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HarvestMingle MingleMeals

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Team



Laura

M.S. Computer Science, HCI,
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B.S. Symbolic Systems, HAI

Today, we're introducing a new frontier at HarvestMingle.

Our values and vision guide us to:

- Lead innovation in digital grocery shopping.
- Provide convenient access to fresh, sustainable food through our online platform and physical locations nationwide.
- Connect to diverse local communities and support local economies through locally-sourced food.



The Problem: Third-party grocery delivery platforms offer more convenient alternatives, diverting users away from HarvestMingle.

Our customers want:

Cultural Food

"I have busy schedule and no car, so I just do whatever's easier. There's really only Trader Joes and [the campus store.]"

Food that connects youth to their cultural backgrounds leads to increased happiness, decreased stress, and improved overall wellbeing.¹

Convenience

"If I could, I would have [cultural food] every day for dinner. I can't, because that's not what they sell frozen food-wise at Trader Joe's."

43% of meal kit users want to save time meal planning, and 36% want to save time shopping.²

Guidance

"Most of the time my food turns out horrible, but I just have to eat it."

77% of Americans prefer to eat homemade meals... but 28% of Americans don't know how to cook.^{3, 4}



The Solution: *MingleMeals*

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Meal kit subscription service, with a focus on sustainably-sourced, **authentic multicultural food**.



How does it all work?

Ingredients



Ingredients straight from grocery store locations

Subscription & Meal Selection



Desired meals, subscription frequency selected online

Home Delivery



Home delivery of a week's worth of meals

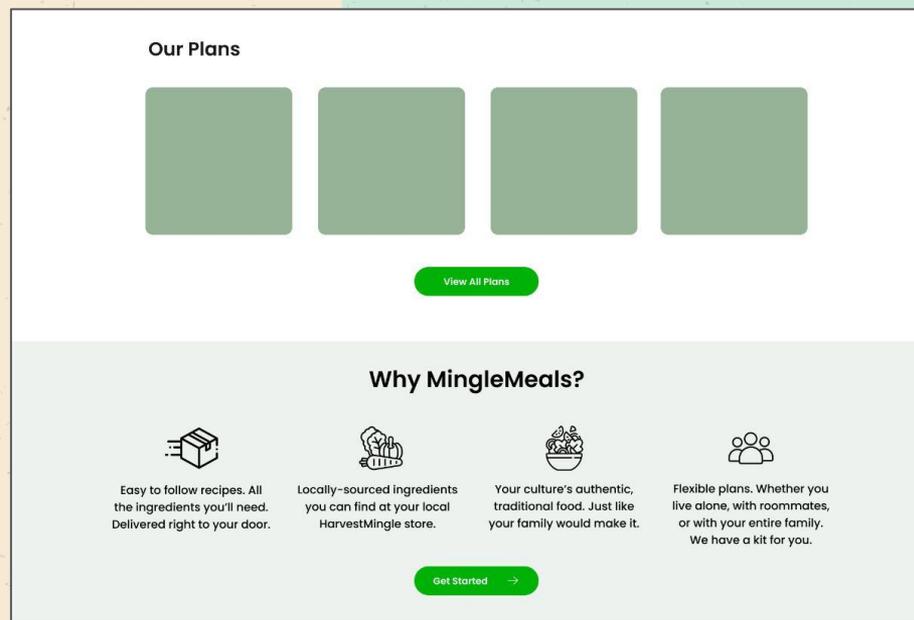
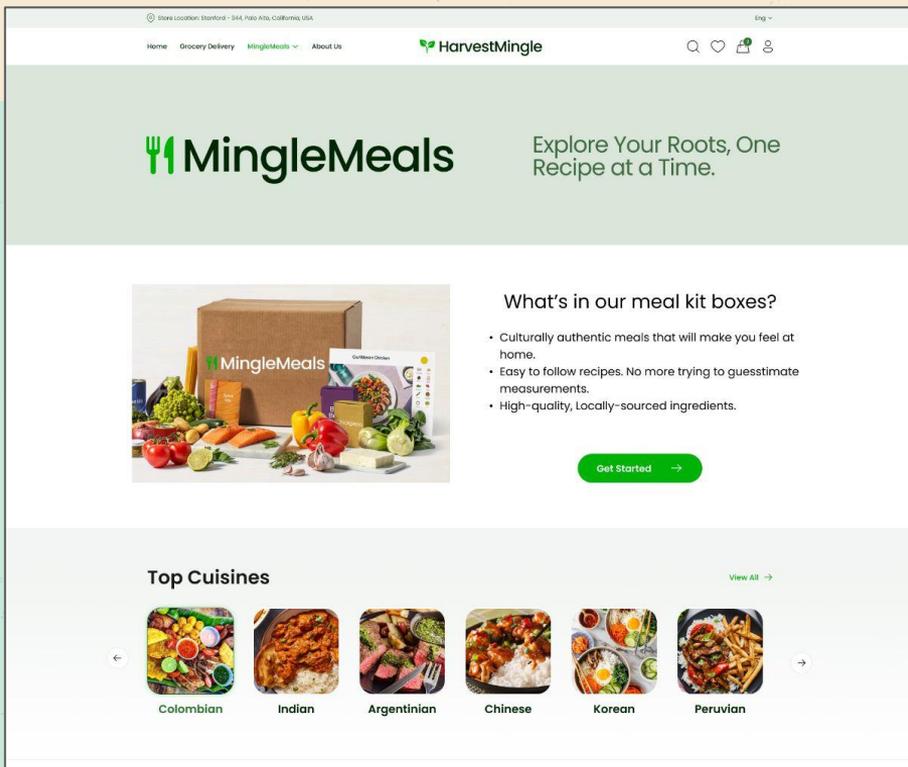
Cooking the Meal



