



# 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



- on parenting

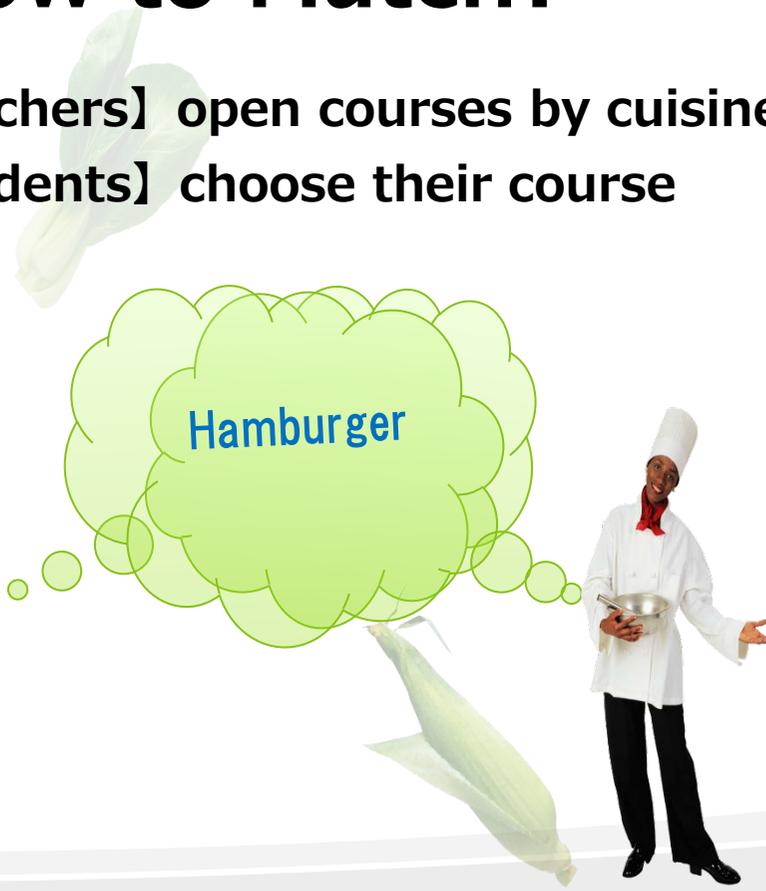


- For people who cannot leave the home



# How to Match?

- [Teachers] open courses by cuisine
- [Students] choose their course



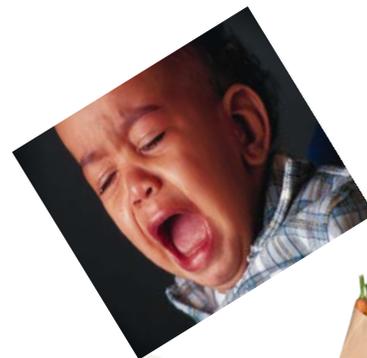


# Main target layer

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)





