Neighbour Aunt

Your Aunt at rescue

PRESENTATION BY
SAMHITHA SEELAM, SUPRAJA BALA

Problem

Many individuals lack the time or skills to prepare home-cooked meals, missing out on the comfort and nutritional benefits of homemade food.

Numerous culinary enthusiasts and home cooks do not have opportunities to share their passion for cooking with others and earn additional income.

Unable to try food from different cultures and communities without compromising on health.

Solution

At 'Neighbour Aunt,' we are transforming the mealtime experience. Our innovative platform acts as a connector between culinary enthusiasts and those seeking the comfort and nutrition of home-cooked food. We understand that in today's fast-paced world, not everyone has the time or skills to cook, but that shouldn't mean missing out on the comfort and health benefits of a homemade meal.
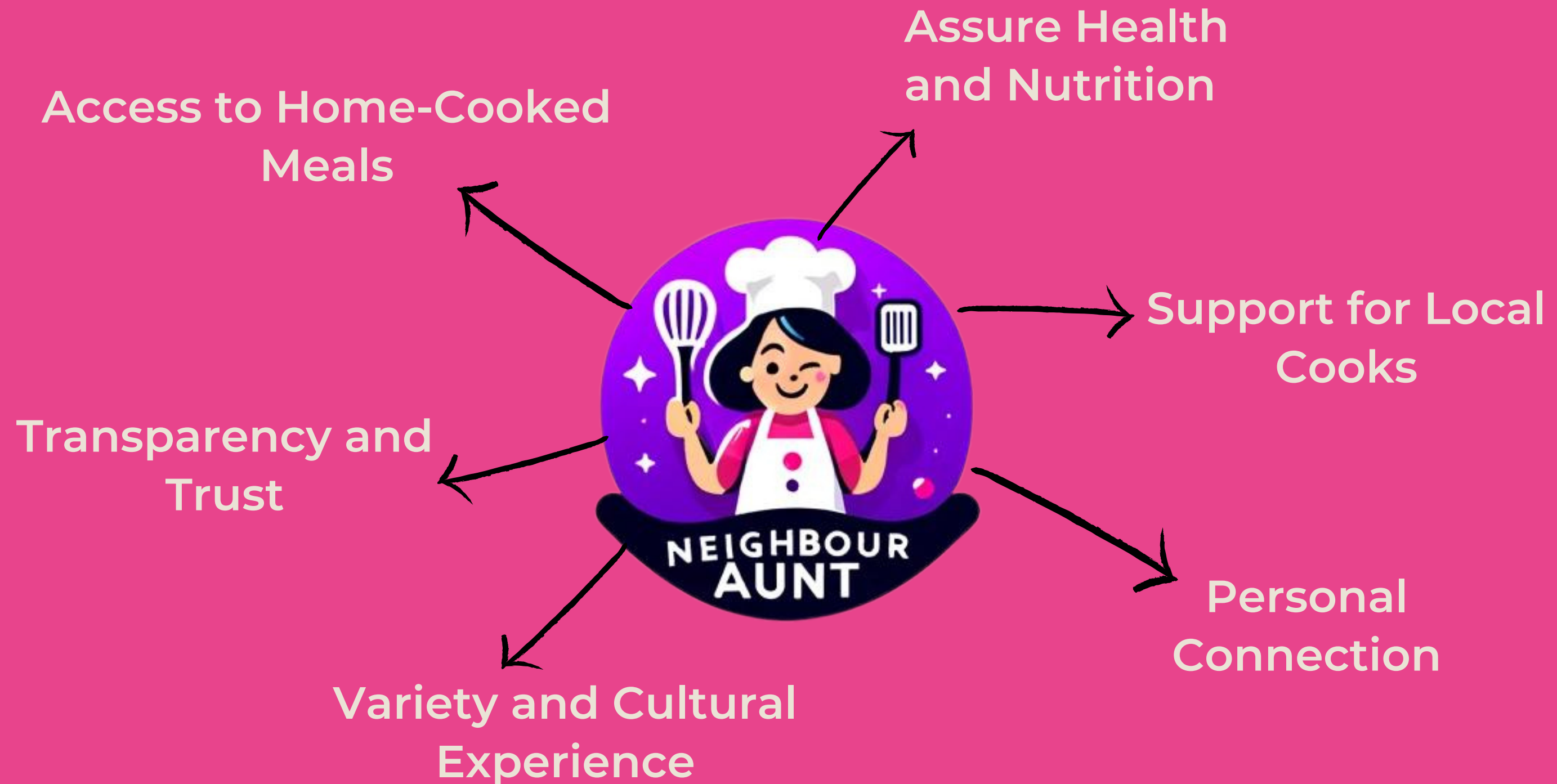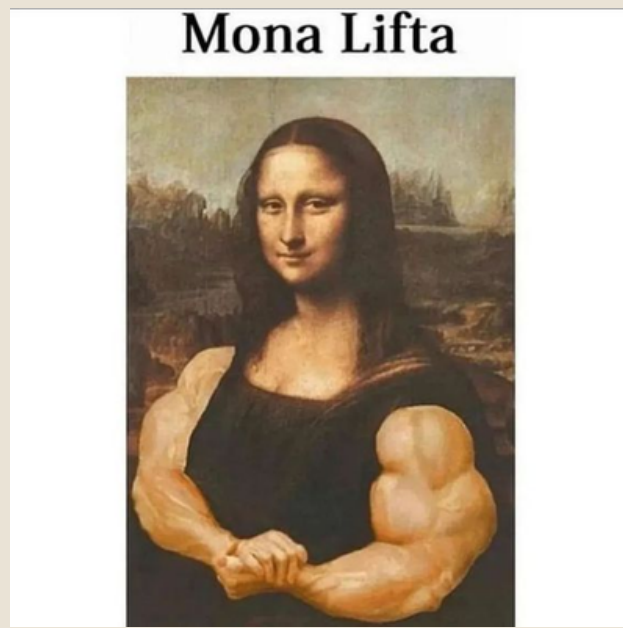
Our Product

