

# Proposal

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Fridge Witch

# Rationale

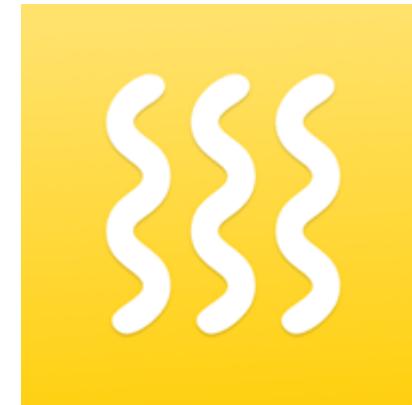
I'm considering a cooperation with GU. A German publisher offering a cook book series for lazy people.

I've chosen the opportunity to create a recipe app.. because I am really into cooking. And experienced the issue of feeding yourself as a past student. When you move into your first apartment, there is usually less space for equipment. Barely money. And last, but not least, missing skills that keep you away of the oven. Cooking seems to be time consuming and annoying. But doesn't have to be.

# Kitchen stories

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..Anyone can cook..



# Key objectives

Get ready to prepare yourself a delicious, daily meal.

By guidance though visual tutorials.

When Verena and Mengting, the founders of Kitchen stories, were studying , they longed for delicious, but also quickly prepared food. Hence, they looked out for instruction, but failed with the result.. and the idea of an own service was born. In 2014. It should contain

- as much images as possible,
- step by step tutorials and
- a worldwide community to discuss with. Or just to share the experiences made so far.

# Overall strategy

Note, both women finished with a bachelors degree in business administration.

The decision for a homepage and an app is obvious, I guess, since a remote cooking course should be launched. And there's barely space left in the kitchen for usual. Happily, the iOS version, that was published first, won a prize shortly. And besides the developement of an Android version, social media marketing took place. Especially on Pinterest as an visual platform. Furthermore, the founders could arrange a cooperation with BSH, a company that produces kitchen appliances. That's why the app can be offered for free.

And the number of users increases especially in China. The origin of Mengting. Last, but not least: Covid-19 pushed the climb of Kitchens stories so that Google Play Store displays more downloads in the meanwhile than Apple Store. Beyond, Verena and Mengting started with sharing the gathered experiences by their own agency, called Kitchen stories+. Means, they also discovered a new target group.



ooole

[Kitchenstories](#)

# Das Erfolgskonzept des Berliner Startups

## BORN AND RAISED Stories

Venture TV  
YouTube - 19.01.2016

BSH Home Appliances  
YouTube - 21.11.2017

Tiberius Film  
YouTube - 27.01.2014



 100 g all-purpose flour -  $\frac{1}{2}$  tsp baking powder - salt

 small bowl

Mix flour, baking powder, and a pinch of salt in a separate bowl and then gently fold into the liquid butter milk mixture. Let stand for approx. **15 – 20 min.** 

01 | 02 | 03 | 04 | 

[www.pinterest.de](http://www.pinterest.de) › kitchenstories

Kitchen Stories (kitchenstories) auf Pinterest

**Kitchen Stories** | Anyone can cook – mit leckeren Inspirationen von Kitchen Stories. Entdecke die besten Rezepte, detaillierte Anleitungen & Videos in unserer ...

[www.gruenderszene.de](http://www.gruenderszene.de) › food › kitchenstories-strategie ▾

Berliner Startup Kitchen Stories verkauft | Gründerszene

11.11.2017 - Das von Verena Hubertz und Mengting Gao gegründete Kochrezepte-Startup

**Kitchen Stories** hat einen neuen Eigentümer: Eine Bosch-Tochter ...

Du hast diese Seite 2 Mal aufgerufen. Letzter Besuch: 30.07.20

[Ähnliche Suchanfragen zu kitchenstories](#)

## **kitchen stories jobs**

[Kitchen stories wiki](#)

kitchen stories gründer

[itchen stories film](#)

Suche Text hier eingeben



# Market advantage

supported by detailed videos

In general, users have the possibility to filter, like and rate the provided content. But, compared to other recipe apps, Kitchen stories specializes on conveying basic skills of cooking and the culture around: What to buy in spring? Or how to pimp basic sauces? It'll guide you from your very first steps..

# Marketing profile

The concept addresses young people that recently left their parents' home.