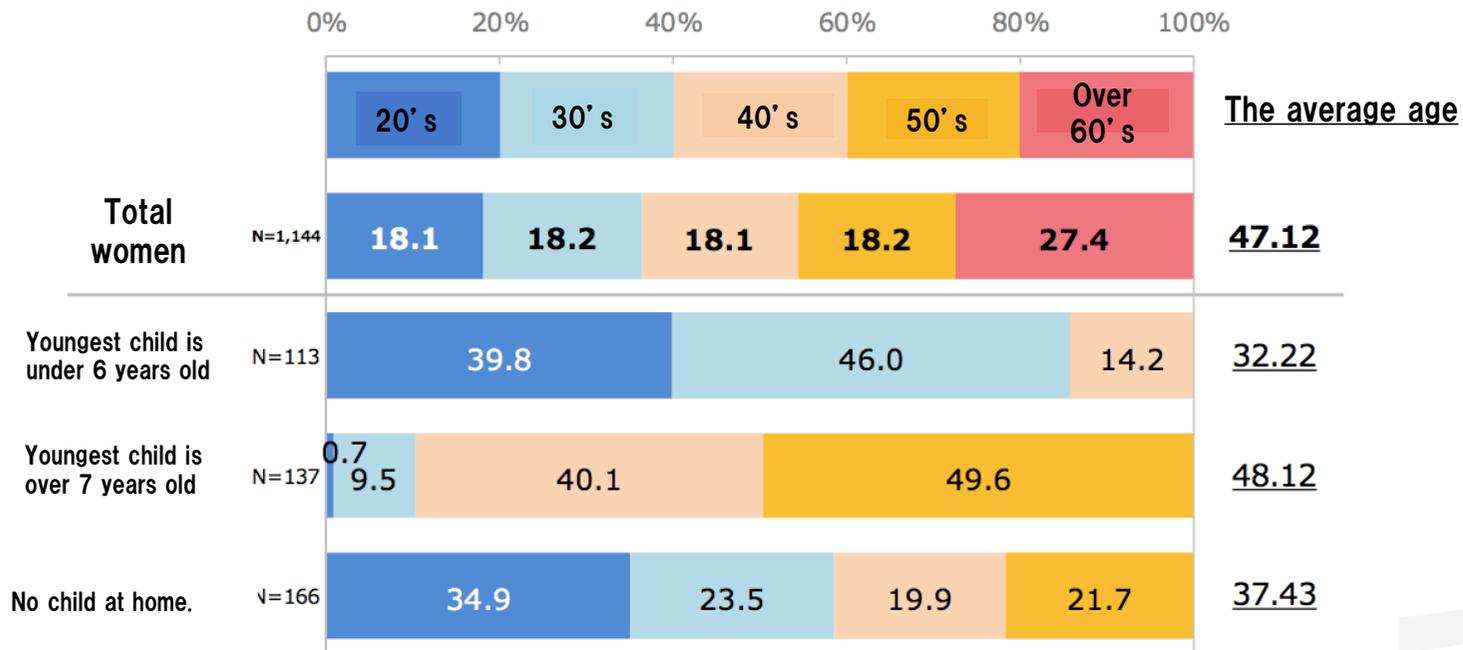
# Main target layer

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.

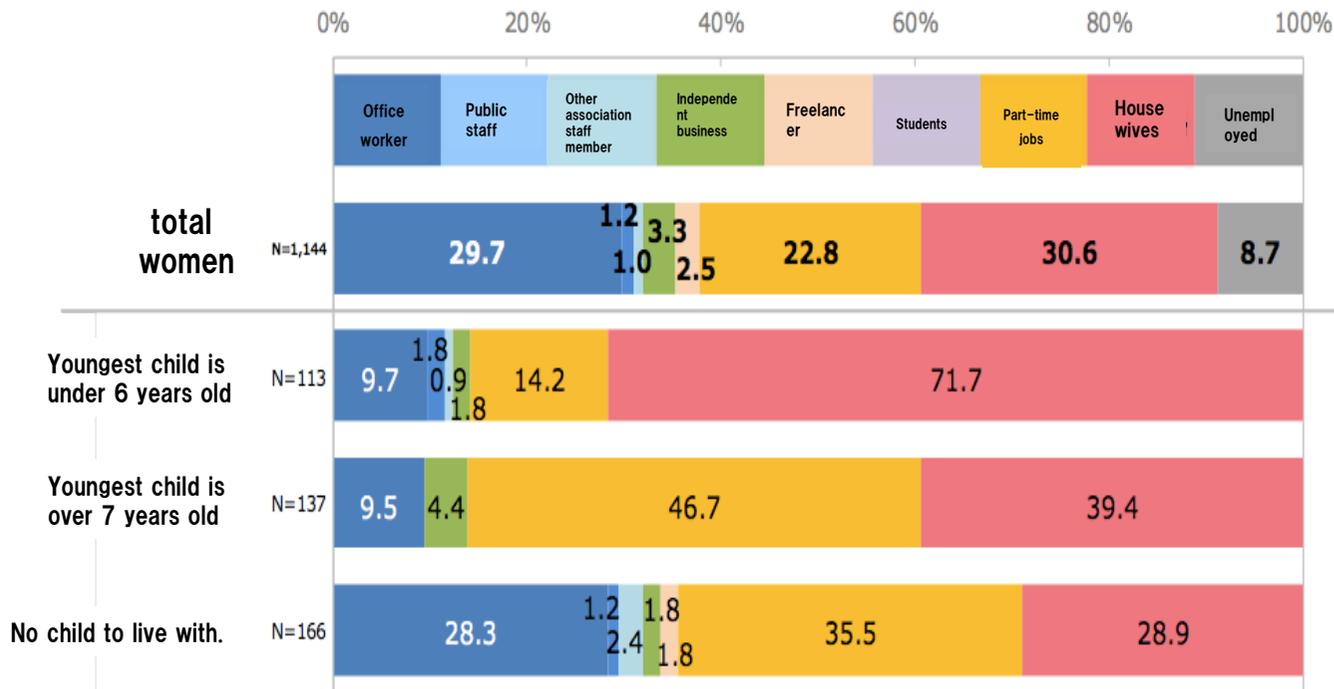


# Main target layer(Student)





# Main target layer (Student)





# Main target layer(Student)

How do they decide what to cook?	Youngest child is under 6 years old (total women)	Youngest child is over 7 years old (total women)	No child to live with (total women)
①The food left in the house	73%	57%	45%
②Nutritional balance	63%	56%	48%
③Cooking duration	58%	43%	35%
④What they actually want to eat	58%	44%	39%
⑤Recipes they want to try	38%	29%	27%



