

BUONAPP



Disruptive Innovation Business Concept
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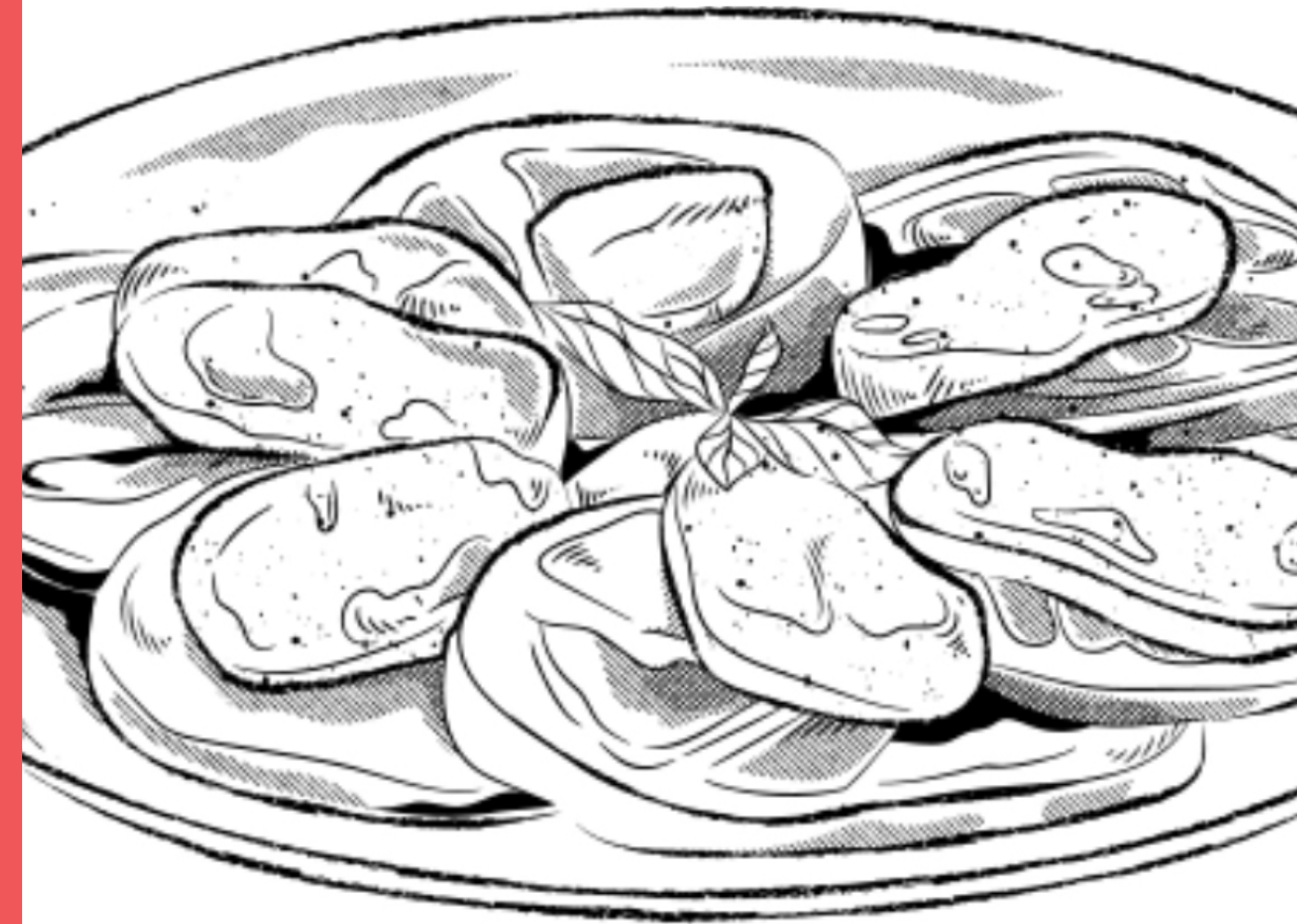
BUONAPP

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**ABOUT
BUONAPP**



BACKGROUND & DETAILS

About BuonApp

Derived from the Italian word buon appetito, BuonApp is the dining option of the sharing economy.

The idea capitalizes on travelers' urge for authentic cultural and culinary experiences and their need for affordability. BuonApp allows those travelers to eat in local homes as they travel around the world. Through easy online hosting and booking, hosts can list their home meal where they are connected with guests seeking their offering.



User Sign Up

Easy sign up through the BuonApp website or mobile app

Users then create their profile imputing key information:

- Personal and payment information
- Food preferences
- Allergies and dietary restrictions
- Desired price range for meals
- Select desired location settings

Users can then search all available offerings and be recommended host/meals by an algorithm that considers their location and preferences.

Host Recruitment & Vetting

BuonApp wants to maintain convenience and low barriers of entry to allow for rapid host adoption while still ensuring a safe and quality experience for users.

Hosts who are interested in joining BuonApp will follow the following process:

- Create their host profile and verify identity
- Watch a brief video about food safety
- Sign a contract
- Purchase host insurance through BuonApp

Through a kitchen equipment partnership, BuonApp will provide hosts with the option to purchase a variety of starter packs, adding a layer of convenience and further removing adoption barriers for hosts.

BuonApp will rely on guest feedback and reviews, and a rewarding tiered approach will be implemented. Hosts can reach higher levels the more meals they host and postive reviews they receive. Each level will provide incentives such as higher commission payments, gifts, and promotion as a recommended host on the booking platforms. These levels and incentives will encourage the best service and help with host retention.