We are a platform that enables home cooks to prepare additional portions of their meals and share their culinary talents with neighbors who are eager for healthy, homemade food but lack the time or energy to cook for themselves.

Neighbor Aunt

Unmet Need

Assure Health and Nutrition

Access to Home-Cooked Meals

Support for Local Cooks

Transparency and Trust

Personal Connection

Variety and Cultural Experience
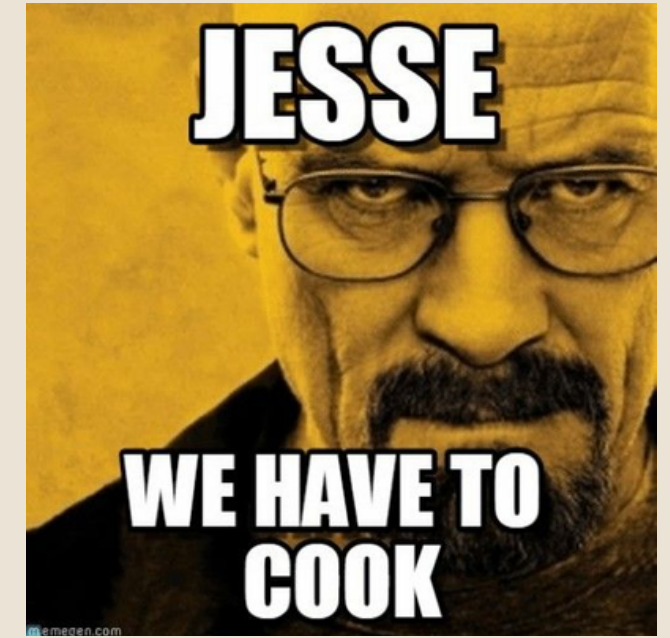
Target Demographic

Health Freak

Neighbor Aunt targets busy professionals, health-conscious individuals, and families seeking the comfort, nutrition, and authenticity of home-cooked meals without the time or means to prepare them themselves. These groups value convenience but do not want to compromise on the quality and healthfulness of their food.

Home Cook

Neighbor Aunt targets passionate home cooks and culinary enthusiasts who are seeking an outlet to share their cooking skills and earn income. They may range from amateurs to semi-professionals who cook food at home for their family.This segment is enthusiastic about the idea of turning their kitchen into a business, contributing to the local food culture and economy.

Market Size

Health Freaks

63% of American population are trying to eat Healthy.

Market Size:

