



# Grub Club

Facilitate social, themed  
dinner parties connecting  
university students  
through delightful culinary  
experiences.

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# We talked to potential customers and this is what we learnt

People are excited about having conversations and learning from other students (both grad & undergrad)

The food is still an important element of the experience

Students were open to the idea of meeting people from other schools

Students would use the platform again depending on their first experience

Students would like the idea of a membership/ club if they like their first experience in the platform

There is an opportunity to partner with someone to provide hosts with ingredients

Users would use the platform monthly and pay between a range of \$10-30

People want to be guests before offering themselves as hosts. Hosts are not motivated only by the money

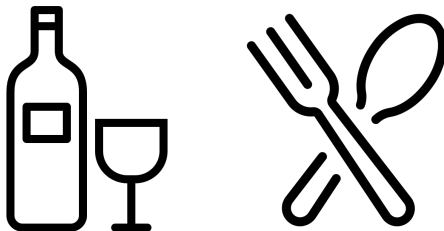




**Deep Conversations, sharing  
intellectual interests,  
Themed dinner parties with  
the right people  
over some incredible home  
cooked food**

# MVP

Dinner party tests with  
students



# TESTING OUR MVP

## Hypothesis:

We believe students will attend dinner parties hosted by students and alumni in order to socialize, network, meet new people and learn about different topics.

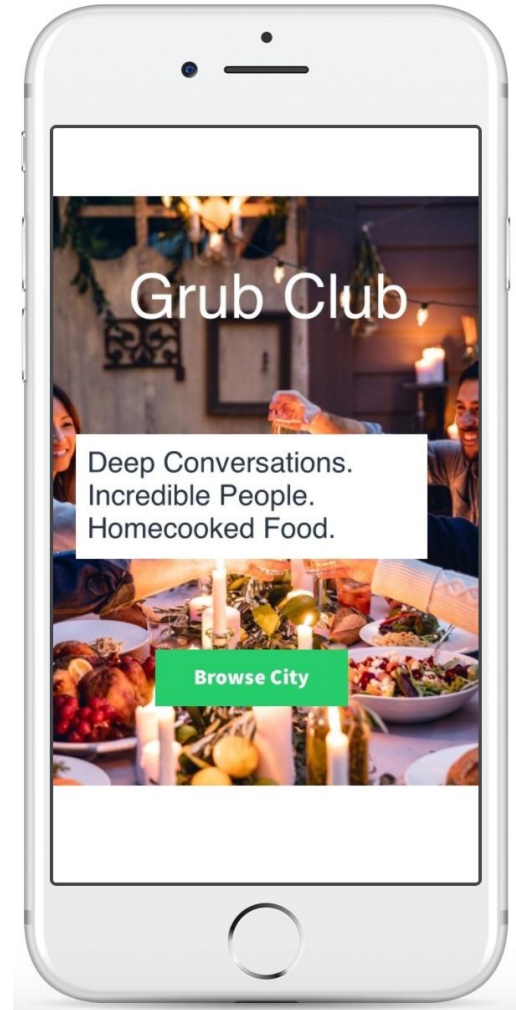
## To verify:

Students are interested in these types of dinners and conversations between “strangers” can flow

## Metrics:

- How many people are interested in attending the dinner party?
- Do people enjoy the company and the conversation?
- Does the friction between strangers effect the atmosphere?
- Will they come back?
- How do they value a diner like this?
- Their expectations vs reality

Animated wireframes  
simulating the platform







# MVP

6 students from  
**New School &  
NYU**

Perspectives from  
**diverse cultures:**  
Caribbean American,  
Colombian, Chinese,  
Senegalese, Chilean  
and Indian

More than **10**  
languages



How the conversation  
flowed

from private dog parks in  
New York to colonialism

from holographic theory to  
God formula

from self identification to  
neural activities in the  
brain





## **Menu:**

Green Salad

Bread

Guacamole & Chips

Shelled pasta with home  
made tomato cream sauce

Chicken with zucchini & red  
peppers

Icecream & brownie

# MVP KEY LEARNINGS

## The host

Potential hosts may feel the need to attend the dinner once before they host their own dinner, so that they understand what is expected of them

Curating host quality: Ratings, reviews and repeated visits as metrics

The Platform needs a guideline to be followed by hosts - Coordinating guests ETA with cooking

## Guests

Some guests may feel more comfortable if they come with a friend

Guests value meeting new friends and deep conversation more than food.