BuonApp Host Tiers

BuonApp
Beginner

BuonApp
Intermediate

BuonApp's
Best

BuonApp
Pro

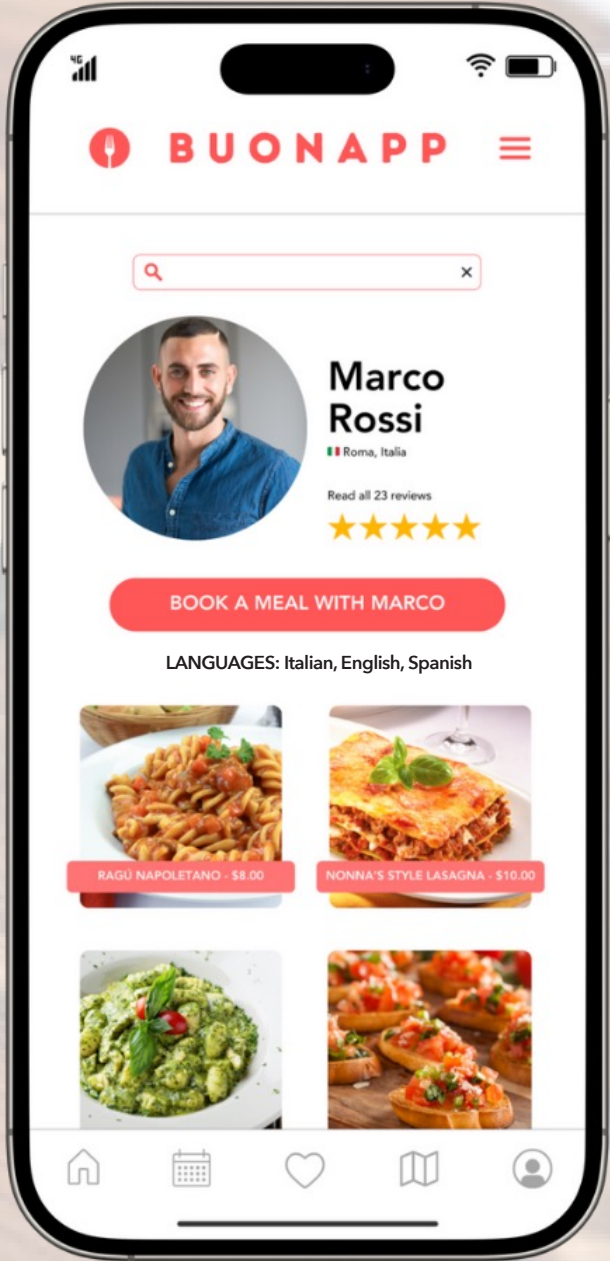


BOOKING PROCESS

BuonApp wants to provide a seamless and informative booking process so users know exactly what they are getting by booking with BuonApp, adding another layer of trust. Generating interest and excitement is also essential during the booking process. Elements such as a YouTube video link from the hosts and leading users to other videos on BuonApp’s channel can foster a more personal connection and excitement. Additionally, including the feature to see if others are attending the meal can lead to higher booking intent, resonating with solo travelers looking for a social experience.

WHAT YOU WILL SEE BEFORE BOOKING:

Full Menu and Ingredient List <small>*Plus an alert is any ingredients match with allergies or dietary restrictions</small>	Location
Time and Predicted Length of Meal	Price Per Person
How Many Seats are Open/Others Attending	Languages Spoken By Host
Host Rating and a Short Bio About Them	Video Welcome and Introduction From Host





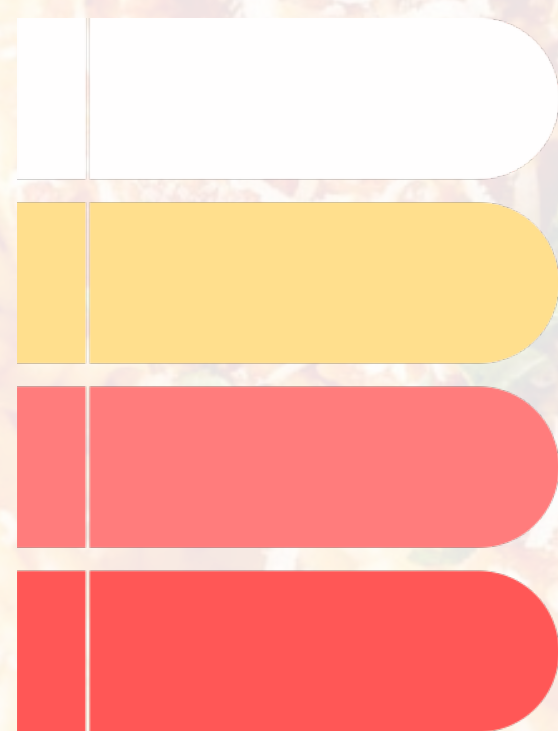
UNIQUE VALUE PROPOSITION

BuonApp gives travelers unique and cultural food options at the most affordable prices. Connecting users to an extra seat at local home tables, BuonApp is redefining how and where people eat when traveling.

"Finding you an extra seat at the table"



