Problem Landscape: Growth without dependable repeat meals

Studio speeds up listing creation; weaker repeat, mismatches and missing ingredients put the meal promise at risk.

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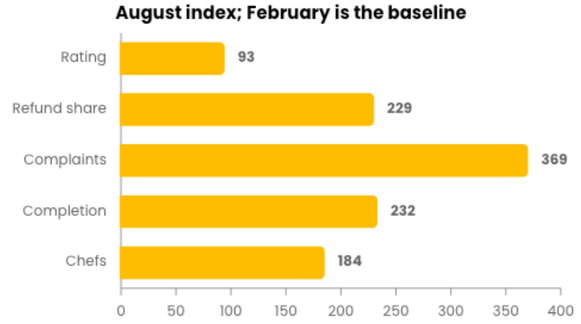
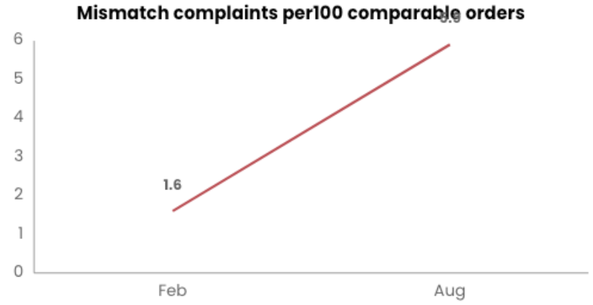
Case Evidence

Growth and friction: February = 100





Only two snapshots are available; complaints rise faster than active chefs.

Three operating cities; city-level rates unknown

Delhi NCR
Pune
Hyderabad

Pilot selection follows readiness, not a claimed city ranking.



Completion 34% → 79%; first order 19 → 6 days.
More chefs can publish; that does not establish ingredient completeness. Studio users differ in tenure and confidence, so raw comparisons cannot isolate its effect.

79% setup finished in 14 days

6 days median first order

21% Studio 30-day repeat

38% manual 30-day repeat

7.6 Studio issues /100 orders

2.0 manual issues /100 orders

31 missing-ingredient tickets
Five months; exposure unknown

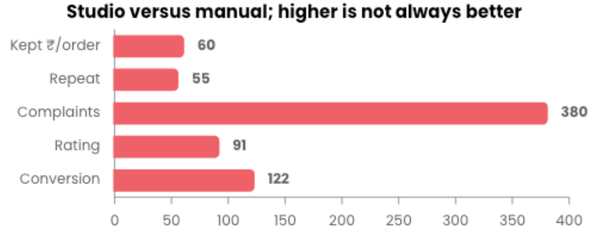
6 customers saw a doctor
Reported in the case; 0 hospitalised

70% orders use Studio
63% of live listings

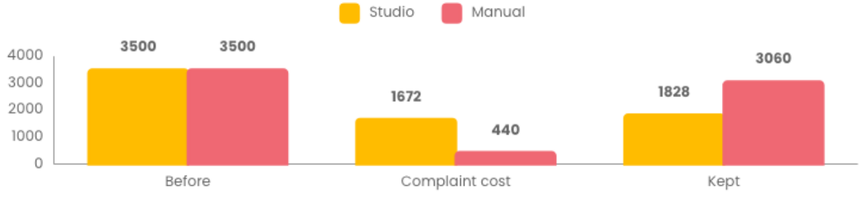
3 Regulars moved to a rival
Their reasons are unconfirmed

Interpretation

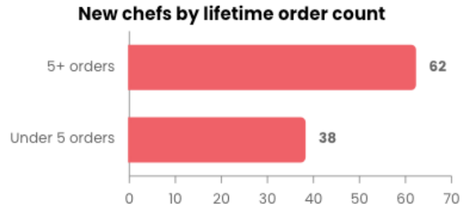
Studio vs manual: manual = 100

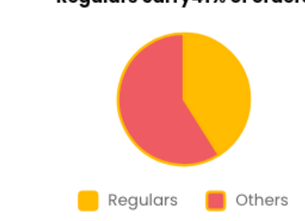


Same ₹3,500 before complaints, per 100 orders



Chef activation & order share





31 reports
6 saw doctor
0 hospital



38% of newer chefs have under five orders.



Listing speed improves; source facts and meal expectations must hold at delivery. Conversion alone is insufficient.



6% of mismatch complainants reorder. Selected group.



Studio cohorts differ. Match tenure and confidence before attribution.



Trace 31 reports, match cohorts and test what users understood.

Executive Summary

A focused plan to keep Studio's speed while making each listed meal a dependable promise.

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Current Platform State

Thaali connects 11,400 active home chefs with meal buyers.
Studio speeds publication; meal trust remains unresolved.

Completion rose from 34% to 79%; first order 19 → 6 days.
Studio converts 5.5% vs 4.5%, but repeat is **21% vs 38% manual.**
Issues:7.6 vs 2 per 100 orders.
31 ingredient tickets; exposure unknown.
6 saw a doctor
0 hospital; raw gaps do not establish causality.

Case Snapshot

₹240 AOV · ₹35 margin/order
₹220 average complaint cost; ₹9 Studio cost per listing.
3 app engineers, 1 ML engineer, 1 designer.
12 operations staff per city; 400 reviews/week/city.
₹18 lakh incremental budget; a 90-day decision window.

Problem-Specific Product Focus

Ingredient Capture
Chef confirms ingredients, compound inputs and actual packed serving.

Chef Identity
Keep the actual meal and the chef's language; do not standardise away their food.

Changes
Hold changed dishes for review.

Ordered Record
Keep accepted meal. A later edit never rewrites an existing order. Resolve it.

Rollout Priority

New Chefs
One dish, own-language readback; test effort and comprehension.

Regulars
Protect identity, repeat relationships and change workflow.

Meal Buyers
See serving, ingredient facts and current availability before checkout.

Restricted Diets
Make uncertainty visible. A confirmed record is not an allergen-free guarantee.

Implementation Roadmap

Days 1–14: trace 31 tickets; MVP source capture, readback and accepted-order state before pilot orders.

Days 15–42: run safe cohorts; monitor source gaps, fulfilment and review effort.

Days 43–56: read mature repeat cohorts; check complaint mix and capacity before expansion.

Days 57–90: expand only passed controls; reserve review capacity and revisit the growth bridge.

1 **Phase 1: Source & Build**
2 **Phase 2: Controlled Pilot**
3 **Phase 3: Mature Evaluation**
4 **Phase 4: Gated Expansion**

Core Strategic Initiatives



- Name ingredients and compound inputs.
- Capture the real packed serving.
- Read back critical facts to the chef.
- Impact: tests missing-source risk before publication.

