1 to 1 cooking

Matching Service With Cooker and Student
In fact・・・

• 44.3% of women in Japan who want to improve cooking skills never go to cooking school because 「It is troublesome to go to the school!」

October 2017, 89 answers
Today’s presentation

- Background in Japan
- Main target and promotion plan
- Service flow
- Quality assurance process
- Cash flow
- Profit prediction
Cooking school in Japan

- One-to-many lesson
- At the large, well-equipped kitchen
At student’s home

- High Reproducibility!
  - One to One
  - Directly

- For people who cannot leave the home
- on parenting
How to Match?

- 【Teachers】open courses by cuisine
- 【Students】choose their course
Main target layer

Teacher

Housewives …
・ who are 30~40’s
・ who are good at cooking.
・ who have experience of raising children.

Student

Housewives…
・ who are 20~30’s
・ who want to be good at cooking.
・ who have children (especially under 6 years old)
Main target layer

Why do we target these layers?

- Both teachers and students have free time on weekdays.
- Students can consult the teacher about various kinds of topics and worries other than cooking such as his/her child care.
- The following data provide evidence for targeting these layers.
Main target layer (Student)

<table>
<thead>
<tr>
<th>Total women</th>
<th>20’s</th>
<th>30’s</th>
<th>40’s</th>
<th>50’s</th>
<th>Over 60’s</th>
<th>N=1,144</th>
<th>The average age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18.1</td>
<td>18.2</td>
<td>18.1</td>
<td>18.2</td>
<td>27.4</td>
<td>47.12</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Youngest child is under 6 years old</th>
<th>20’s</th>
<th>30’s</th>
<th>40’s</th>
<th>50’s</th>
<th>Over 60’s</th>
<th>N=113</th>
<th>The average age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39.8</td>
<td></td>
<td>46.0</td>
<td></td>
<td>14.2</td>
<td>32.22</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Youngest child is over 7 years old</th>
<th>20’s</th>
<th>30’s</th>
<th>40’s</th>
<th>50’s</th>
<th>Over 60’s</th>
<th>N=137</th>
<th>The average age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.7</td>
<td>9.5</td>
<td>40.1</td>
<td>49.6</td>
<td></td>
<td>48.12</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No child at home.</th>
<th>20’s</th>
<th>30’s</th>
<th>40’s</th>
<th>50’s</th>
<th>Over 60’s</th>
<th>N=166</th>
<th>The average age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34.9</td>
<td>23.5</td>
<td>19.9</td>
<td>21.7</td>
<td></td>
<td>37.43</td>
<td></td>
</tr>
</tbody>
</table>
Main target layer (Student)

- **Total women**: 1,144
  - Office worker: 29.7%
  - Public staff: 1.0%
  - Other association staff member: 1.2%
  - Independent business: 2.5%
  - Freelancer: 3.3%
  - Students: 22.8%
  - Part-time jobs: 30.6%
  - Housewives: 8.7%

- **Youngest child is under 6 years old**: 113
  - Office worker: 9.7%
  - Public staff: 1.8%
  - Other association staff member: 1.8%
  - Independent business: 14.2%
  - Freelancer: 0.9%
  - Students: 71.7%

- **Youngest child is over 7 years old**: 137
  - Office worker: 9.5%
  - Public staff: 4.4%
  - Other association staff member: 46.7%
  - Independent business: 1.8%
  - Freelancer: 4.4%
  - Students: 39.4%

- **No child to live with**: 166
  - Office worker: 28.3%
  - Public staff: 2.4%
  - Other association staff member: 1.8%
  - Independent business: 35.5%
  - Freelancer: 1.8%
  - Students: 28.9%

*Quote from 博報堂(HAKUHODO)*
# Main target layer (Student)

<table>
<thead>
<tr>
<th>How do they decide what to cook?</th>
<th>Youngest child is under 6 years old (total women)</th>
<th>Youngest child is over 7 years old (total women)</th>
<th>No child to live with (total women)</th>
</tr>
</thead>
<tbody>
<tr>
<td>➀ The food left in the house</td>
<td>73%</td>
<td>57%</td>
<td>45%</td>
</tr>
<tr>
<td>➁ Nutritional balance</td>
<td>63%</td>
<td>56%</td>
<td>48%</td>
</tr>
<tr>
<td>➂ Cooking duration</td>
<td>58%</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>➃ What they actually want to eat</td>
<td>58%</td>
<td>44%</td>
<td>39%</td>
</tr>
<tr>
<td>➄ Recipes they want to try</td>
<td>38%</td>
<td>29%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Quote from 博報堂 (HAKUHODO)
Service Flow

① User registration
② Searching & Matching
③ Visiting & Cooking
④ Review of teachers
Service Flow

① User registration
   ① Name
   ② Address
   ③ Telephone number & Email address
   ④ Self-introduction

Common

Teacher
   ① Account number
   ② Cooking Career

Student
   ① kitchen equipment
      (Kind of and the number of gas ranges etc…)
   ② Account number
If you want to search for Hamburger classes, what should you do?
My husband’s birthday is next week. I want to cook a special hamburger for him.
Service Flow

② Searching & Matching

・ You can see each other’s profiles after your application.

