THE VEGAN APP

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WHAT IS THE VEGAN APP?

The ultimate hub for health.

- Provide information for how to implement healthy ideals into the user's lifestyle.

- Locate vendors that offer vegan & vegetarian options.

- Connect a community of health conscious individuals to share recipes, new ideas, and experiences with other users.

WHY A VEGAN APP?

UNTAPPED MARKET

- Worldwide, approx. 230 million consider themselves vegan, 1.5 billion vegetarian.

- No current products on the market offer the services we will.

VALUE

- In 2022, the global vegan food market was estimated at $16.55 billion. This year, $18.20 billion. It's expected to reach a value of $37.5 billion by 2030.

LOW RISK

- Build an app

- Advertise

UNIQUE

- Only app tailored to this market, with a wide variety of options within the app.

- Will be the first vegan app that's stylish, functional, and easy to use.

SURVEYED

- Conducted surveys with colleagues to gauge interest.

AUTHENTIC

- Designed with the help and input of experts in the field.

PRODUCT OVERVIEW

SURVEY TAKEAWAYS

From the people surveyed, we took away 5 main things:

- Minimal design is key.

- Vegan/Vegetarian options are not the first choice.

- Most people don't fully understand veganism/vegetarianism.

- There needs to be a pull factor for the masses.

- Must be free, and not ask too much.
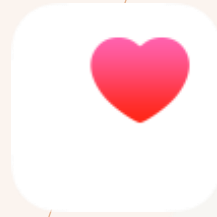
OUR COMPETITION

Vegan Pocket

- Scans barcodes to ensure a product is vegan.

- Gives an overview of a vegan lifestyle.

- Requires an account.

Abillion

- Locate, and purchase vegan options near you.

- Review products, and post about them.

- Requires an account.
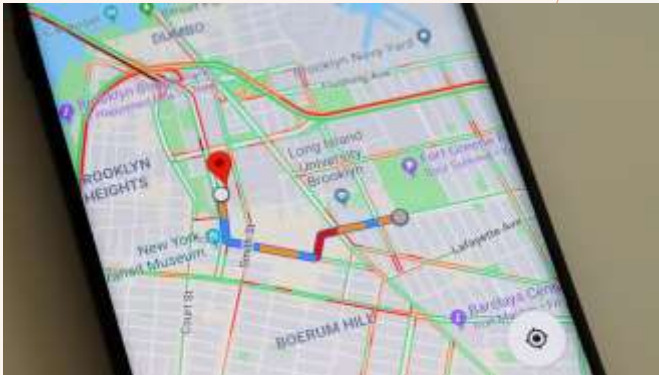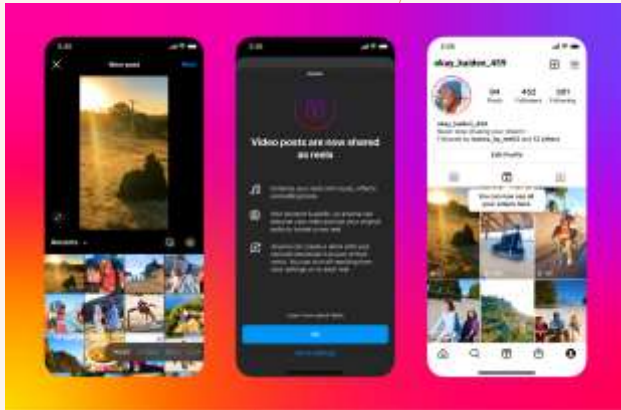
USER INTERFACE

INSPIRATION

User Interface will be based on market trends and survey feedback.

RESEARCH

Minimalist and easy to use design is what people want.

Should feel familiar.

THINK: APPLE X GOOGLE MAPS X INSTAGRAM

Simple user interface, buy and sell vegan products, locate vegan options near you with prices, connect health conscious community.
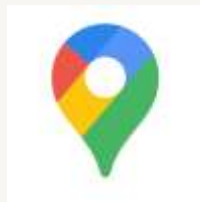
GROWTH STRATEGY

NOV-DEC 2023

Apply for Beyond the Lab grant. Roll out concept to high profile or top-level developers to help establish the product & generate app development.

FEB-APRIL 2024

Release the product to the general public and monitor press release and social media accounts.

APRIL 2024-

Gather feedback and adjust product design as necessary.

SUMMARY

- The motivation behind creating the Vegan App stems from a commitment to promoting and facilitating a plant-based lifestyle for individuals worldwide.

- Accessibility to healthy options, empowerment of informed choices, community building, promoting sustainable living, as well as simply catering to an ever-growing market, The Vegan App aims to promote a sustainable future for all.

- Our goal is not to convert, it is to inform and give the opportunity to try something new. A health conscious life is a personal journey, we are simply providing an aid for such. Shifting the narrative of a sustainable lifestyle from its current state is no easy task, all we ask of you is an open mind.

THANK YOU

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