

TABE-COIN

An app that rewards you for cooking!

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Contents

1 WHAT IS COCO?

2 MARKET SCAN

3 STEEPLE ANALYSIS

4 SWOT ANALYSIS

5 SURVEY ANALYSIS

6 PERSONAE

7 CAMPAIGN



What is Coco?



FRENCH APP

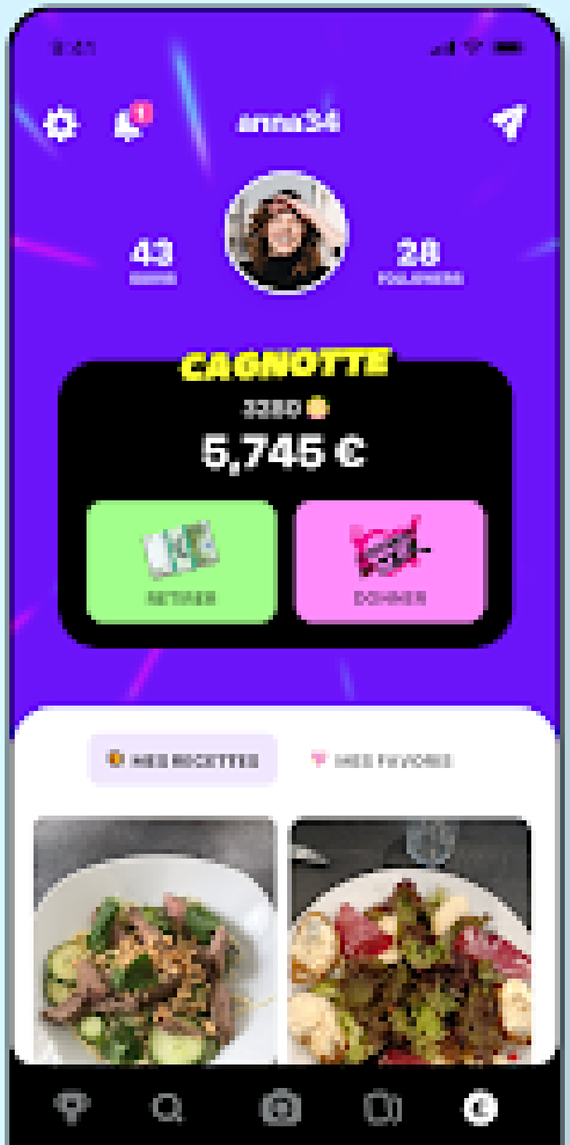
COOK, TAKE A PIC

GET MONEY!