- Keep the original meal photograph.
- Allow only truthful crop and lighting changes.
- Compare edited and source image.
- Impact: protects portion and appearance expectations.

- Daily Same / Changed / Not selling.
- Hold changed dishes pending confirmation.
- Recheck availability at checkout.
- Impact: contains a known unresolved change.

- Attach an accepted-order record.
- Keep its recipe and serving visible to support.
- Resolve inability to fulfil explicitly.
- Impact: makes the ordered promise traceable.

- Split ingredient, appearance and delivery tickets.
- Link source, draft, order and delivered evidence.
- Impact: distinguishes causes and supports incident response.

- Pilot against a safe common baseline.
- Measure mature repeat cohorts and operational cost.
- Protect chef completion and order fulfilment.
- Impact: earns expansion through evidence, not sign-up counts.

Key Strengths

SOURCE FIRST
Confirm facts before fluent copy. Never infer missing ingredients.

ORDER RECORD
Keep the accepted meal; recheck current status at checkout.

CHEF VOICE
Own-language facts, real serving photos; clear Same / Changed / Not today choices.

SMALL START
One dish to start; no partner integration or predictive safety model required.

Platform Cohorts & Product Landscape

Chef cohorts, user needs and documented capabilities define the opportunity.

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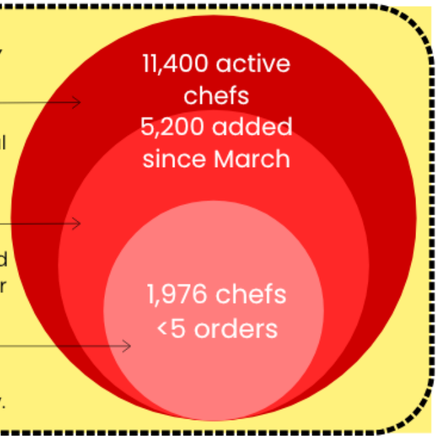
Cohorts & Opportunity

ALL
All active chefs in the case; not a national market estimate.

NEW
5,200 added since March. Newness and uneven exposure can affect early order counts.

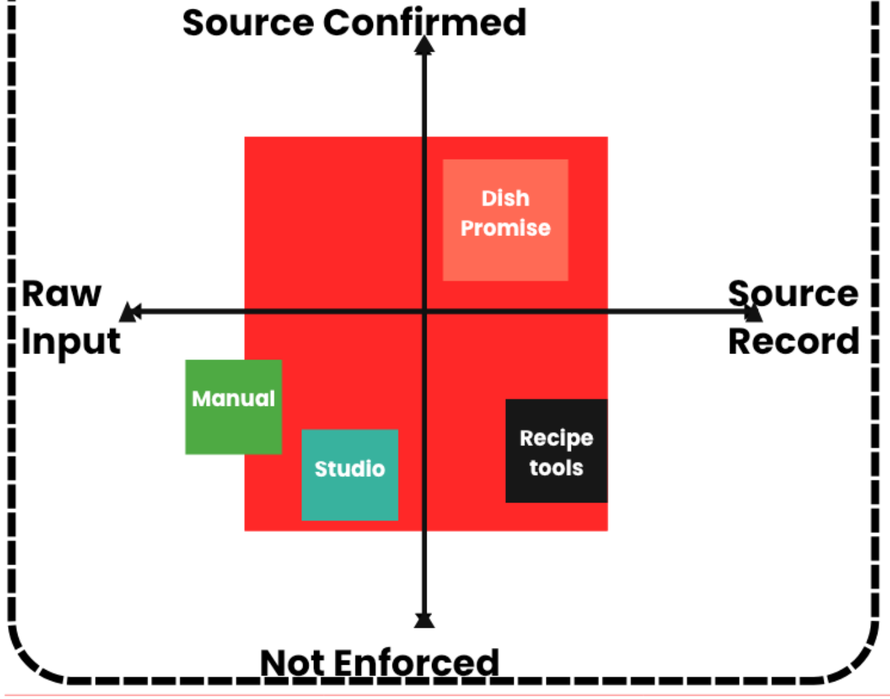
LOW
38% of new chefs; joining dates differ. Low orders alone do not prove inactivity.



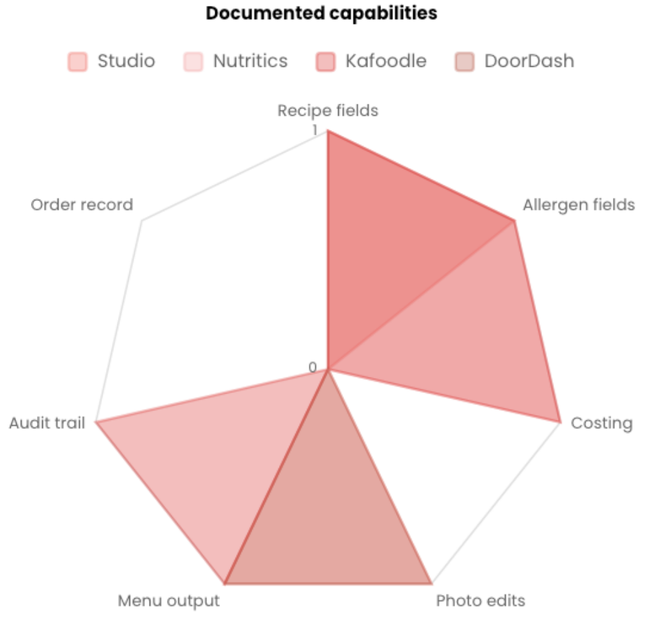
COHORT SEGMENTATION

User Groups	Newer Home Chefs	Established Regular Chefs	Everyday Meal Buyers
Goals	Publish in their own language Earn from food they actually cook	Keep repeat buyers Manage ingredient changes	Receive the meal they expected Understand current ingredient facts Make an informed choice
Challenges	**Lower phone confidence** **Omitted source ingredients**	**Daily source-update effort** **3 left; reasons unknown**	**Appearance and ingredients may differ**
Selling Context	Newer adopters One-dish pilot	1,150 drive 41% of orders Test their update workflow	Often living alone or in rented flats Dietary needs vary; test comprehension

Workflow Positioning



Documented Capability Coverage: Selected Product Sources



KEY STRATEGIC TAKEAWAYS

Capability Is Not Verification

1 = feature documented; 0 = not established in reviewed docs. The radar does not score accuracy, completeness or safety. Studio's ingredient fields are inferred from its limited inputs.

Missing Source Facts Remain Missing

A recipe system can hold ingredients and allergens; this alone does not establish what the kitchen actually used.

