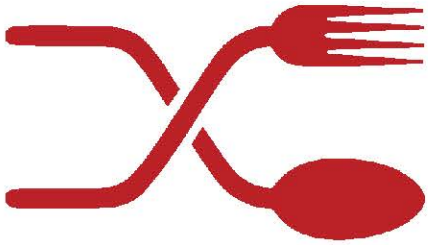


nomON

Claire Koerner
Loudmouth, UW Junior

Stephanie Halamek
Moneybags, UW Junior

Evan Cohen
Hacker, UW Junior

Tarryn Marcus
Swag Master, UW Junior

Will Voit
Einstein, UW Junior

OUR STORY

On Friday, January 24th, at 8pm, we started to build an online service to coordinate shared living. By Saturday, January 25th at 3 pm, we needed to pivot: we were recreating an existing idea. At 3:10pm, VJ Rajpal announced that he was hungry and suggested a random meal delivery app. It was the weirdest idea we had ever heard. On Sunday, January 26th at 5pm, we pitched a simple interface called nomON. At 7:30pm, we won Startup Weekend. We are nomON, and this is our story.

OUR MARKET

nomON is part of the food delivery ordering industry, which includes mobile applications such as GrubHub, and online ordering services like Eat24. As of today there are over 1.5 million smartphone apps in the food & drink category and in 2012 they produced $30 million in revenue. With the rise mobile food ordering applications and social buying, this market is currently undergoing a revolution and is proving to be highly profitable.

THE PROBLEM

Solutions for mobile delivery food ordering have evolved dramatically in the last few years, along with the spread of social networks. Users are more than just smartphone savvy- living and interacting with fluid design, personalization and touch interface have become second nature. This conditioning makes users hyperaware of their interaction experience, easily annoyed by clunky navigation and inelegant design. We see some of this inelegance in existing delivery ordering options. Though it seems easy enough, the process of selecting a restaurant, combing a menu, dialing, placing an order and exchanging logistics and payment information does take time and energy. Current practices make the ordering process more of a hassle than necessary, falling short of the speed and convenience at which consumers expect to operate today.

