

# SNACKSTER, BIG FOOD and RECIPE AUTOMATION

**SUMMARY** SNACKSTER is a mobile application that will correspond with a feature film. The app will gamify the theme of this feature, and function as a second screen experience for a corresponding TV game show. Users will be encouraged to develop their own personal cuisine, using a combination of “computational creativity,” game mechanics, and a viral recipe engine.

**APP MODULES** The app modules will consist of:

1) Vending Machine Database (data input from your fridge or cupboard -- scan food directly into your phone using OCR, barcodes, and visual graph technology);

2) Kitchen Counter Conveyor Belt (recipe recommendation engine -- once you have input your foods swipe down onto the conveyor belt, from your vending machine, to get recipe recommendations based on the ingredients you selected; delete or add ingredients and new recipes appear);

3) Semantic Frying Pan (FX word collider -- create new food concepts or discover recipe ideas by smashing words apart and building new ones based on root-level nomenclature from product names, geographies, food categories, etc.);

4) Realtime Cook Book (brand story and user profile -- once you create a profile you can begin to build your personal cuisine brand, enter sponsored product competitions for new recipes, and win a chance to go on the TV game show; your cookbook changes with time of day and location);

5) Social Pantry (geolocation network -- keep a few grocery items in a searchable bin that your neighbors can see; sharing ingredients helps you meet interesting people in your neighborhood, create and host potluck dinners, or access a few missing ingredients should you want to make something without running to the store).



**Food Brand Product Integration Platform**

**MONETIZATION** The app and TV game show function as a branded entertainment cross-channel that connects big food brands, top chefs, creative families and individual users to participate in the discovery and creation of new consumer foods. Event-based recipe games, promoted recipes, in-recipe product suggestions, influencer grocery lists, and viral food categories, provide multiple revenue streams that are naturalized into game mechanics and recipe tools for early monetization.