Connect Facts to Orders

Nutritics and Kafoodle show recipe-management precedent. DoorDash documents food-preserving photo edits. Neither establishes our proposed Thaali workflow.

Distinctive Product Link

The proposal connects a chef-confirmed source change to availability, checkout and the accepted meal record. Unreported physical substitution remains a risk.

DishPromise: Keep Every Meal True to Its Promise

Confirm the real dish, show meaningful changes and preserve the meal a buyer accepted.

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Proposed Solution: DishPromise links a chef-confirmed recipe and actual serving to the listing, checkout and accepted order. It keeps Studio's language help while preventing missing facts from becoming confident claims.

Introducing
DISHPROMISE — A Confirmed Meal Record
The chef's food, own voice



Thaali: A Meal Promise

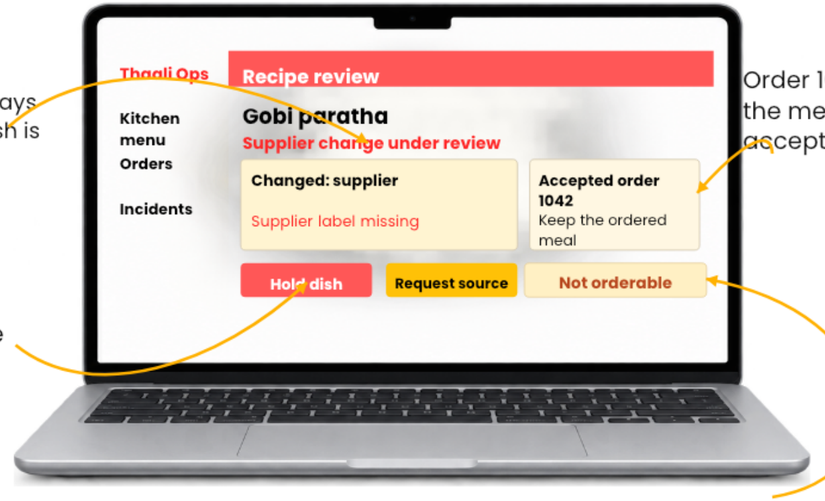
From Draft to Confirmed Dish

Stage	Actual issue	Product control
Inputs	An ingredient is unmentioned	Capture compound inputs
Photo	Serving looks better than reality	Use the actual packed meal
Change	Old facts remain orderable	Hold the affected dish
Checkout	The meal changes mid-order	Recheck current status
After order	New edits rewrite expectations	Keep accepted meal record

DishPromise Chef Dashboard

Supplier change stays visible while the dish is held.

Hold fresh orders while this change is unresolved.



Order 1042 keeps the meal the buyer accepted.

Source facts, serving evidence and accepted orders stay visible. Records do not prove physical kitchen compliance.

Not orderable until the pending change is reviewed.

Why It Works

- Source facts come before fluent listing copy.
- **Real portions anchor appearance expectations.**
- **Chef readback checks meaning, not a blind tick.**
- **The accepted order keeps its original meal record.**

Unique Product Strengths (Proposal)

- **Facts Before Generation**
- **Actual Packed Serving**
- **Meaningful Readback**
- **Chef-Controlled Updates**
- **Visible Changes**
- **Order History**
- **One Dish to Start**
- **Exception Path**

SIMPLE 4-STEPS TO A CONFIRMED LISTING

1. Capture Meal
   Name ingredients; show the packed serving.
2. **Hear & Edit**
   Hear the facts; correct critical gaps.
3. Review Change
   Review ingredients before orders.
4. Publish Meal
   Publish; save the accepted meal.

Chef Experience Reinvented: From Draft to Confirmed Dish

Capture the meal, hear its meaning and update what changed; preserve the chef's language and food.

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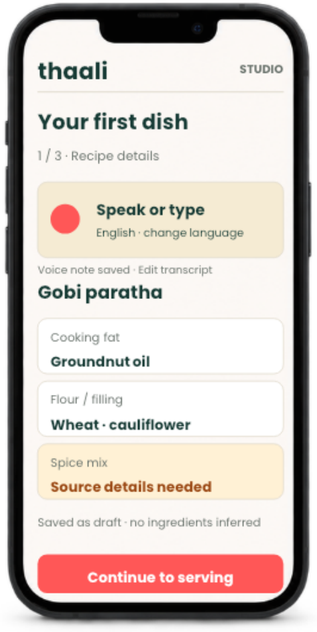
CHEF FACTS + READBACK = A CONFIRMED MEAL

79% finish setup, yet Studio listings have **7.6** issues per 100 orders. Fast publishing does not establish ingredient completeness.

HOW DOES A CHEF CONFIRM THE ACTUAL MEAL?

1 Source Capture: Confirm What You Cook



A one-dish record starts with the chef's ingredients and packed serving. AI helps organise the input, then the chef corrects it.

How It Works:

Name ingredients and compound inputs such as flour, oil or packaged masala. Photograph labels when useful. Capture the packed portion that will actually be delivered. Ask about omissions instead of filling them from a model guess.

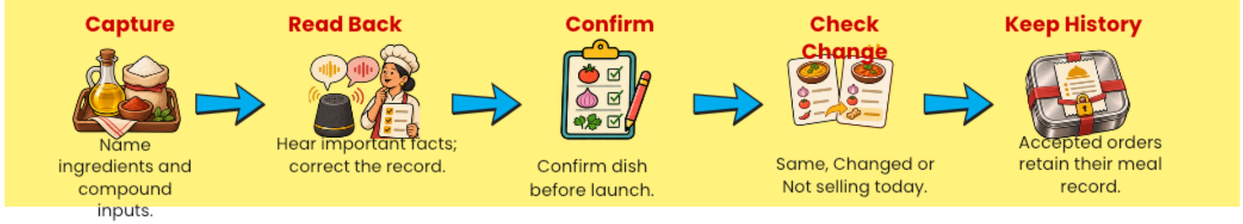
Unique Selling Points (USP):

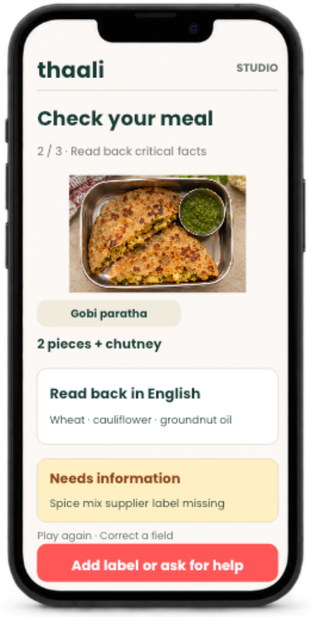
Ingredient-Level Corrections → The chef changes the named item, rather than approving a whole fluent paragraph.
Actual Serving → Store the source photograph beside the listing image.
No Inferred Absence → An unmentioned ingredient remains unresolved, never automatically absent.
One-Dish Start → Reduce initial effort, then reuse confirmed facts.

