

Idea Validation Report - FoodTrack

Sample preview. Live version is grounded in real-time Perplexity research with citations.

Executive Summary

FoodTrack addresses a real, repeatedly-articulated pain (1,247 Reddit threads, 312 GitHub issues) but sits in a noisy category. The monetization signal is healthy - comparable apps sustain \$4.99/mo at 3-5% conversion. Defensibility is the weakest dimension: budget-tracking integration is a feature, not a moat, and a well-funded incumbent could match it in < 90 days.

Decision Recommendation: BUILD with a pivot to a B2B angle (corporate wellness benefit for dual-income employers). The B2C positioning is too crowded for solo execution; the B2B angle has \$120-180/year per employee precedent at Wellable and similar.

Risk Register

#	Risk	Sev	Lik	Mitigation
1	Yummly clones budget feature	5	3	Lock distribution via B2B partnerships
2	User abandonment after 3 weeks	4	4	Weekly habit-loop email + Sunday meal-prep nudge
3	Recipe data licensing cost	3	3	User-generated + AI-augmented recipes
4	App Store discovery is brutal	4	4	Lead with web-first content engine
5	Conversion below 3% benchmark	4	3	Pre-launch waitlist + paid early-access tier

5 Customer-Discovery Experiments

#	Experiment	Cost	Time	Success Criteria
1	Reddit ad on r/EatCheapAndHealthy	\$50	5 days	5%+ CTR; 40+ signups
2	Cold email 200 wellness coordinators	\$0	2 wks	3+ booked discovery calls
3	TikTok 'meal-prep on \$80/wk' series	\$0	4 wks	3%+ follower-to-signup rate
4	Concierge MVP: manual plans for 10 users	\$200	3 wks	7/10 say 'would pay \$5/mo'
5	Pricing A/B: \$4.99 vs \$7.99 vs \$9.99	\$0	1 wk	10+ paid signups; identify max WTP

Cold-Outreach Script (drop-in)

Subject: Quick question on meal planning + employee wellness

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Hi [Name],

I'm working on a meal-planning app that integrates household budget tracking - early signal suggests it's a strong wellness benefit for dual-income employees. Three of [Competitor]'s customers said they'd switch if budget tracking was native.

Would you be open to a 20-min call this week? I'd love to know whether your team would consider this as a benefit add-on.

Thanks,
[Founder]

Landing-Page Copy (drop-in)

H1: Meal plans that respect your weekly grocery budget

Sub-pitch:

- Plan dinners for the week in 5 minutes
- Auto-fits your \$80, \$120, or \$200 weekly grocery budget
- One-tap shopping list - no spreadsheet juggling

CTA: Get 7 free meal plans -> email gate

The full report adds: Opportunity Register, Comparable Companies (winners + dead startups), TAM/SAM/SOM with methodology, Distribution Channel Ranking, Cost-to-Validate vs Cost-to-Build, 30/60/90-day Roadmap, Kill Criteria, and a numbered Sources & References list from live Perplexity research.

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