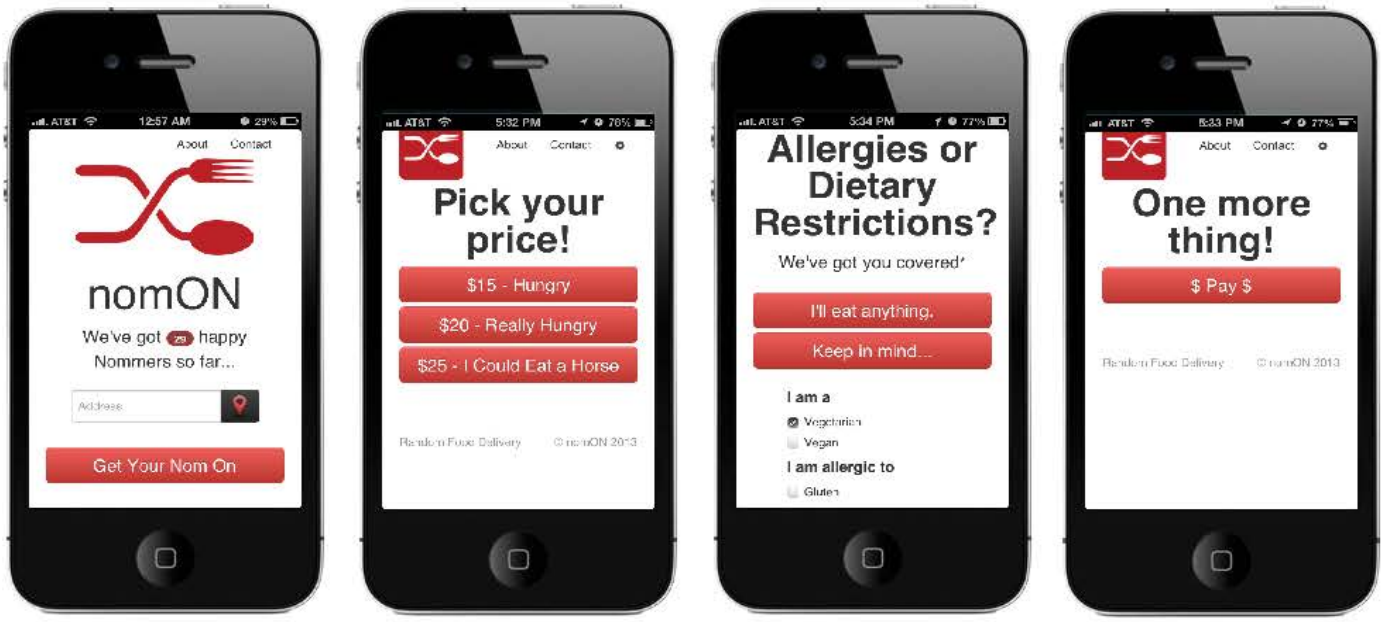
THE SOLUTION

The answer? nomON! A quirky new mobile app that makes ordering delivery food crazy easy. We take the decision cost out of picking what and where to eat - and add in a fun twist. Our mobile app removes the burden of choice from the user, reducing stress and enabling rapid gratification.

Get your nomON!

HOW IT WORKS

4 easy steps: You tell us where you are, pick a price, identify your allergies, pay with your credit card – and, here's the kicker- the meal that's delivered to you is totally random! Kind of crazy, sort of a gamble, but that's the fun part! After you get your order, we'll ask you whether or not you liked it- that way, we learn what you don't like while still keeping your orders random.



STEP 1

Press geolocator button and then get your nomON

STEP 2

Select your price based on your appetite

STEP 3

Let us know of any dietary restrictions

STEP 4

Thanks to your account press Pay, and food is on its way

After you place your order, the nomON randomization algorithm goes to work. It scrapes the menus housed on ordr.in[1]s API, and compiles a random order that falls within your chosen price point. We then place the order through ordr.in, who coordinates with the restaurant to fulfill the order, and voila - random delivery is at your door.

TARGET MARKET

We have identified three personality profiles to better define our target markets and design our marketing strategies as we expand. Meet Max, Lucy and Craig:

MAX

Max is a twenty-something, free-spirited youth who hangs out with friends and parties. He uses nomON to get delivery food after nights out, without worrying about the logistics of pickup

LUCY

Lucy is a diligent college student who doesn't have time to prepare meals for-herself. She uses nomON to order delivery food quickly while pulling late nights at the library.

CRAIG

Craig is a professional who eats lunch at his desk in between meetings. Craig uses nomON to maximize work time and to minimize his frustration from using ordinary delivery services.

GO TO MARKET

nomON is connected to ordr.in's extensive database and therefore will be available nation-wide at launch. Our expansion strategy is therefore focused on when and where we will raise awareness of our app.

PHASE 1

Seattle Area

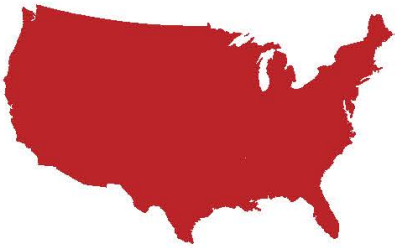
Why: Local access
Goal: 5,000 active users (min. 1 order per month)

PHASE 2

Portland, San Francisco, Los Angeles, and Denver

Why: Receptive cultures
Goal: Active users of 1.9% college plus 25-44 year old populations

PHASE 3



Nationwide

Why: Wide reach around the country
Goal: Market leader

MARKETING STRATEGY

nomON is quirky and unique; a personality that needs to shine through in all aspects of our marketing startegy. This branding strategy will be created in four segments: social media, local outreach, public relations, and customer retention.