Why It Matters:

Source capture addresses missing inputs; truthful disclosure and actual kitchen practice still determine completeness.

THE DISHPROMISE DAILY MEAL RECORD CYCLE





2 Readback: Hear, Correct, Confirm

Hear
Key facts in the chef's own language.

Correct
Edit a named fact or replay its source; avoid a one-tap blanket approval.

Confirm
Confirm the current record after reviewing the important gaps.

Read back ingredients and serving in Hindi, Marathi or Telugu. Validate chef comprehension before calling the workflow usable.

Unique Selling Points (USP):

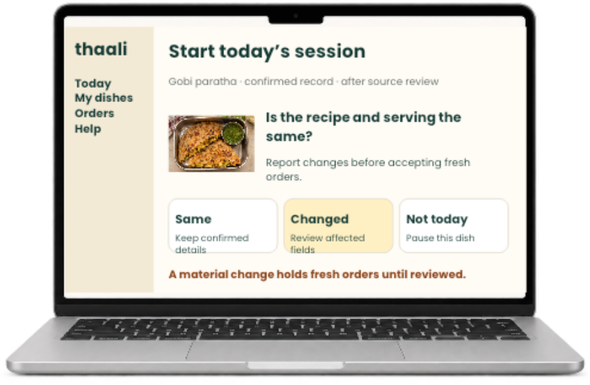
Own-Language Meaning → Test whether chefs can explain the record back in their own words.
Critical-Fact Review → Focus attention on omissions, compound inputs and substitutions.
Bounded AI → Translation supports the chef; it does not certify recipe completeness or dietary safety.

Why It Matters:

A fluent draft can encourage passive agreement. Meaningful correction is the control; a confirmation badge alone is insufficient.

3 Daily Update: Same, Changed, Not Selling

31 ingredient tickets in five months; **6** saw a doctor
Separate incident triage from ordinary photo complaints.



Daily choices keep work small. Ingredient or serving changes create a pending record and hold fresh orders.

How It Works:

Same: keep the record.
Changed: edit source ingredients and serving.
Not selling: remove current availability.
Checkout rechecks current status.

Why It Helps:

Accepted orders keep their meal.
If the kitchen cannot fulfil it, support resolves or cancels explicitly. No silent substitution.

Buyer Journey

A proposed journey from choosing a meal to a dependable reorder; the feelings curve is illustrative, not observed research.

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Mapping the Customer Journey

Discover

Find a regular meal.
See the chef's actual serving and relevant meal details.

Find meal · Read serving
Open ingredient facts

Is this the meal I will receive?
Does this serving fit my need?
What is in the packaged masala?

Show actual portions. Surface uncertainty before dietary assumptions. Test comprehension.

Evaluation & Choice

Read ingredient facts. Compare the portion and recipe with personal needs.
Open unresolved facts before choosing.

Resolve gaps · Choose meal
Recheck current checkout state

An omitted fact is still unknown.
I need a clear answer before ordering.
I can see what changed.

Show critical facts before persuasive copy. Offer a route to ask about unknown facts. No allergen-free claim.

Checkout & Delivery

Recheck current availability at checkout.
Receive the meal or resolve a fulfilment exception.

Accepted order keeps its meal record.

The accepted meal is preserved.
Support can see my order record.
What if the kitchen cannot make it?

Recheck the current dish state at checkout. Hold fresh orders while known gaps remain. Keep the ordered meal.

Support & Reorder

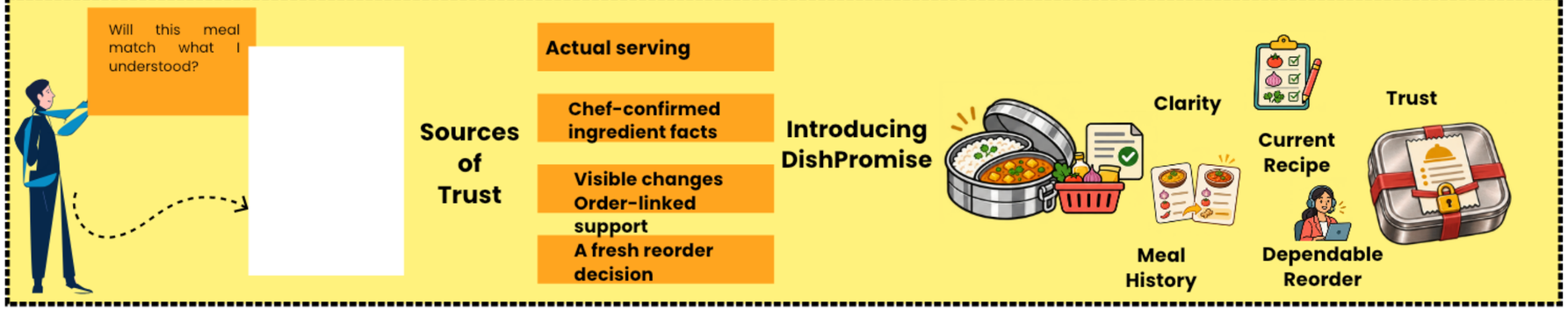
Report a mismatch with order-linked evidence.
Review before reorder.

Place order · Receive meal
Report mismatch · Review reorder

This recipe is current now.
I can compare the current dish.
A reliable meal earns another order.

Split ingredient, appearance and delivery. Link reports to evidence. A new recipe needs a fresh buyer decision.

1 2 3 4 5 6 7 8 9 10



Value Promise

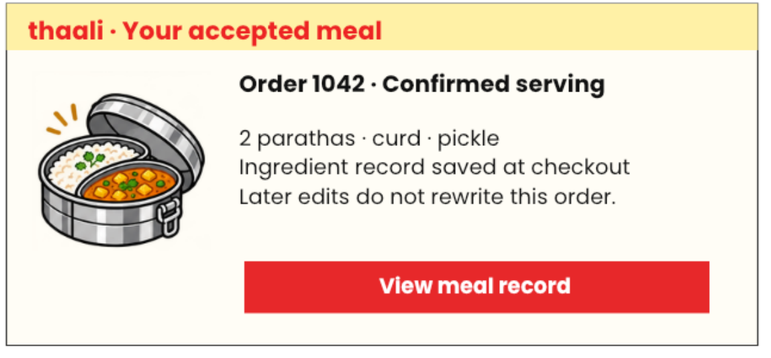
A clear meal promise: what the chef confirms, what the serving looks like and what the buyer accepted. The workflow supports an informed choice and a traceable exception path; it does not prove a kitchen never changes ingredients.

