

## **Proposal for Sculls (a food distribution application)**

### **Problem:**

Access to healthy, homemade food can be difficult for many people, especially those with busy schedules or limited cooking skills. As a result, many individuals rely on fast food or pre-packaged meals, which can be detrimental to their health. Additionally, for people who enjoy cooking and are skilled in the kitchen, there is no easy way to share their creations with others in their community.

### **Context:**

This problem has been highlighted in recent years with the rise of the sharing economy and food delivery services. Many individuals are looking for ways to share their talents and connect with others in their community, but there are few platforms that enable this type of interaction. At the same time, consumers are increasingly interested in healthy and sustainable food options, but the current marketplace does not always offer these choices.

### **Solution:**

To address this problem, we propose developing an app called Sculls, which will enable individuals to sell homemade food to others in their community. The app will provide a platform for cooks to showcase their culinary creations and for consumers to purchase healthy, homemade meals. This app will also create an opportunity for cooks to generate additional income while sharing their passion for cooking.

Sculls will have several key features, including a search function that allows consumers to find cooks in their area, an ordering system that enables users to purchase meals and schedule pick-up or delivery, and a rating system that allows users to provide feedback on the quality of the food and service. The app will also have a feature that enables cooks to list their ingredients and nutrition information, which will appeal to health-conscious consumers.

One of the main advantages of Sculls is that it will provide a way for individuals to connect with others in their community and build relationships through the sharing of food. This can be especially valuable for people who are new to an area or who are looking for ways to meet others who share their interests.

### **Barriers:**

One of the primary barriers we expect to confront is the issue of food safety and regulation. We will need to ensure that all cooks using the app comply with local health and safety regulations and that we have a system in place to monitor compliance. This may involve partnering with local health departments or developing our own compliance monitoring system.

Additionally, we may encounter resistance from established food delivery services or restaurant chains, which could view Sculls as a competitive threat. To address this, we will need to emphasize the unique advantages of Sculls, such as the focus on healthy, homemade food and the opportunity for individuals to connect with others in their community.

## **Assessment:**

We will measure the success of Sculls based on several metrics, including the number of cooks and consumers using the app, the amount of revenue generated for cooks, and the level of customer satisfaction. We will also monitor compliance with local health and safety regulations and work closely with local authorities to ensure that our app is operating in compliance with all relevant laws.

To properly assess the impact of Sculls on the community, we will also conduct surveys and focus groups with both cooks and consumers to gather feedback on the app and its impact on their lives. This feedback will be used to refine and improve the app over time.

In conclusion, we believe that Sculls has the potential to address a pressing problem in the marketplace and provide a valuable service to both cooks and consumers. We are excited about the opportunity to develop this app and look forward to working with the entrepreneurial community to bring it to life.