Guests would use the platform at least once a month regularly

## Food & drink

Hosts need the cost of the meal to be covered but are not necessarily motivated by earning money from it

Wine helped the conversation to flow

The food is easily covered but the price raises substantially if you offer drinks. Suggestion: each guest brings a bottle of wine.










## Conversation

Casual introduction at the beginning is necessary

Unofficial moderator for conversation is helpful

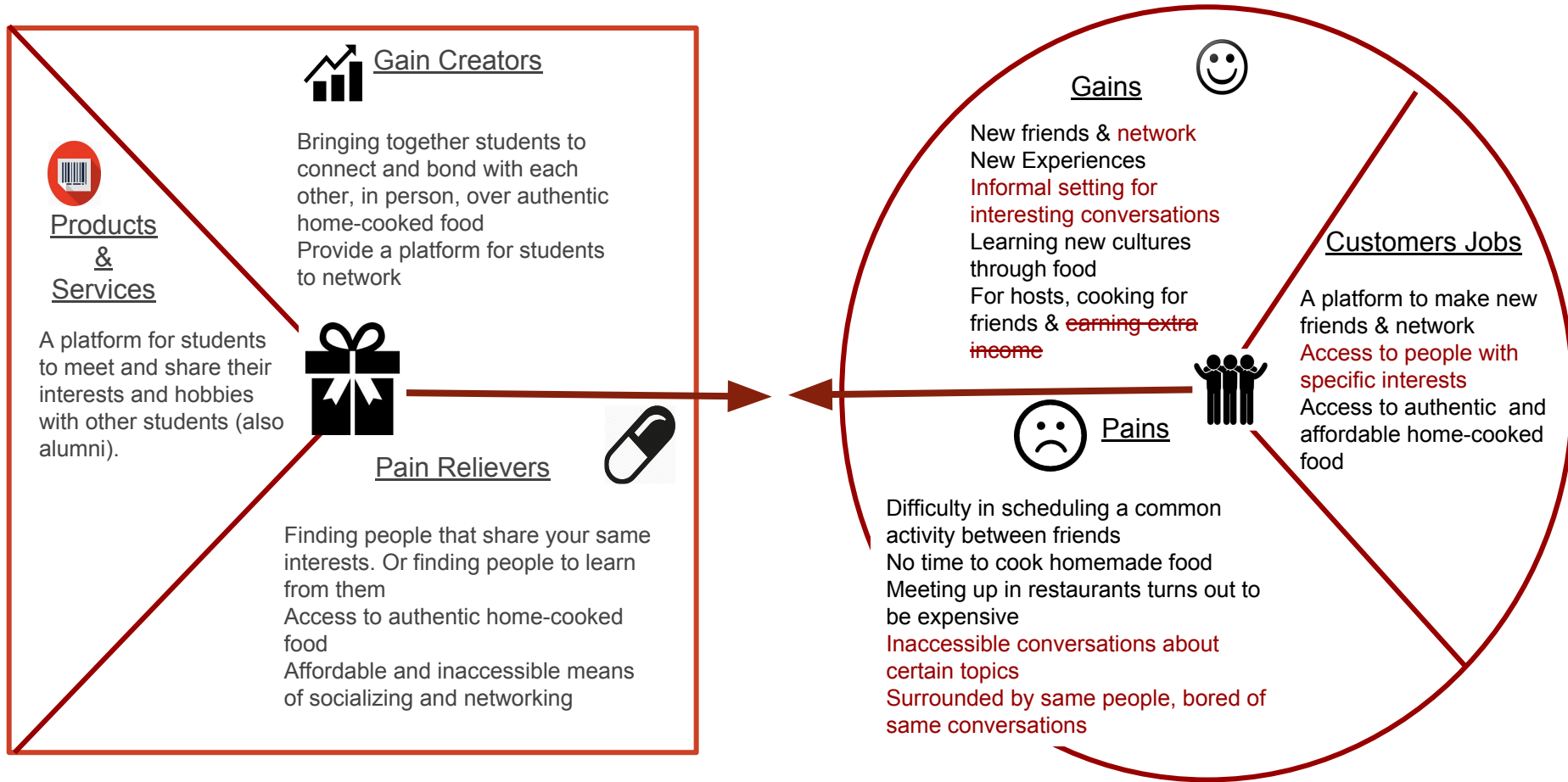
A guideline of recommendations for the group getting to know each other might be necessary