All of the ingredients with easy to follow recipes

MingleMeals Site Features

Meal Kit Subscription Flow



MingleMeals Site Features

MingleMeals Community Forum

Store Location: Stanford - 344, Palo Alto, California, USA

Home Grocery Delivery MingleMeals About Us

HarvestMingle

Share your traditional recipes. Build community.

Filter: All 20

Search...

Sort By: latest

52 Results Found

Top Cuisines

- Mexican (134)
- Indian (106)
- Korean (54)
- Colombian (47)
- Peruvian (43)
- Chinese (28)
- Kenyan (19)

Popular Tag

Healthy **Low Fat** Vegetarian Bread

Kid foods Vitamins Snacks Tiramisu

Meat Lunch Dinner

Recently Added

- Churrasco con Chimichurri y Papas
Apr 25, 2023
- My mom's famous chicken and rice
Apr 25, 2023
- The Ultimate Colombian Picada
Apr 25, 2023

Recipe cards include: Churrasco con Chimichurri y Papas, My mom's famous chicken and rice, The Ultimate Colombian Picada, Chicken Tikka Masala with Naan, and Churrasco con Chimichurri y Papas.

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The Ultimate Colombian Picada

Colombian By Admin 85 Comments

Diana Trujillo
4 April, 2023 • 6 min read

This picada is perfect if you need to feed multiple people or want a fun, shareable meal. This recipe feeds 5 but you can make it larger or smaller as needed.

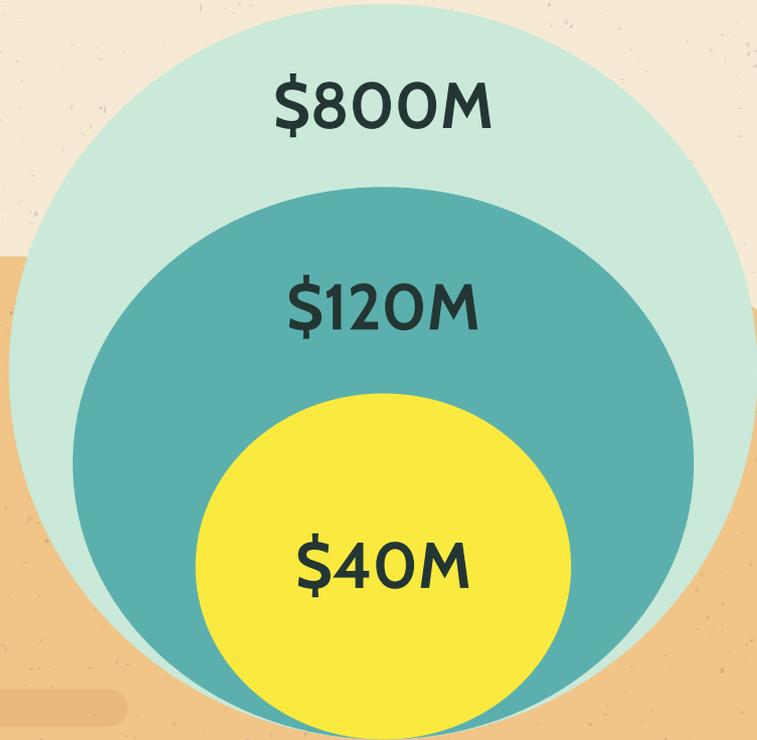
Ingredients

- 2 to 3 pounds pork ribs or pork meat cut into pieces
- 1/2 cup adobo sauce
- 1 cup of oil for frying
- 2 pounds of chorizo cut into pieces and cooked
- Patacones Recipe here
- Yuca fries Recipe here
- Papa criolla Recipe here
- 1 large tomato cut into pieces
- Lime wedges for serving
- Guacamole for serving
- Hogao for serving
- All for serving