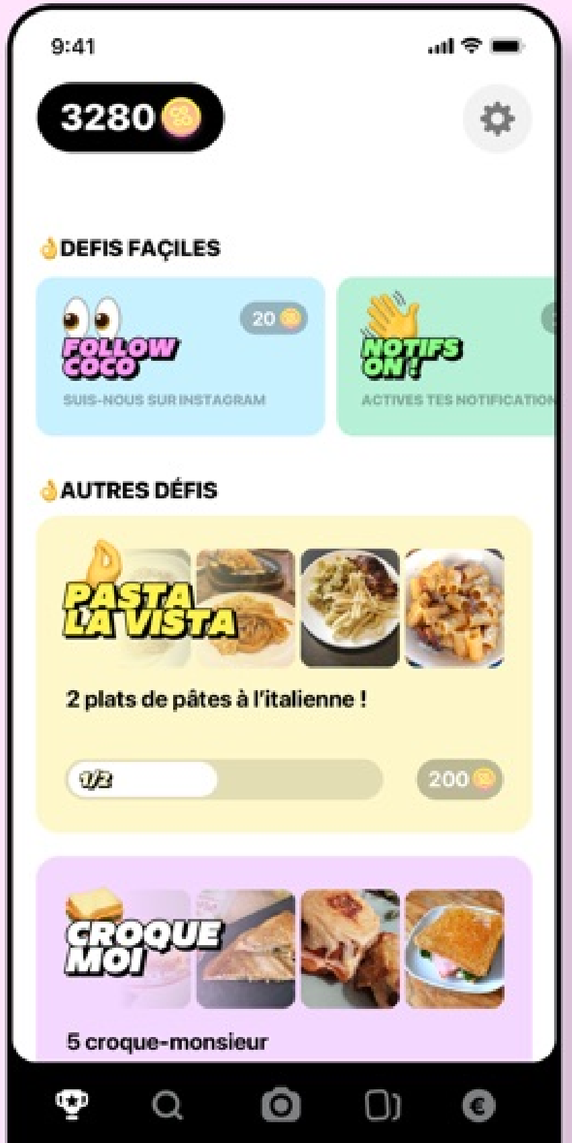
Prenez en photo ce que vous cuisinez



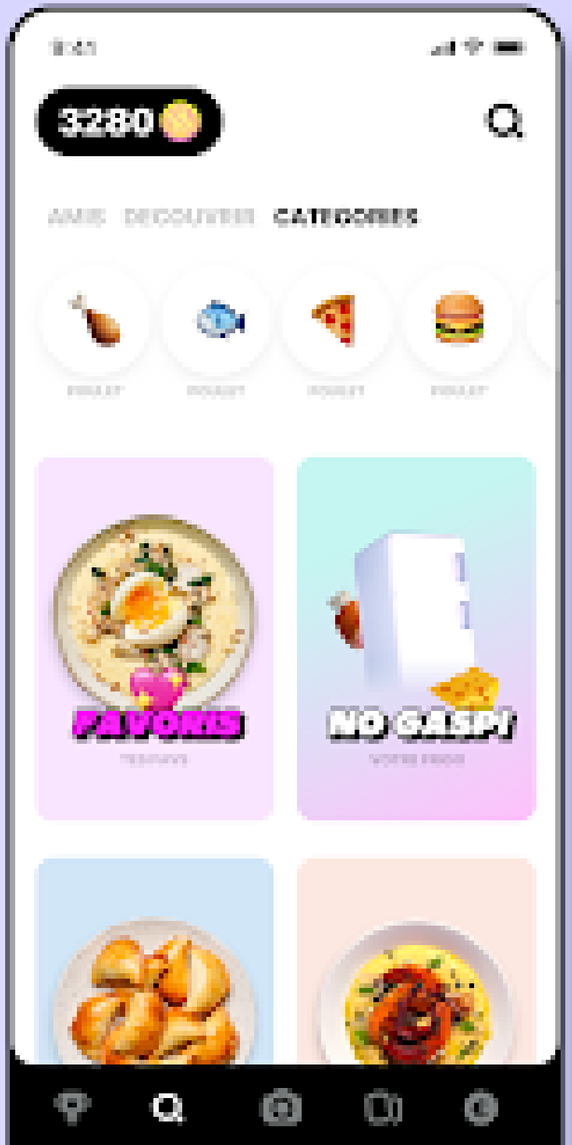
Transformez vos points en euros



Gagnez plus grâce aux défis



Trouvez l'inspi en cuisine



Market Scan

-general context-

- DIVERSE CULINARY LANDSCAPE
- ESSENTIAL PART OF JAPANESE CULTURE
