

FEED  N

## FEEDON EXECUTIVE SUMMARY

FeedOn is a new restaurant concept, which combines a healthy and balanced diet with taste, and helps customers rediscover the pleasure of good food.

### A tangible pain

Nowadays, eating well and having a healthy lifestyle has become very difficult, mainly due to the lack of time, which forces people to choose poor nutritional value foods.

Another aspect to consider is that in the richest countries obesity and overweight represent an increasingly serious problem, also for young people. Everyone is talking about nutrition, but too few decide to change their eating habits, but why?

For the purpose of our project, we led a questionnaire with the aim to acquire market information and understand the nutritional awareness of the Italian consumers, as well as their eating habits. 1013 respondents completed the survey and the results obtained have been useful to develop a good strategy and meet the customers' needs. One of the most significant result is that most people affirm that they do not eat properly, but **85.3% of them would like to change their approach and change their diet**. The point is that people have difficulties in following a diet, especially due to the lack of time in organizing meals and doing the shopping, or because they don't have cooking skills.

**FeedOn is the right solution to this pain.** It addresses the needs of customers willing to eat healthy and balanced, offering a fully customized meal, prepared according to their nutritional requirements. Every meal contains the rights proportions of macronutrients, that is, carbohydrates, proteins and fats. Moreover, the meal is delivered immediately after being cooked, where and when desired by the single customer.

### How does it work?

The service works in a very simple way. The user signs up on the website and can either enter some personal data (weight, height, age, sex, physical exercise, job and goal pursued) or insert his/her personal diet, specifying the macronutrient ratio. Once this is done, the customer can choose among a range of ingredients every day. Selecting a carbohydrate, a protein and two vegetables, a specific **algorithm** calculates the exact amount of macronutrients adequate for each user depending on the inputs received. The algorithm also calculates the cost of the meal, on the basis of the quantities and the ingredients selected. On average, the price for a meal is 10€.

Following the guidelines provided by the algorithm, the meal is custom-made and delivered when and where desired by the client.



Hai una dieta ma non riesci a seguirla?

## TI PORTIAMO A CASA IL PIATTO CON I GIUSTI MACRONUTRIENTI

BILANCIATO SUI TUOI OBIETTIVI

Che tu voglia **dimagrire**, **stare bene** o dare il **massimo in palestra** ti portiamo a casa il pasto **corretto bilanciato**, secondo i tuoi valori **fisiologici**, per farti raggiungere i tuoi **obiettivi** di peso e forma.

### Ordina il tuo piatto su misura.

Hai già un account? [Accedi](#).  
Hai già una dieta? [Inserisci i valori](#).

ETÀ PESO (KG) ALTEZZA (CM)

28 73 180

SESSO ATTIVITÀ (SETTIMANALE)

Maschio Moderata ( 2/3 Allenamenti )

OBIETTIVO

Star Bene

ORDINA E PROSEGUI



## Why FeedOn?

In the market the competition is fierce. Some players already offer a similar service (basically healthy meals), but **FeedOn is the only one that prepares highly personalised meals**, while ensuring the maximum quality and freshness of food. Moreover, meals are delivered immediately after being cooked, without compromising the quality and allowing to choose the meal daily. Last but not least, FeedOn provides with accurate nutrition services, raising nutritional awareness and educating the consumers through the value proposition. There is no other player in the market able to offer such a complete service. Also the price proposed by FeedOn is very competitive.

## Who is behind FeedOn?

The pioneer of the project is Daniele DeFeo, a young entrepreneur who has opened two medical clinics, STAND UP, and is now doing his best to develop this new business. He is the CEO and co-founder of FeedOn. He is also responsible for the delivery service and customer assistance.

Edoardo Mazzocchi is the other founder. He is a nutritionist who wants to help people stay healthy and fit. It is thanks to his knowledge and experience that it has been possible to develop the algorithm. He is the one that arranges the daily menu, ensuring a balanced diet.

