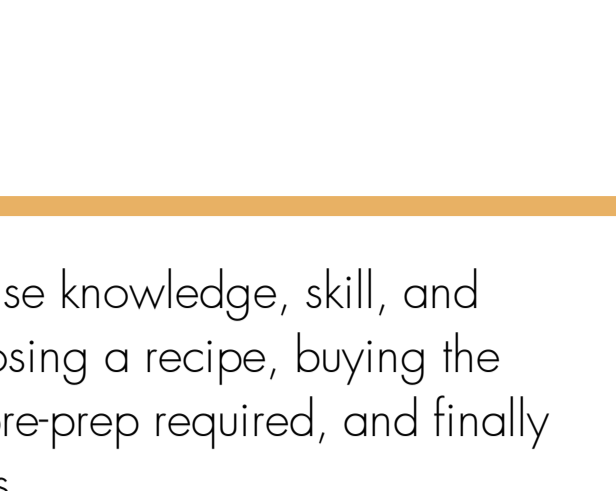


Chef Up

An elevated cooking experience with measured, pre-portioned, and partially cooked food ingredients, with an expert culinary touch. Enjoy hassle-free home-cooked meals, which are quick, easy to make, sustainable, and most importantly, delicious!

Industrial Project done for Oh So Fresh, Hyderabad. Developed as a new product line for Oh So Fresh. Solo project April 2021 to May 2021.



The Situation

Cooking as a whole takes up time, requires immense knowledge, skill, and practice. The various facets of cooking include choosing a recipe, buying the ingredients, portioning the ingredients, doing all the pre-prep required, and finally starting the cooking process.

A simpler process would facilitate quick and easy home cooking without leading to any food wastage, making it sustainable.

Potential Customer



Uma Shankar, 65
Retired IAS officer, Teacher at a school. Cooks basic food whenever she has time.

Agatha Mathur, 26
Sr Marketing Manager, Brews tea. Occasionally.

- Has a set of **familiar ingredients**. Generally cooks the **same recipes** with them.
- Wants to cook new dishes for her family but the **multiple grocery trips** are daunting.
- Has a **househelp for meal preps**. Very expensive, but she has no choice.

- Has subscribed to a **meal subscription** but often orders food from outside for **variety**.
- Has **food allergies**. Difficult to find **customised food**. Limits her options.
- Thinks she can enjoy cooking, but finds the process **tedious and confusing**. Wants to learn the skill so she can be self sufficient.