# Service Flow

① User registration



② Searching & Matching



③ Visiting & Cooking



④ Review of teachers





# Service Flow

## ① User registration

① Name

② Address

Common

③ Telephone number & Email address

④ Self-introduction

Teacher

① Account number ② Cooking Career

Student

① **kitchen equipment**

(Kind of and the number of gas ranges etc...)

② Account number



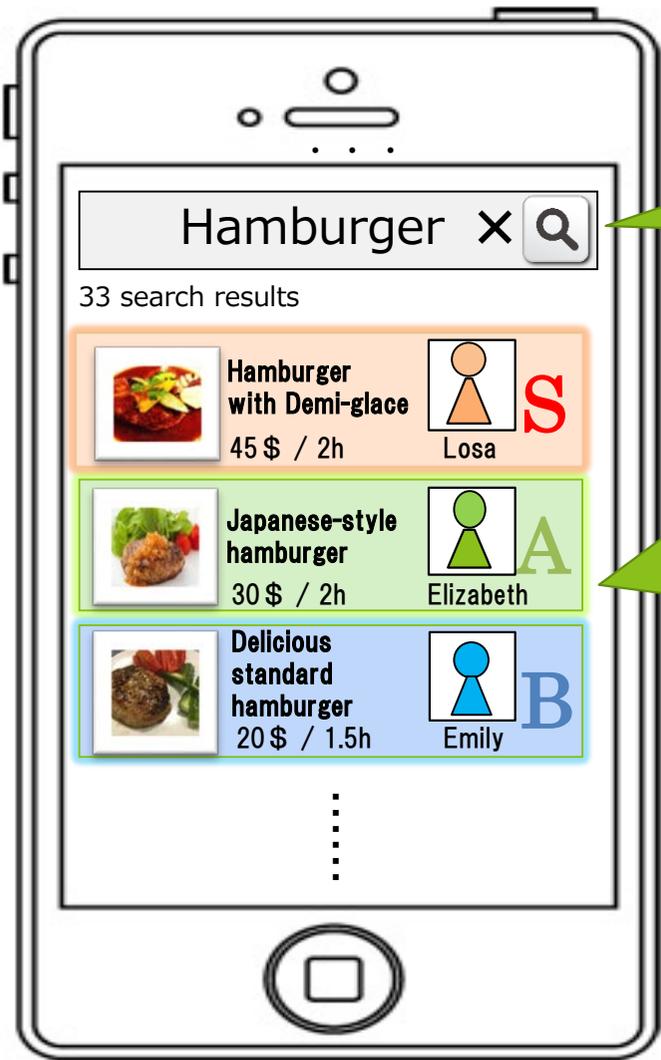


# Service Flow

## ② Searching & Matching

**If you want to search for  
Hamburger classes, what  
should you do?**





① Search any topics you like.

② Select , and you can see more details.  
③ Choose and apply for your favorite course.



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.

① User registration

② Searching & Matching

③ Visiting & Cooking

④ Review of teachers

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.

① User registration

② Searching & Matching

③ Visiting & Cooking

④ Review of teachers



# 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.



# Cash flow

Teacher



After the class, tuition fee without teacher's fee is paid for the teacher.



Student

When matching is established, the student has to pay student's matching fee and tuition fee.



Teacher's fee



Student's fee



# Profit structure

① **Matching fee** from teachers

② **Matching fee** from students (100,000đ)

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...
  - ① Charges for using this service will be lower.
  - ② They can set higher course fee.