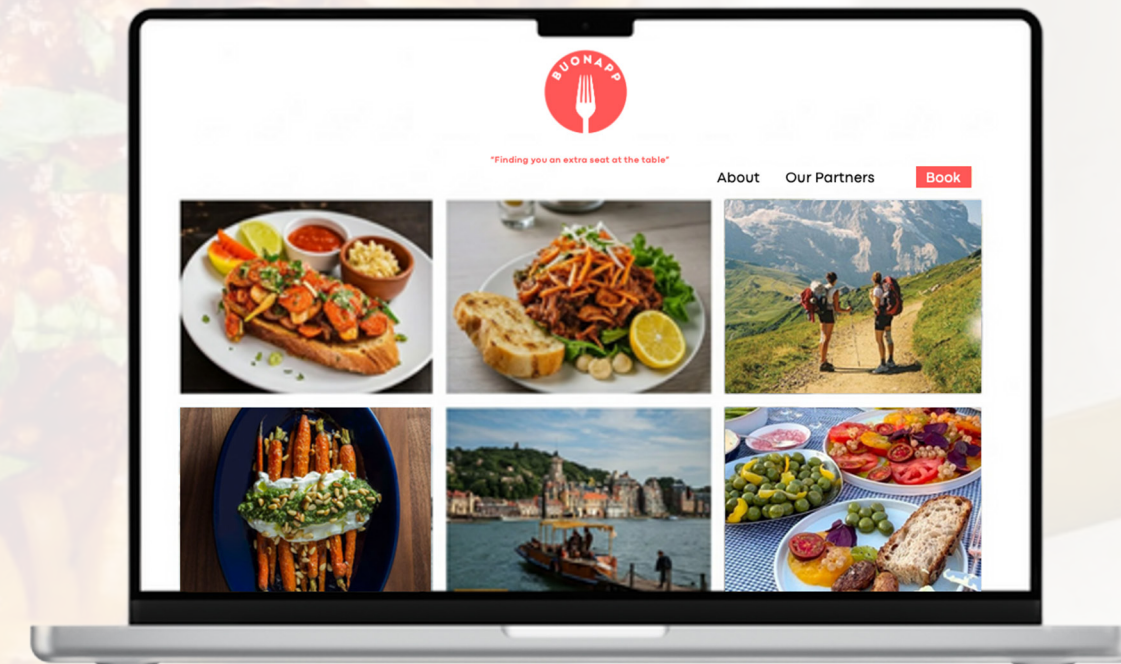
Logo



Color Palette

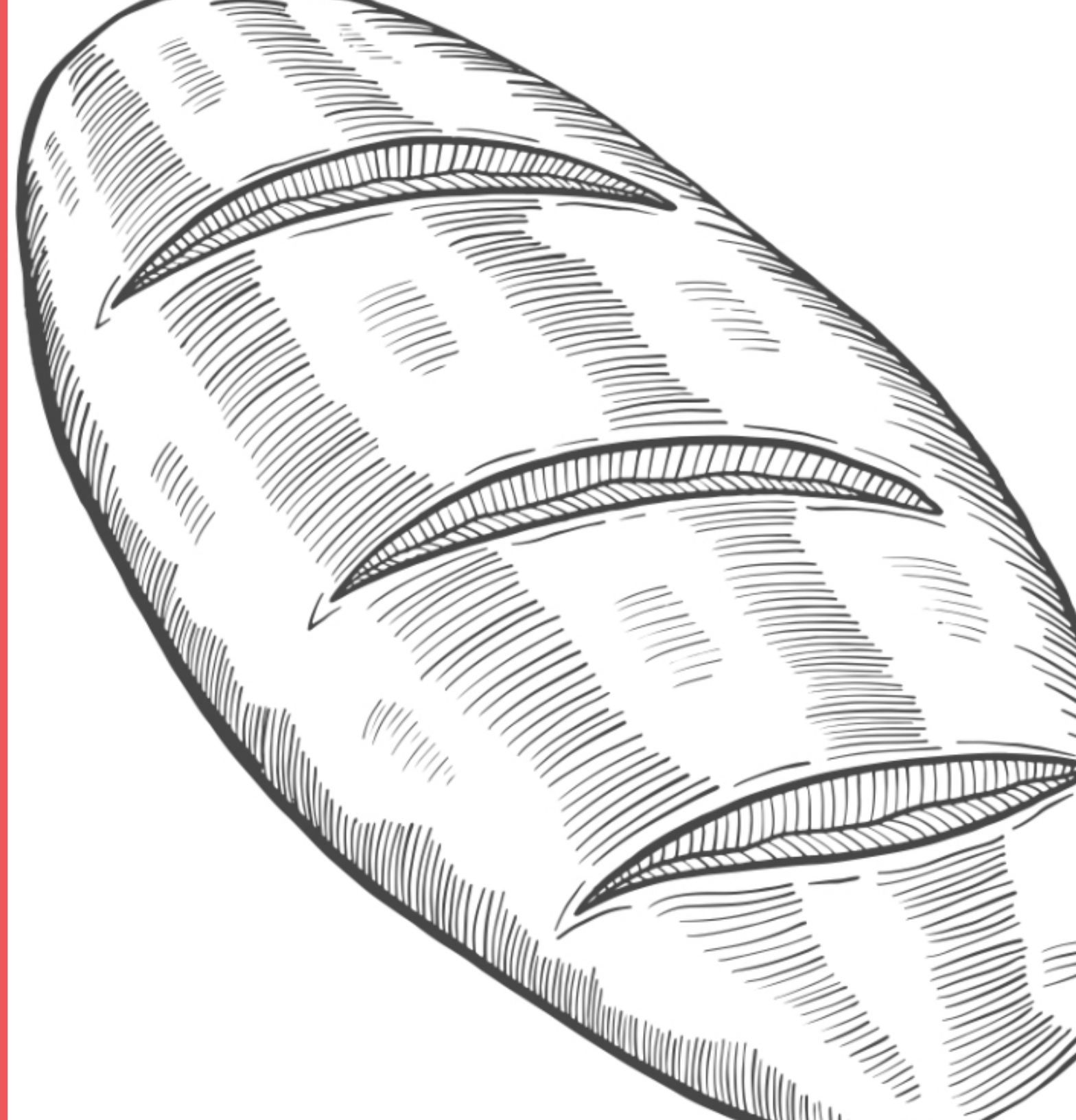


Mobile App



Web

MARKET OVERVIEW





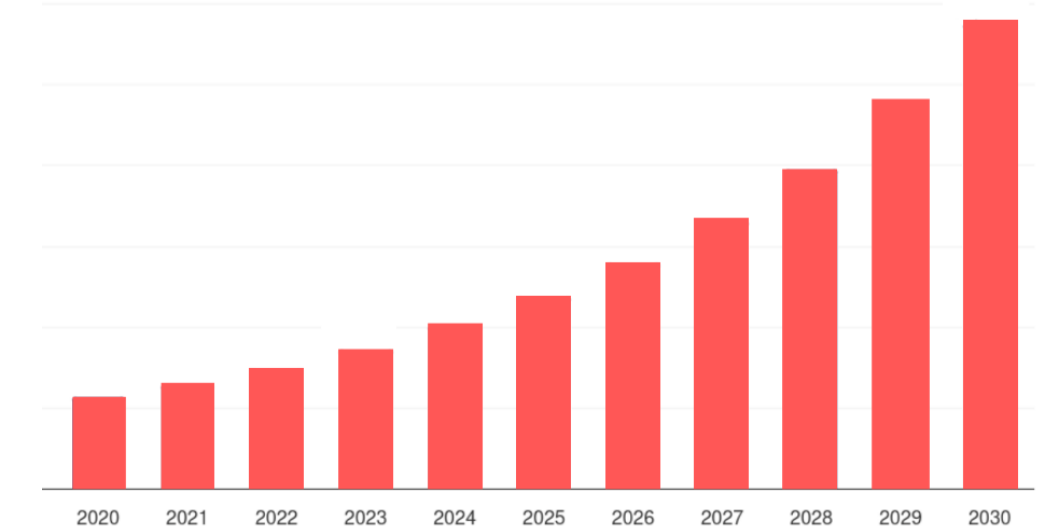
MARKET RESEARCH FINDINGS

Italy, being an epicenter of cultural and food related tourism, coupled with its ideal food safety regulatory environment, provides a logical launch location for BuonApp. To better understand the potential within the country research provides a market overview of data related to traveler motivators and travel related food expectations.

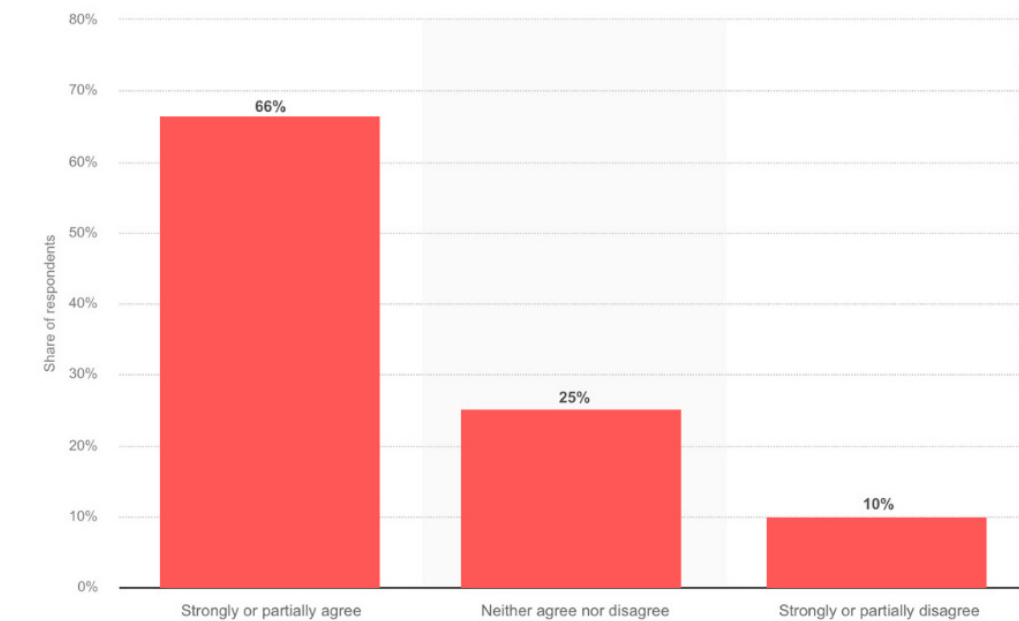
After market research it was discovered that:

- Increasingly, **tourists seek out real food experiences** as a form of cultural discovery.
- Food festivals, culinary classes, and tours to farms or wineries are growing in popularity.
- The Italian food/culinary tourism market is expected to grow at a CAGR of 19.9% from 2024 to 2030.
- Market revenue in 2023 : USD \$344.8 M
- Market revenue in 2030 : USD \$1.1 B

Italy Culinary Tourism Market Size & Outlook, 2023-2030 - HORIZON GRAND VIEW RESEARCH



Agree or Disagree: Food tourism helps me better know the local culture of my trip destination. Statista, 2017.





KEY INSIGHTS

Increased demand for real experiences: Tourists prefer to experience local culture. Food tourism in 2023 rose by 37%, with significant interest in native foods.

Different types of food tourists:

- Academics (42.1%) - Experience new food and culture.
- Partiers (23%) - Enjoy food as a social occasion.
- Thinkers (19%) - Come to learn about food history.