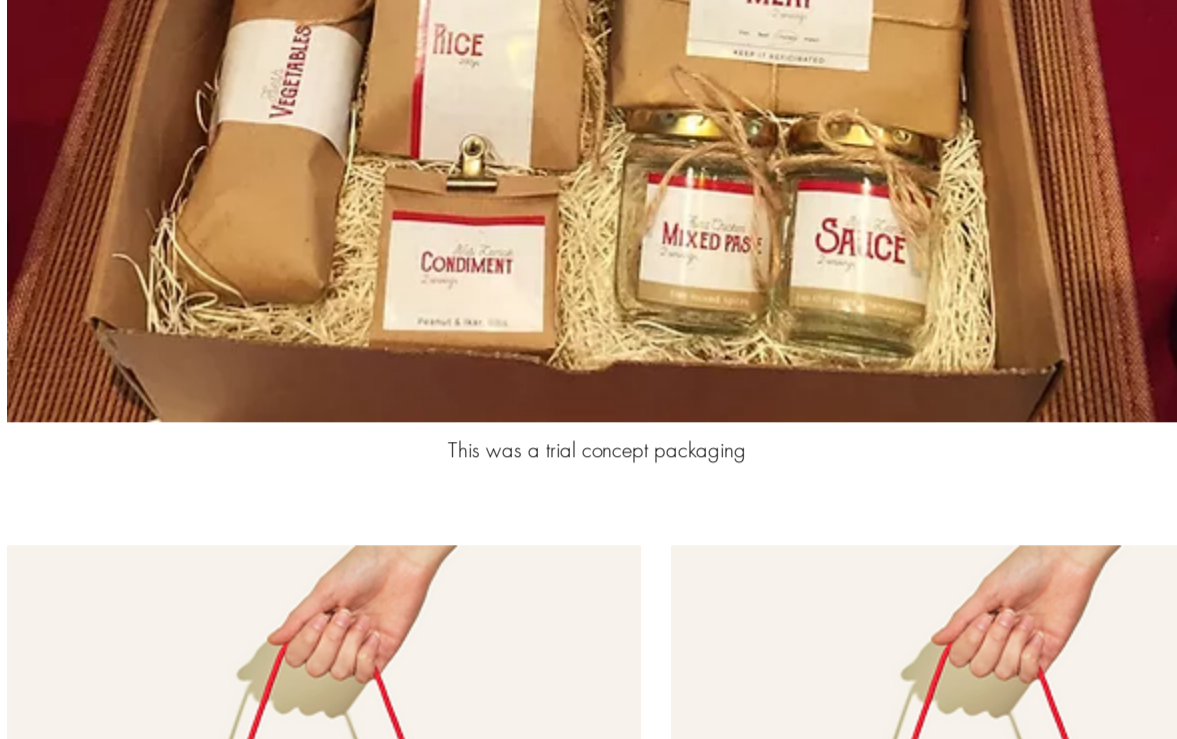
Problem

- Time**: Cooking a nutritious meal requires a lot of time, which also includes time needed for pre-prep. So instead, people opt for fast food or takeaways.
- Procurement**: Multiple grocery trips, finding exotic ingredients, forgetting to buy a few ingredients, etc.
- Wastage**: Buying and cooking excess food, and no portion control can lead to wastage and increase in the carbon footprint.
- Skill**: Cooking is an art. Creating restaurant level dishes at home takes years of practice and is still difficult.
- Exploration**: Sticking to safe options can limit the food palette, leading to missing out on delicious food.
- Health**: Eating healthy food is very difficult when meals are cooked by someone else, minimizing the leeway for customization.

Concept



A diy meal kit with measured and pre-portioned, packaged ingredients. What sets it apart from its competition is that it also comes **pre-prepped**, with a **special culinary touch** from a **seasoned chef**, which will truly make the food authentic, giving the user the most **premium experience**. With Chef up, cooking and assembling homecooked meals is **easy, quick, convenient, sustainable, and stress-free!**



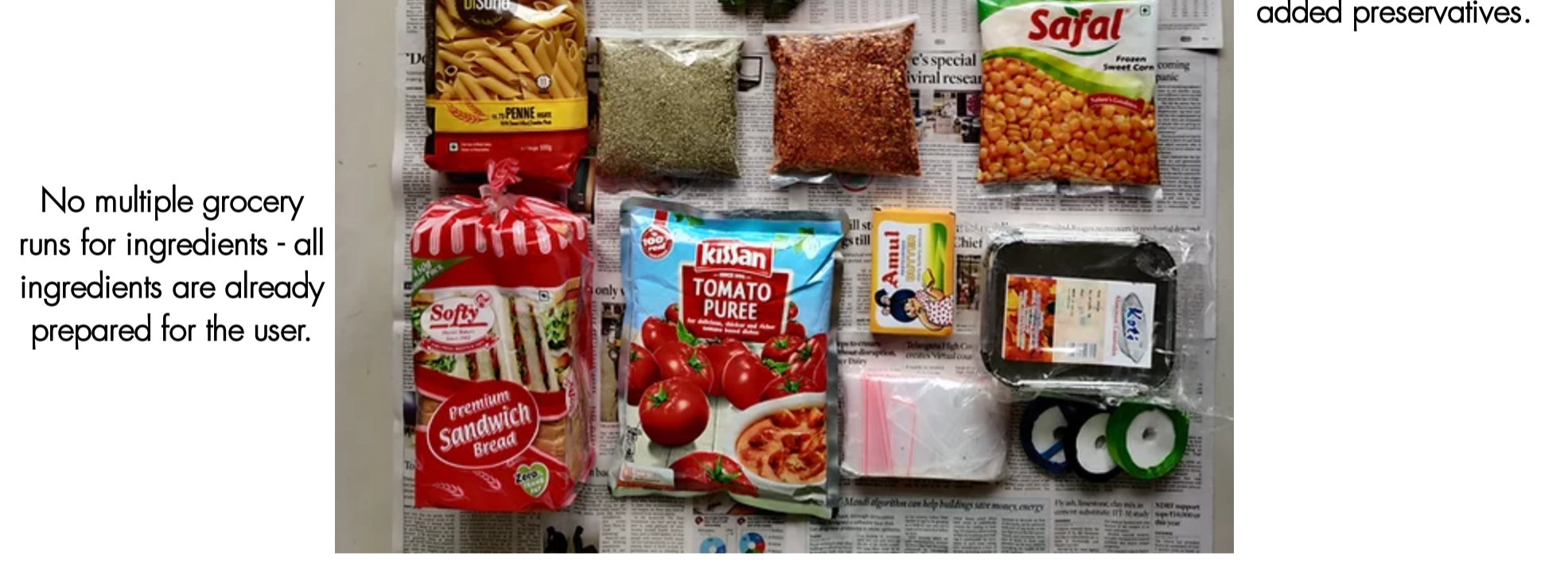
Hygienically packaged, measured, portioned, and pre-prepped ingredients labeled to make the process easy to understand and follow.



