



Executive Summary
Abby Doerr

Table of Contents

1. The Roles
2. Our Purpose
3. The Growth
4. The Market
5. The Concept & The Goal
6. Features
7. More Features
8. Competition
9. Execution Plan
10. Engagement
11. Marketing
12. Research Sources

The Roles

You: You are an investor in Silicon Valley looking for the next big mobile application to invest in. You are looking for an application that takes a step away from the social media centric realm of applications and are instead looking for something that has the potential to grow into a larger, expansive brand. You have a history of working with developers who create products specifically targeted toward women and health conscious individuals, but are open to exploring the greater lifestyle sector as well.

You are looking to tap into a niche market which has not been fully saturated with other products.

Me: I am a product designer with an idea that needs funds for further stages of development. I am a passionate vegetarian myself who is looking to improve the life of plant-based eaters with a product that will be downloaded by millions.



Our Purpose

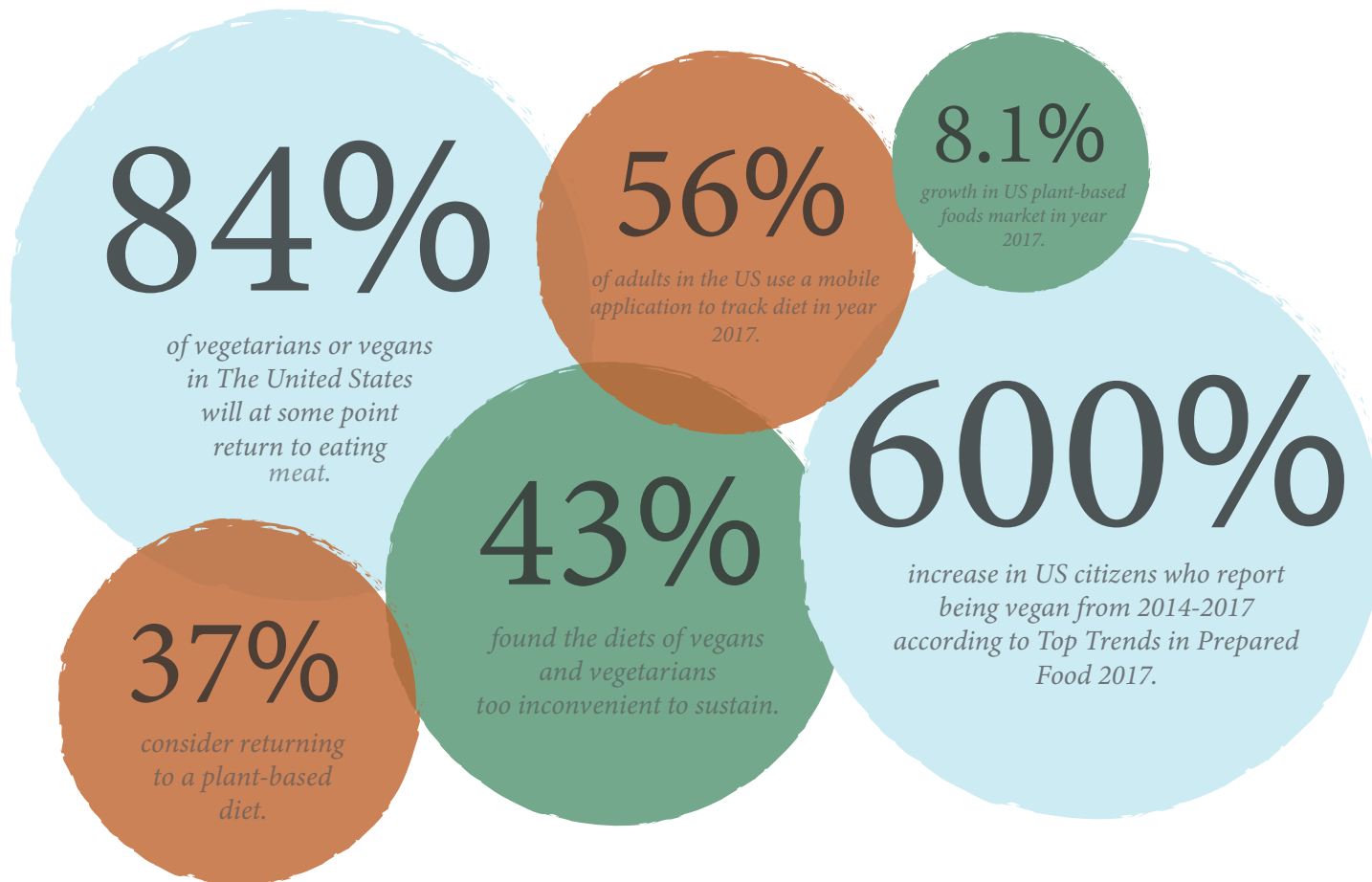
Living Full is a mobile application that serves as a resource for those who choose to live plant-based lifestyles by eliminating animal products from their diets. This resource provides the tools necessary to make life meat free a little easier, a little healthier, and a lot more full through connectivity and personalization.