- there is a CTA to apply for their newsletter
- Kitchen stories have their own homepage, a facebook site AND participate in several social media channels
- Winner of Apple's Design Award
- I could also imagine an accompanying book

# SWOT analysis

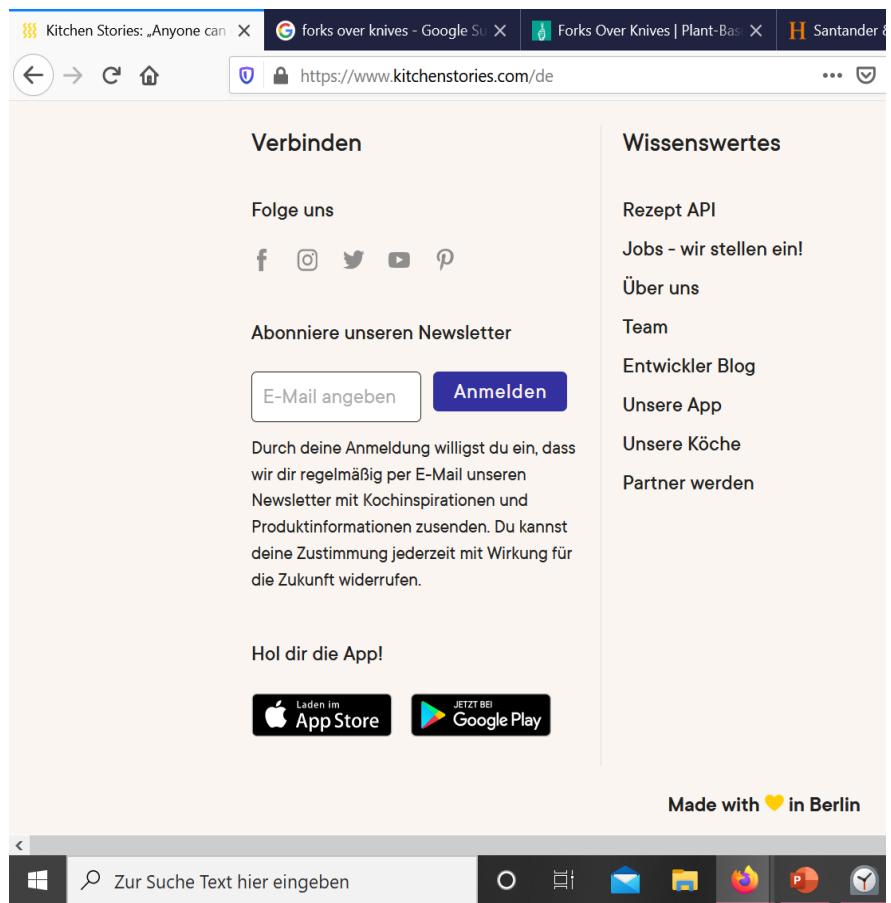
remembers at a cooking course

Strengths: Explanation of basic skills, i. e. how to cut an onion

Weaknesses: Users complain about missing AI

Opportunities: Cooperate even more with investors to improve the apps functionality

Threats: Falling quality through user generated content



# UX analysis

The app also includes a possibility to create your individual shopping list.

- Layout: mainly consists on tiles representing various dishes
- Interface: High quality images and lots of whitespace animate to scroll through the page that ends up with the invitation to sign up for a newsletter.
- Navigation structure: The navigation bar on the top is a bit confusing, cause the categories to filter recipes are NOT reachable within the archive. Users have to change site.

# Forks over knives

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..stay healthy due to a plant based nutrition..



# Key objectives

Take care on yourself by joining me.  
You're worth it.

Once, Brian Wendel tried a plant based nutrition on himself, he got thrilled.. and wanted to share his experience on well-being. Thus, he gathered tons of information to produce a documentary that a) confirms his success and b) implements him as a role model.

# Overall strategy

The topic affects also vegans.

A hype was arisen in the US, so that the founder could move on with an app. To support his followers participating. News are reporting regularly about the project. Furthermore, the movie established in the google search as well as on amazon, so that the incomes ensure the founder's livelihood.

Nevertheless, it's an individual matter that needs much effort to convince. And adapt.



forks over knives

X   

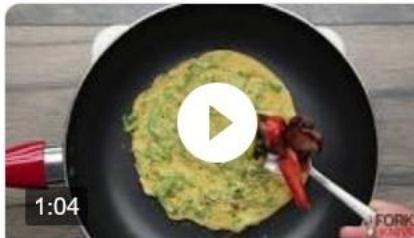


## Videos



Forks Over Knives -  
Official Trailer

Forks Over Knives  
YouTube - 19.11.2010



How to Make a  
Vegan Omelette |  
Forks Over Knives

Forks Over Knives  
YouTube - 01.03.2019



Forks Over Knives -  
Now You Know  
Movies!

Now You Know  
YouTube - 02.05.2018



## Gabel statt Skalpell

FSK 6 · 2011 · Dokumentarfilm · 1 h 36 min

[Trailer auf YouTube abspielen](#)



Jetzt ansehen



Schon gesehen?



