

Fall 2017

Exclusive Summary: Diabetes Happy Meal

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Citation Details

Banchongraksa, Bhawinee, "Exclusive Summary: Diabetes Happy Meal" (2017). *Engineering and Technology Management Student Projects*. 1196.

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Exclusive Summary: Diabetes Happy Meal

Course Title: Technology Entrepreneurship

Course Number: ETM 561/661

Instructor: Professor Mark Ahn

Term: Fall

Year: 2017

Author(s): Bhawinee Banchongraksa

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Report No.:

Type: Student Project

Note:

Diabetes Happy Meal

Diabetes is one of the significant problems. It kills 1.5 million people yearly worldwide. In the U.S., there are over 30 million people having diabetes. The most significant factor that causes diabetes is the poor nutrition. In consequences, people having diabetes for all types need to have diet control, one of the treatment procedures, in order to help maintaining good blood glucose level.

According to this, Diabetes Happy Meal app would support diet control by suggesting the right menu for the people having diabetes. The menu suggestions are based on personal information of the patients such as age, gender, weight, height, type of diabetes, allergy issues, food restrictions, blood glucose level, etc. In every time of using, the app will learn more and more about the customers in order to give them the best suggestions.

Users could be more efficient on their diet control by having the app creating one week diabetes meal plans for them every week (require subscription).

Also, the app provides two channels to buy ingredients. First, the users can select nearby grocery stores and the app will provide them a price comparison, availability, promotions, and online shopping for ingredients they are looking for. The other option is Blue Apron which could deliver them a kit box that can help them create their meal easier.

Moreover, the users can also create diabetes online community and inspire or be inspired on home cooking by being able to watch & share home cooking photos and videos.

Our target customers are diagnosed diabetes women age 18-44 years old in the U.S. accounting for 1.5 million people.

Revenue streams come from; download fee \$1.99, subscription for diabetes meal plans \$5.99 per month with free 3 months trial (optional), 3% from orders made on app, and advertisements.

We would acquire customers through social media channel, website, blogs, advertising, and working with partners who have mutual customers as us like Novolog, Medtronic, and insurance companies. We will maintain customer relationships through social media, customer support, and review and rating system.

An initial funding of 250,000 is required in exchange of 20% of the company. The goal is to become a profitable company by 2022. By then, Diabetes Happy Meal will be valued at around \$51 million and can be sold to a company like Blue Apron.