The Growth

It is estimated by **Market and Market** research that by the year 2023 the plant-based meat alternative market alone will be worth over 6 billion dollars. This estimation is a reflection of the **exponential growth** that the plant-based lifestyle sector has seen in the past 10 years.

(see sources on research page)

the problem



the opportunity

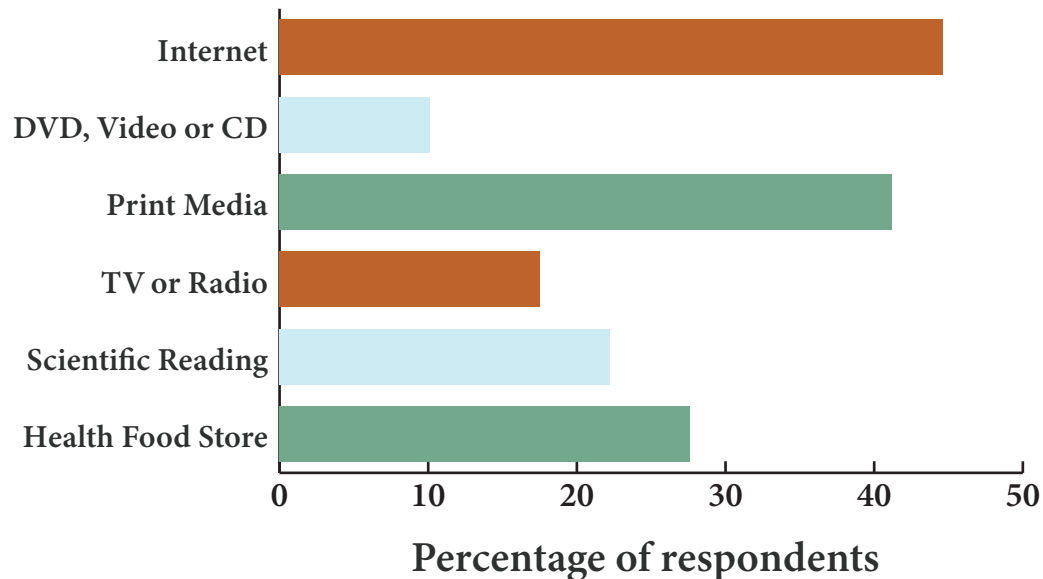
The Market

With a visible influx in the percentage of people who are either adopting plant-based lifestyles or are at least interested in learning more, the market for this industry is quickly evolving.

Here are a few key characteristics which have been used as a guide in the product ideation phase of Living Full.

Where Do Vegetarians and Vegans Get Diet Info?

(via Journal of Nutrition and Health Information 2017)



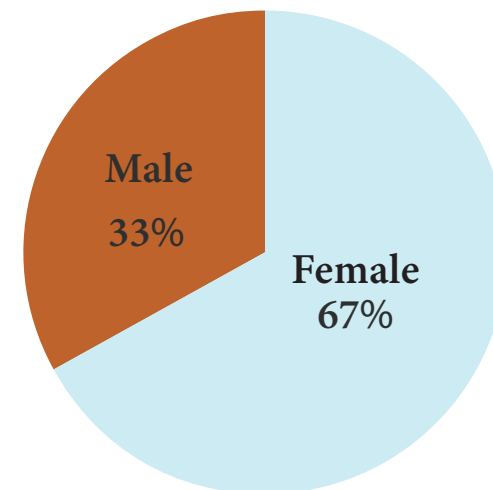
Top 5 Reasons People Go Plant-Based

(via NPR)

1. To eat healthier
2. To protect animals
3. To eat cheaper foods
4. Sustainability
5. Religious or Spiritual beliefs

Who Are the Vegetarians?