SOCIAL MEDIA

+ On **Facebook** we invite word-of-mouth sharing by maintaining a humorous, friendly and consistent presence. We will interact with customers and invite them to post their random food pictures via a direct click button on the app.
+ On **Twitter** we post daily with food pictures, jokes and updates from customers. Each employee will be responsible for interacting with other foodies, fun new apps, and customers.
+ **Our Blog** shares company updates, PR efforts, and food news.

LOCAL OUTREACH

+ Initial hype will start with a **UW Launch Party**. Free t-shirts and a required app download 'entrance fee' will jumpstart nomON downloads.
+ We will leverage contacts at the UW student newspaper, StartupWeekend network, Lavin Entrepreneurial Program, and others in the startup community to announce the app release.
+ **T-Shirts** will be used as giveaways. These function as free advertising that founders and supporters can wear to share our app with the world.

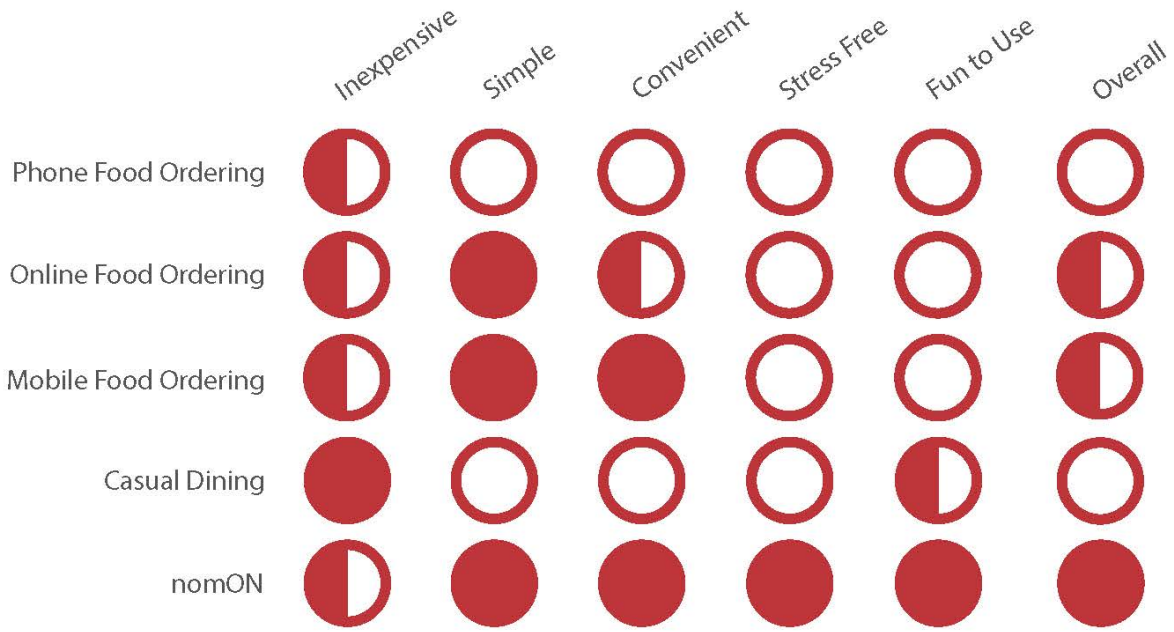
PUBLIC RELATIONS

+ We will run **publicity stunts** that stay true to our brand (quirky, random and fun) and generate awareness and excitement around our app. Our events will be targeted to our personality profiles, drawing attention to the brand and inviting social media sharing. Plans in the works include a flashmob, eating contest and other outlandish schemes.
+ **PR materials** will be up to date and easily downloadable to facilitate media coverage.

CUSTOMER RETENTION

+ Our **customer feedback page** is easily accessible throughout the app. Continuous collection and implementation of customer feedback will keep nomON fresh and lead development to an ideal state.
+ Immediately following delivery, customers rate the meal delivered, which we incorporate into their profile to learn their preferences, and move towards 100% satisfaction.
+ **A game while you wait**: further development plans include the integration of simple games that users unlock after ordering, to play while waiting for delivery.

