

## **Plus - Healthy Eating**

<https://youtu.be/t7Pz7-di7vc>

### **Description:**

Plus1 is a product that is designed to create an easier healthier and much more effective way for students to prepare meals during the week as well as making healthy eating a socially engaging experience.

### **Target Market:**

The primary target market for Plus 1 are social and health conscious college students between the ages of 20-25, who have limited time and space. Plus 1's secondary market is comprised of young adults between the ages of 25-30, who hold a preference for smaller social gatherings. Plus 1 is the perfect complement to their intimate, yet engaging social settings.

### **Marketing Strategy:**

Good ways to market this product can be done by holding social gathering events, show the product off in cooking classes, meal prep classes or ads, bring this product to health organizations, make videos about it on Youtube or have famous Youtubers advertise it, and social medias (ex facebook, instagram, snapchat, etc.).

### **Competitive Advantage:**

The advantage of Plus 1's innovative feature set lies in both its small size and versatility. The small form factor allows for a level of portability that's unusual, even for small appliances. Combined with a wide range of culinary uses and features, including on-the-go steaming, boiling, and poaching in a self-contained and multi-serving induction-heated package, Plus 1 occupies a market space with few alternatives. Being first to market allows two opportunities for a sustainable competitive advantage: Design patent protection and setting Plus 1 as the brand-name standard for healthy, social eating.

### **Elevator Pitch**

Do you love cooking with your friends but hate cleaning up? Do you wish there was a simple, quick, and portable alternative to a crockpot? Phở-ck yes, you do. Plus1 is the perfect product for you. Don't waste your money on unhealthy junk food or spend hours waiting for your crockpot to finish cooking your boring chicken stew. Plus 1 also serves as a social activity for you and your friends to bond over your love of food.

### **Industry Analysis:**

About one half of approximately 117 million adults had at least one chronic health related conditions in the US. There are competitors on the market that provide similar services but do not implement the dietary structure that Plus 1 provides.

**Financial Analysis:**

Crockpots can range anywhere from \$10 to \$200. For Plus1 the price will most likely be around \$25-\$60 Because it is small, compact, and has all in one features built in to cook multiple things at once. IT's made of metal and plastic, has a simple interface to control the cooking, and best of all it's portable.