A wide range of cuisines to choose from. Lots of experimentation and new dishes - the box curator uses her/his expertise to bring to the user, new dishes.

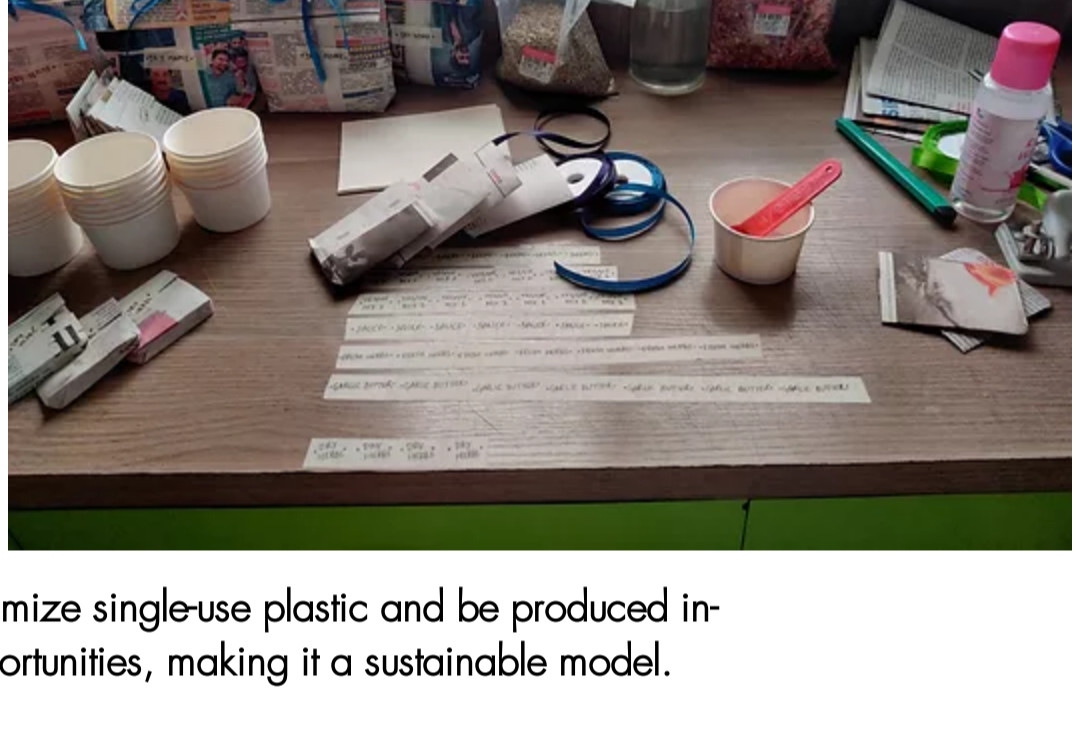
Prototyping

A concept, after working on it, does sound great on paper. But to see if the Chef Up model is actually executable and profitable, I dry ran the service a few times, with minimal but sustainable packaging.



No multiple grocery runs for ingredients - all ingredients are already prepared for the user.

Made using only the best ingredients, like at home, without any added preservatives.