63% of American Population = 210 Million people

Target Segment:
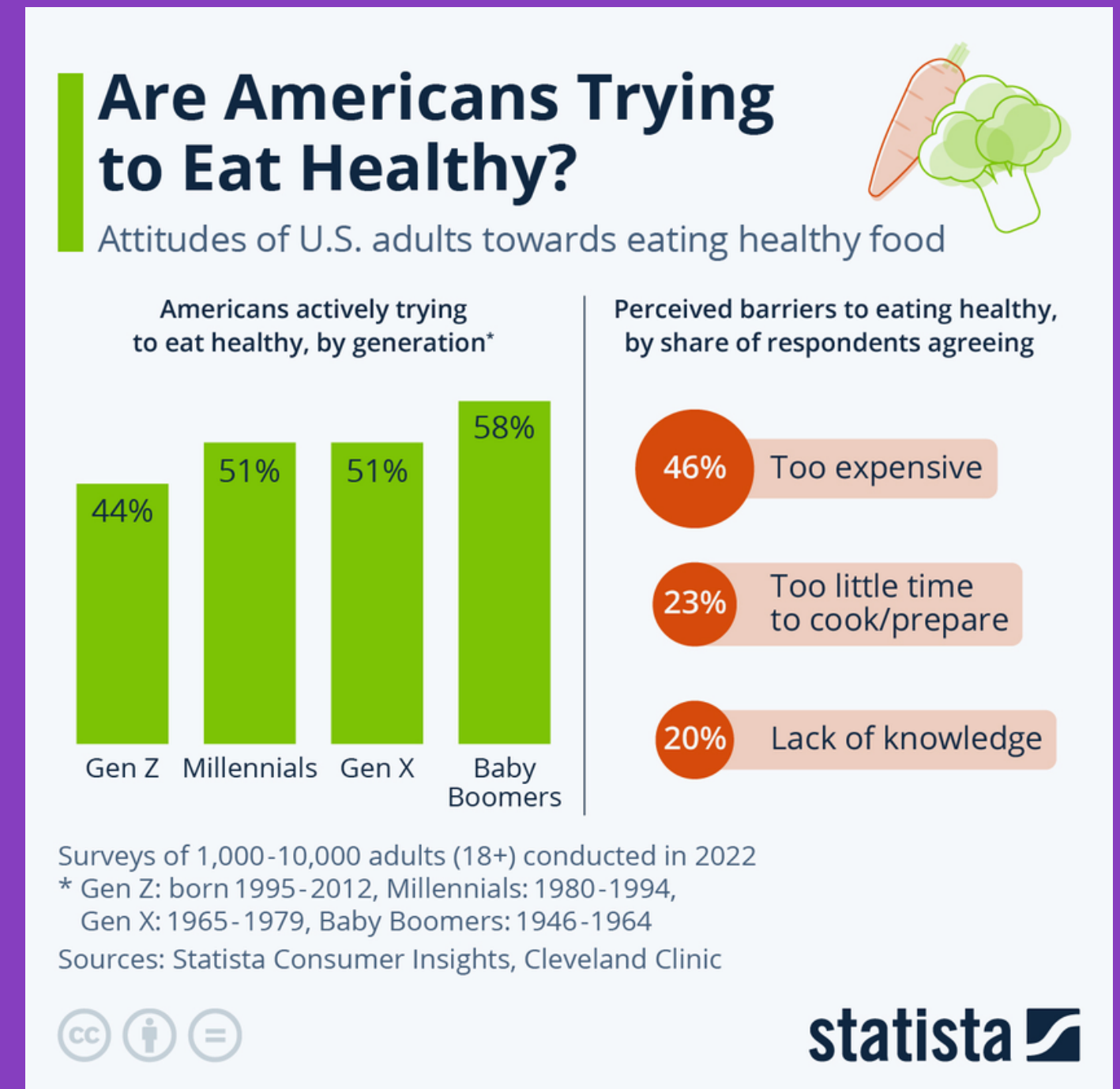
Gen Z Population (20.88%) = 43.8 M
Millennials Population (21.67%) = 45.5 M
Out of which,
44% GenZ = 19.27 M
51% Millennials = 23.2 M

Target Segment Size: 42.47 M

Are Americans Trying to Eat Healthy?
Attitudes of U.S. adults towards eating healthy food

Americans actively trying to eat healthy, by generation*

- Gen Z: 44%
- Millennials: 51%
- Gen X: 51%
- Baby Boomers: 58%

Perceived barriers to eating healthy, by share of respondents agreeing

- 46% Too expensive
- 23% Too little time to cook/prepare
- 20% Lack of knowledge

Surveys of 1,000-10,000 adults (18+) conducted in 2022
* Gen Z: born 1995-2012, Millennials: 1980-1994,
  Gen X: 1965-1979, Baby Boomers: 1946-1964
Sources: Statista Consumer Insights, Cleveland Clinic

statista

Market Size

Home Cook

28% of American population Cook at home Daily.

Market Size:

28% of American Population = 93.3 Million people

Target Personas:

- Local culinary enthusiasts
- Home cooks
- Stay-at-home moms
- Small-scale food entrepreneurs

Pricing and Position

According to research, the average meal at an inexpensive restaurant costs nearly 285% more (!) than eating at home ($16.28 versus $4.23 per meal).

$13.99-$19.99

Cost of preparation of the meal

Labour charges

Neighbour aunt's margin.