## The Business Model Canvas

<div><div>Key Partners</div><div></div></div> <div><div>Student hosts</div><div>Student guests</div><div>University partners</div><div>Payment processors</div></div> <div><div>Motivations:</div><div>Sharing interests and connect with people.</div><div>Dining with company, enjoying good home-cooked meals</div></div>	<div><div>Key Activities</div><div></div></div> <div><div>Platform maintenance</div><div>Building host network</div><div>Building university/community network</div><div>Building relationships with partners</div></div> <div><div>Key Resources</div><div></div></div> <div><div>Website - App</div></div>	<div><div>Value Proposition</div><div></div></div> <div><div>Hosts:</div><div>Company + new friends</div><div>Networking</div><div>Space to share and learn interests</div></div> <div><div>Guests:</div><div>Good company + new friends</div><div>Networking</div><div>Space to share and learn interests</div><div>Enjoy home-cooked meals</div><div>Community building</div></div>	<div><div>Customer Relationships</div><div></div></div> <div><div>Customer ratings</div><div>Brand ambassadors</div><div>Identity check</div><div>Security for guests and hosts</div><div>Users profiles and interests</div></div> <div><div>Channels</div><div></div></div> <div><div>Mobile web platform</div><div>Website</div></div>	<div><div>Customer Segments</div><div></div></div> <div><div>Undergraduate , graduate students and Alumni</div></div> <div><div>Students who want to make new friends and connections within a specific community</div></div> <div><div>Students who enjoy food experiences and keen to try new cuisines</div></div>
<div><div>Cost Structure</div><div></div></div> <div><div>Platform creation and maintenance</div><div>Marketing (influencers and advertisement)</div><div>Office + Staff + food inspectors</div></div>		<div><div>Revenue Streams</div><div></div></div> <div><div>Monthly subscription to access the community</div><div>Commission from dinner party</div><div>Personalized advertisement</div></div>		



# VALUE PROPOSITION CANVAS



# LEAN CANVAS

<p><b>PROBLEM</b></p> <p>Students find it difficult to connect with students from other universities Students find it difficult to share their interests offline through social events People enjoy eating home cooked meals but don't have time to cook</p> <p>Conferences, hang out in cafes, book clubs, eating in restaurants</p>	<p><b>SOLUTION</b></p> <p>Themed dinners Home-cooked meals Feeling part of a community</p> <p><b>KEY METRICS</b></p> <p>How many students subscribe monthly Percentage of subscription renewal Universities using platform</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Able to connect by interests with peers across different campuses throughout food</p> <p><b>High Level Concept:</b> Meeting new people and networking effortlessly.</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Community and history</p> <p><b>CHANNELS</b></p> <p>Mobile applications University social media Facebook Instagram</p>	<p><b>CUSTOMERS</b></p> <p>University Students in USA (grad and undergrad)</p> <p><b>Early Adopters:</b> NYC Graduate Students</p>
<p><b>COST STRUCTURE</b></p> <p>Customer acquisition costs Platform infrastructure and maintenance. Staff</p>		<p><b>REVENUE STREAMS</b></p> <p>Monthly subscription to access the community Commission from dinner party Personalized advertisement</p>		

