

# Idea Report - FoodTrack

Discovered by Unbuilt Lab on 2026-04-12. Sample preview - full report includes evidence links, source counts, and bookmark sync.

## 6-Dimension Score

Dimension	Score	Why
Demand	80	1,247 Reddit threads + 312 GitHub issues mention the pain
Gap	72	Top 3 incumbents miss budget-tracking integration
Trend	68	Search volume +47% YoY for 'meal planning + budget'
Competition	55	5 active competitors; gaps documented below
Monetization	75	Comparable apps charge \$4.99/mo at 3-5% conversion
Feasibility	82	Mobile + light backend; ~6 weeks for solo dev
<b>Overall</b>	<b>73</b>	<b>Weighted average across all six dimensions</b>

## Problem Statement

Solopreneurs and busy families want to plan meals and stick to a weekly grocery budget, but existing meal-planning apps treat budget as a separate concern. Users currently juggle 2-3 apps + a spreadsheet to keep meal plans within budget, leading to abandonment after ~3 weeks.

## Target Audience

Primary: budget-conscious dual-income households (US/UK/Canada, ages 28-45). Secondary: solopreneurs and grad students. Combined ~24M households per Statista 2024 baseline.

## Competitor Map

Competitor	Strength	Gap from FoodTrack POV
MealPrep Pro	12k recipe library	Zero budget integration
BudgetMate	Robust budget tracking	No meal planning at all
GroceryGenie	Smart shopping lists	No weekly plan or recipes
Yummly	Brand recognition	Premium-tier paywall, no budget hooks

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## Evidence Snapshot (sources scanned)

12+ sources scanned: 1,247 Reddit posts (r/EatCheapAndHealthy, r/Frugal, r/MealPrepSunday); 312 GitHub issues across the meal-planning open-source ecosystem; 87 Product Hunt comments on competitor launches; Google Trends data for 12 query variations; 24 YouTube comment threads with combined 412k views.

*Source URLs are included as clickable links in the full report.*

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*This sample condenses what's normally a 4-6 page report. The full version includes monetization tags, audience segments, score explanations, and source-by-source evidence with URLs.*

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