

# Ytmi. Pitch

## Slide 1: Introduction (15 seconds)

Hello, we are hackducks team and now we will tell you about an app which going to save you time, money and peace in family. It is a mobile app Ytmi, which allows you to

## Slide 2: Problem & (45 seconds)

Our startup is tackling a common family struggle: the never-ending debate on what to cook. imaging this situation, when you need to choose a recipe, guess what every family member wants and match all this with products you have on hands and need to use before it is expired! what a stress. It's not just about the indecision; it's the frustration of throwing away perfectly good meals because someone in the family decides they're not in the mood for it, adding to the stress of the constant battle of managing expiring product shelf life.

## Slide 3: Solution

So, we cerate the family-oriented app, wich will help families to collaboratively choose what to cook basing on what they already have. So you can optimize your family's meal planning with our app by seamlessly tracking inventory, managing product shelf life, and choosing personalized recipes for more efficient, waste and stress-minimized family meal planning.

## Slide 4: Key Features (30 seconds)

What we are doing?

Ytmi helps to manage your product - just scan a receipt and mark the shelflife of bought products. You will get a notification when shelflife will be going to the end.

The app will advise you with recipes, that match available products and your preferences. The more you use the app, the better the suggestion algorithm will work. You also can create a list of your recipes and favourite ones. So you can just choose from a list of recipes and vote for it.

the app will remind you if you don't have a product you usually have and you will be able to purchase it via Ytmi, as it has collaboration with local product deliveries (LastMile, Barбора).

## Slide 6: Market Opportunity (15 seconds)

The market opportunities is really huge - meal planner market size is gong to growth by 15% from 20 billions US dollars by 2030. Our chosen customer segment are adults from 25-40 y.o, who are cooking meals on their own and have family (2 people are a family too).

### How to catch this market?

We are going to create a personal brand by having a podcast and blog about family life,

Social platforms - contracts with Instagram and facebook healthy lifestyle and zero waste. they can influencers

### **Slide 7: Revenue Model (15 seconds)**

We use freemium business model - part of our functions are for free, but for others, like special recipe lists our analytic tool, you need to pay.

Collaboration with Barbora and Fast Mile - we will get a procent from sales that comes from our app.

### **Slide 8: Why?**

Simple answer - many expiry trackers, and many recipe blogs, but no place, where family can choose and vote for what they want for lunch or dinner. **Our algorithm will suggest, you will choose.** + many functions like online purchasing, receipts collecting and your menu analisis in one app!

Thank you