Overexpansive global market: Culinary travel is expected to grow from USD \$1,090.48 B in 2024 to USD \$4,210.19 B in 2033, at a growth rate of 14.46% annually.



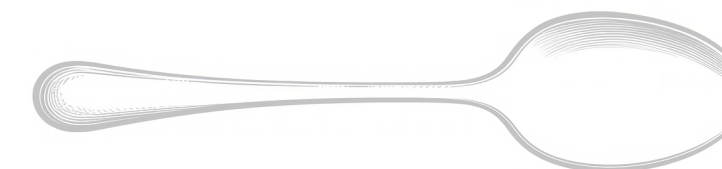


REGULATORY ENVIRONMENT

- Hosting meals at home is allowed but viewed as an occasional activity with an annual income limit of USD \$ 5393.25.
- Any company or individual that profits from a food experience is considered a “food business” and is required to comply with regulatory standards (registration and HACCP guidelines)
- There is a gray area between “non-professional” and “food business” that competitors have been successful in.

Implications for BuonApp

- A system in which hosts are properly registered through BuonApp when they are approved to host will be created.
- A streamlined framework for hosts to follow to adhere to hygiene standards requirement will be developed.
- Hosts must comply with any income limits and hygiene rules to be operational.
- Laws may change, so BuonApp will stay updated and help hosts meet legal requirements.



COMPETITORS





EatWith

\$49 - \$276 /P

***Direct Competitor**



Traveling Spoon

\$60 - \$260 /P

***Direct Competitor**



Cozymeal

\$200 - \$275 /P

/P = per person

SEGMENTATION



Ages: 25-45
Income Level: Middle to upper-middle income
Customer Segments:
Youth travelers and business persons seeking genuine culinary experiences.
Desire to socialize and engage with locals.
Value Proposition:
Offers unique, local food experiences that allow visitors to enjoy home-cooked food and engage with new people in an intimate setting.