- INFLUENCED BY MANY THINGS
- VARIOUS OPTIONS IN JAPAN
- CONTEMPORARY FAST PACED LIFE



Market Scan

-convenience stores-

- A PART OF JAPANESE CULTURE
- ANYWHERE, EVERYWHERE, 24/7
- LARGE CHOICE, LOW PRICES
- ‘GRAB TO GO’
- LOCATED EVERY 500M

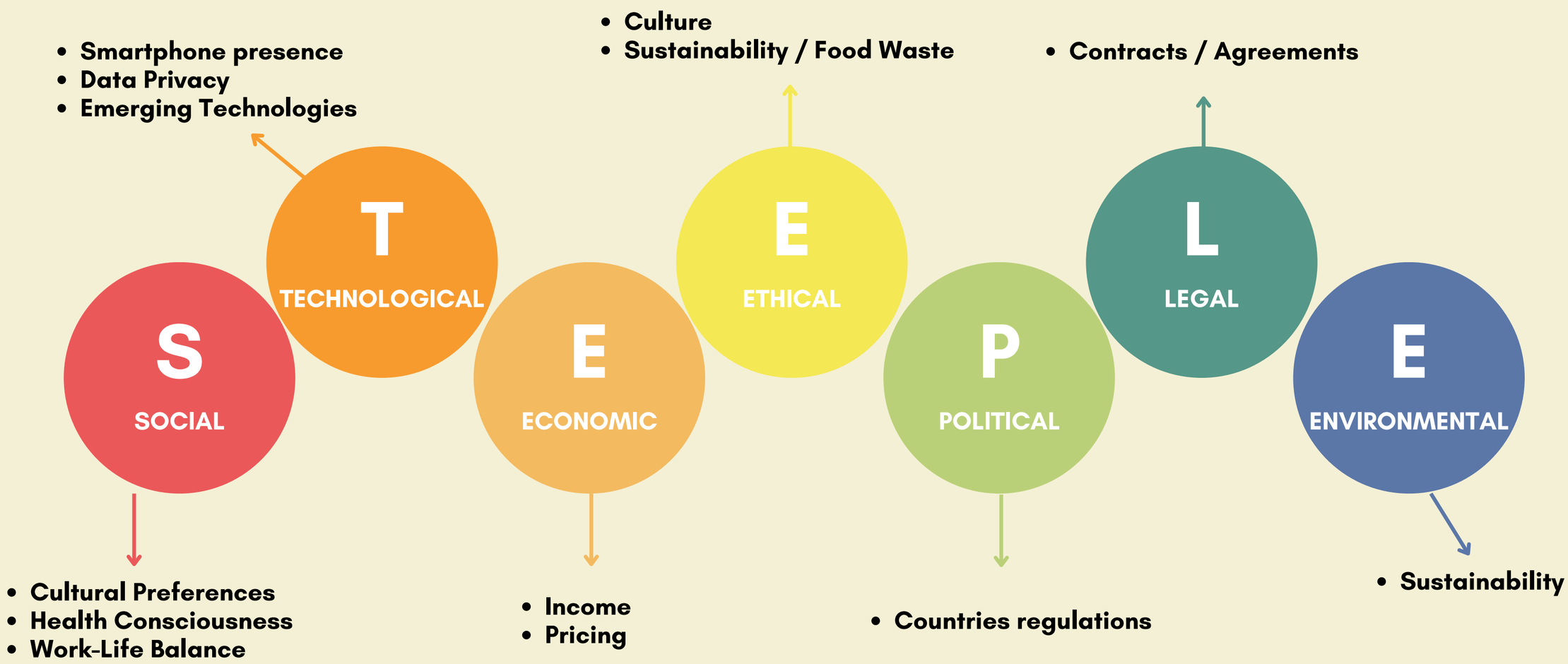


The issue is..

