

GreenPlate One-Pager

Abstract

GreenPlate aims to revolutionize workplace dining by providing a convenient, health-focused, **fridge-based meal solution** for urban professionals. Our **target users** are Silicon Valley, health-conscious workplace individuals who value accessibility and time efficiency in their plant-based food choices. We offer nutritious meals in a convenient, ready-to-eat format, accessible within office environments to reduce dependency on delivery and external options.

Problem Statements

1. Health-conscious professionals want an **appealing variety** of convenient plant-based meals **easily accessible** in their workplace.
2. Individuals want a convenient option for plant-based meals but want to be reassured that the meal still **preserves the health benefits** as or better than other competitors.

Objectives

This initiative is all about turning Green Plate's vision into reality—bringing plant-based meals to the mainstream and beyond.

1. The expansion involves increasing appealing cuisine options, scaling distribution, and creating novel ways for people to access our meals.
2. Through our new initiative to **introduce fridge machines**, we aim to embed Green Plate's products seamlessly into the everyday lives of our customers.

Benefits

Through our in-office fridge program, we will not only differentiate ourselves from the many plant-based retail options (1) we will bring our meals **directly to corporate offices** (2) our meals will offer a **variety of cuisines** like Indian, Ethiopian, etc. (3) and we can directly **educate people** that they can still eat healthy and have convenience through our branding (via website, fridge UI, packaging).

Resources

To bring this project to life, we need cross-functional involvement from:

- **Product Development:** To finalize fridge design, food selection, and fridge user experience on our website..
- **Marketing:** To craft a brand message that resonates with busy professionals and aligns with workplace wellness programs. Educate people about fridge-based meals and preserving health benefits.
- **Sales and Partnerships:** To secure partnerships with corporate clients and ensure smooth onboarding.
- **Operations:** To manage logistics, stock fridges, and maintain freshness and quality control.
- **Finance:** To budget for initial rollout and determine cost-effectiveness, including pricing strategy.

Success/Survival

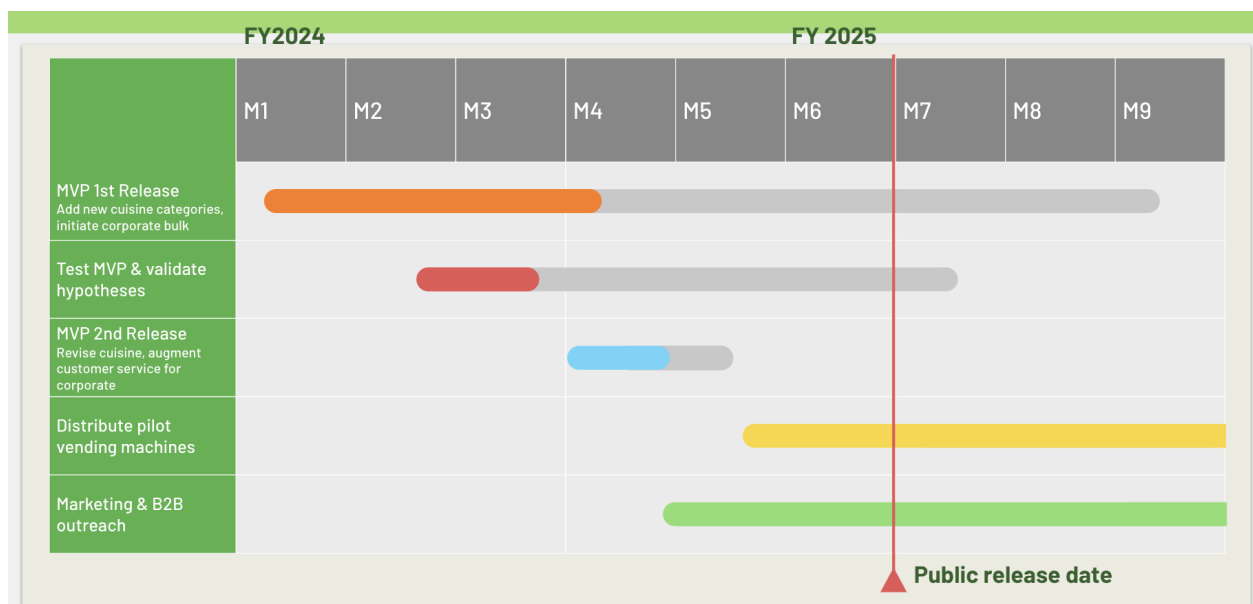
Success: Success is achieved when GreenPlate fridges are **adopted by 10 pilot offices within six months**, with a **minimum of 50% of employees** in these offices using the service weekly. We will also conduct monthly surveys to **acquire qualitative feedback** on convenience, perception change about fridge-based meals, and the addition of new cuisines.

Failure: This project will be reconsidered if **fewer than three companies adopt** the service after three months of active promotion, or if the **weekly adoption rate is below 20%** in the pilot offices. Additionally, **negative feedback** on cuisine options and price sensitivity could be red flags that require re-evaluation.

Survival: GreenPlate will pull the plug if, after three months, the fridge solution proves unscalable due to high maintenance costs, low usage, or logistical challenges. Revenue targets should cover operating costs within one year to ensure scalability.

Time Horizon

The pilot rollout is planned for a nine-month timeline:



- **MVP 1st Release:** Add new features for delivery of pilot fridge machines, add new meals and cuisine categories to website, add new corporate accounts for bulk orders
- **Test MVP & validate hypotheses:** see if customers are choosing new cuisine categories, make sure pilot fridge delivery is smooth and delivery updates are tested, pilot corporate accounts with some businesses
- **MVP 2nd release:** Put in production the new meals and cuisines, as well as being prepared for bulk corporate orders, make sure that customer care is available for installation/maintenance of machines,
- **Distribute pilot vending machines:** as mentioned we will pilot to 10-20 companies, delivery, installation, etc. we will survey whether employees are partaking in our offerings by counting inventory every time we restock periodically,, if restock happens once every month, we will count as success
- **Marketing & B2B Outreach:** If our pilot program is successful, we will go forward with marketing to other corporate offices in the Bay area, and we will specifically target corporate offices that have food availability inside of their office