Ages: 25-45
Income Level: Middle to upper-middle income
Customer Segments:
Hungry to learn about local food and cooking customs.
Value Proposition:
Brings visitors to a local host for private cooking classes and meals, and gives them an experiential cultural and culinary experience.



Ages: 30-60
Income Level: Upper-middle to high income
Customer Segments:
Gourmet clients and corporate accounts.
Enthusiastic to learn gourmet cooking classes, corporate team-building activities, and fine dining events.
Value Proposition:
Provides gourmet cooking classes, culinary tours, and private chef at-home experiences, typically by professional chefs, to individuals and corporate teams.



REVENUE & COSTS





INITIAL REVENUE MODEL

BuonApp Insurance Broker - Hosts must enroll in BuonApp's protection plan to legally operate on the platform.

Holding Payments to Generate Interest - Funds will be held in high-yield financial instruments to generate passive income

Grocery Delivery Services - Partner with local grocery stores or delivery apps and earn commissions.

Kitchen Equipment Partnerships - Hosts can buy cooking gear through the app (BuonApp gets a %).



OTHER REVENUE STREAMS

Data Analytics for Hosts - Provide free basic insights and offer advanced analytics as a one-time purchase (pricing trends, peak demand, customer preferences).

Professional Kitchen & Dining Cleaning - Partner with cleaning companies for host kitchen maintenance.

Professional Food & Home Photography - Offer professional food & home photography for better listings.

Dynamic Pricing Optimization - Optimize host pricing based on demand, where BuonApp would earn a percentage.

PROJECTED STARTUP COSTS

App Development/Maintenance \$500,000-\$1,000,000

The cost of developing an app can vary greatly depending on its complexity and features. Considering BuonApps' need for two-way hosting (hosts and guests), payment features, and several other advanced features, the app can be expected to be more complicated.

The app development process includes the discover/strategy stage, design stage, development stage, and testing/deployment stage which can take 6-12 months. There are also consistent costs for the upkeep of the app.

Marketing/Customer & Host Acquisition \$10,000-\$30,000

BuonApp is aiming to have a low-cost marketing strategy, focusing on a YouTube channel featuring hosts and user-generated content. With that being said, there will be a need for investment into host acquisition, such as initial incentives and some marketing before user-generated content picks up traction.

Website \$5,000-\$10,000

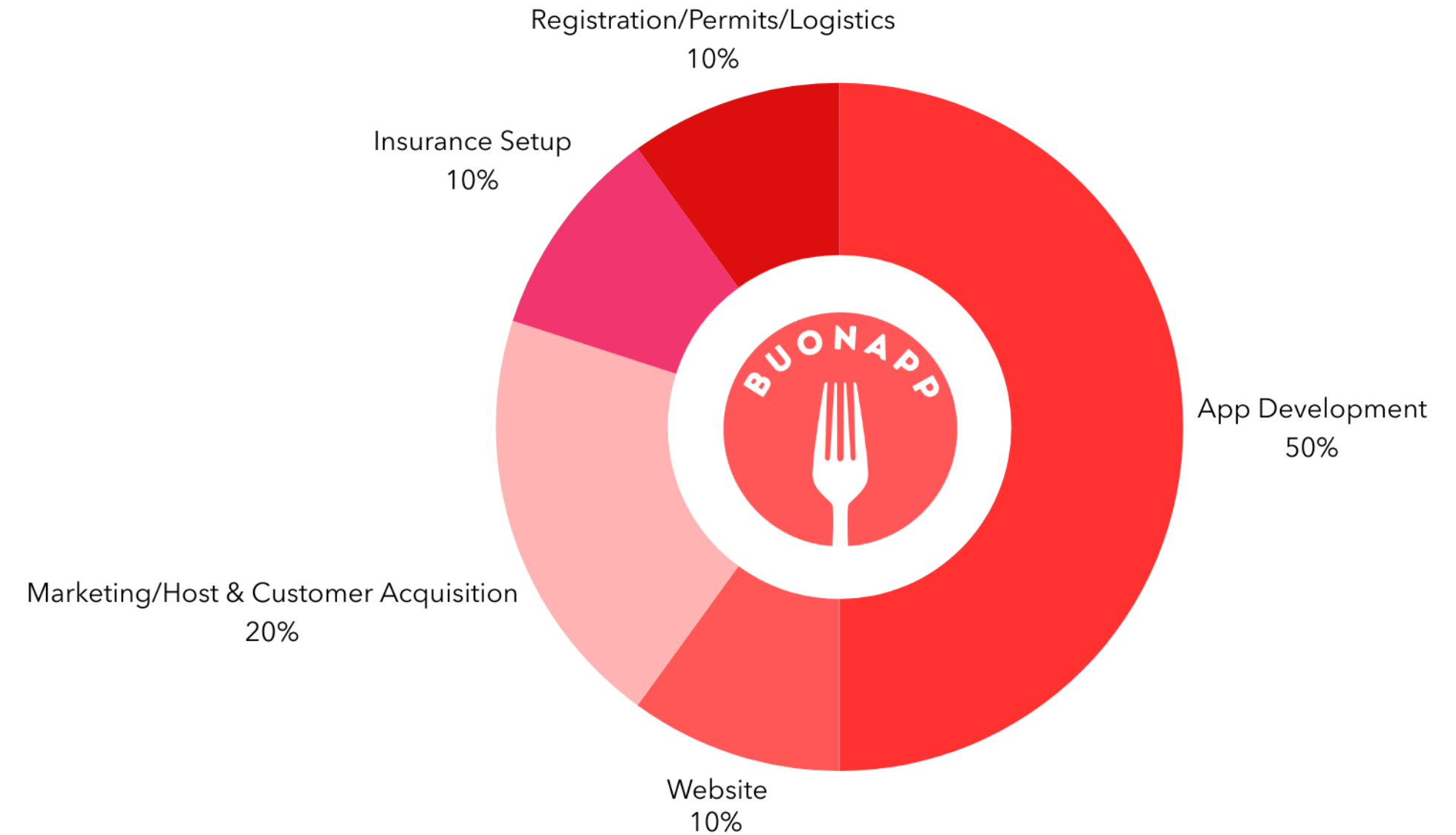
It is important to have a website on top of the mobile app for desktop access. The website will function as a booking platform, similar to the app, but the upfront cost of building and maintaining one is significantly less.

