

Spatula

Helping students cook.

Topics I will be covering

- Overview
- Research – Problem & Solution
- Competitor Research
- Business Model
- Prototyping
- Timeline

Overview

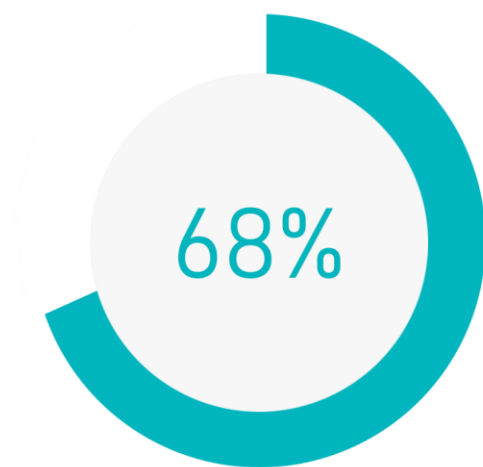
Spatula is an easy-to-use, cooking app made for students who want to learn how to cook or improve their existing skills

Keeping things simple.

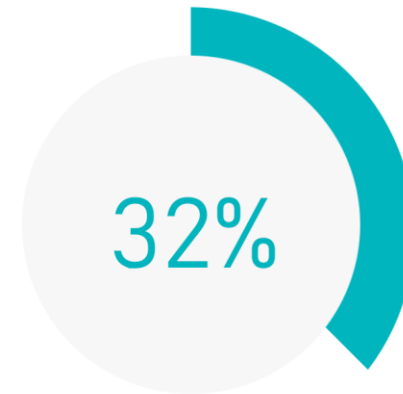
Research Problem 🧑

I had the opportunity to interview 20 students who attend University around Ireland.

Key problems boiled down to 2 main problems...



Said they didn't
have time.



Don't know how
to cook.

Research Problem

Fía

Undergraduate Pharmacy Student

“I have very little time to actually make any meaningful meals. Between class hours, after class activities such as football, and studying for exams, I never have enough time to make or experiment with anything new.”

Research Problem

Evan

Undergraduate Business & Law Student

“I am a first year student living away from home for the first time in my life. I have absolutely no experience cooking proper meals as I had no need to prior to attending University. I currently rely on microwavable meals, which aren't the healthiest or the tastiest if I am being honest.”

Research

Analysis and Identification of Problems

Many students don't have time to cook;

- Students have limited time to prepare dishes due to busy schedules and deadlines
- Students tend to have poor diets due to time constraints

Many students also don't know how to cook;

- Some students were never taught how to cook or did not have the available resources/support
- Many students never realised the importance of this life skill prior to University

Personal perspective;

Students have limited cooking ingredients,

- Due to budgeting
- Not knowing the versatility of certain ingredients to create more than one meal

Solution

Say Hello to Spatula!

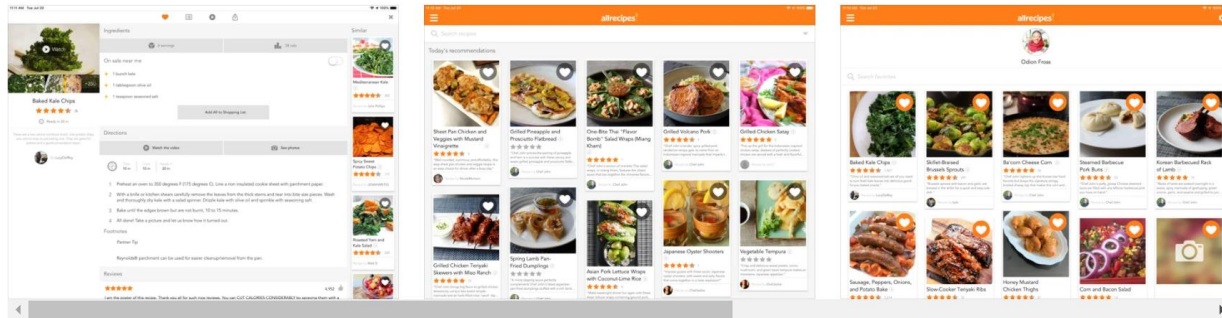
A cooking app for students which is...