**This will be the incentive for teachers to maintain quality.**



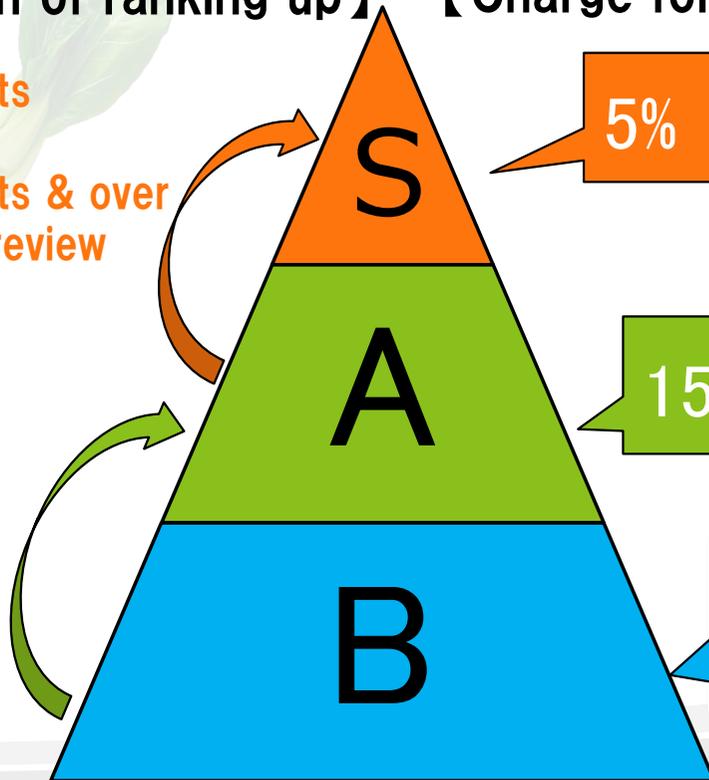
# Teacher Ranking System

【The condition of ranking up】

【Charge for using this service】

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

Over 15  
contracts



5% (of the tuition and transportation fee)

15% (of the tuition and transportation fee)

20% (of the tuition and transportation fee)

Rank



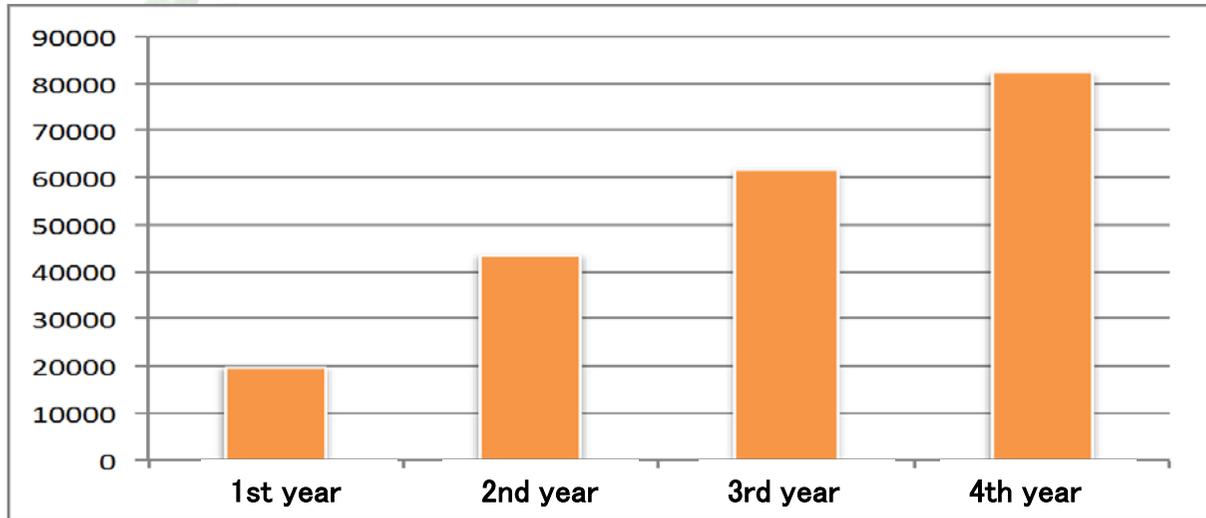
# Promotion plan

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

	Way
Initial users	Collect 100 people through acquaintance.
SNS advertisement	Twitter , Facebook
Imitation of other business	Refer to “Mercari” promotion plan
User referral campaign	When existing users introduce new users, they will receive coupons for each other.



# User acquisition prediction



USERS	1st year	2nd year	3rd year	4th year
SNS	11800	12000	12000	12000
Magazine ad	5000			
Introduction	2688	11813		
Word of mouth	194		6199	8507
Total	19682	43495	61694	82201



# Calculation of sales

\*Expected return per 1 matching

Matching fee + System usage fee  $\doteq$  200,000đ

\*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

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



# 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!**

