

Business Professional Example (Internal Project/Product Concept Paper)

Title: FreshTrack: A Mobile Application to Reduce Food Waste in Urban Independent Restaurants

Executive Summary

FreshTrack is a proposed mobile application that helps independent restaurants track ingredient inventory in real time, predict spoilage, and automatically suggest menu adjustments or discounted "last-call" items to reduce food waste. This concept paper outlines the business case, target market, and a phased approach to a pilot launch.

Problem/Opportunity

Independent restaurants (fewer than 5 locations) discard an estimated 4–10% of purchased food inventory due to over-ordering and poor spoilage tracking, translating to thousands of dollars in annual losses per location. Existing enterprise inventory software (e.g., MarketMan, Toast Inventory) is priced and designed for larger chains, leaving a gap for affordable, simple tools for small operators.

Proposed Solution

- Barcode/photo-based inventory logging (under 30 seconds per item)
- Predictive spoilage alerts based on typical shelf life and usage rate
- Automated suggestions for menu specials using near-expiry ingredients
- Integration with POS systems already used by small restaurants (Square, Clover)

Market Opportunity

There are approximately 660,000 independent restaurants in the U.S. A conservative 2% market penetration within three years, at a \$39/month subscription, represents roughly \$6.2M in annual recurring revenue.

Competitive Positioning

Unlike enterprise inventory platforms requiring dedicated staff training and \$200+/month fees, FreshTrack is priced and designed for single-location, owner-operated restaurants with minimal onboarding time (under 1 hour).

Business Model

Subscription SaaS at \$39/month per location, with a freemium tier (basic tracking only) to drive adoption, converting to paid for predictive features.

Implementation Plan

Phase	Timeline	Milestone
MVP development	Months 1–3	Core inventory + alert features built
Pilot	Months 4–6	15 restaurant partners in [city]
Iteration	Months 7–8	Refine based on pilot feedback
Public launch	Month 9	Open availability + marketing push

Resource Requirements

- Development team: 2 engineers, 1 designer (6 months, ~\$180,000)
- Pilot incentives: Free 6-month access for 15 partner restaurants
- Marketing/launch budget: \$25,000

Expected Impact

If successful, pilot restaurants are projected to reduce food waste costs by 15–20%, providing a strong case study for scaled customer acquisition.