COMPETITION



START-UP TRACTION

In order to ensure first-mover advantage, our app is set to launch May 1, 2013. After developing the front-end user interface at UW Startup Weekend, the nomON hackers have been hard at work building the application's backend, specifically the randomization algorithm. The first iteration is being built on Apple iOS for iPhone, based on the popularity of iPhones among potential customers surveyed.

At inception, nomON contracted with ordr.in, an API for ordering delivery food from restaurants in your area, through which we are able to access restaurant menus in over 1,000 cities nationwide. ordr.in has recently combined databases with Eat24, which has increased the number of restaurants we have access to by almost 10x - now equalling more than 20,000 restaurants accessible to the nomON algorithm. Although we do not have revenue to date, our customer research and Facebook page likes (152 and counting) indicate that users are excited to use nomON and ready to download it at launch.

ordr.in

EAT24 ENJOY

FINANCIALS

The nomON app is free for users to download and use, but still creates a sizeable profit based on our business model. Our current app interface allows users to select a price point: either $15, $20 or $25. We've set a maximum delivery order cost of $12, $16.5, and $21 respectively, and we keep the difference. In other words, while scraping menus and compiling an order, the randomization algorithm selects combinations of items whose menu price sums to the maximum order cost, not including tax, delivery, etc., and still leaves profit. This formula allows us to set an average profit per transaction.

Transaction Amount	$15	$20	$25
CC Processing Fee	0.735	0.88	1.025
Delivery Fee (average)	0.75	0.75	0.75
Cost of Food Ordered	12	16.5	21
Tax (9.5%)	1.14	1.5675	1.995
Profit	$0.37	$0.30	$0.23

Our target market size, average mobile app growth predictions, and our marketing strategy will enable us to reach a profit of $22, 682 by December, 2015. nomON is bootstrapped, though our limited college budgets will not cover marketing expenses long term.

	Dec 2013	Jun 2014	Dec 2014	Jun 2015	Dec 2015
Total Orders	5,000	8,000	16,000	40,000	68,000
Average Margin	.335	.335	.335	.335	.335
Gross Average Margin	$1,675	$2,680	$5,360	$13,400	$22,780
Total Fixed Costs	($238)	($282)	($64)	($303)	($98)
Gross Revenue	$1,437	$2,398	$5,296	$13, 097	$22,682

MEET THE TEAM

Will Voit (Einstein) is an Electrical Engineering major who is enthralled by all things that hold electrical current. Will is our very own renaissance man who is involved in everything from TEDxUW to running his own computer repair business. When not tinkering with FSAE cars or fighting cancer through Relay for Life, he is skiing and exploring the great outdoors.

Claire Koerner (Loudmouth) is a business student at the University of Washington with a focus in marketing and a past BPC finalist. Claire owns her own wedding planning company called Novela Events, and enjoys singing, snowboarding and hiking.

Tarryn Marcus (Swag Master) Is a business major who likes to dabble in a little bit of everything. Tarryn currently is employed with the tech company K2 where she played a key role in the rebranding of the company. She enjoys playing a good game of soccer and is happiest when her stomach is full and good music is playing.

Evan Cohen (Hacker) is an Informatics Major who dreams in zeros and ones. Webmaster for the Daily, and past lead programmer for Tamber, Evan has extensive experience in the development realm. One of the most social computer geeks you'll ever meet, Evan enjoys sailing with friends and a good microbrew when not building the next game-changing app.

Stephanie Halamek (Moneybags) is a Finance major who lives in Excel at an Amazon accounting intern. She also helped to develop the customer acquisition pipeline as a startup called Microryza. Although cooking and nomming are her primary passions, she spends a lot of time running around the lake and riding bikes.