Case study



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New Venture Creation | Winter Semester

YouTube is a platform

YouTube Creators

50+ Million users on YouTube are content creators

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5% of YouTube's total user base



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INSPIRE AND GET INSPIRED

(Student) Restaurant as a platform



- Restaurant where students cook for students
- A chef has the overall responsibility. Students apply to become part-time chefs (*e.g. 3 times a months*)
- The chef approves students for cooking based on specific recipes (*e.g. a student applies for cooking carbonara, moussaka and paella*)
- The chef has the responsibility of the selection and assures quality control.

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(Student) Restaurant as a platform



- Students/chefs will rotate so that every day the kitchen has 2-3 students/cooks and offers different dishes. The Chef coordinates the operation of the kitchen
- Target market mainly students
- During their shift, each student/cook will have the right to bring up to 5 of their friends with a 15% discount
- The decoration and the way the space is organized (e.g. large monastic tables) will promote socialization among customers
- Prices will be affordable

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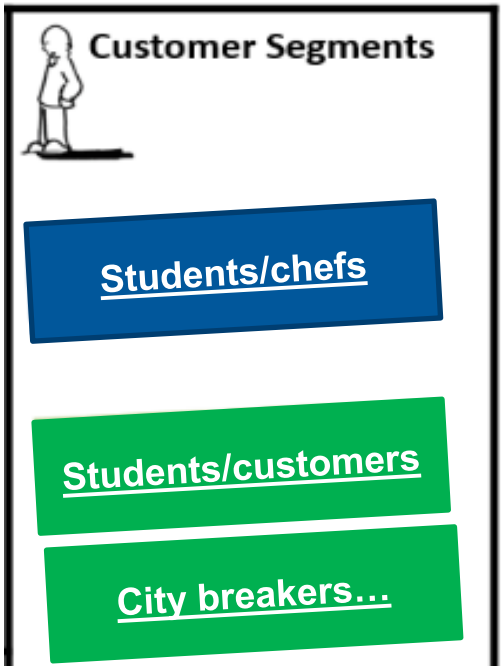
1ο restaurant: Thessaloniki City Center



- Student-intensive city
- Many students that come from other parts of Greece
- Main campus in the city center. Students live and hang-out in the city center
- The city has long tradition for concept restaurants (*e.g. Ergon Agora, feta bar, Estrella*)

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Main customer segments

Students/chefs. Students that who know how to cook 2-3 dishes well and who will work up to 5 shifts per month. Their motivation is:

- earn an extra income
- to practice/present their talent
- socialize/be recognized in their (student) community environment

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Students/customers. Students who want to go to a restaurant

- to eat good food
- at affordable prices
- to socialize

City brakers…

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Beachhead market

diving fc will operate a platform which "brings together" two parties (students/cooks and students/customers)

We must confirm the existence of the “problem” with both sides



We start with the students/cooks

If we had additional target groups, such as young couples, city breakers etc. then we would have to select from where to start (=select the beachhead market).

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Persona (Customer Profile)

Undergraduate student at the department of Architecture

Lives in the city center along with two others in an apartment

Originally from Ioannina (medium size city, NW Greece)

He is an excellent cook

Food is a means of socializing (he goes out for dinner with friends/he likes to cook for friends at home). He is looking for an extra income

He moves around on foot or by bicycle

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Questionnaire



Demographics

Age:

Sex:

University/Department

Where do you live?

Where are you from?

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Questionnaire

Do you need extra income?

Are you working? Have you worked during the last two years? If yes, what kind of jobs have you done?

Are you a good cook? If yes, name a few dishes that you cook very well?

Is food a means of socialization? Are you going for dinner with friends? Do you go to other students' houses for dinner? Do you cook for others? Do you invite friends over to cook for them?

Would you cook to earn an extra income?

Results

ANSWERS

	Students/Chefs											
	1	2	3	4	5	6	7	8	9	10	%	Comments
Name	Panagiotis X.	Vasilis S.	Antonis L.	Niki K.	Katerina K.	Dimitra K.	Yiannus D.	Maria K.	Nikos M.	Nikos B.		
Age	21	22	23	20	19	24	27	22	20	18		
Sex	Male	Female	Male	Female	Female	Female	Male	Female	Male	Male	50%/50%	
Undergraduate/ Postgraduate	Undergrad.	Undergrad	Undergrad	Postgrad	Undergrad	Undergrad	Postgrad	Undergrad	Postgrad	Undergrad		
University	Aristotle	Aristotle	Aristotle	Aristotle	Aristotle	Aristotle	Aristotle	Macedonia University	Macedonia University	Macedonia University		
Department	Economics	Math	Math	Architecture	History	Economics	Informatics	Physics	Economics	Informatics		
Residence	City Center	City Center	City Center	Stavroupoli	City Center	City Center	Kalamaria	City Center	Toumpa	City Center		
Hometown	Athens	Nafplio	Athens	Xanthi	Athens	Larisa	Athens	Athens	Kalamata	Volos		
Do you need extra income?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	90%	
Are you working; Have you worked in the last two years as a student? If so, what jobs have you done?	Yes	No	Yes	Yes	No	Yes	Yes	Yes	No	Yes	**70%**	
Is food a means of socialization? Going out to eat with friends? Where do you usually go? Do you go to other students' houses for meals?	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	**90%**	
Do you cook well? If yes, what do you cook well?	Yes	No	Yes	No	Yes	No	No	Yes	No	Yes	**50%**	Pastitsio, Carbonara, Spetsofai
Do you cook for others? Do you invite	Όχι	Όχι	Yes	Όχι	Ναι	Όχι	Ναι	Yes	Όχι	Ναι	**40%**	A student mentioned that the Italians (men) who

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Results

friends over to cook for them?												come to Erasmus cook very well, they are very proud of it and they always gather people at their house cooking and their very proud of their skills
Would you cook to earn an extra income?	No	No	Yes	No	Yes	No	No	No	No	Yes	**30%**	
Conclusion	▪ **This is an existing problem. 9 out of 10 students in Thessaloniki need additional income. In fact, 7 out of 10 are already working, so they have realized the problem and are trying to solve it.** ▪ **50% students says that they can cook and a large percentage of them invite friends over when they cook. To that end, they are already putting their cooking ability up for evaluation by others, without receiving any money. They could be 'challenged' to have additional income from their cooking.** ▪ **3o% of the students already say they would be able to cook to earn extra income. We conclude that students is a good target group for the one side of the platform.**											

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Conclusions

This is an existing problem. 9 out of 10 students in Thessaloniki need additional income.
In fact, 7 out of 10 are already working, so they have realized the problem and are trying to solve it.





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Conclusions

1 in 2 students says that they can cook and a large percentage of them invite friends over when they cook. To that end, they are already putting their cooking ability up for evaluation by others, without receiving any money.



They could be 'challenged' to have additional income from their cooking.



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Conclusions

3 out of 10 students already they would be able to cook to earn extra income. We conclude that students is a good target group for the one side of the platform.



