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### Business Domain

Food & Beverages, Retail, B2C, Social Apps

### Project Type

Product Engineering and Tech Consulting to create a Mobile App with Computer Vision for Food Ingredient Recognition

# ChefMe Reinvents Home Cooking with Intetetics Product Engineering Expertise

## Client

**ChefMe** is a forward-thinking Swiss startup dedicated to revolutionizing home cooking. By empowering home chefs, retail chains, and professional cooks, ChefMe delivers a unique culinary and social experience that enhances customer engagement while introducing groundbreaking FMCG purchasing practices.

## Project

ChefMe's mobile app uses advanced computer vision to identify food ingredients in real-time. It recommends recipes based on available ingredients, allows users to order missing items, and integrates social media for sharing cooking experiences and earning community recognition.

## Objective

The main **goals** of the project are:

1. Develop a **retailer-agnostic, independent home cooking advisor app** for users to benefit from anywhere, anytime.
2. Create a **monetization strategy** driven by users' real needs for missing ingredients with seamless integrated ordering.
3. **Engage and retain users** by building a strong community through social media features.

## Team Reinforcement

The project involved developing the business vision, product and monetization strategy, technical architecture and project planning (roadmap) with an expert team comprising:

- Business Analyst and Technology Consultant
- Product Engineering Advisor

## Challenge

The project challenged the team with **3 main issues**:

- 1. Redesigning the Barcode Scanner** – The initial concept relied on a few retail chains. The team needed to make the app independent, ensuring broader accessibility across various retailers.
- 2. Developing a Monetization Strategy** – The business model had to accommodate both large retail chains and smaller local supermarkets, balancing their different needs.
- 3. Enhancing User Engagement** – The app required compelling features to attract home cooks, food bloggers, professional chefs, and retail businesses.

## Quick Facts

- ✓ **Full Technical & Business Overhaul** – Redesigned the app to enhance functionality, scalability, and market adaptability.
- ✓ **Investor-Ready Strategy** – Developed a compelling pitch deck and structured app economy to attract investment.
- ✓ **Comprehensive Planning** – Delivered a detailed project roadmap and budget for execution.
- ✓ **Advanced AI Integration** – Leveraged AI for real-time scanning, personalized recommendations, and GenAI-powered recipe creation.
- ✓ **Seamless Social Media Integration** – Enabled recognition of food blogger recipes from TikTok, Facebook, and Instagram for easy, on-the-go cooking.

## Solution

The mobile app, powered by computer vision, enables real-time food ingredient scanning anywhere — even at home.

### ★ 01

#### **Seamless Shopping & Delivery**

Integrated online ordering and home delivery from major retailers, local supermarkets, and specialty stores.

### ★ 02

#### **Social Engagement**

Classic social features like likes, shares, comments, follows, and favorites.

### ★ 03

#### **Promotional Tools**

Custom branding and advertisement opportunities for retailers, bloggers, restaurants and more.

### ★ 04

#### **Gourmet Experience**

"Gourmet Traveling at Home" for discovering international cuisines.

### ★ 05

#### **Personalized Planning**

Meal and diet planner with tailored recipe recommendations.

# Proposed Flow

**LEMONS**

Quality: 96%  
Expires: 7d.  
Detection conf.: 98%

**Recognize**

Q lemon recipes

Search results: 123 recipes

Easy lemon Toast Recipe  
Vanilla lemon Toast  
Lemon Toast Casserole  
Lemon angel food cake French toast

**Select a recipe**

Find the missing ingredients

**INGREDIENTS**

egg	1
butter	150g
teaspoon Cinnamon, Ground	1/2
nuts	100g

**Purchase**

Leave feedback and socialize

**Reviews**

18 images • 74 comments

**Oliver Bennett**  
★★★★★ "Bright & Refreshing!"  
This lemon toast is a game-changer! The combination of tangy lemon, creamy butter, and a hint of sweetness is just perfect. It's so simple to make yet feels like a gourmet treat. I added a sprinkle of powdered sugar, and it was divine!

**Charlotte Hayes**  
★★★★★ "Quick & Tasty"  
I loved how easy this was to put together. The lemon zest gives it a fresh, zesty kick, and

**Share**

Your food list

- Doughnuts with Grapefruit Curd  
Easy preparation  
60-80 min.
- Steak au Poivre with Red Wine Pan Sauce  
80-100 min.

Share with other people

My favorite dishes

- Lamb Chops Sizzled with Garlic
- Patty Melts with Charred Scallion-Chipotle Mayo

**Promote**

14:06

Best Chef

J. Mitchell, E. Hobbs, T. Evans, J. Fortak, E. Parr

Today's dish

Delicious feed

All, Seafood, Cooking, Meat

**Travel at home**



## Client Reference



*Intetics played a vital role in shaping ChefMe into a cutting-edge, AI-powered cooking companion. Their expertise in product engineering helped us refine our vision and prepare for pitching.*

**Morne Moolman**, Founder, ChefMe

## Benefits and Results

- ★ Switching from 3d-party barcodes system to a **proprietary CV-based model enabled location free app usage.**
- ★ Integrated end-to-end ingredient ordering process ensured the **business continuity, seamless monetization and comfortability** of the app for day-to-day use.
- ★ Social features **enhance user engagement and drive retention.**