

**ChefEats**

**BUSINESS MODEL CANVAS (*BMC*)**

## **What is ChefEats?**

ChefEats is a foodtech startup that operates on demand services offered by chefeats.com.br to USERS, that is, to make it possible for USERS to choose registered CHEFS and, via online, make requests for purchase (and home delivery and withdrawal on the spot) of foodstuffs provided by CHEFS, according to the menu available, and it is also possible for USERS to pay the price of products via online.

The chefeats.com.br service therefore consists of bringing our registered USERS and CHEFS closer to our website, enabling USERS to send food delivery requests to CHEFS, as well as this is the option of USERS, to receive online payment of the price of products delivered to USERS by CHEFS.

It is clear to the USER that the service offered by chefeats.com.br relates only to intermediation (with online payment option) for marketing food products, not covering preparation, packaging, availability and physical delivery (via motoboy or other means) of the products, these four items being the CHEF's full responsibility, to whom should be directed any complaints about problems arising from flaw, defect or lack of execution of the make, preparation and delivery of food products. .

ChefEats business model is designed to benefit USERS and CHEFS. It allows USERS to find a CHEF and order food on the one hand, and on the other, ChefEats gives CHEFS access to an extended customer base. It also benefits people by indirectly creating for them jobs to deliver CHEF'S food. Since its inception, ChefEats has dreamed of raising decent investor funds.

## **Important ChefEats Resources**

The company's commission is about 12% (covered on dishes sold by CHEFS), plus 3.5% for website payment.

It plans to launch in Brazil. With fundraising the website will expand in Brazil and launch in North America and European Community.

## **ChefEats 2 Customer Segments**

ChefEats acts as an integrator between CHEFS and USERS who want to order food from their cell phones or computers. It also offers a solution for people looking for a full time / part time job. Thus, the customer segments involved with the ChefEats Business Model are:

USERS:

- People with no time to leave.
- Companies, entrepreneurs who want agility when feeding their team without wasting time and affecting their work routine.

- People who do not want to cook.
- People who study in college, as well as workers who are unable to cook at home.

#### CHEFS:

- Chefs without home delivery services.
- Food courts that do not have good seating areas.
- Chefs who want more customers and branding online.

#### Companies with express delivery motorcycle fleet:

- People who want flexible delivery work.
- People who want a tipped job.

### **Value Propositions Offered by ChefEats**

ChefEats has a Y-structured business model that focuses on three sides of the food delivery business model to create coordination between CHEFS, motorboy and USERS.

With business partner CHEFS and a convenient website, ChefEats is able to control the entire sales, order and delivery process, which together leads to a seamless experience for everyone.

#### For USERS:

- A superior experience with better prices and greater efficiency.
- An easy-to-understand, reliable and easy-to-use product that covers a large number of chef menus, involving just click and choice options.

#### For CHEFS:

- No tension of getting food delivered.
- Extended customer base.
- An easy, inexpensive and fast way to deliver orders.
- Empowering CHEFS to work on a broader platform.

#### For Motorboys:

- A source to make money (full time and part time).
- An opportunity to receive good tips from customers.

## The 4 Step Model - How ChefEats Works

Most on-demand logistics-based startups use a similar model, but it's the small differences involved that make a difference.

**Browse meals and pick:** USERS choose their favorite food by pressing a button that shows the list of meals, beside various menus listed in ChefEats. Features such as search, favorite CHEF, making choices based on price categories, type of cuisine, etc., also help USERS rank and choose better.

**Order and pay:** USERS make the necessary transactions after placing their orders on their mobile phones or computers. After the order is received by ChefEats, it forwards it to the respective CHEF.

**We cook fresh meals:** Our CHEFS follow highest standards to deliver freshly cooked meals on time, it is prepared and packaged for delivery.

**Delivery:** The delivery man takes the order of packaged food from CHEF. Deliverers try to shorten delivery times as much as possible. USERS, although not necessarily, but generally tipping deliverers, such a tip received will be kept 100% by the deliverers.

## Revenue Generation Model - How ChefEats Make Money

Like other on-demand ventures, specifically food delivery, revenue generation is essential.

### *Commission on each request*

ChefEats serves by delivering from CHEF to the door of USERS who order food from their cell phones or computers through the ChefEats website. For the same reason, ChefEats charges a commission percentage for each order delivered. Generally, the percentage of commission paid by CHEFS is about 12% (covered on dishes sold by CHEFS), plus 3.5% for website payment.

### *Sale and delivery of recipe kits*

All-in-one recipe kits so you can prepare your favorite CHEF's recipe at home. The mark-up is based on wholesale products price (purchased to compose the kits).

### *Chef service at residence or other events venues*

Commission: 12% plus 3.5% for website payment.

### *Chef service for healthy eating:*

Commission: 12% plus 3.5% for website payment.

### Business Model Canvas

Partner Network	Key Activities	Value Offer	Relationship with Customers	Customer Segments
<p>Chefs</p> <p>Express delivery companies with express delivery motorcycle fleet, such as www.logi.com</p>	<p>Receive orders online</p> <p>Sales management, sales promotion, orders, payments, deliveries</p> <p>Manage chef payments</p> <p>Creating and managing technology infrastructure</p> <p>Transaction Processing</p> <p><b>Key Features</b></p> <p>Technology platform</p> <p>Chefs</p> <p>Express Delivery Companies</p>	<p><b>Users</b></p> <p>You can order meals by phone or computer</p> <p>You can browse the menus of various chefs</p> <p>Best price and efficiency</p> <p><b>Chefs</b></p> <p>Expanded Customer Base</p> <p>Get an online platform to serve your customers.</p> <p>Easy, cheap and fast way to deliver orders</p> <p>Strengthening of micro and small entrepreneurs</p> <p><b>Express Delivery Companies</b></p> <p>Make good money</p> <p>Flexible schedule</p> <p>Deliverers even receive tips from users</p>	<p>Social media</p> <p>Customer support</p> <p><b>Distribution Channels</b></p> <p>Website</p>	<p><b>Users</b></p> <p>People who don't want to cook</p> <p>People who want to eat out</p> <p>People who want food delivered to your door</p> <p><b>Chefs</b></p> <p>Those who have no deliverers</p> <p>Those who do not accept online orders</p> <p>Who wants to make use of the Chefeats public</p>
<b>Cost Structure</b>		<b>Revenue Flow</b>		
<p><b>What are the most representative costs in our business model?</b></p> <p>Digital marketing campaigns, salaries</p> <p><b>What are the most expensive key features?</b></p> <p>Technology development</p> <p><b>What are the most expensive activities?</b></p> <p>Prepare the recipe kits</p>		<p>For what business generated value would your customers be willing to pay?</p> <p><b>ChefEats products:</b></p> <ol style="list-style-type: none"> <li>1. Typical multi-country food prepared by Chefs and delivered to your door (commission 12%)</li> <li>2. Chef service at the residence. Favorite Chef is better at home (commission 12%)</li> <li>3. Chef service for healthy eating (commission 12%)</li> <li>4. All-in-one recipe kits so the customer can prepare their favorite Chef's recipe at home. Variable mark-up over the products purchased at wholesale prices to compose kits</li> <li>5. Chef Service for your event (commission 12%)</li> </ol>		