- LOTS OF CHALLENGES
- MONTHLY EXPENSES
- HEALTH ISSUES
- LONELY CULTURE!



Steeple Analysis



Swot Analysis

STRENGHTS

- new in the market
- cultural support
- technology system
- social environnement issues (food waste)
- money
- simple
- culinary knowledge

OPPORTUNITIES

- various lifestyles
- food culture
- personalized
- high percentage of smartphone usage

WEAKNESSES

- transfer when 20€ only
- pre-made meals (convenience stores)
- Japan has a strict data privacy
- working hour

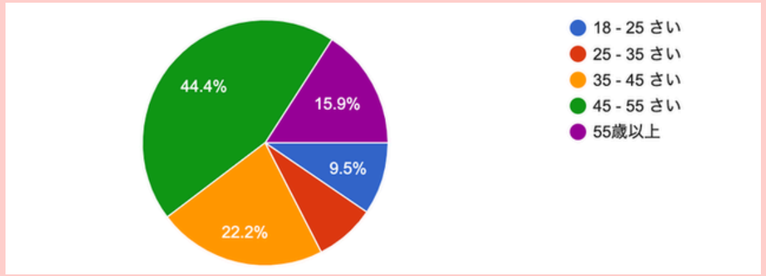
THREATS

- more expensive
- technology might be replace
- will it be used by Japanese ?

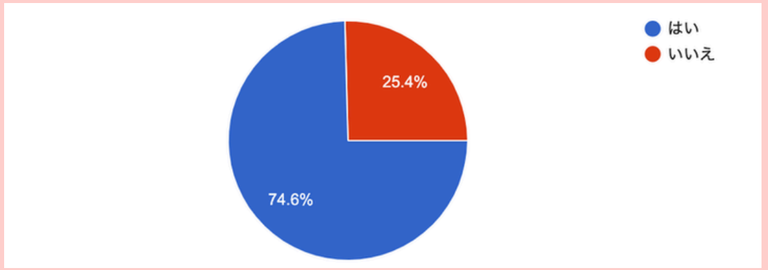
Survey

GENERAL QUESTIONS

HOW OLD ARE YOU?

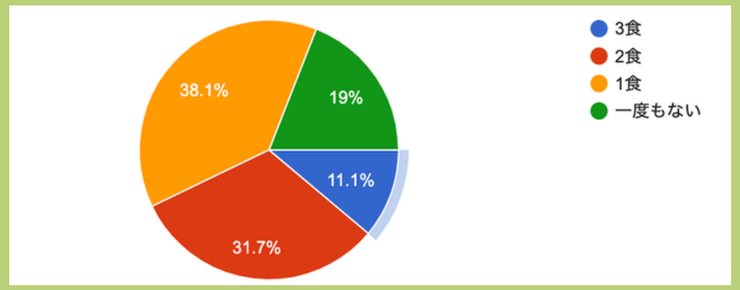


ARE YOU A BUSY PERSON?

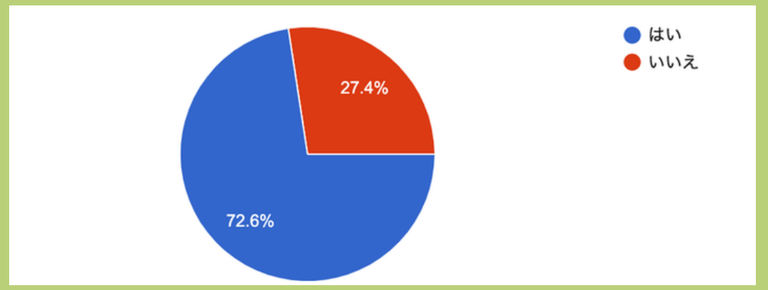


ABOUT THEIR COOKING HABITS

HOW MANY MEALS DO YOU COOK, PER DAY?

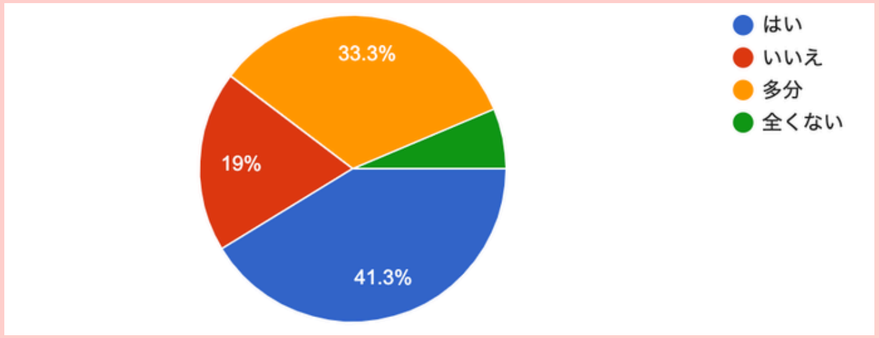


DO YOU USUALLY COOK FOOD?