Target Users

Regular-Meal Buyer → Needs a dependable lunch or dinner; case users often live alone or in rented flats.
Ingredient-Conscious Buyer → Needs clarity before choosing; do not equate a record with dietary safety.
New & Regular Chef → Both need manageable updates and preservation of their own food identity.

Positioning

A dependable meal, in the chef's own voice.
Keep actual servings, visible uncertainty and the accepted meal. Validate comprehension, chef effort and outcomes before expansion.



Omni-Channel Adoption and Growth Strategy

Use existing channels; gate growth on mature repeat, truthful records and review capacity.

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OMNI-CHANNEL PILOT STRATEGY

FUNNEL STAGE	CHANNEL TACTIC	EXPECTED ACTION	KPIs / DECISION GATES
 AWARENESS	Existing chef groups; city operations outreach	Understand one-dish confirmation	No safety promise; comprehension checked
	Own-language voice / assisted demo	Start with the actual meal	Track effort by language and tenure
	Current listing and order touchpoints	See serving and ingredient facts	Separate reach from completed paid orders
 CONSIDERATION	One-dish guided capture	Provide ingredients + compound labels	Known critical gaps resolved or contained
	Readback and source comparison	Correct a named fact	Chef explains meaning; no blind tick
	Buyer comprehension check	Distinguish confirmed from unknown	No implied allergen-free assurance
 CONVERSION	Safe checkout with current-state recheck	Accept only an orderable dish	No known stale-state acceptance
	City review queue and first-order support	Confirm source; fulfil accepted meal	Completion ≥70%; fulfilment drop ≤5 pp
	First paid orders by Day 12 if ready	Start mature 30-day cohorts	Late cohort → extend reading window
 LOYALTY	Current recipe shown before reorder	Make a fresh, informed choice	Repeat target ≥28% after 30 days
	Order-linked mismatch support	Separate causes and preserve evidence	Not-as-shown target ≤4 /100 orders
	Weekly quality / capacity review	Expand only the controls that pass	Review ≤840 slots/week allocated

CUSTOMER ADOPTION STRATEGY



Target: Newer chefs and everyday meal buyers in a readiness-selected pilot city; Pune is a candidate, not a proven worst market.



Days 1–7: Trace all 31 tickets; test source capture and readback with 9 chefs and 12 buyers as a proposed discovery sample.



Days 8–14: Launch only if a thin, safe one-dish flow is ready; aim for first paid cohorts by Day 12.



Channels: Existing city teams, chef groups and buyer touchpoints; no external partnership or paid reach is required for Day 1.



Segmentation: Stratify tenure, city, cuisine and language; track regular and newer chefs separately.



Constraint: Do not buy demand faster than source review and fulfilment can support.

CUSTOMER RETENTION STRATEGY



Accepted-Meal History: Keep the meal record attached to each order; a later recipe edit cannot rewrite it.



Change Visibility: A changed dish is held for fresh orders until reviewed; reorder shows the current recipe.



Safe Comparison: Apply critical-gap containment in every arm. Never leave a known unsafe listing live for experimental purity.



Mature Read: Earliest 30-day signal is Day 42 for Day-12 buyers; use a fuller Day-56 read, or extend if traffic is insufficient.



Quality Gates: Target repeat ≥28%, not-as-shown ≤4/100, setup completion ≥70% and fulfilment decline ≤5 pp versus a safe comparator.



Scale Decision: Require source accuracy, usable daily effort and an affordable review queue together.

THAALI BENEFITS

Bounded language help speeds source capture; measure actual chef effort.



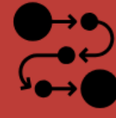
Current availability is checked before acceptance; known gaps are contained.



Order-linked support separates ingredient, image and delivery causes.



Real serving evidence reduces room for appearance overstatement.



A mature cohort tests whether the meal promise earns repeat orders.

Gate expansion by capacity and cost; active-chef counts alone are insufficient.

Bounded AI Tools for a Dependable Meal Record

Language assistance organises source facts; explicit rules control review, availability and accepted orders.

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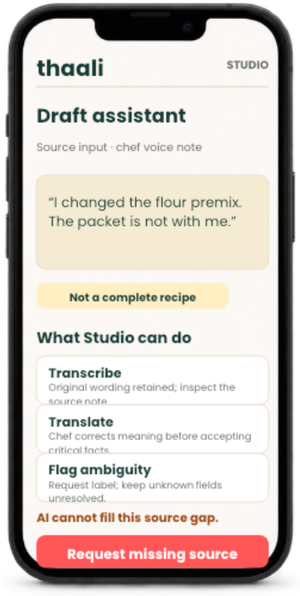
31 ingredient tickets show a missing-source risk; **6** saw a doctor. Confidence cannot recover an omitted source ingredient.

4 Bounded AI: Express the Facts



AI can transcribe, translate and organise what the chef supplies. It highlights unresolved facts before the listing is confirmed.

How It Works:

Keep the original voice note and actual-serving photograph. Extract named ingredients, ask about compound inputs and link each correction to its source. Show uncertain content as unresolved. Chef readback reviews meaning before any claim is published.

Unique Product Controls:

No Invented Absence → Silence or a photo cannot establish an ingredient is absent.
Truthful Image → Preserve food and portion; compare with the source photo.
Chef Ownership → Correct source facts before promotional copy.
Audit Trail → Link the source, current record and acceptance event.

Why It Matters:

Better fluency can hide uncertainty and invite passive approval. The product needs source completeness and meaningful review, not a more confident draft.

5 Incident Trace: Separate the Causes

Link all 31 historical ingredient reports to the voice note, source recipe, generated draft, accepted order and delivered evidence.

How It Works:

Separate ingredient, image and delivery causes. Escalate reported reactions and hold affected dishes while facts remain unresolved.
→ Compare source and generated listing for omissions.
→ Check kitchen inputs for changes after confirmation.

Restrict incident evidence; retain only what is needed.

Unique Product Controls:

Cause-Specific Queue → Separate missing source, AI omission and substitution.
Rechecks → Audit live inputs.
Owner → City lead contains issues and traces evidence.

6 Review State: Enforce the Current Record

Source Evidence — Voice, labels, serving.
→ **Review Named Gaps** — Key facts and changes.
→ **Publish Dish** — Confirmed facts, no unresolved critical gap.

A structured record feeds the city review queue and current orderability state. The accepted order keeps its own meal details.