(via CDC NHANES Survey)



The Concept

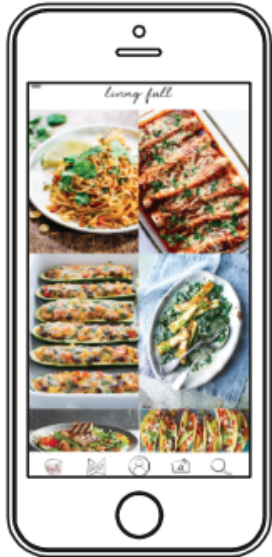
Today's society is so fast paced that consumers do not have the time nor the patience to click through a multitude of apps just to complete a few small tasks. Instead consumers are growing increasingly accustomed to services and tools that are interconnected, connecting the dots for them behind the scenes.

Living Full creates this experience for a market that has been neglected in the past. Through its unique focus on connecting each experience, Living Full bridges the gaps that are currently plaguing the plant-based lifestyle population.

The Goal

Living Full will become a brand leader in an untapped lifestyle sector that is displaying exponential growth. The application will become a staple which can then be expanded into a larger brand which offers other products such as a digital magazine and/or online cooking show.

Features



The Living Full recipe book offers users access to vegetarian and vegan recipes. Each recipe comes with clean, sophisticated imagery, step-by-step instructions, an estimated cooking time and nutritional information. Users will have the ability to easily search through recipes based on meal type and food category. The tool will also allow for users to easily save specific ingredients and recipes to an in app cookbook and shopping list. Living Full's recipe feature is unique because of its connectivity to the nutrition tracker, which will make tracking nutrient intake easier than ever.

The Living Full restaurant locator provides users with the ability to easily locate restaurants with vegetarian and/or vegan options. The restaurant locator is focused on providing users with menus highlighting specifically which items are vegan and/or vegetarian. This feature also offers users the ability to quickly add certain menu items to his or her food tracker for an easy input.

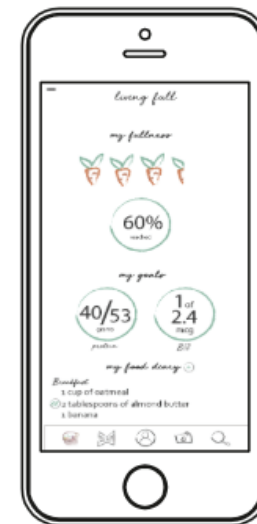


More Features



The Living Full label scanner makes the grocery shopping experience easier than ever. It addresses the problem of the “secret-meat-ingredients” by allowing for the user to take an image of the barcode on a product and immediately see if there is anything non-vegetarian or vegan present. Users will also be able to opt out of utilizing image capture and will be afforded the opportunity to search products and specific ingredients. If meat is present, this feature will provide users with alternative brands or foods that could be used instead.

The Living Full nutrition tracker is unlike any other “food diary” application on the market. The Living Full tracker is connected to other features in the application for a seamless tracking flow, it allows for specific personal goals to be set with a “reminder timer” which notifies users if he or she has not yet met a goal, and has an “everyday eats” list which makes adding favored daily meals into the tracker that much simpler.



Competition

There are a few other mobile applications on the market that target vegetarian and vegan eaters; however, there are none which include all of the tools provided by Living Full in one connected experience.

COMPETITOR	WHAT IT OFFERS	HOW IT COMPARES
Happy Cow	<ul style="list-style-type: none"> • Restaurant locator for vegetarians and vegans • Reviews and photos of food • Restaurant Contact Info 	<ul style="list-style-type: none"> • Focused heavily on web experience not mobile • Extremely similar to popular review app Yelp! • Few personalization capabilities to increase necessity • Prone to glitches and location information error
Forks Over Knives	<ul style="list-style-type: none"> • Recipe book • Links to shopping list in app • Allows for notes and favorites • Community engagement within app 	<ul style="list-style-type: none"> • Strong branding because of corresponding film • Does not link to nutrition tracker • Strong use of professional imagery • No ability to save personal recipes
Green Kitchen	<ul style="list-style-type: none"> • Recipe book • Cooking Timer • Favorites feature 	<ul style="list-style-type: none"> • Only 110 recipes • Only available to iOS users • No in app shopping list (must text or email it)
Garden Plate	<ul style="list-style-type: none"> • Recipe book • Social media connectivity • Photo focused user experience 	<ul style="list-style-type: none"> • Only 60-70 recipes • Only available to iOS users • Not linked to nutrition tracker

Execution Plan

STEP	TIME	GOAL
Planning	3 weeks	<ul style="list-style-type: none">• Developing brand relationships• Identify potential team members• Finalize branding and marketing plan
UX Design	3 weeks	<ul style="list-style-type: none">• UX development and testing• Front end coding
Development	5-8.5 weeks	<ul style="list-style-type: none">• Develop API• Back-end coding
Testing & Debugging	4 weeks	<ul style="list-style-type: none">• Product testing• User testing• Fix technical issues and address design problems
Launch in App Store	2 weeks	<ul style="list-style-type: none">• Create app ID• Build settings• iOS provisioning profile & submit for review
Maintenance & Marketing	Continuous	<ul style="list-style-type: none">• Performance optimization• Server management• Create social accounts & marketing material• Finalize brand partnerships

According to popular mobile application development company, [Savvy Apps](#), the process to developing a 1.0 version of an application typically takes 4-6 months. Savvy Apps also reports that apps built using agencies typically cost \$150,000-\$450,00. This information was taken into consideration when creating the following execution plan.