I designed the packaging to minimize single-use plastic and be produced in-house, giving employment opportunities, making it a sustainable model.

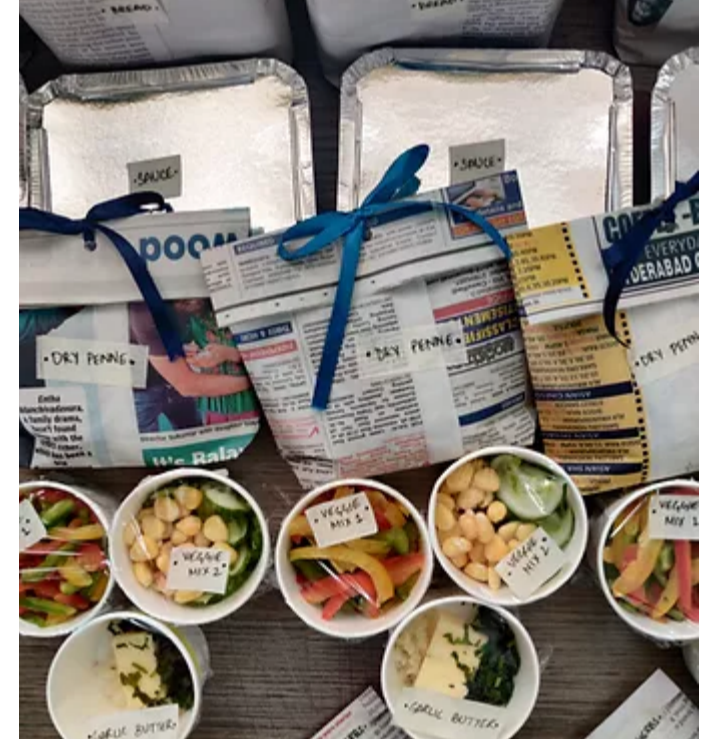


Unique and secret spice blends that have been created after years of experimenting and trial and error, so that the user can benefit from this culinary expertise.

All the ingredients in the desired portion so the user doesn't have to pay for the extra, optimizing your money and minimizing the waste produced.