- Easy to use.
- Helps students learn how to cook.
- Users have the power to find recipes by selecting ingredients they have available!
- Simply select the ingredients you have in your cupboard to find recipes
- App generates simple/easy recipes with simple step by step verbal and visual guides
- Save the recipes for further use

Research Competitor



Allrecipes Dinner Spinner 12+
 All Recipes, Inc.
 Designed for iPad
 #154 in Food & Drink
 ★★★★★ 2.5 • 1.9K Ratings
 Free • Offers In-App Purchases

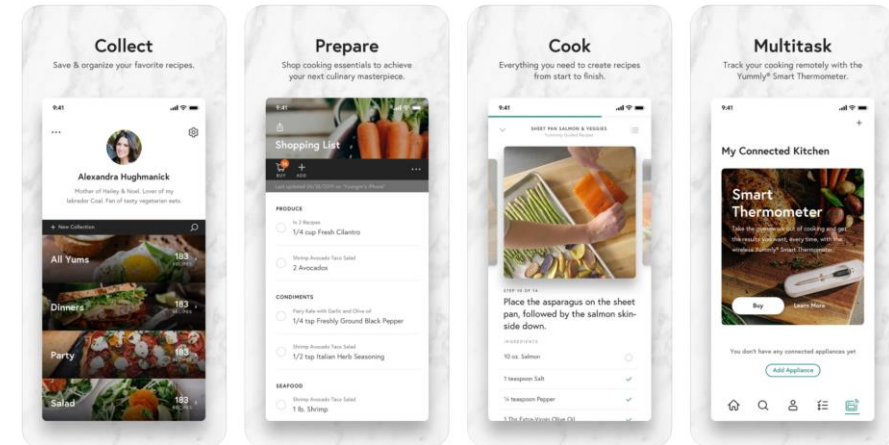


This app is available only on the App Store for iPhone, iPad, and Apple TV.



Yummy Recipes & Cooking Tools 12+
 Personalized Meal Plans & More
 Yummly
 #91 in Food & Drink
 ★★★★★ 4.7 • 93.4K Ratings
 Free • Offers In-App Purchases

Screenshots [iPhone](#) [iPad](#) [Apple TV](#)



Market Validation — Advantage over Competitors

- App is a one off payment
- All features are available
- No paywalls
- Made for students
- Easy and simple interfaces
- Allows students to make proper meals while budgeting