Instructions

1. In a large plastic bowl place the pork, add the adobo sauce. Mix well, cover and refrigerate for a least three hours or overnight.
2. Put the oil in a pan over medium heat. When the oil is hot. Add the pork ribs and fry for about 15 minutes or until they are cooked and golden.
3. When ready to serve, arrange all the ingredients on a large serving

Market Analysis: Target Market Size --- +



TAM



Nationwide spread to all young professionals of a culturally diverse background who will use a meal kit

SAM



Young professionals from other large multicultural areas in the US (Seattle, NYC) who will use a meal kit

SOM



Young Bay Area professionals aged 20-35 from culturally diverse backgrounds who will use a meal kit

Competitive Landscape

DINNERLY

Affordable



FACTOR_

Culturally Inauthentic



Culturally Authentic



Not Affordable

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Business Model: Revenue Sources

Assuming 4 meals/week and 50 weeks/year:

- Basic Subscription
 - ◆ \$8/meal → **\$130** monthly
- 3-Month Subscription
 - ◆ \$7.50/meal → **\$125** monthly
- Yearly Subscription
 - ◆ \$7/meal → **\$120** monthly
- Add-Ons
 - ◆ up to \$5/meal → **\$10-20** monthly



Go-To-Market Strategy

Launch



Soft Launch in Store

- 3 months before launch, sell boxes in physical locations in SF stores
- Proof of concept: will users pay curation fees?

Initial Launch

- Provide local delivery in the SF Bay Area
- Serve Mexican, Chinese, and Indian foods

Marketing



Free Samples + Discounts

- Samples at physical locations and local farmers markets
- Discounted trial
- Discounted student subscriptions
- Brand ambassadors and referral discounts

Brand Recognition

- Social media marketing
- Utilize physical stores and online forums to promote new product

Sales



B2C Self-Service Model

- Users can subscribe online and buy boxes in physical locations

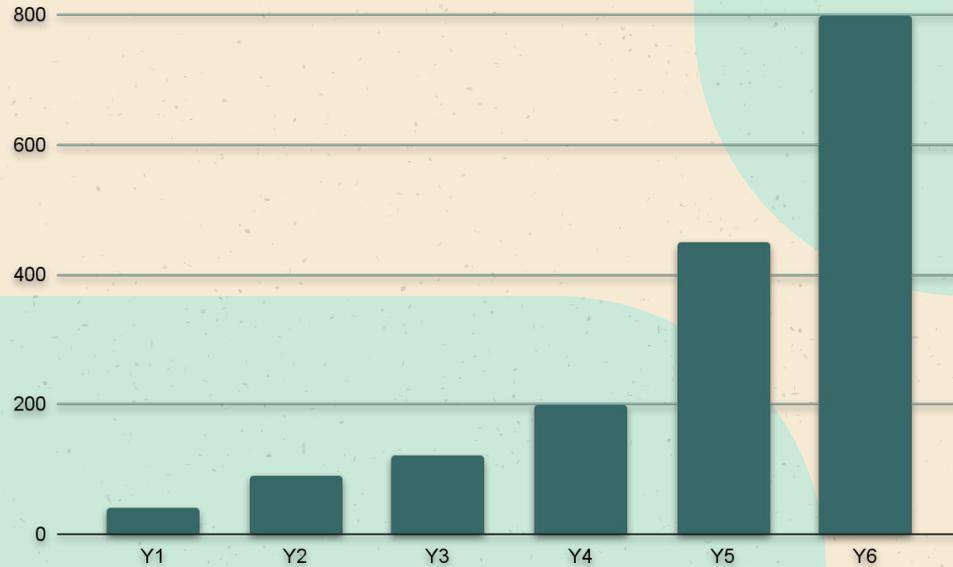
Subscription Model

- Encourages people to stick with service
- Discounted price for longer-term and higher frequency subscriptions

Milestones & Timelines

Milestone	Objective	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	
Web Development	Update the site with new user flows for meal kit subscription and community forum.	[Light Blue Bar]												
Designing & User-Research	Scaffold design prototypes and conduct user research for remaining pages to be developed.	[Orange Bar: initial UX research]										[Orange Bar: soft-launch in store]		
Curate initial recipes	Consult with chefs to curate the initial recipes we will launch with. Conduct user feedback			[Teal Bar]										
Prepare local warehouses for production and delivery	Ensure that production and delivery logistics are properly in place around Bay Area locations.				[Yellow Bar]									
Train customer support staff	Train customer support staff to handle subscription-specific inquiries.										[Red Bar]			
Marketing	Market the new product/features to new and existing customer base in grocery store, social media, etc.						[Green Bar]							

Revenue Projections (\$M) & ROI



* Derived from a model of 4 meals/week & 50 weeks/year, averaging \$8/meal

Start with Bay Area users in Y1 → Expand to Seattle, NYC in Y3 → Expand to all continental US in Y6

Year	Revenue	Cost	Profit!
Y1	40	-35	5
Y2	90	-78.75	11.25
Y3	120	-105	15
Y4	200	-175	25
Y5	450	-400	50
Y6	800	-700	100

Potential Risks & Strategies



Risk 1: Customer Retention

Customers may be initially interested, but leave over time. A lot of meal kits struggle to retain customers.