TOTAL TIME: approximately 20.5 weeks

TOTAL BUDGET: 4,500 working hours

at 100 an hour = **\$450,000**

Engagement

Living Full will be offered as a free application; however, there is ample opportunity within this product to earn a return on investment.

Sponsored Content

The sponsored content within this application will be bought by varied food brands and food channels such as Food Network. On certain recipes specific ingredients could be linked to directly branded products and these companies could also purchase entire recipes to be made based on one of their products. This content will be labeled as sponsored but will not interrupt the UX as a flashing advertisement might.

Premium Account

"Even Fuller" will be the name of the premium account made available to users 6 months after the launch date. This delay is meant to get users invested in the app so that they are more willing to pay for extra features. This premium account will allow for users to pay a small fee (\$5) a month for access to brand coupons, restaurant deals, exclusive recipes and content, and the ability to input personal recipes directly into the app.

ROI Y1-Y5 Goal

(calculated with Omni)

- Premium Membership Fees by end of Y1: \$2,500
- Premium Membership Fees in Y5: \$3,125
- Premium Membership Fees Y1-Y5: \$11,250
- Sponsored Content deals Y1-Y5: \$550,500

Engagement Goals for Y1

- 6,550 free account registered users
- 500 premium account registered users
- Social Media: 10,000 followers on Instagram
1,000 followers on Twitter
10,000 likes on Facebook
- 100 influencer partnerships
- 50 brand partnerships

Engagement Goals for Y2-5

- 60% increase in free account users in Y2
- Steady growth in Y3-5, 30% increase each year
- 25% increase in premium users in Y2
- Gradual increase in Y3-5, 50% increase each year
- 500 influencer partnerships by Y5
- 1,000 brand partnerships by Y5
- Social Media: 45k followers by Y5 on Instagram
10,000 followers on Twitter by Y5
30,000 followers on Facebook by Y5

Marketing

The Living Full brand will represent individuals who are simply trying to live cleaner, healthier and fuller lives. With a focus on clear, clean and raw design the application will fit right in with the already well established plant-based lifestyle aura.

- Connect with popular Youtube, Blog and Instagram plant-based lifestyle influencers to promote release of app
- Share promotional video clips on Instagram before and after launch
- Recruit restaurants and brands offering vegan and vegetarian options to participate in deals exclusive to Living Full users
- Create an advertisement for television
 - 60 seconds long to drive traffic to the website for more information
 - Simple stop-motion video

#LivingFuller Campaign

Launch a social media campaign called #LivingFuller where participants share what in life makes them feel "full". The posts do not have to focus on food, but can also include other aspects of life that people find filling. This campaign will exist primarily on Instagram, Facebook and Twitter.

At the end of the campaign one participating individual will win an assortment of foods from popular plant-based brands worth \$100.

Research Sources

The market research conducted was based on articles, publications and resources found online. If you would like to explore more about the growth and market research, all sources are cited and linked below.

1. <https://www.sciencedirect.com/science/article/pii/S1499404617302300#tbl2fna>
2. <https://www.npr.org/sections/13.7/2017/06/28/532880755/is-a-no-meat-world-really-better>
3. <https://foodrevolution.org/blog/vegan-statistics-global/>
4. <https://faunalytics.org/who-are-the-vegetarians/>
5. <https://www.psychologytoday.com/us/blog/animals-and-us/201412/84-vegetarians-and-vegans-return-meat-why>
6. <https://www.marketsandmarkets.com/PressReleases/meat-substitutes.asp>
7. <https://www.statista.com/statistics/698919/us-adults-that-would-use-an-app-to-track-their-diet-by-age/>
8. <https://www.forbes.com/sites/katrinafox/2017/12/27/heres-why-you-should-turn-your-business-vegan-in-2018>
9. <https://faunalytics.org/who-are-the-vegetarians/>
10. <https://savvyapps.com/blog/app-development-costs>