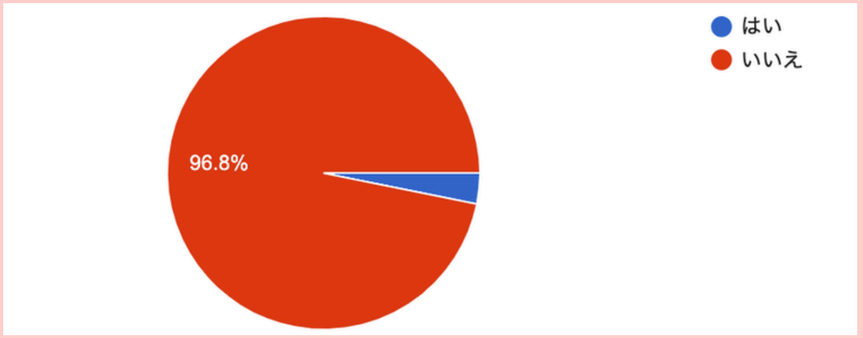


ABOUT THE POTENTIAL LAUNCH OF THE APP

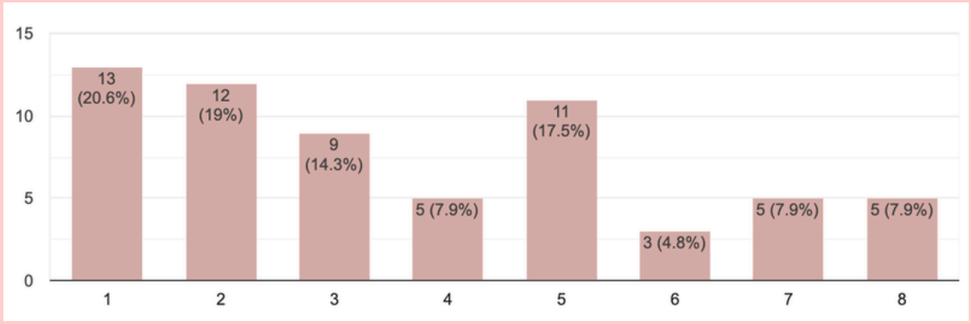
ARE YOU INTERESTED IN MAKING MONEY THROUGH A COOKING APP?



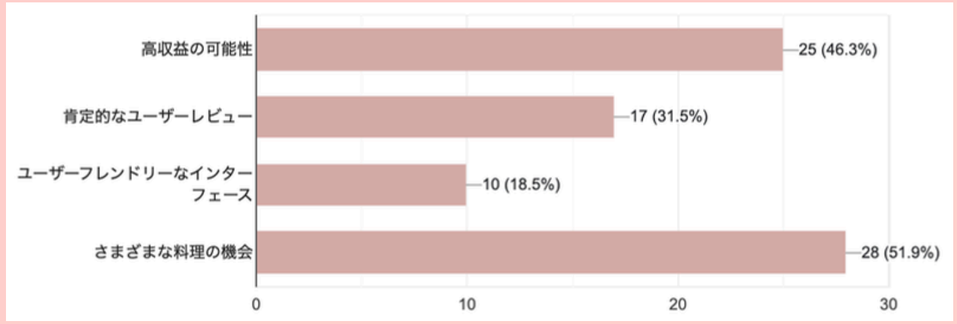
DID YOU EVER HEARD ABOUT THIS CONCEPT?



HOW LIKELY ARE YOU TO DOWNLOAD THE APP?



WHAT ASPECT OF YHE APP ARE YOU THE MOST INTERESTED IN?



Survey Analysis

RECOMMENDATIONS AND REQUESTS

Relevant features shared by respondents:

- Possibility to transfer money on **Suica** and **Paypay**
- Recommendations of the places where people can buy ingredients
- Promotion of regional cuisines
- To push people to stop wasting food
- Safety
- Rating system between users, daily challenges

Personae





Middle Aged Lady
Between 45 - 55 yo

CARACTERISTICS

- Works long hours everyday as an employee in a company
- She usually cooks 1-2 times a day
- Interested in cooking and get a reward
- Need a motivation to cook because she is busy
- Never heard about that concept

Personae





Young Female Adult
Between 18 - 25 yo

CARACTERISTICS

- She is lazy, busy and rarely cooks
- Often gets food from convenience store
- Interested in cooking for money
- Need a motivation to cook
- Never heard about the concept but interested in high profit potential of the app

Our concept based on CocoApp

HOW IT WORKS?

COOK

SNAP!

MONEY!