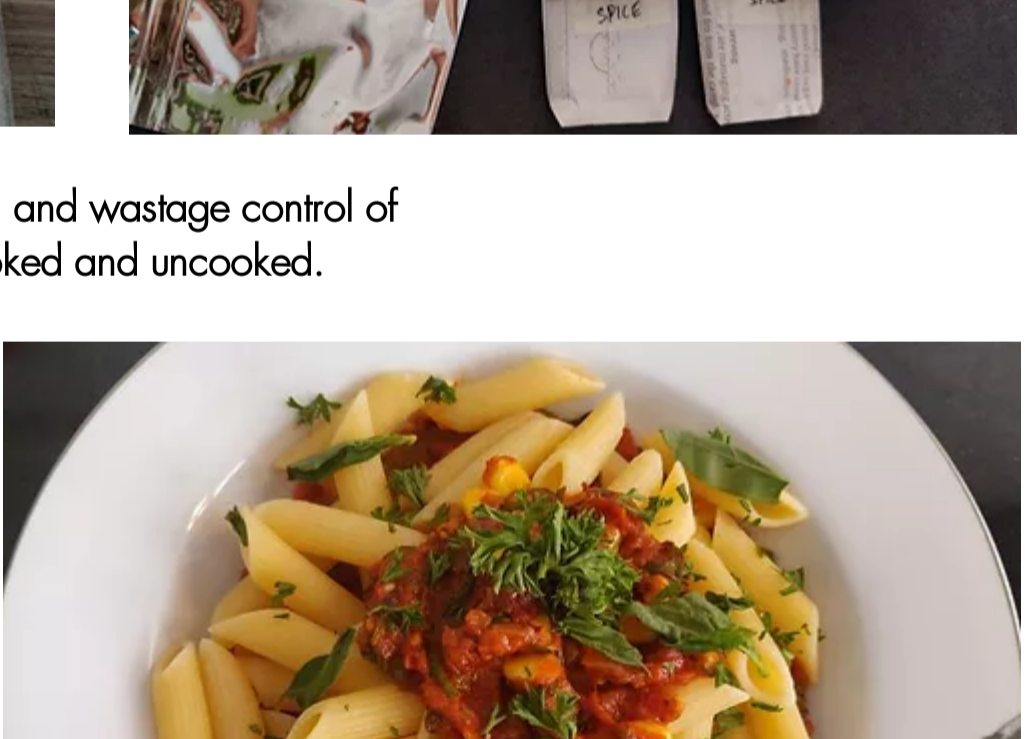
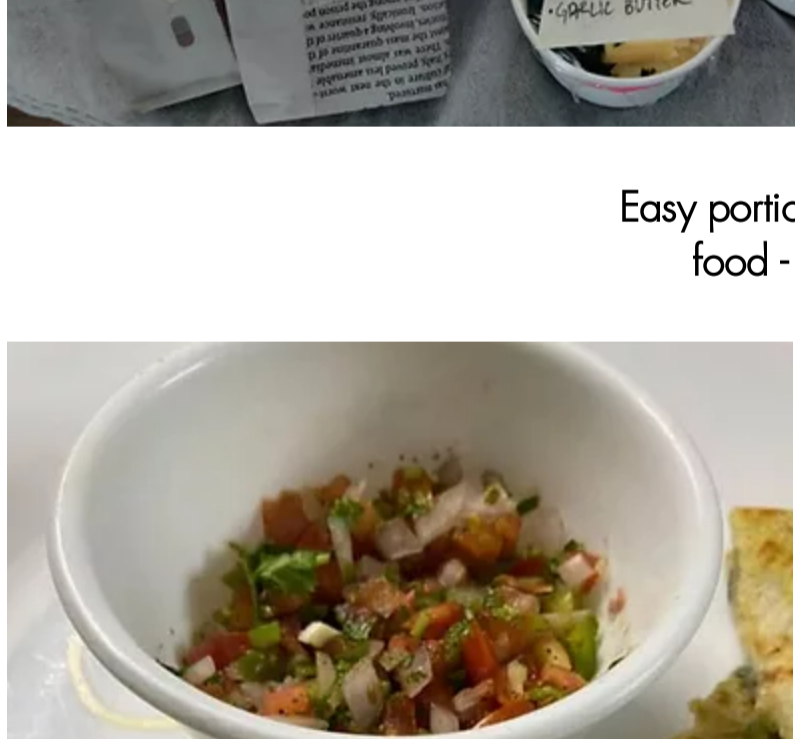
All the pre-prep has already been done so the user doesn't have to spend their time on it.



Complete leeway to customize food.