Mitigation Strategy: Loyalty Perks, including discounts, free meals, and free add-ons. Large selection of recipes and ability to customize meals and meal plans.

Risk 2: Delivery & Logistics

Issues like delays and damaged goods can lead to customer mistrust of MingleMeals and churn.

Mitigation Strategy: Strict quality control. If issues occur, customers will receive a free backup box that will be delivered immediately.

Potential Risks & Strategies



Risk 3: Seasonality

Grocery preferences, demand, and availability of specialty ingredients can vary throughout the year.

Mitigation Strategy: Tailor boxes to have seasonal ingredients and meals that are common for the given time of year. This will allow us to stay within our production costs and add variety for customers.

Risk 4: Pricing

Grocery subscription boxes often involve tight profit margins.

Mitigation Strategy: Dynamically price boxes to account for seasonality and availability. We will also use existing relationships with HarvestMingle farmers to maintain competitive prices.

Product Council Request & Next Steps

What We Need

- Allocate **4** engineers, **2** designers, **2** marketing strategists
- **\$1M** to:
 - Hire **3** more customer service agents
 - Contract **4** chefs
 - Start-up implementation & recruitment costs

Next Steps

- Contract chefs to create recipes & onboard marketing strategists to begin rollout strategy for launch
- Finish soft launch process with box purchase & pickup in physical stores
- Prior to official launch, onboard engineers and designers to begin website development
- Continue UX research on customer satisfaction with MingleMeals across launches



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Thank you!

...Questions?

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Appendix

Meet Janice.

Janice just started her **first post-graduate job in San Francisco**. Between working 50 hours a week and adjusting to a new city, **she doesn't have the time to grocery shop and plan her dinners** every week.

Now that she's living on her own for the first time, she's also dealing with homesickness. She's **missing her mother's home-cooked Chinese food**, but she doesn't have the time nor a convenient means of transportation to get to the Chinese supermarket. Her mother also doesn't give enough instructions to work off of.

Currently, Janice is ordering food most days or making simple meals in bulk, but she doesn't have the budget to sustain doing so and is **craving yummier, authentic, and home-cooked meals**.

Janice is part of the 77% of American who would rather eat a homemade meal than eat out. She's also part of the 28% of Americans who don't know how to make the food she wants to eat.



Soft Launch & Official Launch

SOFT LAUNCH

Starting with boxes available for purchase in physical stores

- Tests that people will pay to have a curated ingredient box and recipe
- Allows us to test without setting up shipping and packaging channels and massively updating website features

OFFICIAL LAUNCH

Subscription and box delivery to all of the SF Bay Area

- People can subscribe or add one-off meals to their cart online
- Focus on Mexican, Chinese, and Indian food (as those are the largest immigrant populations)



Our “Moat”

- HarvestMingle is already established with nationwide physical locations, so we already have a foundation for logistics with:
 - Food sourcing & quality control
 - Packing & shipping
 - Customer acquisition
- We have a huge advantage in terms of product development speed & quality as we are already being established in market
- We also emphasize authenticity of cuisine, something no other meal subscription box does
- Boxes are human-curated with authenticity as the main goal, something that will be very attractive to target demographic

Who are our competitors?

- (1) Grocery Delivery Kits: HelloFresh, Blue Apron
- (2) Meal Delivery Subscriptions: Shef, Factor
- (3) Grocery Delivery Services: Instacart
- (4) Restaurant Food: Eating Out, Takeout, Food Delivery
- (5) In-Person Grocery Shopping
- (6) Bad Alternatives: Skipping Meals or Eating Simple/No-Cook Food

How do we stand out? We help people make home-cooked meals which are healthier than restaurant alternatives. We also cut down on grocery shopping time to help busy people.

What is exactly ***in*** a box?

- Fresh, locally-sourced ingredients that could be found in our physical grocery store locations.
 - Enough ingredients to make the number of meals that are selected on the meal plan
 - Ingredients can overlap over the different meals
- Easy to follow recipes.

How did we price boxes?

