



Tasty tool kit is a monthly service designed to bring together parents & children to explore new healthy ingredients.

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KEY RESEARCH FINDINGS

1. Parents play an essential role in shaping kids eating habits
2. Repeated exposure is necessary for acceptance of new foods
3. Participating in meal preparation increases the likelihood of a child eating and accepting new foods

STAKEHOLDERS

PRIMARY

Parents of elementary children.

Children who are in grades 1-5, ages 6-11

SECONDARY

Other members of the family

School Staff who interact with the delivery and distribution of the kits to their children.

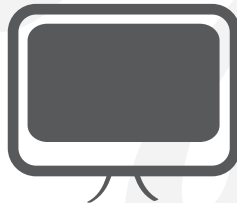
Grocery Store Employees who interact with parents as they purchase and inquire about vegetables they received in the toolkit.

Nutritionist and dietitians who treat children and parents that have developed new eating patterns.

TECH/PLATFORM



mobile



web

DESIGN PRINCIPLES

Holistically healthy

Every aspect of our product and service is healthy for the body, for the mind, and for the environment.

Simple, yet surprising

Focus on the most important areas first, but aim to delight in the details of that experience

Fun, yet educational

Use fun to provide the tools and skills to build confidence in the kitchen. Engaging with the kit -- from pick-up to sharing the food that's been prepared -- should be fun and playful in a way that both parents and children don't realize that they are learning!

Brings family together

Technology takes a supporting role. Facilitate the interaction between parents and children through the cooking process

MARKETING STRATEGY

Partner with schools and community organizers to promote our products at the school level.

Word of mouth in parent-networks.

Targeted advertising on websites and parenting publications.

Partnerships with dietitians and doctors.

Local News.