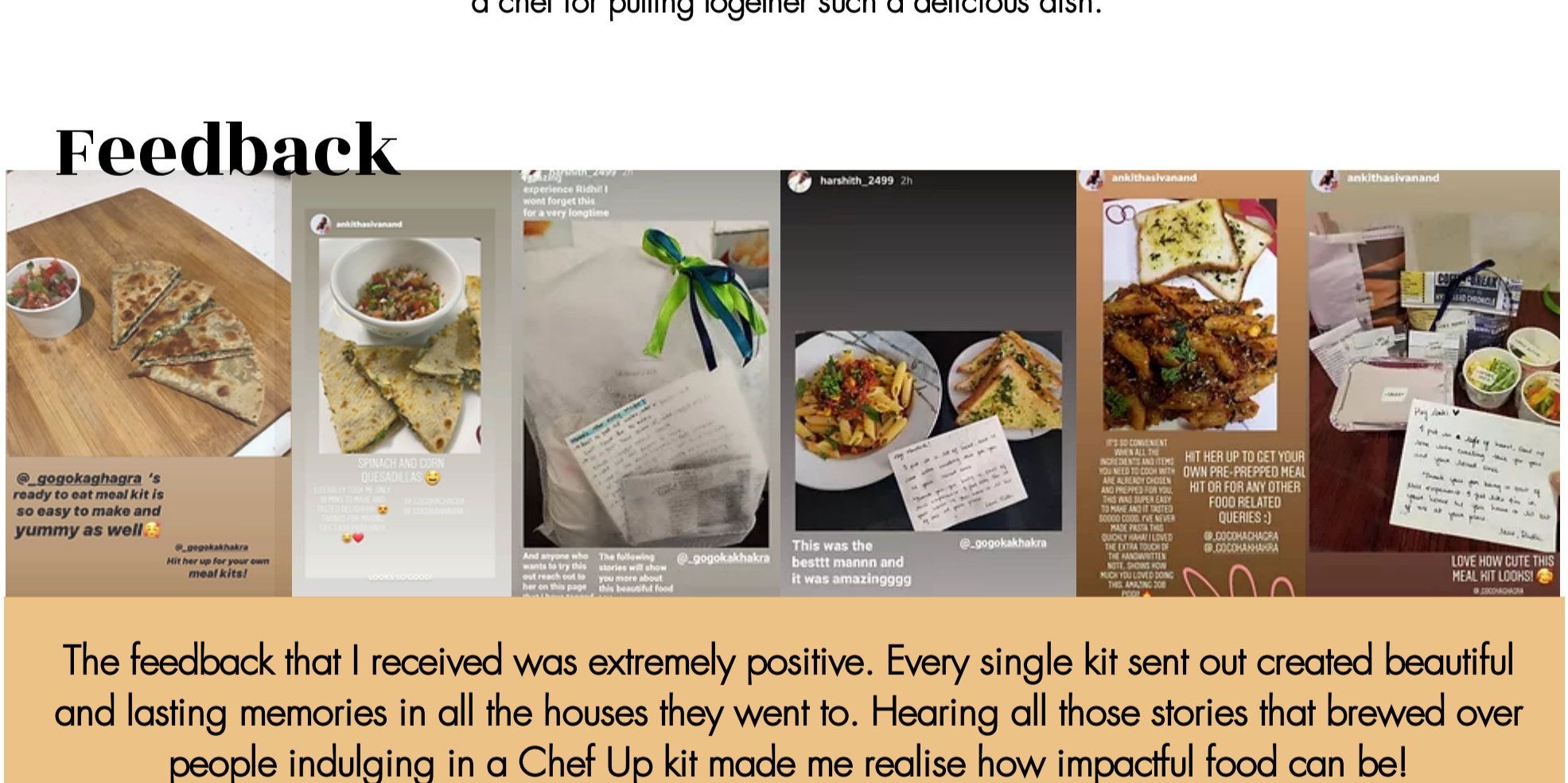


Easy portion control and wastage control of food - both cooked and uncooked.

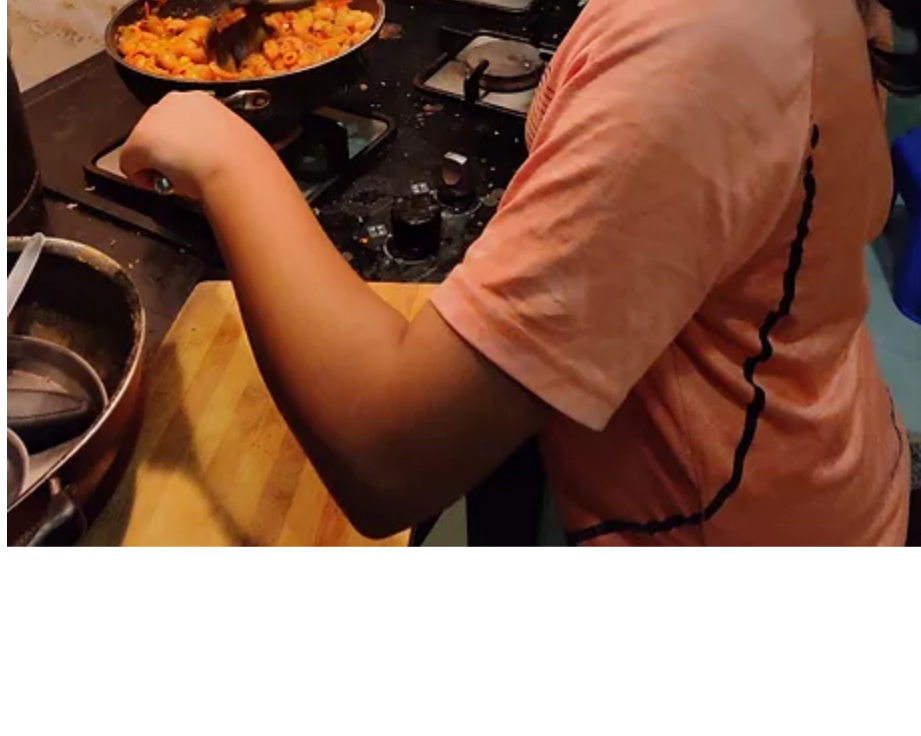


A wonderful and satisfying user experience, making the user feel like a chef for putting together such a delicious dish.

