groceries and cook together.



Interviews

"I would love to use a mobile app instead of a website or videos as it is faster and hands-free"

"If an app maintains kitchen inventory, I would use it everyday"



Surveys

72% of the participants refer to cooking recipes before cooking a meal

91% of the participants voted Voice feedback and Personalization as a required feature in a cooking app

## Monetization



Partner with Cooking Shows, Food Networks and Chefs.

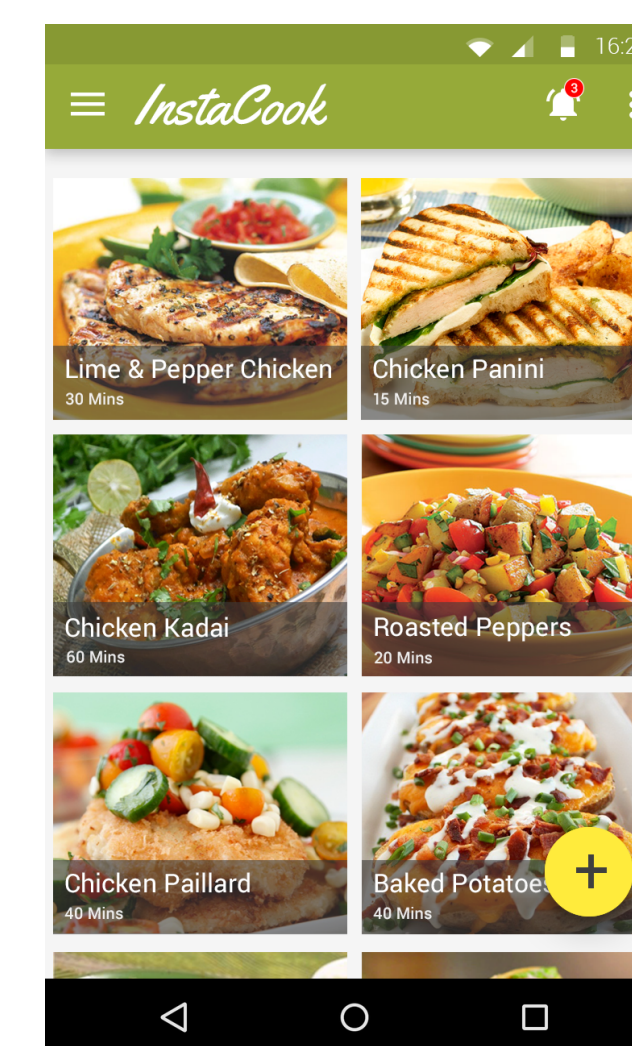
Collaborate with variety of grocery stores, as a platform for comparing food items.

Targeted advertising.

### Online Grocery Price Comparison

high - low	amazon fresh	safeway	Instacart
1 Cucumber	\$1.00	\$1.20	\$1.09
2 Organic Red Delic. Apples	\$3.00	\$0.85	\$2.98
24 oz. Pork Top Loin Chop	\$7.79	\$9.89	\$5.23
Oscar Mayer Bacon Center Cut, 12 oz.	\$4.98	\$5.99	\$9.69

## Solution



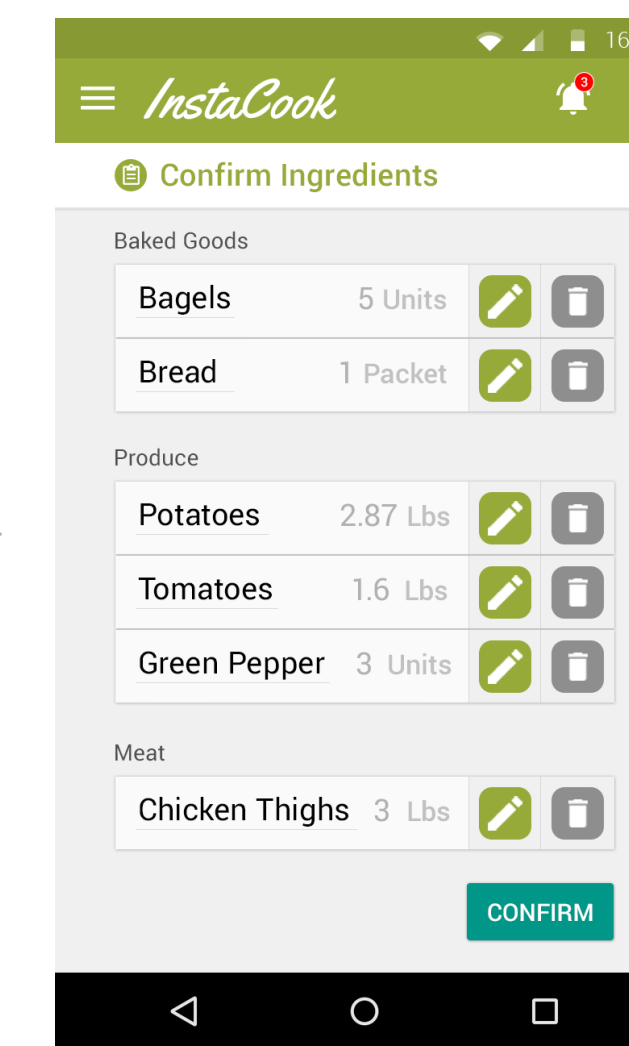
Discover new and interesting recipes based on the groceries you have in your kitchen.