Competitors

Factor_	Home Chef	Hello Fresh	Blue Apron	CookUnity

Price Per Meal

11.5	Factor_
7.99	Home Chef
9.99	Hello Fresh
12.49	Blue Apron
11.09	CookUnity
13.99	Neighbour Aunt
17.99	Restaurants

20.00
15.00
10.00
5.00
0.00

Positioning

High

Low

Price

Restaurant

Neighbour Aunt

Meal Kit

Low

High

Healthy
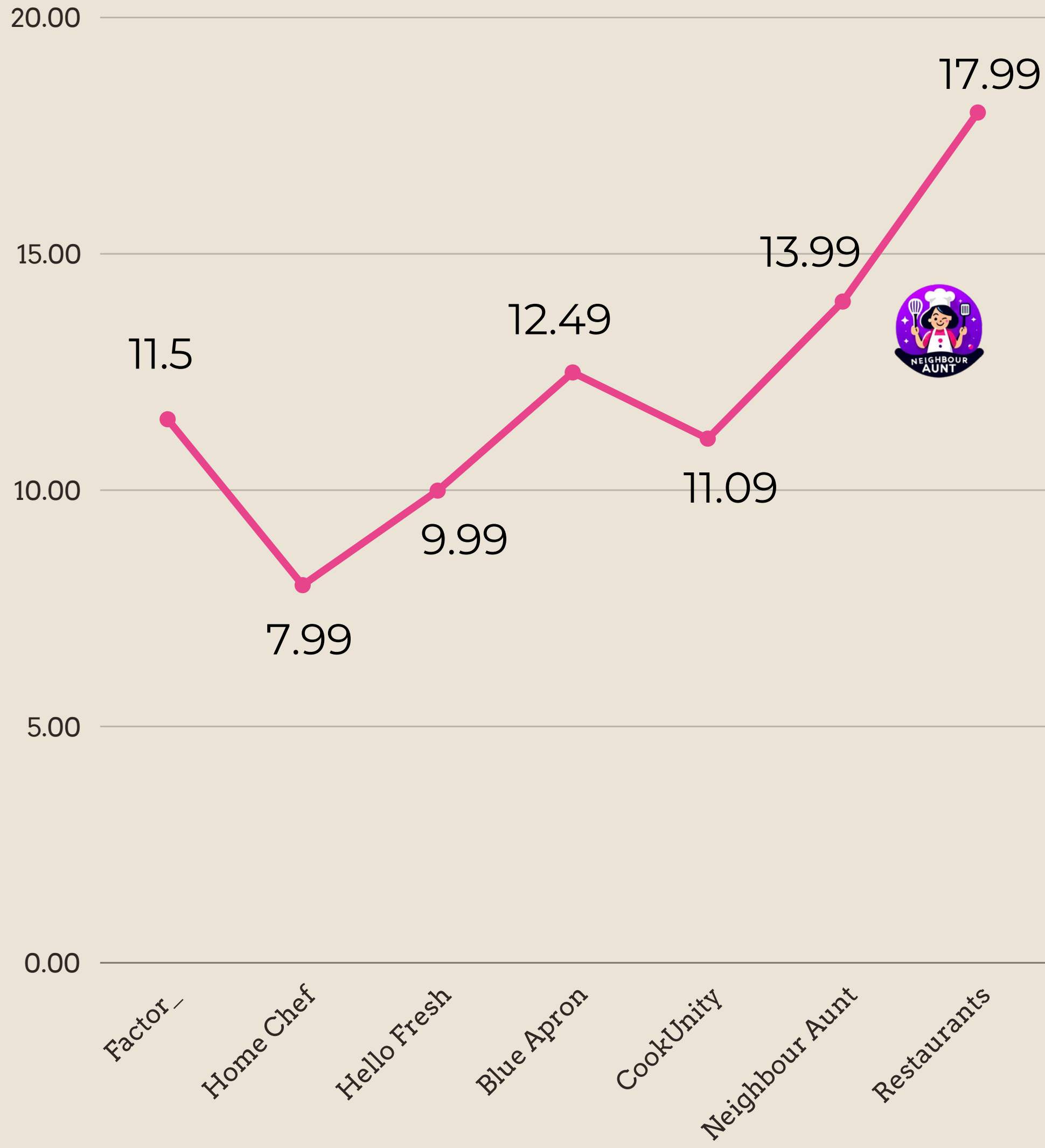
Why 'Neighbour Aunt' is Better Positioned:

- Community Focus
- Authenticity
- Customization and Interaction
- Support Local Economy

HOME COOKED

I need pizza, not boys

Neighbour Aunt

Neighbour Aunt is a highly accessible and user-friendly online platform, available through both mobile and laptop versions, to seamlessly connect individuals who love to cook with those eager to enjoy home-cooked meals.

By using our intuitive apps or website, cooks can sign up, list their dishes, manage orders, and start earning additional income from their culinary skills.

For users seeking homemade meals, Neighbour Aunt offers an easy-to-navigate platform where they can browse, order, and savor the local culinary delights prepared by their neighbors.

Promotion
Strategy

Non-Financial Stand Point

- Operational Feasibility
- Market Readiness
- Regulatory Compliance
- Community Engagement and Brand Building
- Resource Availability
- Technology Implementation

Presented By
Team 10

Samhitha Seelam

Supraja Bala