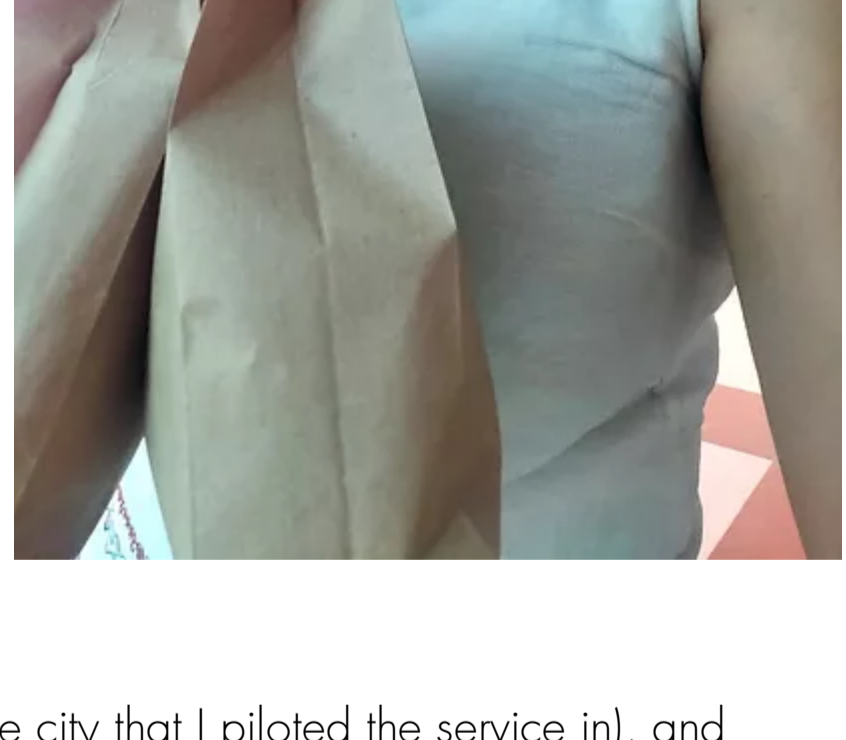
Feedback



The feedback that I received was extremely positive. Every single kit sent out created beautiful and lasting memories in all the houses they went to. Hearing all those stories that brewed over people indulging in a Chef Up kit made me realise how impactful food can be!



The process was so easy that a lot of testers compared it to making instant noodles. **Children under 12** were also able to whip up restaurant-quality dishes in minutes. People used them for their **everyday meals** and also to celebrate **special occasions**.



The designed service isn't just a **sustainable and convenient** alteration to the way people cook but is also a very **profitable business model** that can bring together people from various different backgrounds by providing them **employment opportunities** from the comforts of their home.