Insurance Setup \$10,000-\$20,000

This will cover the setup of insurance for BuonApp and the development of the insurance brokerage revenue stream.

Registration/Permits/Logistics \$10,000-\$20,000

This will cover the registration of the business and any food business-related permits for hosts.

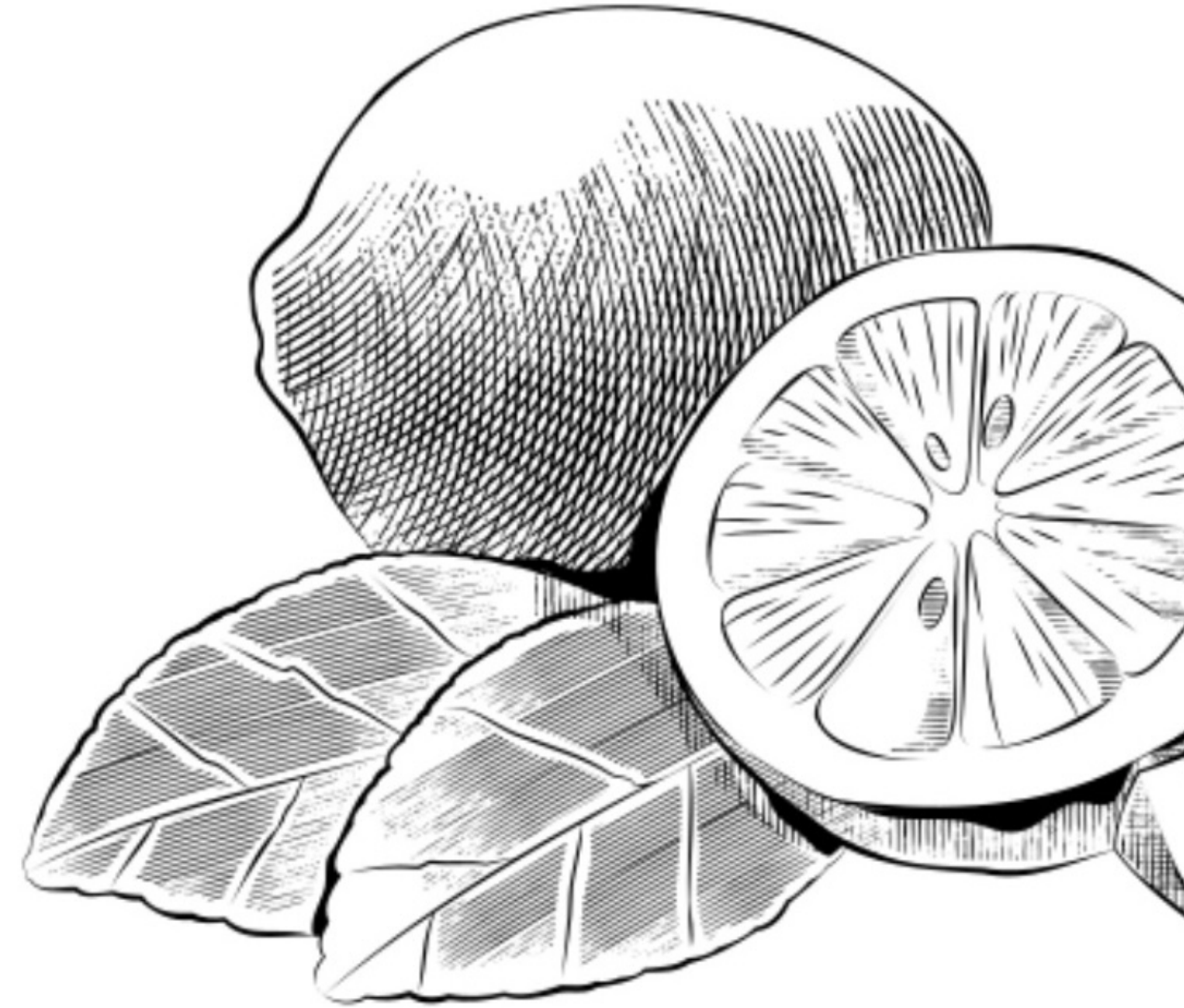


Total Projected Startup Costs

On the High Side: \$1,080,000

On the Low Side: \$535,000

GROWTH POTENTIAL





EXPANSION OF OFFERINGS



Scalability Beyond Italy: Expansion

- Future global expansion into **Asia** and **Latin America**:
- Airbnb stays are common.
 - More flexible cooking regulations in these regions.



Increased Market Demand

- Experience economy is booming.
- Solo travelers, digital nomads, and budget travelers want affordable, authentic meals.



Gig Economy Integration






BuonApp can tap into **home cooks**, **retired chefs**, **culinary students**, and **part-time professionals** who want flexible, extra income without a full-time restaurant job.

OPPORTUNITIES





CORE COMPETENCIES

-  **Smart Host Matching System:** Efficient host-guest pairing based on location, cuisine, and budget.
-  **Affordable & Flexible Pricing Model:** Making private home-cooked meals accessible to all.
-  **Seamless Tech & User Experience:** Smooth booking, payments, and app functionality.
-  **Trust & Safety Measures:** Host verification, user ratings, and clear policies.
-  **Scalable Expansion Strategy:** Ability to grow across multiple regions with minimal friction.





COMPETITIVE ADVANTAGES

Lower Market Segment Focus : Making these immersive experiences accessible, not just a luxury.

Budget-Friendly Pricing: Significantly cheaper than restaurants & competitors like EatWith or Cozymeal.

Regulatory Flexibility: Operating in regions where lenient food laws make host meals easier to facilitate.

KEY SUCCESS FACTORS

Rapid Host Adoption: Recruiting enough qualified hosts to meet demand.

