



Company: HUNGRY

Website: <https://www.tryHUNGRY.com>

Company Overview: HUNGRY is a sharing economy based platform that is revolutionizing office catering by providing exclusive access to top chefs making incredible food. HUNGRY already has a network of 60+ top local chefs that they partner with to provide amazing catering experiences. They work with former White House chefs, a 3-time Chopped Champion, James Beard Award winning chefs, and many internationally acclaimed chefs.

They boast a better approach to office catering since each of the professional chefs focus on only a handful of their very best dishes, thus ensuring each meal is both exceptional and truly authentic. HUNGRY also prices very competitively with regular restaurant food and ordinary catering services. They already have many happy customers including Twitter, AOL, Hilton, **Sotheby's**, **Deloitte**, **Cooley**, **1776**, **Metro** Offices and many other local companies that value their amazing food experience.

Project Title: Help a Fast-Growing Food Service App Prepare for Growth

Project Synopsis: HUNGRY is a quickly growing marketplace that needs help planning for expansion. The company has been largely successful in the DC area, but needs help rolling out their national growth strategy. Since the company knows that expanding will put a strain on their business, they want to begin thinking about how they can prepare for the road ahead. This project includes analyzing their business model and growth strategy, projecting financial performance, and assembling a launch playbook that will be used to kick start the expansion effort.

Project Champion/Supervisor: Shy Pahlevni, CEO & Co-Founder

Project Department: Strategic Planning & Growth (Executive Function)

Department Overview: Since HUNGRY is a fast-growing startup, there are very few resources available to work on strategic planning areas like growth strategy; everyone is

hyper-focused on the day-to-day business. For that reason, growth planning usually falls on the entrepreneur and the rest of the leadership team. Students should expect to work closely with Shy, his executive team, and some of his advisors on this project. This project has the potential to drastically change the course of the company and will be a great opportunity for students to develop their understanding of business model development, geographical expansion, and fundraising strategy.

### Project Process:

#### Part 1: Business Model & Growth Plan Analysis

- Before you begin your deep analysis, HUNGRY wants to get you up-to-speed on their company, their product, their industry, and their growth plan.
- The key takeaway is to understand how the company is currently positioned and how they plan to scale the business over the next few years.
- Do you agree with their growth strategy? What if anything would you change? Is it worth performing an analysis on these alternatives before you get started?

#### Part 2: Financial Analysis & Projections

- HUNGRY wants help building a flexible financial model that can provide their upper level management and investors with more insight into the business. The team is ultimately looking to set goals for the next few years and wants to best understand how the different cost and revenue components tie to each other as the business scales.
- HUNGRY is particularly interested in seeing how their growth plans will pan out from a financial perspective. How will expanding into other cities will impact their financial performance?
- The company also wants to understand how different levels of revenues and profitability will impact their overall valuation down the road. They hope that this analysis will be useful for their future fundraising strategy.

#### Part 3: Assembly of Launch Playbook

- Since the HUNGRY growth plan includes spreading into other cities, the company wants your help creating an official Launch Playbook.
- Who are the various stakeholders/resources involved when launching operations in new cities? What information do they need in order to get up-to-speed?
- What components should every launch plan include - think: marketing, sales, chef on-boarding, and delivery logistics.
- What assets and training need to be included for any launch to go smoothly?
- **HUNGRY's management** wants you to begin organizing/mapping out this effort as they begin setting the groundwork to launch in other cities.

#### Part 4: Final Presentation

- HUNGRY wants a comprehensive overview of the work that was done. This should also include any recommended follow-on work if they wish to build on your initiatives.