Merkliste

Ab 2,99 €

Alle Optionen zum Ansehen

7,7/10 · IMDb

Dieser Film gefiel 92 % der  
Nutzer



Google-Nutzer

In 'Gabel statt Skalpell' werden u. a. Patienten  
belebt, deren Gesundheitszustand sich auf

[www.forksoverknives.com](http://www.forksoverknives.com) › recipes Diese Seite übersetzen

## Recipes - Forks Over Knives

Whole-Food, Plant-Based Recipes from **Forks Over Knives**. Browse and search hundreds of delicious, easy-to-prepare recipes for a whole-food, plant-based ...



Zur Suche Text hier eingeben



12:47

02.08.2020

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# Market advantage

Within a team, improvements would be possible.

The community is involved by sharing its own success stories. Thereby, feelings of closeness may appear and motivate to take on this life changing journey. A challenge. Cause it needs discipline that is not usual at these days. But.. you can subscribe for a remote cooking course as well as for a mealplanner. And, a shop is developed to ease the purchase of particular ingredients.

# Marketing profile

Users complain about the content provided compared to the costs.

- it's all about the life changing story of Brian Wendel
- f. ex. books and magazines are published
- the app makes use of a freemium model -> potential user need a strong will
- there are give aways placed on the homepage

Forks Over Knives | Pla X Forks Over Knives Sho X Illustrieren lernen - Tip X Tipps für Anfänger - S X Therapie von CFS: Wel X Kitchen St

https://www.forksoverknives.com

Struggling to cook healthy meals at home? Forks Meal Planner is here to help.

**FORKS OVER KNIVES** OUR STORY RECIPES TOOLS NEWS FEED SHOP GET STARTED MEAL PLANNER LOG IN



Early Bird Special: Get 25% Off Through August 4

## SIGN UP FOR OUR MOST COMPREHENSIVE ONLINE COOKING COURSE

COURSE BEGINS ON AUGUST 11

RESERVE MY SPOT

The screenshot shows the homepage of Forks Over Knives. At the top, there's a banner with a photo of a salad and the text "Struggling to cook healthy meals at home? Forks Meal Planner is here to help.". Below the banner is the main navigation menu with links for "OUR STORY", "RECIPES", "TOOLS", "NEWS FEED", "SHOP", "GET STARTED", and "MEAL PLANNER LOG IN". A promotional banner for an "Early Bird Special" is visible. On the left side, there's a sidebar with a search bar and a "RESERVE MY SPOT" button. The main content area features two testimonial snippets from users named Jonette H. and Murray O., each with a small profile picture and a quote about how the meal planner has changed their lives.

Forks Over Knives | Pla X Forks Over Knives Sho X Illustrieren lernen - Tip X Tipps für Anfänger - S X Therapie von CFS: Wel X Kitchen St

https://www.forksoverknives.com/meal-planner/

**FORKS MEAL PLANNER**



JONETTE H.

"The long and short of it is, I've decided I don't want to be without it. I love the versatility, the variety, and just having so much less to have to figure out when it comes to meals every week. I hardly ever eat out at restaurants anymore. I think that probably has saved me the price of the annual subscription in the last three months."

MURRAY O.

"Forks Meal Planner has made it possible for me to intelligently overhaul my cooking, shopping, and eating. It has given me not just a healthier way to look at food but an absolutely delicious way to experience a plant-based diet. I am amazed at how easy it is. Forks Meal Planner has been the best thing to happen to my kitchen, shopping

Zur Suche Text hier eingeben

12:48 02.08.2020

This screenshot shows a user interface for the Forks Over Knives website, specifically the meal planner section. The top navigation bar includes links for "OUR STORY", "RECIPES", "TOOLS", "NEWS FEED", "SHOP", "GET STARTED", and "MEAL PLANNER LOG IN". On the left, there's a sidebar with a search bar and a "RESERVE MY SPOT" button. The main content area displays two testimonial snippets from users, Jonette H. and Murray O., each with a small profile picture and a quote about how the meal planner has changed their lives. The bottom of the screen shows a Windows taskbar with various pinned icons and system status indicators.

# SWOT analysis

- lots of entertainment needed

Strengths: optimized for daily life, i. e. the meal planner

Weaknesses: beginners could be overwhelmed by ingredients and their preparation

Opportunities: for the moment, nutrition exists as a lifestyle

Threats: as personality you can be loved or hated

# UX analysis

- remembers at a playground

- Usability: when flipping the device, you get step by step instructions (+) for the meal you're working on, filters aren't working reliably (-)
- Compatibility: issues when loading in Android
- Layout: the logo highlights the founder's personality that should be adapted by the user, bright, engaging colors, quality shown by the filter used for images