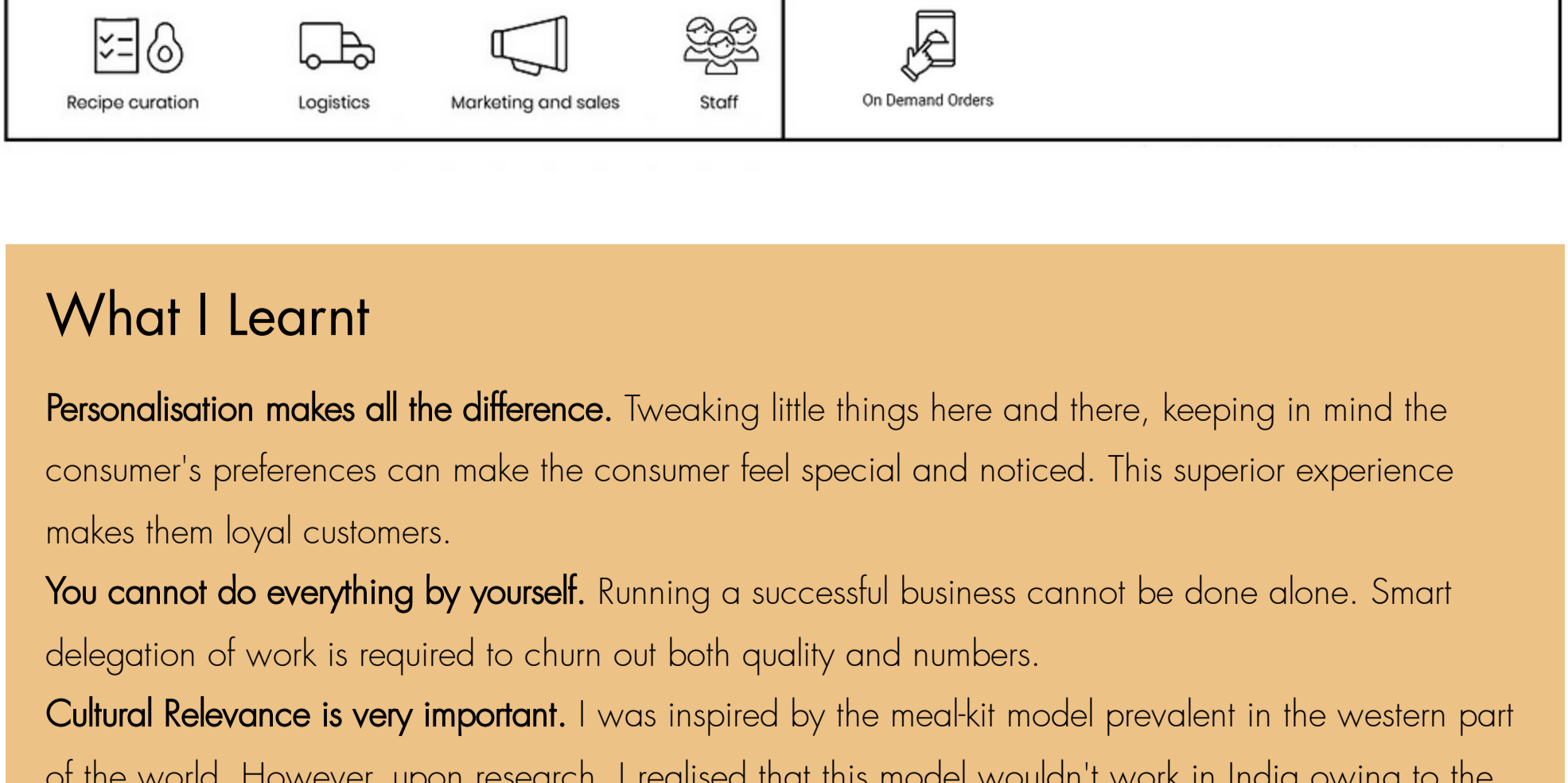
Considering the current population of **Hyderabad** (the city that I piloted the service in), and the target segment (**Upper middle & High-income** groups), the following numbers for revenue generation have been projected conservatively:

Projection for Year 1 2,31,052 INR ~3,100 USD	Projection for Year 3 20,79,473 INR ~28,000 USD	Projection for Year 5 57,76,313 INR ~77,500 USD
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[Click here for the calculation](#)

Keeping in mind that these are the **conservative figures** and the entire service is being run from a humble home kitchen (**minimal investment**), Chef Up is a very promising and viable business option that is profitable and scalable.

Business Model Canvas



What I Learnt

Personalisation makes all the difference. Tweaking little things here and there, keeping in mind the consumer's preferences can make the consumer feel special and noticed. This superior experience makes them loyal customers.

You cannot do everything by yourself. Running a successful business cannot be done alone. Smart delegation of work is required to churn out both quality and numbers.

Cultural Relevance is very important. I was inspired by the meal-kit model prevalent in the western part of the world. However, upon research, I realised that this model wouldn't work in India owing to the mental model of people living here. Hence, I added my own expertise to offer a USP that made the product successful.