WHAT YOU CAN DO :

WITHDRAW

CHALLENGE

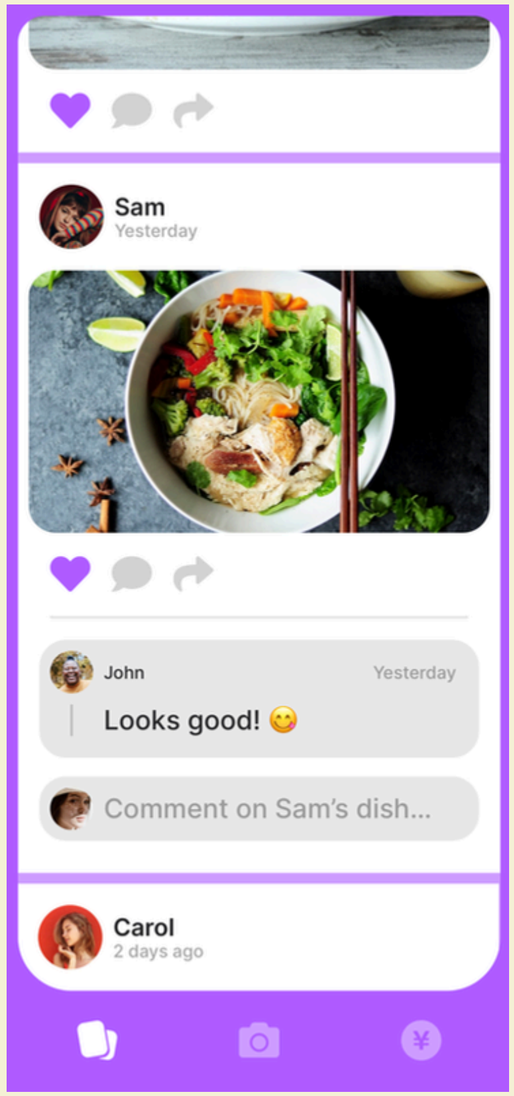
INTERACT

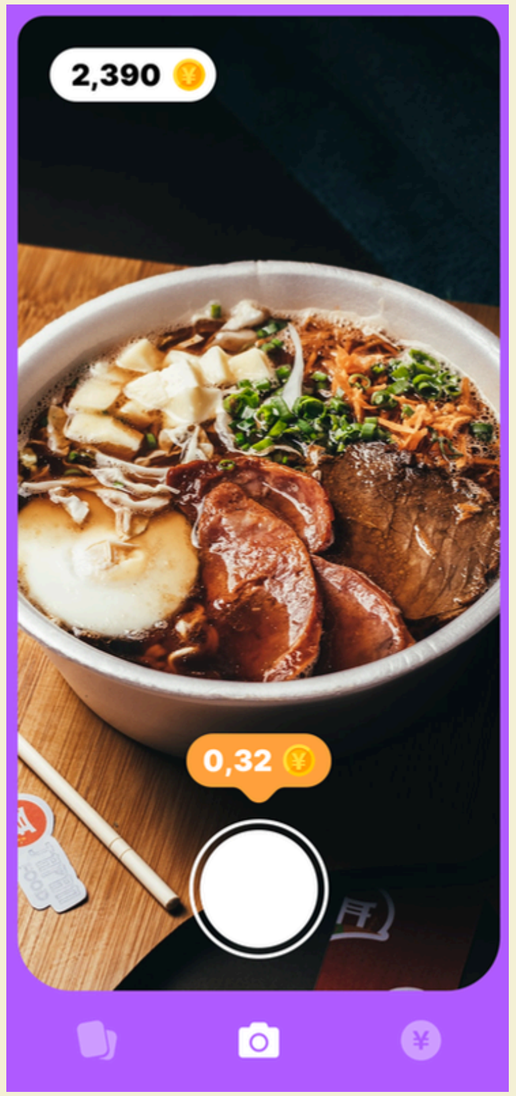


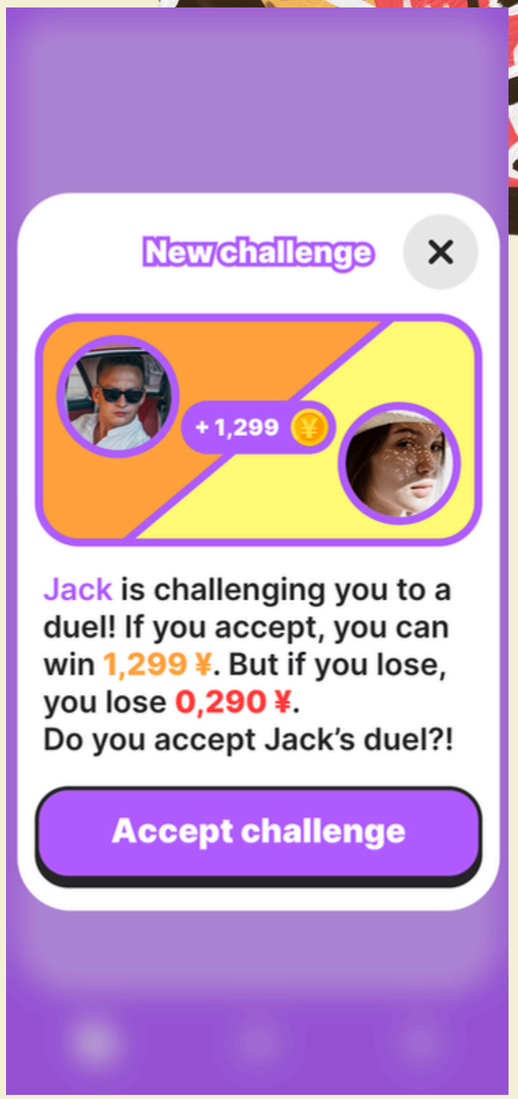
App Interface









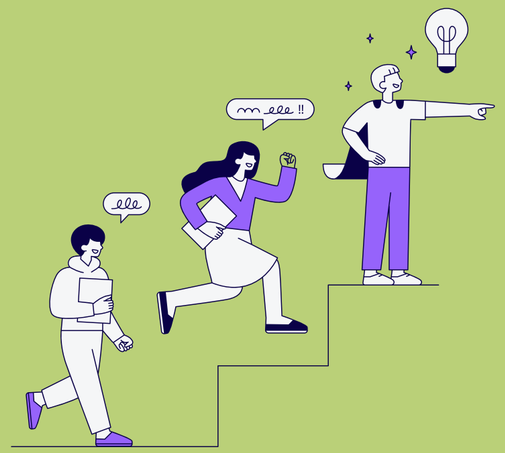


Communication Campaign in 3 phases

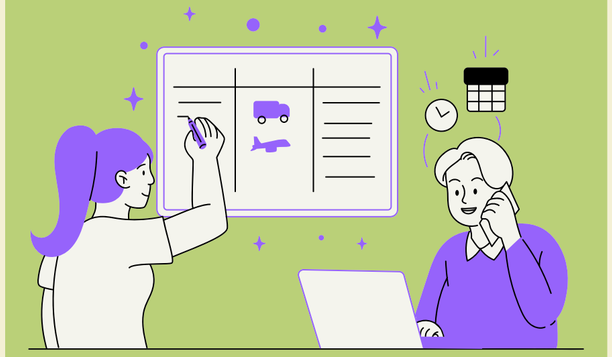