Scan Receipt

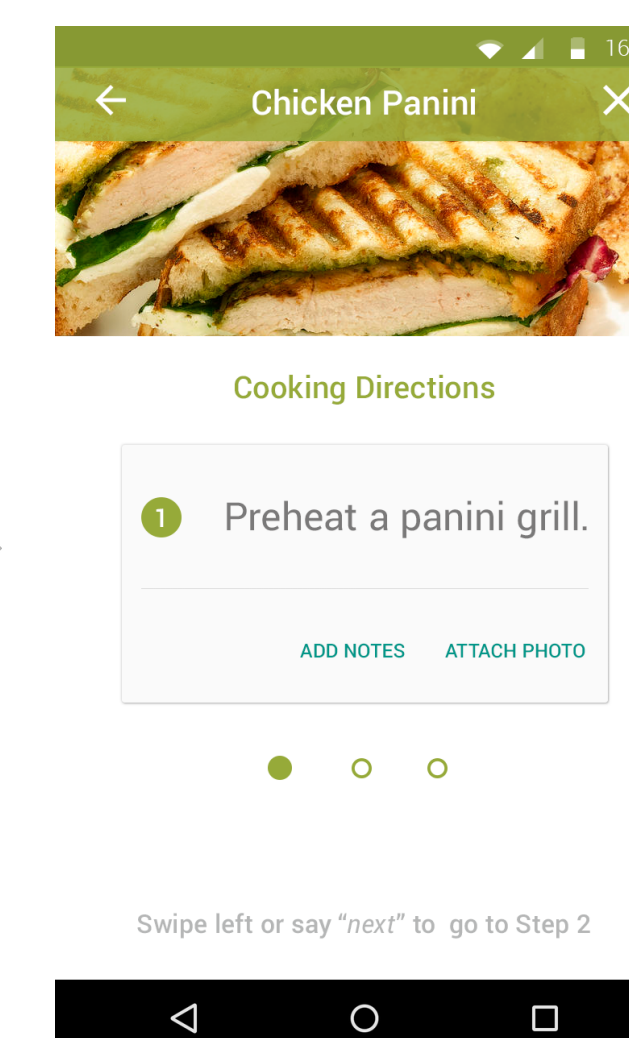
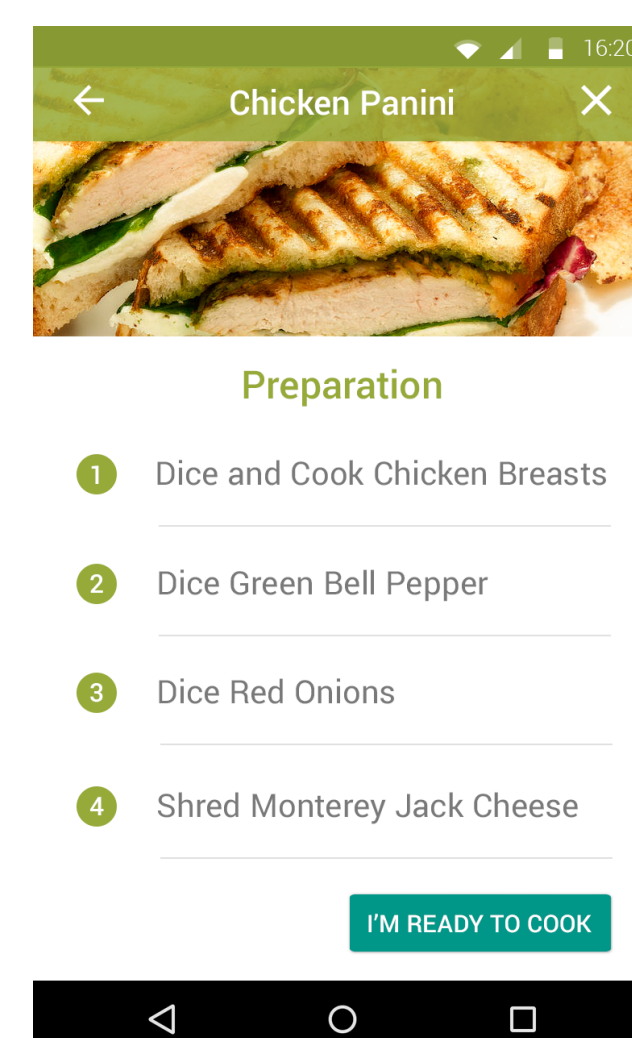
Text Entry

Voice Entry

Effortlessly add new grocery items.



Scan your grocery receipts and InstaCook will add all the items to your inventory.



Voice enabled interface to learn cooking so you never have to touch the screen with messy hands.