Strong Customer Acquisition: Attracting budget travelers through effective marketing.

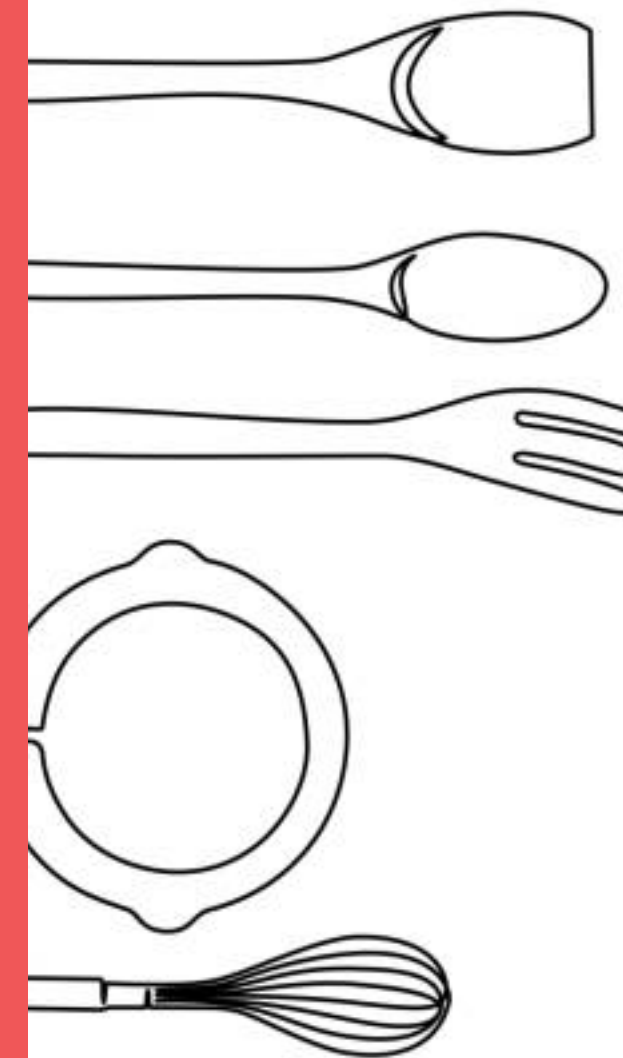
Creation of a Community: Providing user with a sense of community and social experiences.

Scalability & Operational Efficiency: Keeping operations smooth while growing into new markets.

Regulatory Compliance: Expanding in regions with lenient food laws and staying compliant.

Maintaining High Ratings & Trust: Ensuring guests have great experiences so they leave positive reviews.

While eating in a local home during travels proves to be a strong concept with the current interest in highly cultural and immersive experiences, pre-existing competitor business models have failed to gain traction. The ability for BuonApp to be successful is dependent on implementing a business model that allows for rapid two-way adoption. This makes generating interest from potential hosts the most important detail and is the starting point for all other key success factors.



KEY SUCCESS FACTOR

CREATION OF A COMMUNITY

For Travelers

A major key success factor and something that will create a competitive advantage for BuonApp is creating a community by implementing a layer of socialization. Many of the low market segments BuonApp is looking to target are solo travelers and between the year of 2023 and 2030 the global solo travel service market is expected to grow at a CAGR rate of more than 9%. This presents a high probability that many BuonApp users will be solo travelers, making the social element vital to consider. On top of providing users with details of other meal attendants, BuonApp will incorporate a Community feature where users can get in touch with other users in the area to connect for a meal or other experiences.

For Hosts

A similar social community will be created for hosts. Through the BuonApp platform, hosts can join groups and forums to share experiences, recipes, and other tips. Hosts can also directly contact each other to collaborate. Through the communities, BuonApp can run ads for short-term rentals, airlines, and other travel-related companies, which is another opportunity for monetization.



STRATEGIC POSITIONING





College Students

Cheap, social experiences while studying/traveling.



Backpackers & Budget Travelers

Low-cost, local meals vs. expensive restaurants.



Solo Travelers & Digital Nomads

Want to meet locals, eat affordably, and have flexible dining options.



Small Groups & Families

Travelers looking for convenient, home-cooked meals.

CUSTOMER SEGMENTATION



Expanding on a Segment

Solo Travelers & Digital Nomads

Demographic data:

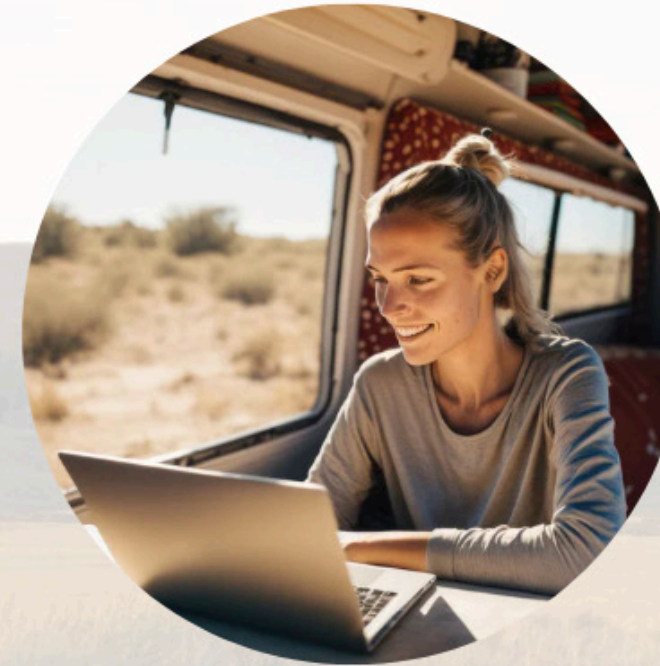
- 47% of digital nomads fall into the 30-39 age category
- Most digital nomads are American
- 54% of digital nomads have a bachelor's degree
- The average digital nomad earned between \$50,000 and \$123,000 a year
- 49% employed full-time

Psychographics:

- Focus on their mindset, lifestyle, and motivations
- Value the autonomy of work balance with personal life
- Aims for financial freedom
- Embrace technology and adapt quickly to new environments

Behavioral:

- 50% of digital nomads prefer to change locations within 1-2 weeks of living/working there
- Drawn to the journey of discovery and the acquisition of new knowledge and skills through travel (travel motivator)





SEGMENT JUSTIFICATION

Solo Travelers & Digital Nomads



Higher Disposable Income: They earn a stable income and are willing to spend on unique experiences.