(1) Looked at competition:

Grocery shoppers spend around \$100/week on groceries. HelloFresh boxes are \$7.50 each.

(2) Ingredient prices:

Ethnic foods tend to have spices/sauces that are less common.

What are our quality and safety measures?

- HarvestMingle has already been sending out grocery delivery, so we will be continuing our tried-and-true mechanisms to ensure ingredient quality/safety.
- Cooked/prepared meal quality will be adjudicated through customer feedback.

What about packaging and shipping?

- HarvestMingle already delivers fresh, quality produce to people.
- We already have channels for packaging and delivering of perishable goods, as well as standard boxes, refrigeration methods, etc.
- Our delivery methods focus on local home delivery which we will continue to do with our subscription service meals.

What are our technology stacks?

- Initial roll-out with web app
- Expand to mobile apps by supporting MingleMeals features within our existing Android/iOS apps

What is our scaling strategy?

- Menu Expansion
 - Increased offerings from different cultures
- Delivery Expansion
 - Increased areas covered by grocery delivery
- Sustainability
 - Increased investment into sustainable packaging and shipping
- Marketing Campaigns
 - Sponsorships
 - Advertisements

What are our ethical considerations?

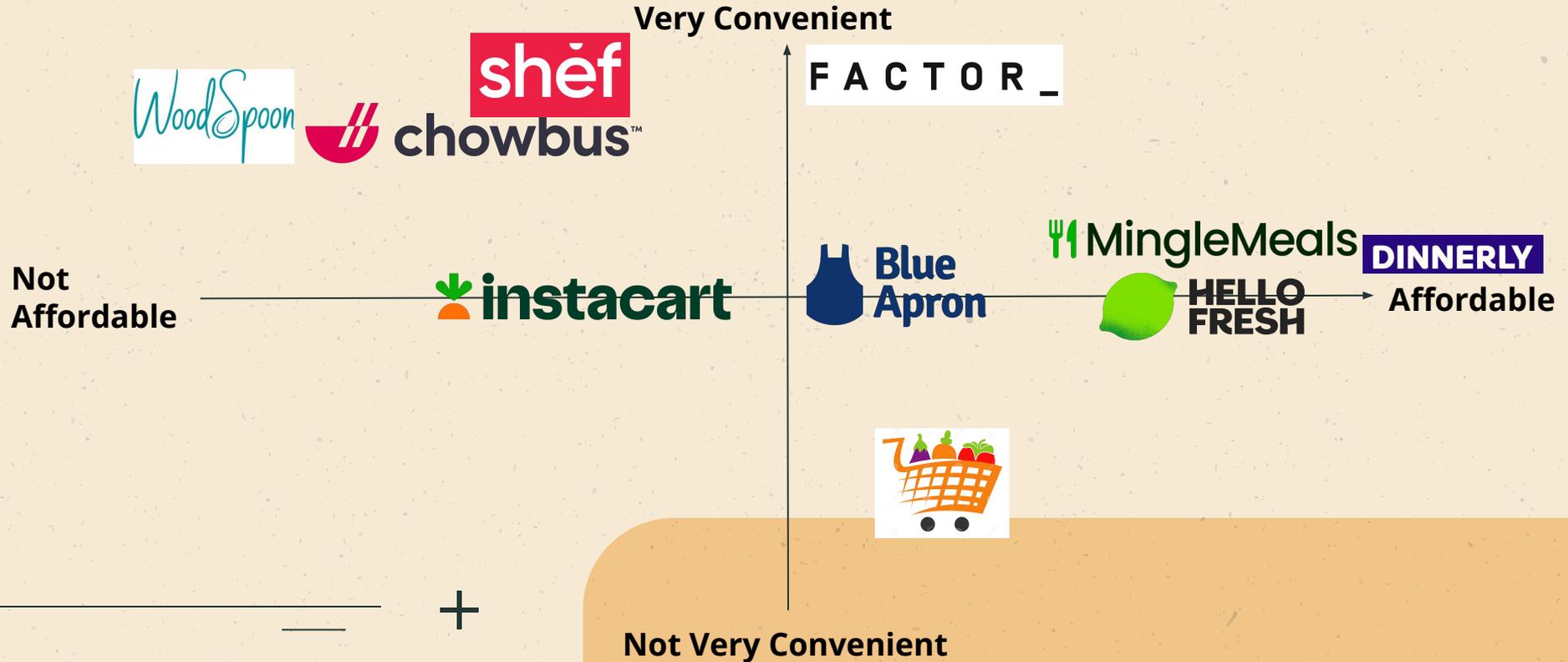
- Environmental Impact: Meal kit delivery services use packaging materials, including plastic and cardboard, which can contribute to waste.
- Food Waste: There are concerns about food waste in the meal kit supply chain, such as unused or surplus ingredients in packaging and inventory management.
- Labor Practices: Ensuring fair wages, safe working conditions, and workers' rights is an important ethical consideration.
- Supply Chain Ethics: Ethical concerns include ensuring suppliers follow ethical and sustainable practices in areas such as farming, fishing, and animal welfare.
- Nutritional Quality: Some critics argue that the convenience of meal kits may lead to less healthy eating habits.
- Pricing and Affordability: The cost of meal kits can be a concern, as it may not be affordable for everyone.
- Marketing and Subscription Model: Difficulties canceling or pausing subscriptions can lead to concerns about transparency and the subscription model's convenience.