・ Exchange messages to decide lesson details.

※ Transportation fee and ingredients are already decided by the teacher.

・ If they approves each other, the matching process is completed.

Course : Hamburger with Demi-glace
Teacher : Losa
Date : 12/1, 2017 , 15:00～17:00(2h)
Place : Student’s home
Fee : 45 $
Transportation fee : 8 $

I agree with the terms of service

OK  NO
Service Flow

③ Visiting & Cooking

(i) The day before the class, the ingredients are delivered to the student’s house.

(ii) Start the class
- Cooking skills are taught directly!
- Students can consult other topics with the teacher!!

(iii) Finish!
Tuition fees are sent to the teacher.
Service Flow

④ Quality control process

- For quality control of teachers.
- One matching fee will be free for every 5 reviews.

→ This will be an incentive for students to provide reviews.
When matching is established, the student has to pay student’s matching fee and tuition fee.

After the class, tuition fee without teacher’s fee is paid for the teacher.
Profit structure

① Matching fee from teachers

② Matching fee from students (100,000¥)

③ Fee from an online supermarket

   All the ingredients are procured from the online supermarket.
Teacher Ranking System

- Three grades system (S, A, B)
- If they have a higher ranking…
  ①Charges for using this service will be lower.
  ②They can set higher course fee.

This will be the incentive for teachers to maintain quality.
Teacher Ranking System

【The condition of ranking up】

- Over 50 contracts
- or
- Over 15 contracts & over ☆4 on his/him review

【Charge for using this service】

- Rank A: 15% (of the tuition and transportation fee)
- Rank B: 20% (of the tuition and transportation fee)
- Rank S: 5% (of the tuition and transportation fee)
## Promotion plan

**Goal:** Within 4 years, acquire **80,000 users.**

<table>
<thead>
<tr>
<th>Way</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial users</strong></td>
</tr>
<tr>
<td><strong>SNS advertisement</strong></td>
</tr>
<tr>
<td><strong>Imitation of other business</strong></td>
</tr>
<tr>
<td><strong>User referral campaign</strong></td>
</tr>
</tbody>
</table>
User acquisition prediction

<table>
<thead>
<tr>
<th>USERS</th>
<th>1st year</th>
<th>2nd year</th>
<th>3rd year</th>
<th>4th year</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNS</td>
<td>11800</td>
<td>12000</td>
<td>12000</td>
<td>12000</td>
</tr>
<tr>
<td>Magazine ad</td>
<td>5000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduction</td>
<td>2688</td>
<td>11813</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td>194</td>
<td></td>
<td>6199</td>
<td>8507</td>
</tr>
<tr>
<td>Total</td>
<td>19682</td>
<td>43495</td>
<td>61694</td>
<td>82201</td>
</tr>
</tbody>
</table>
Calculation of sales

*Expected return per 1 matching
Matching fee + System usage fee \( \div \) 200,000¥

*Sales forecast for a month

\[
\frac{(\text{users}) \times (\text{active users ratio}) \times (\text{average usage frequency}) \times (\text{expected return})}{2}
\]
## Profit and loss statement

<table>
<thead>
<tr>
<th>P/L</th>
<th>1st year</th>
<th>2nd year</th>
<th>3rd year</th>
<th>4th year</th>
</tr>
</thead>
<tbody>
<tr>
<td>sales</td>
<td>5,643,992</td>
<td>18,498,373</td>
<td>31,903,797</td>
<td>43,559,499</td>
</tr>
<tr>
<td>Ad cost</td>
<td>7,800,000</td>
<td>4,800,000</td>
<td>4,800,000</td>
<td>4,800,000</td>
</tr>
<tr>
<td>Developing apps</td>
<td>2,000,000</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Site management cost</td>
<td>3,600,000</td>
<td>3,600,000</td>
<td>3,600,000</td>
<td>3,600,000</td>
</tr>
<tr>
<td>Maintenance</td>
<td>2,200,000</td>
<td>2,400,000</td>
<td>2,400,000</td>
<td>2,400,000</td>
</tr>
<tr>
<td>Labor cost</td>
<td>0</td>
<td>3,600,000</td>
<td>7,200,000</td>
<td>8,280,000</td>
</tr>
<tr>
<td>Business profit</td>
<td>-9,956,008</td>
<td>4,098,373</td>
<td>13,903,797</td>
<td>24,479,499</td>
</tr>
<tr>
<td>Total profit</td>
<td>-9,956,008</td>
<td>-5,857,635</td>
<td>8,046,163</td>
<td>32,525,662</td>
</tr>
</tbody>
</table>
Important Points of 1 to 1 cooking

◆ **High Reproducibility** because you can learn at your kitchen.

◆ **High quality 1-to-1 lesson**

◆ Available for people who feel **troublesome** to go to cooking school or who are **parenting**.
Thank you for listening today!