

# Grocery List Optimizer (GLO)

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## What

We are developing a service that finds the cheapest way to buy what's on your grocery list while gradually suggesting healthier options, item by item.

## Why it matters

There are millions of people nationwide who need to eat healthier, but struggle to do so for a variety of reasons, the primary of which are: time, price, and ingrained habits.

## How it Works

**Our system finds the cheapest way to buy a shopper's grocery list.** We will do this in a couple of ways. One approach to saving money is by incorporating coupons at local grocery which will be accessed from within our mobile app. Having coupons in one location on someone's mobile phone prevents shopper's from potentially missing coupons at the grocery store, or spending time and effort clipping them out of ads. Because of this, shoppers will save time and money.

**Our system gradually suggests healthier substitutions or additions.** Once a shopper creates their grocery list, we will scan the list and identify opportunities where we can make suggestions. The suggestions will primarily include foods to replace or add to the shopper's diet. An interaction model will exist to allow people flexibility of options in case we recommend an item that doesn't suit their preferences. With this model in place, people will gradually adopt a healthier diet.

## Value Promise

We promise to provide a path of change towards a healthier diet. This promise will be facilitated by the following:

### **Implementing a gradual approach to changing someone's diet.**

We found in our research that when given a large task such as "eat healthier," people shut down because of the intimidation around thinking about how far the end goal is away from

their current reality. By taking a gradual approach to helping someone improve their diet, we remove this intimidation.

### **Capitalizing on existing routines that don't require significant modification.**

We believe that if we meet customers “where they are,” we will increase the likelihood of service adoption. Instead of asking our target population to change where they shop or completely overhaul their diet, we will actually make their current grocery shopping habits *easier*, and slowly implement healthier behavior, week by week, item by item.

### **Removing unnecessary scientific jargon that complicates the situation.**

Our original inspiration for our product primarily came from low-income individuals who are diabetic. We learned that when someone is first diagnosed with diabetes they are given not only bad news, but also a significant amount of new information for changing their current behavior. This includes a new diet, a new exercise regime, and further responsibility around tracking insulin levels. By removing the complicated jargon presented around food and nutrition, we aim to make it simpler to take action around adopting a healthier diet.

## **Pain Points Around Adopting a Healthier Diet**

### **Dietary support requires investment of time and money.**

When learning about how to eat healthier, people need to either invest time researching nutrition information by themselves, or engage a nutritionist. The time and money required to develop a basic understanding of health and nutrition can present a significant barrier in making a change.

*GLO's response:* GLO takes the legwork out of deciphering complex nutritional information. Gradually suggesting healthier alternatives, and providing bite-sized nutritional tips, explaining why a particular item may improve a shopper's health.

### **High cost of healthy food.**

Healthy food is generally more expensive than packaged or processed foods, and therefore less attainable for our target population.

*GLO's response:* GLO helps shoppers save money by aggregating all coupons and price saving techniques. Healthy suggestions are only included if they are within the same price range as an original item, ensuring that healthy food is affordable.

### **Scientific jargon about food is not consistent or actionable.**

Nutrition is complicated and always changing, and the overwhelm associated with trying to understand what nutrients are best for an individual's body is enough to avoid the effort all together.

*GLO's response:* GLO automatically suggests healthier choices, taking out the guesswork around nutrition. With each suggestion, GLO offers digestible nutritional tips as to why a certain item is more nutritious than the shopper's original choice.

### **Methods for diet change are "all or nothing".**

Popular diets require an intense regimen. When people don't adhere perfectly, they feel dejected and like they will never achieve their goal, often bringing them to give up entirely.

*GLO's response:* Instead of requiring shoppers to overhaul their entire diet, GLO gradually suggests healthier options, item by item, over time, helping shoppers change their diet with ease.

### **Money saving methods take more time than they are worth.**

Coupons, price comparisons, and deal shopping takes time away from other tasks.

*GLO's response:* GLO will analyze shoppers' lists and automatically find relevant coupons and price saving options, saving the shopper time and money.

## **We are a B-Corp**

### **Social**

We primarily want to serve low-income individuals who are looking to eat healthier. For example, this could include people who have a dietary disease, would like to lose weight, or wish to improve the overall health of their family.

### **Business**

It may prove difficult to receive grant money as our model involves pushing coupons. This ultimately could help large corporations make more money -- something that Foundations may not want to support.

Our business needs to instill trust in order to be successful. By establishing ourselves as a B-Corp we make an effort to eliminate negative association with larger food corporations.

Based on the service we're providing, we need to have a consistent revenue stream to support our growth efforts and build out towards our north star design. The resources needed to do this would include developers to create and maintain our designs, subject matter experts in order to make accurate food recommendations, sales representatives to help partner with grocery stores and insurance companies, as well as provide an income for the founders.