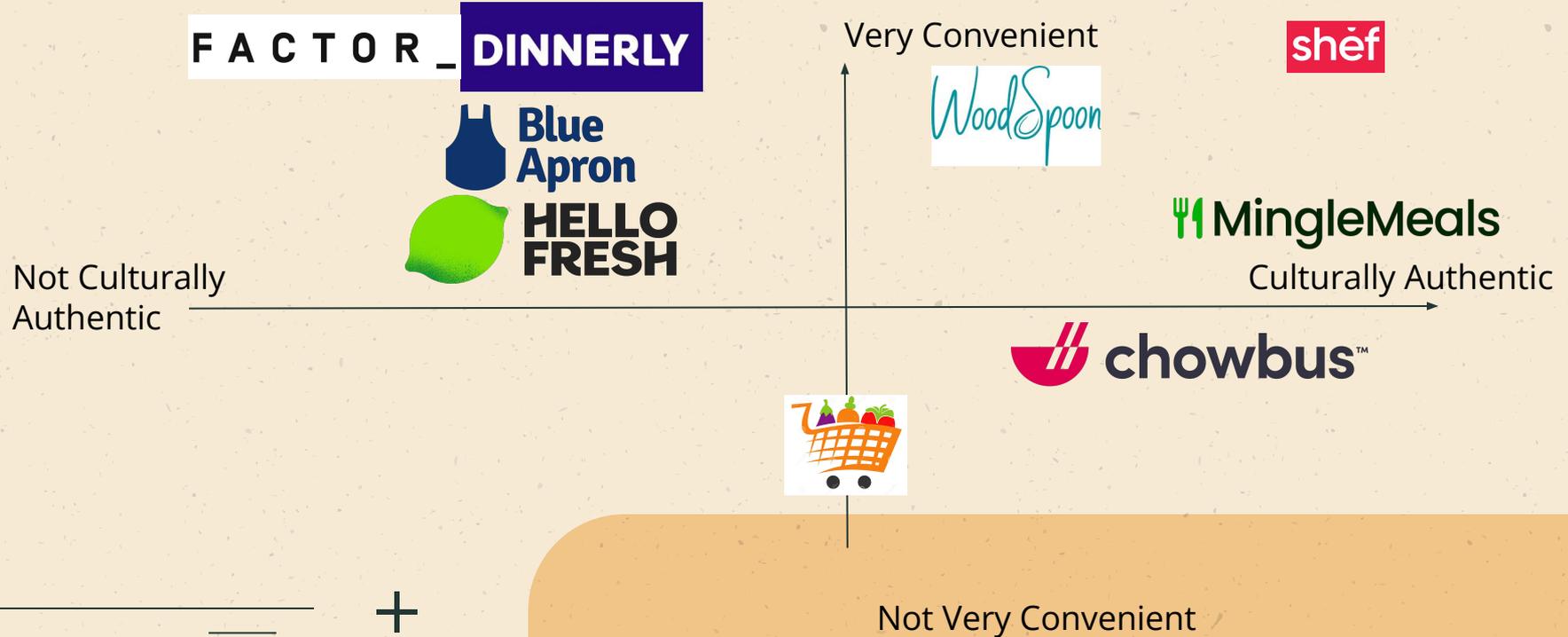
What is our Business Model Canvas?