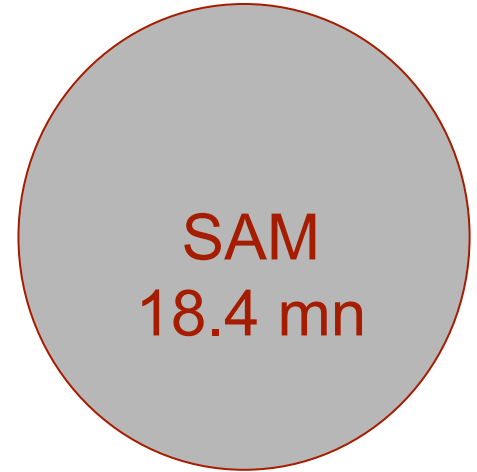
# MARKET SIZE



All university  
students in America



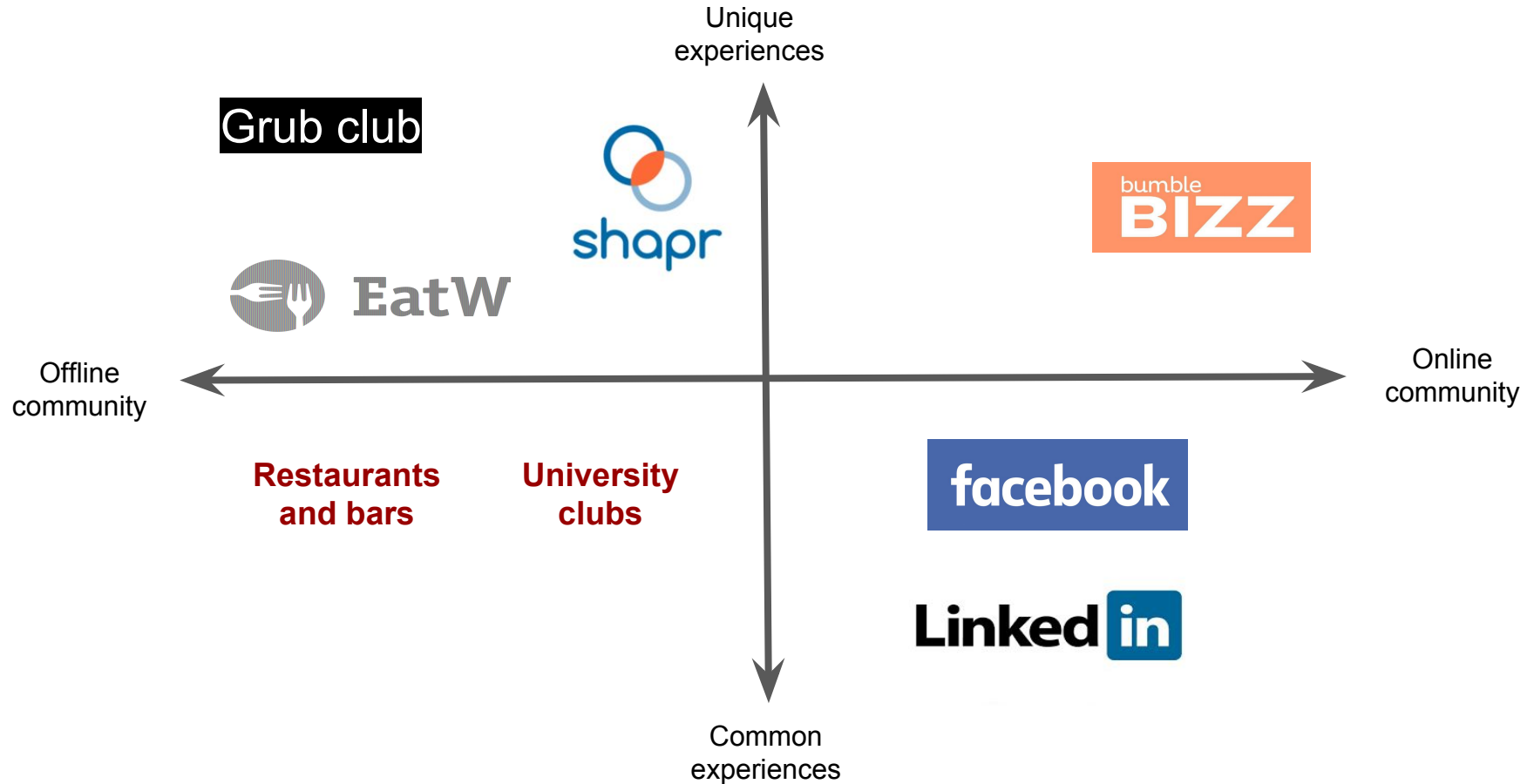
Year 1: 15% of SAM



80% of TAM



# COMPETITIVE ANALYSIS



# HERE IS WHERE WE ARE NOW

Hypothesis validated

Viable Business model  
(new business model)

Continuing with potential  
customer insights and  
dinner tests

Community building  
with students and  
alumni

Brand awareness and word  
of mouth amongst students

Partnered with universities in NYC

Building of platform.  
UX/UI

# HERE IS WHERE WE HOPE TO BE IN 6 MONTHS AND IN 12 MONTHS