SOCIAL MEDIA CAMPAIGN
PRE-LAUNCH& LAUNCH



STREET MARKETING
LAUNCH



EVENT CAMPAIGN
LAUNCH & POST LAUNCH







Social Media Campaign

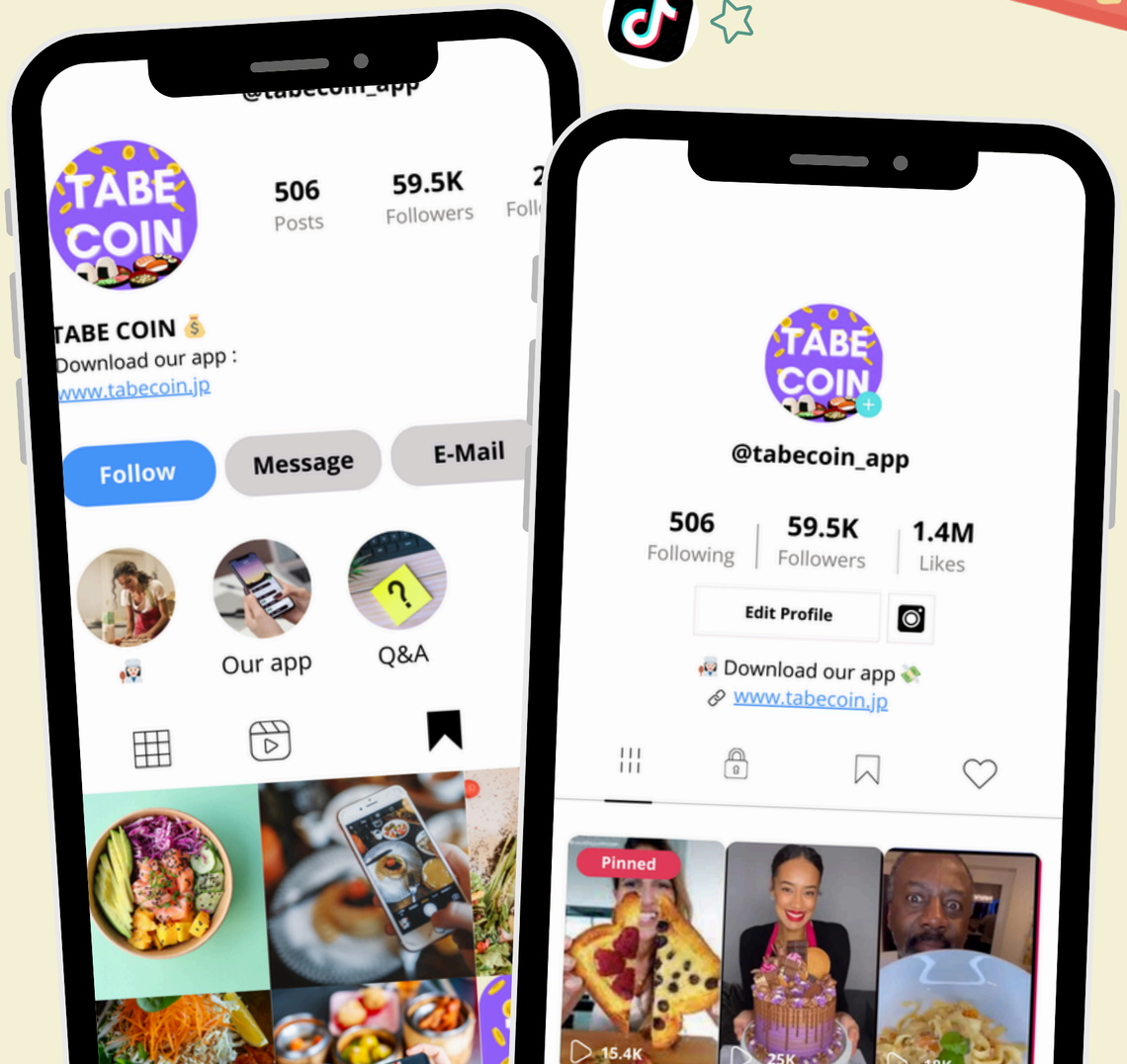


SOCIAL MEDIA

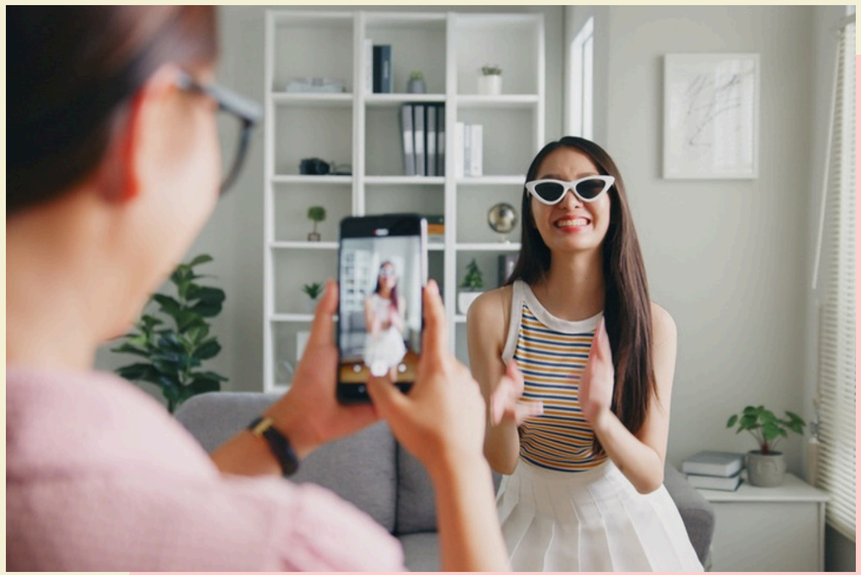
- JAPANESE PEOPLE SPEND AROUND 5 HOURS ON SOCIAL MEDIA DAILY (MOSTLY WHEN COMMUTING)
- VARIED CONTENT :