<p>Key Partners</p> <p>USDA / FDA food safety</p> <p>packaging & shipping</p> <p>warehouse & storage</p> <p>chefs for recipe creation & tutorials</p> <p>local delivery team</p> <p>local produce vendors & cultural food vendors</p>	<p>Key Activities</p> <p>box curators</p> <p>customer service</p> <p>marketing</p> <p>web developers</p> <p>application designers</p> <p>UX researchers</p>	<p>value</p> <p>cost & time efficient</p> <p>grocery delivery service</p> <p>precise cultural recipes for authentic food</p> <p>fresh, local ingredients</p> <p>less food waste</p> <p>less kitchen intimidation</p>	<p>customer Relationships</p> <p>loyalty discounts & freebies</p> <p>recipe variety</p> <p>strong brand recognition</p> <p>delivering on freshness</p> <p>flexible subscription</p>	<p>customer segments</p> <p>multicultural young professionals aged 20-35</p> <p>people starting to cook</p> <p>cultural food</p> <p>eco & ethically-conscious consumers</p> <p>people who like cultural food & want to eat it more</p> <p>busy people</p>
<p>Cost Structure</p> <p>packaging for shipping/delivery</p> <p>shipping & delivery</p> <p>other ingredients & spices</p> <p>recipe development with real chefs</p> <p>marketing</p> <p>employees in all areas of the business</p>		<p>Revenue Streams</p> <p>food box subscription → per meal, weekly, group order</p> <p>optional add-ons</p> <p>users currently spend \$100 - \$150/week on groceries</p>		

Affordability vs Convenience?



Authenticity vs Convenience?





Interviews

Key Takeaways / Quotes



Users Love Cultural Food

"If I could, I would have [cultural food] every day for dinner. I can't, because that's not what they sell frozen food-wise at Trader Joe's."

Users Care About the Food They Eat

"Isn't it better to be, like, local?"

Users are Really, Really Busy

Users interviewed report batch cooking to save time alongside "heavy" course loads and internships.

Users Go To A Lot of Different Stores

Trader Joe's, Costco, 99 Ranch, Whole Foods, Target, Farmer's market, deli, local grocery store, Indian store, Asian grocery store, etc.

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SOM Users Interviewed

20 – 25

User Age Range

7

Cultural Backgrounds Represented



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User Interview Notes

<p>Age: 23 Gender: Occupation: PhD Student, Art History Cultural Background: White Cuban</p>	<p>Notes: Make smaller meals for lunch under 20 minutes, bigger dinner (incorporate more vegetables + meats, things that take multiple steps), around an hour Cooks more 2 a week with more portions when more free for leftovers Farmers market, deli, local grocery store, Asian grocery store Restock big essentials 1x a month, weekly under ~\$100 on groceries Only makes Latin or Chinese meals (learned from Cuban grandmother and Chinese boyfriend) Likes going to the grocery store Would to subscription plan for big heavy things like rice, meat (different cuts) But not lighter things like produce</p>
<p>Age: 22 Gender: Female Occupation: Masters student at Stanford Cultural Background: Indian</p>	<p>Notes: Don't have a meal plan, lives in the grad student dorms (Rains), uses the kitchen to cook. Big meal is usually dinner, so I don't have time to make an elaborate lunch. I have snacks throughout the day I like to bake more than cooking, precise measurements are easier - Like to share with friends Tries to cook traditional Indian meals but mom is not good at giving directions or precise measurement "Most of the time the food turns out horrible, but I have to eat it" - Also ends up making way more food than for one meal - More difficult to consume Grocery store = local market, or trader joes. No car, harder to get to other stores</p>
<p>Age: 23 Gender: Male Occupation: SWE at a Tech company in the Bay Cultural Background: Brazilian</p>	<p>Notes: Actually knows how to cook lol - Can make traditional meals but also makes Italian and asian food at times - Not the same as when mom makes it but it's fine Company provides lunches, cooks mostly on weekends + dinners Goes to target to get groceries, closest to his apartment (not ideal) - no car Sometimes orders using instacart but prefers to buy produce himself, doesn't really trust other people's choices</p>
<p>Age: 23 Gender: Female Occupation: Masters student at Stanford Cultural Background: Indian</p>	<p>Notes: Doesn't know how to cook as much On a student dining plan (25 meals a quarter, breakfast lunch and dinner meals) Fine with dining hall food, prefers home cooked but no time Hard to make home meals, too many ingredients and instructions. - "Never comes out quite right" - Makes too much food at once, hard to portion correctly Go to trader joes, closest thing No insta cart, never really tried it. Used to going to stores herself Have never tried meal kits, but also probably not food she would like</p>
<p>Age: 21 Gender: F Occupation: Masters student at Stanford Cultural Background: American (ethnically Caucasian)</p>	<p>Notes: Cooks with bulk ingredients from Costco, often spends several hundred dollars in one trip. No meal kit, no real guidance to what meals. Lives in Rains so has own kitchen, not on meal plan, cooks all meals herself. Car, so prefers to run errands herself and not rely on meal/delivery services. Frequently busy with heavy courseload and internship</p>