Seamless Social Fit: Integrating into different cultures and settings.



Remote Work Lifestyle: Provides flexibility and freedom compared to other segments.



Professional & Reliable Users: These are Working professionals who behave appropriately in shared spaces.



Easier to Target Online: Actively engage on platforms like LinkedIn and X (formerly Twitter) and are more responsive to travel and remote work influencer marketing.





TARGETING

Solor Tavelers & Digital Nomads

- Social media focus with “\$10 home-cooked meal in Rome” influencer and UGC.
- YouTube series featuring hosts in every city.
- Advertising focus in countries that offer digital nomad visas such as Portugal, Bali, or Mexico.
- Market BuonApp through nomad forums and co-working spaces (WeWork, Selina, Outsite).

Solo Tavelers & Digital Nomads

- “Test Your Menu” concept to validate signature dishes before potentially investing in a full restaurant experience.
- Culinary School Partnerships: New chefs can gain experience by hosting meals.

BUSINESS PARTNERS

Aspiring Restaurant Owners

BuonApp can provide a low-risk platform for aspiring restaurant owners to showcase their culinary skills, host meals for eager guests, and gain valuable experience while doing what they love most. While BuonApp will not necessarily target them as customers, it will seek out and welcome them from a business partner approach.





BUONAPP TO RESTAURANT OWNER

A Win, Win for BuonApp and Hosts

BuonApp provides a low-risk platform for aspiring restaurant owners to showcase their culinary skills, host meals, and gain valuable experience while doing what they love most. Being as these hosts are using BuonApp as a starting point and are aspiring to day own their own restaurant, the chances of them leaving are present. Being that these hosts and their skills can bring value to BuonApp, finding a way to maintain a relationship with them is imparitive.

This presents the opportunity to promote these hosts success stories as a way to highlight their contribution the BuonApp and positive impact on travelers. This also serves as a way to support their new endeavors and inspire new business partnerships with their restsurants.

A business partnership with restaurants opened by previous hosts allows BuonApp to capitalize while potentially losing highly valuable hosts. A cross-promotional format allows for increased exposure for both parties. During blackout dates for hosts, such as holidays, restaurant partnerships will allow BuonApp to point users in a different direction and still generate revenue.

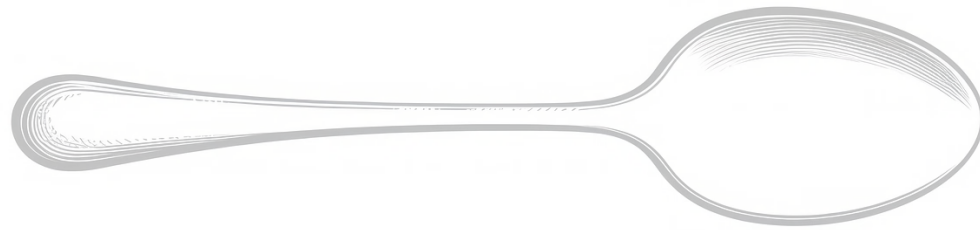


POSITIONING



Positioning Statement

"BuonApp connects budget-conscious travelers with local hosts for authentic, affordable meals—offering a unique cultural experience without the restaurant price tag."



Key Positioning Elements

Cheaper than Competitors: Budget-friendly, home-cooked meals.

More Social & Local: Real interactions with locals vs. structured food tours.

Flexible & Easy to Use: Book quickly, choose meals that fit dietary needs.

Authentic Experience: Local hosts, home-cooked cultural meals.

Low Barriers for Hosts: Earn money without needing a professional kitchen.

Positioning Implications

BuonApp aims to serve budget-conscious travelers, such as college students, backpackers, solo travelers, and digital nomads, typically aged 18-35 with lower disposable incomes or looking for practical services that fit their lifestyles.

This demographic seeks affordable, authentic local experiences, differentiating BuonApp from competitors targeting higher-income brackets.



MARKET GAPS





CURRENT GAPS IN THE MARKET

Affordable Options

All competitors currently have a premium to luxury price point, making their options inaccessible to segment of the market and slowing interest/adoption. BuonApp's price range and market position will seek to fill this gap.

Variety of Choices

The same competitors, because of the nature of their offerings and price range, have had slow host adoption and cannot provide the variety of options that allow for scaling and overall success. BuonApp's commitment to host convenience will encourage more listings and variety of choices.

Convenience For Hosts

The barriers to entry and type offerings the platform is promoting make hosting inconvenient. BuonApp's low market position allows for flexible offering on behalf of the hosts, making prep and execution more convenient.

FUTURE OPPORTUNITY



Development of New Revenue Streams & Offerings

BuonApp's core revenue will remain commission from hosts meals however as the company grows future opportunity presenta the option to fill new market gaps and create up-market offering. These revenue streams could be, but is not limited to, affiliant marketing and partnering with local grocery stores, kitchen equipment suppliers, and hospitality companies to earn commission.

Innovative Strategies & Partnerships

A significant opportunity for BuonApp as it grows is to partner with other travel-related entities to help curate an entire travel experience for users. BuonApp can promote local tours and attractions and incorporate hosts as a dining stop on local excursions. BuonApps' market entry position will allow for rapid two-way adoption from hosts and users and can ultimately find success with new, up-market offerings because of pre-established customer loyalty.



CONCLUSION

BuonApp connects travelers with affordable, home-cooked meals through vetted hosts, focusing on digital nomads and solo travelers.

Our disruptive revenue model—escrowed payments, insurance brokering, and strategic partnerships—ensures profitability while keeping costs low.

With seamless booking, host protection, and global scalability, BuonApp is set to transform the way people experience local cuisine.



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