How It Works:

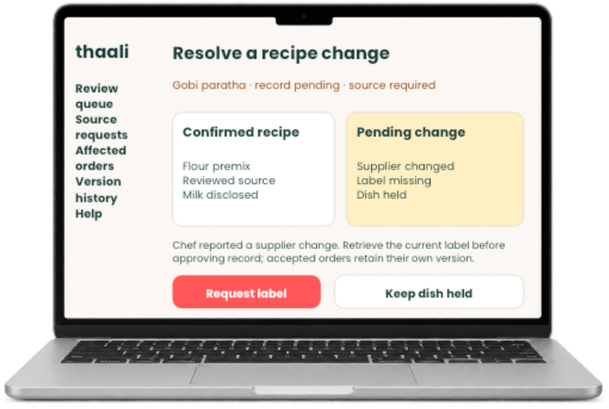
Changed ingredients start a pending record. Affected new orders pause until review. Checkout rechecks status immediately before accepting the order. Existing orders keep their accepted meal; if that meal cannot be made, support resolves or cancels it explicitly.

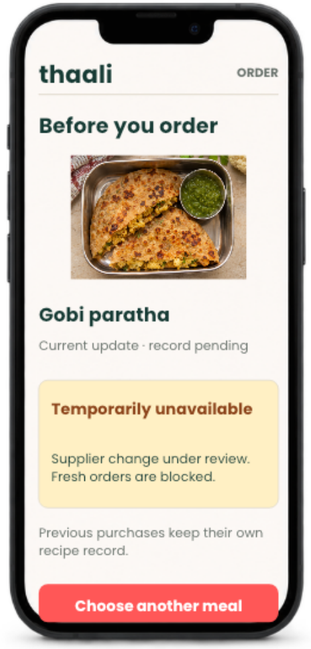
Unique Product Controls:

Current Recheck → Reject a stale dish state at acceptance.
Order Snapshot → Later edits never rewrite the accepted meal.
Limited Access → Authorised staff review source evidence.
Queue Discipline → Critical gaps precede copy improvements.

Why It Matters:

The highest practical failure is an unreported physical substitution. Records and checkout rules contain known changes; they cannot force a kitchen to disclose every change.





HOW DISHPROMISE SUPPORTS A DEPENDABLE MEAL

Detect: Flag missing facts, changed inputs and mismatches.

Contain: Hold fresh orders while critical facts remain unresolved.

Resolve: Keep meal details; explicitly resolve fulfilment exceptions.

Learn: Prioritise from traced causes, effort and mature repeat.

Review Capacity & Risk Assessment

A ₹18 lakh, 90-day operating plan; qualitative risks stay visible beside the resource constraints.

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Financial Impact & Review Capacity

Line Item	Unit	Input	Plan	Basis	Gate
Cloud / data	₹ lakh	4.0	4.0	Estimate	Meter use
Speech / models	₹ lakh	1.5	1.5	Estimate	Cost / dish
Extra operations	₹ lakh	9.0	9.0	Scenario	Review time
Incident handling	₹ lakh	1.5	1.5	Reserve	Owner ready
Contingency	₹ lakh	2.0	2.0	Reserve	Spend gate
Total budget	₹ lakh	18.0	18.0	Case limit	≤18.0
Max reviews	/ week	3 × 400	1,200	Case	Staff cover
Allocated reviews	/ week	70%	840	Proposal	Queue health
Quarterly slots	90 days	Ramp-adjusted	9,960	Arithmetic	No overbook
New + rework	Slots	3,600 × 1.2	4,320	Assumption	One dish
Residual slots	Slots	9,960-4,320	5,640	Arithmetic	Legacy / audit

Engineering Effort Allocation

Workstream	Person-weeks	Share	Lead	Release Gate
Core + chef capture	11	29%	App / ML	Source + state
Buyer / checkout	5	13%	App	Current recheck
Operations tools	6	16%	App / ops	Review + trace
Measurement + QA	10	26%	App / design	Safe cohort read
Reserve	6	16%	Team	Defects / incidents
Total	38	100%	3 app engineers	38.6 available

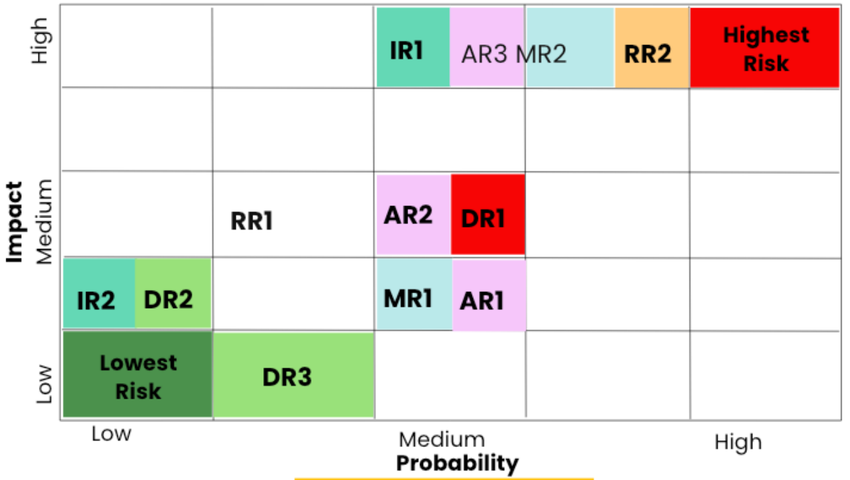
Assumptions:

- **Budget:** ₹18 lakh is incremental; existing team salaries are funded separately. Validate vendor bills and review times.
- **Capacity:** 1,200 reviews/week across three cities; allocate 70% = 840, leaving operational headroom.
- **Ramp:** Two half-capacity weeks reduce 10,800 gross quarterly slots to 9,960.
- **Risk Matrix:** Initial team judgement, not measured probabilities. One-dish intake; extra dishes and rework consume review slots.

Key Inference:

- **Economics:** At 4 complaints/100, illustrative kept contribution is ₹26.20/order, +₹7.92 vs Studio's current ₹18.28, before programme cost.
- **Primary Gate:** Target 30-day repeat ≥28%, with quality, completion and fulfilment guardrails.
- **Growth:** Reaching 15,000 active chefs needs +3,600 net, plus replacements for exits; churn and the active definition are unknown.
- **Decision:** Expand within reviewed capacity; sign-ups alone cannot prove the investor target.