<p>Age: 20 Gender: Female Occupation: Undergrad @ Stanford Cultural Background: Chinese-American (born in America), grew up in Midwest without a large Asian population</p>	<p>Notes: Currently on 5 meal swipes/week (lunch in dining hall) Makes own breakfast (smoothies) + dinner Does not have time to cook in the morning Does Trader Joe's frozen meals for dinner + freezer meal-preps foods like soup Had cereal and cold vegetables for dinner today (pretty simple) = calls it "girl dinner" Gets food from Trader Joe's weekly Goes to Ranch 99 or Costco to stock up on bulk items monthly "If I could, I would have [cultural food] every day for dinner. I can't, because that's not what they sell frozen food-wise at Trader Joe's." Makes soup and scallion pancakes for cultural food + has frozen buns from Ranch 99 What she eats depends so heavily on Trader Joe's Having a Ranch 99 closer would make it easier for her to have cultural food (right now it's 30 minutes away, it's "not feasible") Uses Ranch 99 for pre-made meals and for ingredients</p>
<p>Age: 25 Gender: Female Occupation: PhD Student @ Stanford Cultural Background: Mixed, Jewish-Filipino</p>	<p>Notes: Batch cooks ("I got that midwest in me") Cooks three times a week and has leftovers Cooks around 9PM after lab Sometimes cooks breakfast Such a "disordered" eater ("no rhyme or reason") Gets food from Trader Joe's, Costco, and Whole Foods Spends \$300 a month on groceries Doesn't eat cultural food super often (once a month), cooked herself Would prefer to cook more than she does, but not necessarily cultural foods She cooks Jewish foods during the holidays, but doesn't care about Jewish food outside of the holidays She wish she ate more Filipino food</p>
<p>Age: ~23 Gender: Female Occupation: Physics Tutor, Stanford Graduate Cultural Background: Ashkenazi Jewish</p>	<p>Notes: Cooks for herself in her apartment off-campus Eats after work/orchestra rehearsal Does not make a lot of cultural food Does not particularly like Ashkenazi Jewish food because of lack of spice/texture Makes Jewish food around the holidays</p>
<p>Age: 20 Gender: Occupation: Student, CS Research Cultural Background: Chinese-American</p>	<p>Notes: Cooks with partner, 1x a week. Other times orders or goes to dining hall. Trader Joes and Whole Foods as main grocery source. No budget. "Isn't it better to be, like, local?" Partner makes cultural food once a week, loves cultural foods. Loves lamb and wants more fulfilling and nourishing foods (food that would make you sleepy after) Wants to eat more vegetables Thinks meal kits are weird Wants to eat healthier Open to using meal kits, it would need to have the right offerings and marketing (really delicious) Would be willing to pay "maybe a little, but honestly more" for locally-sourced/fresh/sustainable food</p>
<p>Age: 24 Gender: F Occupation: Young professional in SF Cultural Background: American (ethnically Caucasian)</p>	<p>Notes: Cooks with ingredients purchased usually from Trader Joe's (nearby, relatively inexpensive). Has used Blue Apron a while ago but prefers self directed due to easier to find meals that her and partner both like. Likes to host at apartment with friends. Cooks usually simple breakfast, then gets lunch out at work, cooks dinner</p>



**Existing
Website**

HarvestMingle: Existing Website

Store Location: Stanford - 344, Palo Alto, California, USA

Home Grocery Delivery MingleMeals About Us HarvestMingle

Account > Order History > Order Detail

Navigation

- Dashboard
- Order History
- Wishlist
- Shopping Cart
- Settings
- Log-out

Order Details

April 24, 2021 • 3 Products

BILLING ADDRESS Dainne Russell 4140 Parker Rd, Allentown, New Mexico 3134 EMAIL: dainne.ressell@gmail.com PHONE: (671) 555-0110	SHIPPING ADDRESS Dainne Russell 4140 Parker Rd, Allentown, New Mexico 3134 EMAIL: dainne.ressell@gmail.com PHONE: (671) 555-0110	ORDER ID: #4152 PAYMENT METHOD: Paypal Subtotal: \$355.00 Discount: 20% Shipping: Free Total: \$84.00
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Order received Processing On the way Delivered

PRODUCT	PRICE	QUANTITY	SUBTOTAL
Red Capsicum	\$14.00	x5	\$70.00
Green Capsicum	\$14.00	x2	\$28.00
Green Chili	\$26.70	x10	\$267.00

Store Location: Stanford - 344, Palo Alto, California, USA

Home Grocery Delivery MingleMeals About Us HarvestMingle

My Shopping Cart

PRODUCT	PRICE	QUANTITY	SUBTOTAL
Green Capsicum	\$14.00	5	\$70.00
Red Capsicum	\$14.00	5	\$14.00

Return to shop Update Cart

Cart Total

Subtotal	\$84.00
Shipping	Free
Total	\$84.00

Proceed to checkout

Account > Login

Sign In

Email:

Password:

Remember me [Forgot Password](#)

Login

Don't have account? [Register](#)