INFOS | RECIPES | UGC | VIRAL CONTENT





Partnerships with Influencers



INFLUENCERS

- FOOD / NUTRITION
- PROMOTION
- EVENT ATTENDANCE
- GIVE “COUPON COINS” TO THEIR FOLLOWERS



NATSUKO SHOJI

- FAMOUS JAPANESE CHEF
- BEST FEMALE ASIAN CHEF IN 2022

MASAKI HIGUCHI/@HIGUCCINI

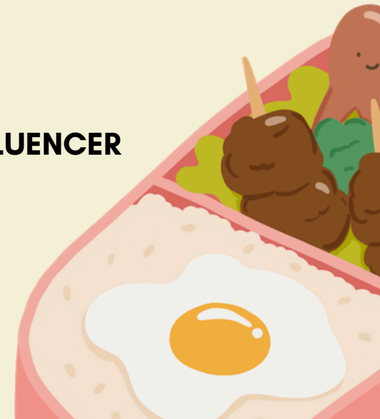
- FOOD CREATOR
- 362K FOLLOWERS





KOKORONOTANE

- HEALTHY FOOD INFLUENCER
- 270K FOLLOWERS

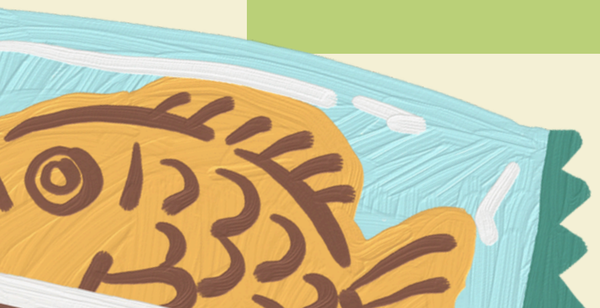


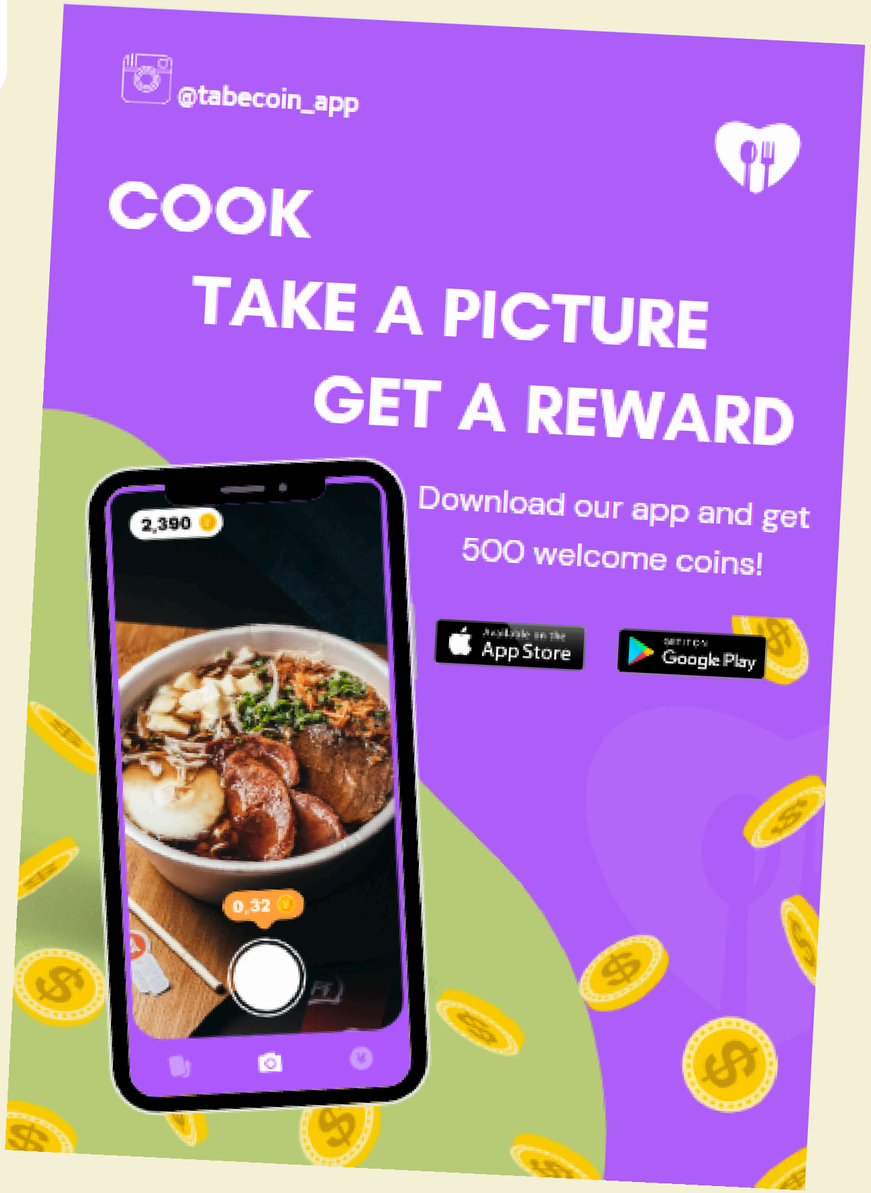
Street Marketing Campaign



METRO

- 14.33 MILLION PASSENGER DAILY
- AROUND 20 LINES BOTH METRO / TRAIN
- USUALLY POSTERS OR SHORT VIDEOS ADS





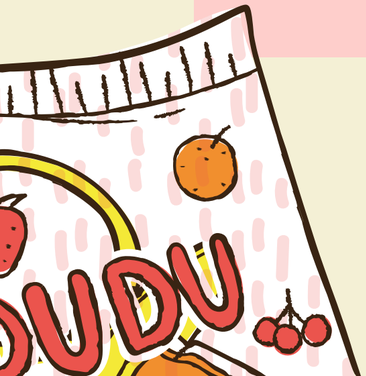
Street Marketing Campaign



BILL BOARDS

- MOSTLY IN POPULAR DISTRICTS
- SHIBUYA CROSSING : 2.4 MILLION PAX







Street Marketing Campaign



TISSUE-PACK MARKETING

- GUERRILLA MARKETING
- VERY POPULAR IN JAPAN



Events Campaign



EVENTS

- JAPANESE PEOPLE ENJOY GOING TO EVENTS
- EVENTS HAPPEN FREQUENTLY
- STREET EVENTS TO PROMOTE THE LAUNCHING OF A PRODUCT OR SERVICE
- IN UNIVERSITY OR PUBLIC SPACE



COOKING / NUTRITION WORKSHOPS

Professional

learn receipes

starter pack

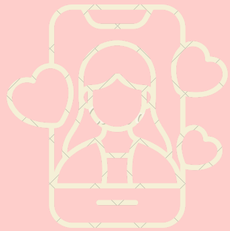
sensibilization

COOKING CONTEST



VS





COOKING FAIR



various activities



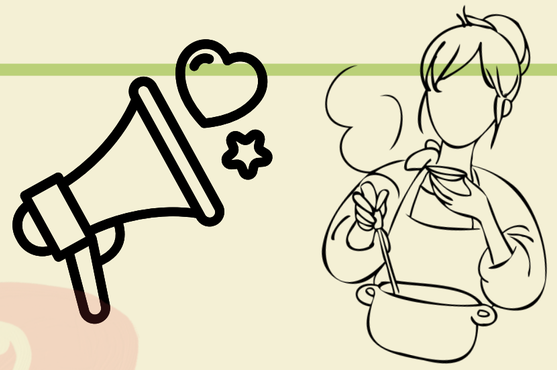
quizz



concerts / speeches

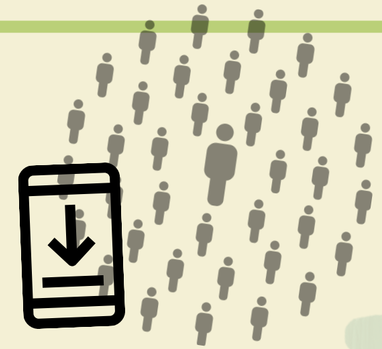
What we are expecting..

AWARENESS
CHANGE MINDS



OUR GOALS

REACH A LARGE AMOUNT OF USERS





THANK YOU AND HAPPY COOKING!