Risk Analysis



MARKET RISKS
- MR1 — Demand after holds
- MR2 — Repeat / trust loss

INGREDIENT OPERATIONS
- IR1 — Unreported substitution
- IR2 — Supplier-label gap

ECONOMICS RISKS
- RR1 — Review-cost overrun
- RR2 — Incident underfunding

PRODUCT RISKS
- AR1 — Confirmation fatigue
- AR2 — Stale checkout
- AR3 — Partner dependency

DIGITIZATION RISKS
- DR1 — Wrong ordered record
- DR2 — Service outage
- DR3 — Low digital confidence

Mitigation Plan

- **Physical Change:** Recheck inputs, hold known gaps and trace reports. Kitchens must disclose changes.
- **Review Effort:** Measure minutes per slot; pace intake.45 minutes exceeds₹9 lakh.
- **Order Integrity:** Test stale checkout, repeated acceptance and preserved meal details.
- **Usability / Incidents:** Test readback meaning; assign an owner and containment path.

Market Segmentation & Partnerships

Practical offerings and candidate partners support a controlled, evidence-led rollout.

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SEGMENTATIONS

Geographic Segmentation:

- **Delhi NCR, Pune, Hyderabad:** Thaali's three operating cities; the case gives no city-specific complaint or repeat split.
- **Pilot Candidate:** Pune only if language, staff coverage and queue readiness support it; no claim it is the worst market.
- **Expansion Unit:** A reviewed dish and its fulfilment workflow, rather than an unverified city-wide launch.



User & Chef Segmentation:

Newer Chefs: Lower confidence.

Regular Chefs: 1,150 chefs contribute 41% of orders; preserving identity and repeat relationships matters.

Buyers: Often live alone or in rented flats; everyday meals and ingredient needs vary.

Psychographic Segmentation

Jobs: A consistent meal and manageable daily selling. **Trust:** Actual portions, understandable ingredient facts and visible changes. **Barriers to test:** Source effort, passive readback approval and confusion between a record and a safety guarantee.



TARGETS

Primary Users (Pilot):



- **Newer Chefs →** One dish, own-language capture; test completion and review effort.
- **Low-Order Cohort →** 1,976 newer chefs have under five orders; check joining dates.
- **Meal Buyers →** Test a paid return order after a clearer meal promise.
- **Ingredient Needs →** Test unknown-fact comprehension; never imply allergen-free suitability.

Secondary Users (Enablers):



- **Regular Chefs →** Preserve identity; test their update workflow.
- **City Operations →** Review within 400 slots/week/city.
- **Support →** Resolve fulfilment exceptions from the saved meal.

POSITIONING

Dependable Meals, Chef Facts

DishPromise keeps actual servings, chef facts and the accepted meal. Known changes pause fresh orders; uncertainty stays visible instead of becoming confident copy.

Proposed workflow; physical kitchen compliance remains to test.

SERVICE OFFERINGS



Source Capture

Capture ingredients and compound inputs first. Link a label or source note when useful; do not infer an ingredient's absence.



Actual Serving

Show the packed meal that will be delivered. Preserve food and portion through image editing; retain its source photograph.



Meaningful Readback

Hear critical facts in the chef's language. Correct named ingredients; test understanding rather than relying on one blind tick.



Change & Hold

Same, Changed or Not selling today. Known unresolved changes hold affected fresh orders until reviewed and rechecked.



Accepted Meal History

Save the accepted meal. Show current facts before reorder. Resolve exceptions explicitly.

PARTNERSHIPS AND ALLIANCES



Technology Candidates

- **Nutritics / Kafoodle:** Evaluate recipe-data precedent; no API access or commercial integration is assumed.



Supplier Evidence

- **Current Suppliers:** Changed packets and labels; chefs own truthful disclosure.
- **Packet Trace:** Keep evidence of the input actually used.



Local Channels

- **Housing / Offices:** Existing chef networks, after pilot gates pass; no signed partner claimed.
- **Local Groups:** Relevant demand within review capacity.



Research Groups

- **Chef / Buyer Groups:** Test comprehension and effort across language and tenure.
- **Scope:** Candidates only; no Day 1 dependency or safety endorsement.

Appendix 1

Worked economics, review capacity and experiment sizing; all are planning scenarios.

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Per 10,000 Distinct Listing Visits

Cohort / Stage	Count
Distinct listing visits	10,000
Manual first paid buyers	450
Studio first paid buyers	550
Manual return buyers	171
Studio return buyers	115.5 ≈ 116

- **Conversion:** 10,000 × 4.5% = 450 manual buyers; 10,000 × 5.5% = 550 Studio buyers.
- **Repeat:** 450 × 38% = 171; 550 × 21% = 115.5. Studio needs 171 ÷ 550 = 31.1% repeat to match this illustration.
- **Boundary:** Distinct equal visits are illustrative. Conversion × repeat is not observed lifetime value or proof of causality.
- **Cohorts:** Match city, cuisine, tenure and buyer context; actual traffic and cluster sizes are still unknown.

Complaint-Adjusted Contribution

Listing	Issues /100	Cost /100 (₹)	Kept /order (₹)
Manual	2.0	440	30.60
Studio	7.6	1,672	18.28

- **Formula:** Kept contribution = ₹35 - (complaints per 100 ÷100) ×₹220.
- **Studio:** ₹35 -0.076×₹220 = ₹18.28. Manual: ₹30.60.
- **4/100 Scenario:** Kept contribution is ₹26.20, a ₹7.92 improvement per comparable order before programme cost.
- **Cost Boundary:** ₹9 Studio expense is per listing, not per order. Do not subtract it repeatedly.
- **Sensitivity:** All complaints are costed at the case average; actual severity and handling effort may differ.





The first curve holds all other inputs fixed. Higher complaint rates erode the ₹35 starting contribution; a rate below the current Studio baseline creates an illustrative gain. The second curve divides ₹18 lakh by that per-order gain, rounding required orders up. At 4/100, 227,273 comparable orders cover the full programme cost in this simplified scenario. This is not a volume forecast: traffic, causal lift, timing, differing complaint severity and ongoing costs remain unknown. Recovery depends on enough comparable orders, realised cost savings and sustained quality after expansion.

Worked Assumptions

- One slot covers one dish or change; complex cases need more.
- New-dish rework is assumed 20%; validate against the actual queue.
- Existing salaries are outside the incremental₹18 lakh budget.
- Reserve 30% of maximum review capacity for business-as-usual work.
- Rechecks remain necessary because records cannot prove kitchen compliance.
- Extend the pilot if cohorts or clusters have not matured.
- Validate exposure, source completeness and actual review time before spending the full allocation.