Another important member is Giacomo Mazzocchi, the executive chef. He selects the highest quality raw materials and prepares the meals. This phase is crucial and developed very carefully. All the ingredients are weighted, respecting the macronutrient ratio given by the algorithm.

The team can also count on a network of contacts, established thanks to their job experiences in the medical and nutritional fields.

Concerning the delivery service, we have been already working to build up an in-house delivery network.

The next year, we will deliver meals by using our network of runners, based on job on call contracts. Having such an important resource developed in house, is crucial to improve our service, by controlling the whole process without burdening too much our cost structure.

We do not exclude that in future we could use our network to deliver other products different from meals.

Talking about the technical resources, the algorithm is certainly essential for the business.

## How we tried to understand if this business could really work?

Considering the importance of understanding the service's real usage, we have carried out a beta test on a sample of 60 selected subjects, that represent the target market. On average, we offered 20 meals a day, meaning that 30% of the selected subjects were truly interested in the service. Moreover, the beta test showed that the service is able to cover all the variable costs and assessed the cost structure of the business.

The beta test has also proven that FeedOn is able to generate a net income not only through the **sales and delivery of the meals**, but also through the provision of **catering** services and the establishment of partnerships with **gyms**.

We also organised a focus group with the aim to collect feedbacks, to maximise the customer satisfaction and increase the customer retention rate in the future. The selected tester have expressed their satisfaction, emphasizing the efficiency, the quality and the innovativeness of FeedOn, which is definitely not comparable to other food delivery services.

## Is FeedOn scalable? Which revenues streams will be set up?

We have focused on scalability, which allow for expansion and revenue growth while minimizing increases in operational costs. Which are our solutions? First of all, the creation of a **franchising network** is a fundamental step to achieve better scalability. Secondly, we plan to expand and improve our network through the definition of agreements with gyms and companies interested in the service, to further amortize the costs of the delivery. Last but not least, catering services and other forms of up-selling, such as the provision of snacks together with the meals, or the possibility to buy monthly packages to reduce the single-meal cost, will help to increase our revenues streams.

### **Which are FeedOn milestones?**

Having proven the real existence of the need in the market, the goal is to make the service effective in Pavia in 2019. More specifically, it is our intent to provide at least 100 meals per day by March. This will be possible and easy to achieve especially thanks to the implementation of the website, which has already been created and will be operative by then. In addition, the word-of-mouth generated by the beta testing will be very helpful for the spreading of the business.

Moreover, we are going to implement the mentioned franchising network, which will operate in Pavia and Milan. In this sense, we are negotiating with two restaurants that deeply believe in our mission. The franchising is a fundamental step to make our business scalable and to develop the best strategies to enter the market in other cities, too.

By the middle of 2020, we expect to reach 250 meals in Pavia and to continue the expansion of the franchising network in Italian cities similar to Pavia, such as Cremona and Bolzano.

By 2025, we aim to spread all over Italy and by 2026, FeedOn will be able to enter the European market.

### **How we can assume that FeedOn will work?**

Unfortunately, it is impossible to assess from the very beginning if a business will be successful. Hence, we think that hard work and big efforts on forecasts can reduce the lack of certainty of what the future will be. According to our estimates and evaluations, the business is sustainable and able to cover and amortized all the expenses from the very beginning. In this sense, we have already collected a positive and promising result thanks to the beta test. Moreover, we drew up many analyses on our future cash flows and on a three-year forecasted income statement. Our future financial perspectives have been evaluated on the grounds of prudence, but we can state that our business will be profitable since the very beginning. We want our business to grow and for to do so we are going to listen to what the market really needs.

### **What do we need to start?**

FeedOn does not require a huge amount of money to start the business. We have calculated that our business needs about 150.000€ to cover all the initial costs for the firsts two years. We are looking for investors and we are disposed to give up a part of equity to achieve financials. The raised funds will be used to set up the firm from a legal point of view, to remunerate marketing costs, as well as the fixed costs related to the kitchen, our website and the app.

We think that all this, together with our ideas to make the business scalable, can convince people to believe and to invest in our company.