

THE FOOD GRAPH: NICE TRY WATSON, USERS DON'T EAT INGREDIENTS

It's almost inconceivable that the end game of the 2015 Chef Watson AI experiment, branded under the moniker cognitive cuisine, was a mere cookbook full of recipes which you can buy on Amazon.com. Perhaps the appeal for IBM was building social proof that Watson is more than a competitive intelligence, but potentially a creative ally. And considering the particular use case with top chefs, you might arrive at an obvious conclusion: *IBM was not trying to solve a problem for the everyday chef.*

Once you get into the algorithm behind cognitive cuisine, which arguably sounds like you will be eating a plate full of philosophy (no less offered in a perkless spreadsheet UI), you can apprehend that Chef Watson doesn't make recipes, that instead it parses ingredients, a creative task chefs are challenged by: *devising new recipes, based on ingredients sorted into lists, organized by flavor profile.* Computational creativity thereby offers the promise of computer-assisted human creativity, augmenting any highly trained chef with the ability to preview and imagine ingredients into recipes that do not exist in any of the world's cookbooks.

But consumers don't think like distinguished James Beard chefs. The primary value proposition isn't inventing a new dish, with ingredients flown in by private jet, funded by discerning restaurateurs. Albeit some foodies may prefer the experience of culinary novelty, the general household might instead benefit from an everyday utility optimized around the grocery list, meal planning, budget management, dietary restrictions, and prep time.

And this is where the possibility of a consumer-facing recipe engine gets interesting. When you consider building an ecosystem that helps users eat faster, healthier, and on budget, without sacrificing palate preferences, the concern is less about how ingredients combine, and more about having an AI kitchen assistant that turns an inescapable culinary chore into an everyday personal or family food adventure.

The Big Idea schematic presents key market space functions integral to building a food graph ecosystem, including brick and mortar grocery, grocery delivery, grocery list integration, smart kitchen appliances, market basket promotions, social cookbooks, influencer food prep, sponsored channels, as well as gamified recipe creation and brand new unscripted food series, all created to enrich multichannel Fridgmo communities.

When thinking about a MVP, and the prospect of a business model built on naturalized product integration (grocery brands are the backbone of American cuisine), Fridgmo optimizes based on what you already have in your fridge and cupboard (input using scan codes or computer vision), all with a UX as familiar as opening the fridge or pantry door. Just pick a few ingredients, and Fridgmo AI does the rest. Missing an ingredient, have it delivered. On a diet, no problem. The food graph turns you into a kitchen hero.