Measure	Input A	Input B	Formula	Result	Type
Max review/week	3 cities	400/city	3 × 400	1,200	Case
Allocated/week	1,200	70%	×0.70	840	Proposal
90-day gross	840/week	90/7 weeks	840×90/7	10,800	Derived
Ramp reserve	2 weeks	420 lost/week	2×420	840	Assumed
Usable slots	10,800	840	Subtract	9,960	Scenario
New first dish	3,600	1 each	Multiply	3,600	Assumed
New rework	3,600	20%	×0.20	720	Assumed
Residual slots	9,960	4,320	Subtract	5,640	Scenario
Independent n/arm	21% → 28%	α.05; 80%	Two-proportion	≈592	Plan
Cluster n/arm	m 20; ρ.02	DE1.38	592×1.38	≈817	Plan
Review cost	30 min	₹180/hour	9,960×₹90	₹8.964 L	Unquoted

Key Inference

Capacity: Review demand exceeds available slots.
11,400 legacy chefs plus 4,320 new/rework slots require 15,720 reviews. With 9,960 usable slots, the shortfall is 5,760; review all legacy dishes only through a staged, risk-led plan.

Growth is net: 15,000-11,400=3,600 net active chefs. Sign-ups must also replace exits; the case does not define active status or give churn.

Effort sensitivity: A30-minute review at₹180/hour implies₹90/slot and₹8.964 lakh for 9,960 slots. At 45 minutes, cost becomes₹13.446 lakh, above the₹9 lakh operations scenario. These rates are assumptions, not vendor quotes.

Experiment sizing: About 592 independent buyers/arm detect 21%→28% repeat at two-sideda=.05 and 80% power. A design effect 1+(20-1)×.02=1.38 raises this to about 817/arm. Validate actual cluster size and correlation.

Decision: Do not infer a successful business from a forecast curve, an unverified chef count or an underpowered six-week pilot.

Appendix 2

Metric definitions, evidence boundaries and proposed review-slot allocation make the rollout auditable.

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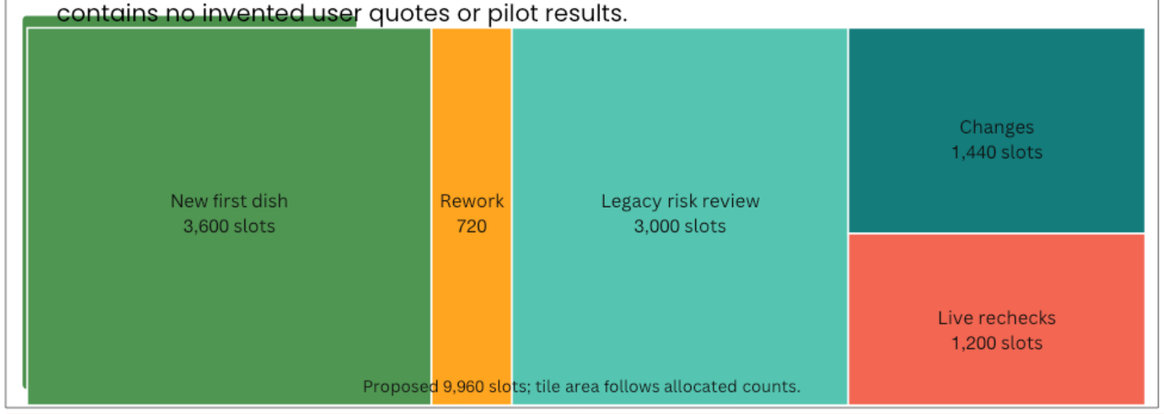
Pilot Metrics & Decision Definitions

Metric	Population	Numerator	Denominator	Window	Decision
Repeat	Assigned first-paid buyers	Completed paid returners	All assigned first-paid buyers	30 days	Target ≥28%
Not as shown	Comparable paid orders	Mismatch complaints	Paid orders ×100	Cohort / week	Target ≤4/100
Verified setup	Eligible chef starters	Confirmed first dishes	Eligible chef starters	14 days	Target ≥70%
Fulfilment	Assigned first orders	Completed paid orders	Assigned first orders	Pilot	Drop ≤5 pp
Critical accuracy	All live / changed dishes	Known critical gaps contained	All known critical gaps	Immediate	Contain in all arms
Review capacity	City review queues	Reviews completed	840 allocated slots/week	Weekly	Cost + queue gate

Assumptions

- **Assignment:** Prefer chef-level clusters to limit within-chef spillover; stratify city, tenure, cuisine and language. Buyer cross-shopping still creates interference.
- **Comparator:** Use a safe manual or existing workflow with the same critical-gap containment; never knowingly withhold safety controls.
- **Analysis:** Keep all assigned first-paid buyers in the repeat denominator, including first-order cancellations. Predefine handling of cross-arm orders.
- **Maturity:** Earliest Day 42 read needs first paid orders by Day 12. If there are too few mature buyers or clusters, extend before scaling.
- **No Findings Claimed:** Interviews, rollout dates and targets are proposed; this deck contains no invented user quotes or pilot results.



Evidence Register & Boundaries

ID / Source	Supports	Does Not Establish	Use	Status
C1 · Official case	Platform data, constraints	Causal Studio effect	Facts / arithmetic	Fictional case
C2 · Unstop	Flame format and scope	Judging outcomes	10 content +2 appendix	Round rules
E2 · FSA UK	Ingredient-info practice	Indian legal duty or safety	Comparator only	Official guidance
E3/E4 · Recipe tools	Recipe / allergen fields	Thaali kitchen compliance	Capability precedent	Product docs
E5/E8 · DoorDash / NIST	Photo integrity / AI risk	Our implementation succeeds	Design guardrails	Primary sources
E6/E7 · Research	Overreliance / interference	Our chef or buyer results	Pilot design risks	Research papers

Assumptions

- **Budget:** Incremental₹18 lakh; existing salaries funded separately. Validate review and cloud estimates.
- **Slot Unit:** One dish/change plus 20% new-dish rework; complexity may raise demand.
- **Power:** ≈592 independent buyers/arm; ≈817 at design effect 1.38. Traffic and clusters remain unknown.
- **Scope:** No partner integration or allergen-free claim is required initially.

Key Inference

- **Test the Mechanism:** Trace voice note → source facts → draft → accepted order → delivered meal. Separate absent source, generation omission and later substitution.
- **Judge the Whole Workflow:** Repeat improvement is insufficient if known critical gaps remain, review cost breaks the budget, chef completion drops or accepted orders cannot be fulfilled.
- **Preserve Physical Reality:** Confirmed records do not make kitchens comply. Recheck selected live dishes and changed packets; escalate incidents through a named city owner.
- **Be Cautious with Evidence:** Thirty-one tickets are a selected support count, not an exposure rate. Six doctor visits do not establish clinical causality. Raw Studio/manual gaps are confounded.
- **Earn Expansion:** Require mature cohorts, a safe comparator, practical chef effort and a viable queue before more acquisition. If evidence is inconclusive, extend the pilot and report the uncertainty.