Business Model

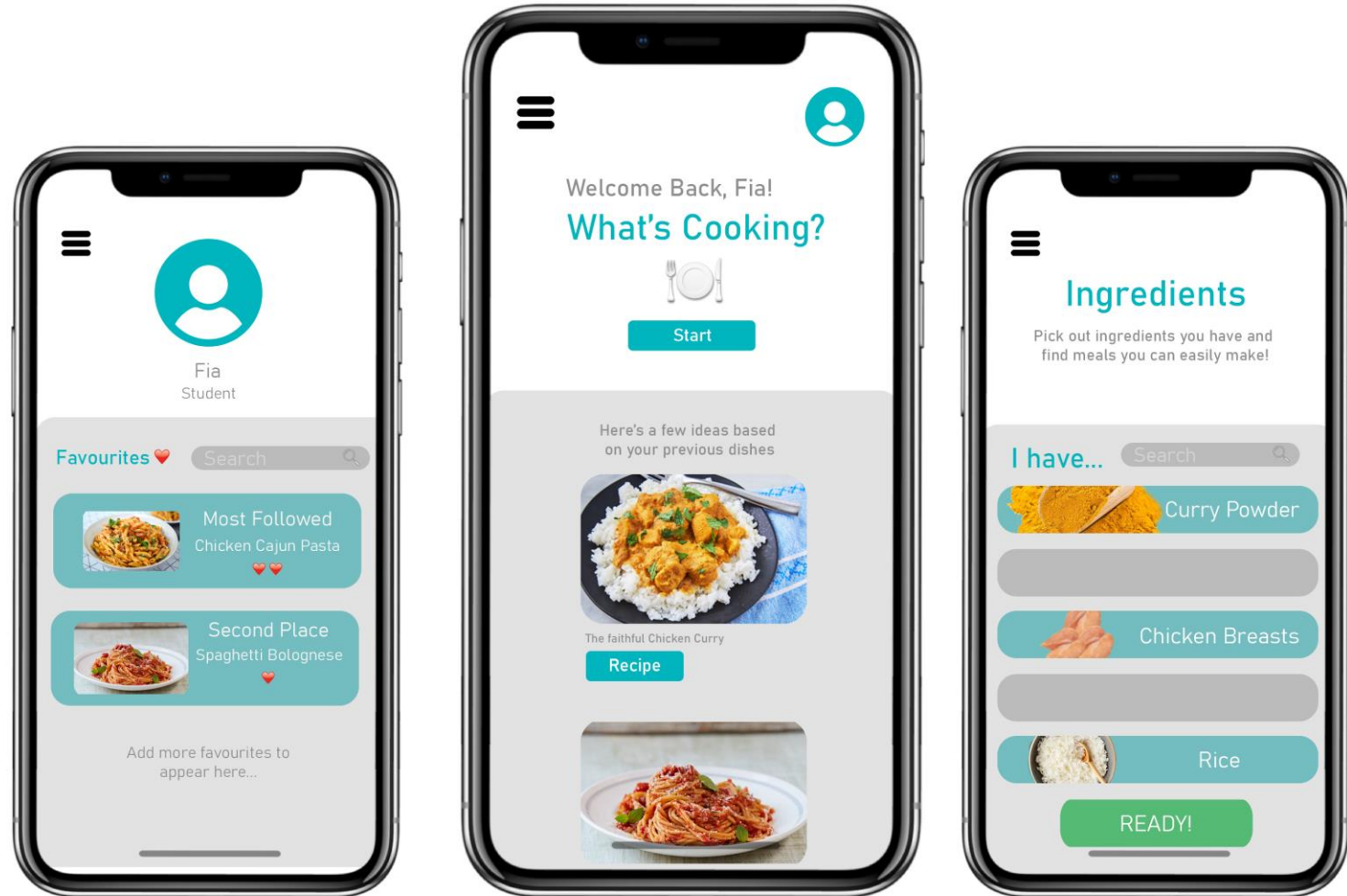
Revenue

The app will cost a one off payment of £4.99. The app will also be advertised on Universities Student services to promote healthier eating.

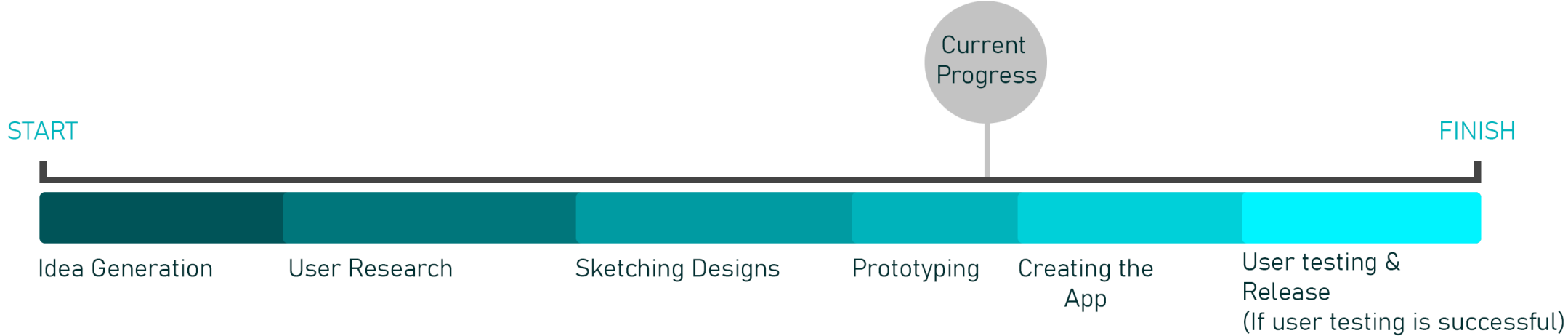
Long Term Goals

The long term goal will be to make more students independent and more confident in their cooking. This will in turn help them beyond University.

Prototyping



Timeline



Thank you for listening!
If you have any questions, please do ask!

