

## Problem Statement

Most fast food chains serve French fries as part of their menu and most meals are not complete without ordering a side of fries.

Take for example McDonalds fast food chains around the world. With 47 million people eating at McDonald's every day, it produces the most waste in a fast-food industry: 90,000 tons annually. There's no doubt that McDonald's French fries are, as the company regularly trumpets, 'world famous'. McDonald's purchases more than 3.4 billion pounds of potatoes grown in the United States every year. Per a recent survey done by NRDC, 30-35% of fries made in McDonald kitchens is thrown away as garbage and most people throw away a lot of unused fries.

This unnecessary waste of fries has major long term implications. Although potatoes are cheap and are farmed in large quantities, wastage of processed, cooked foods is still a major issue. These uneaten fries could feed a lot of homeless people and provide at least one meal per day.

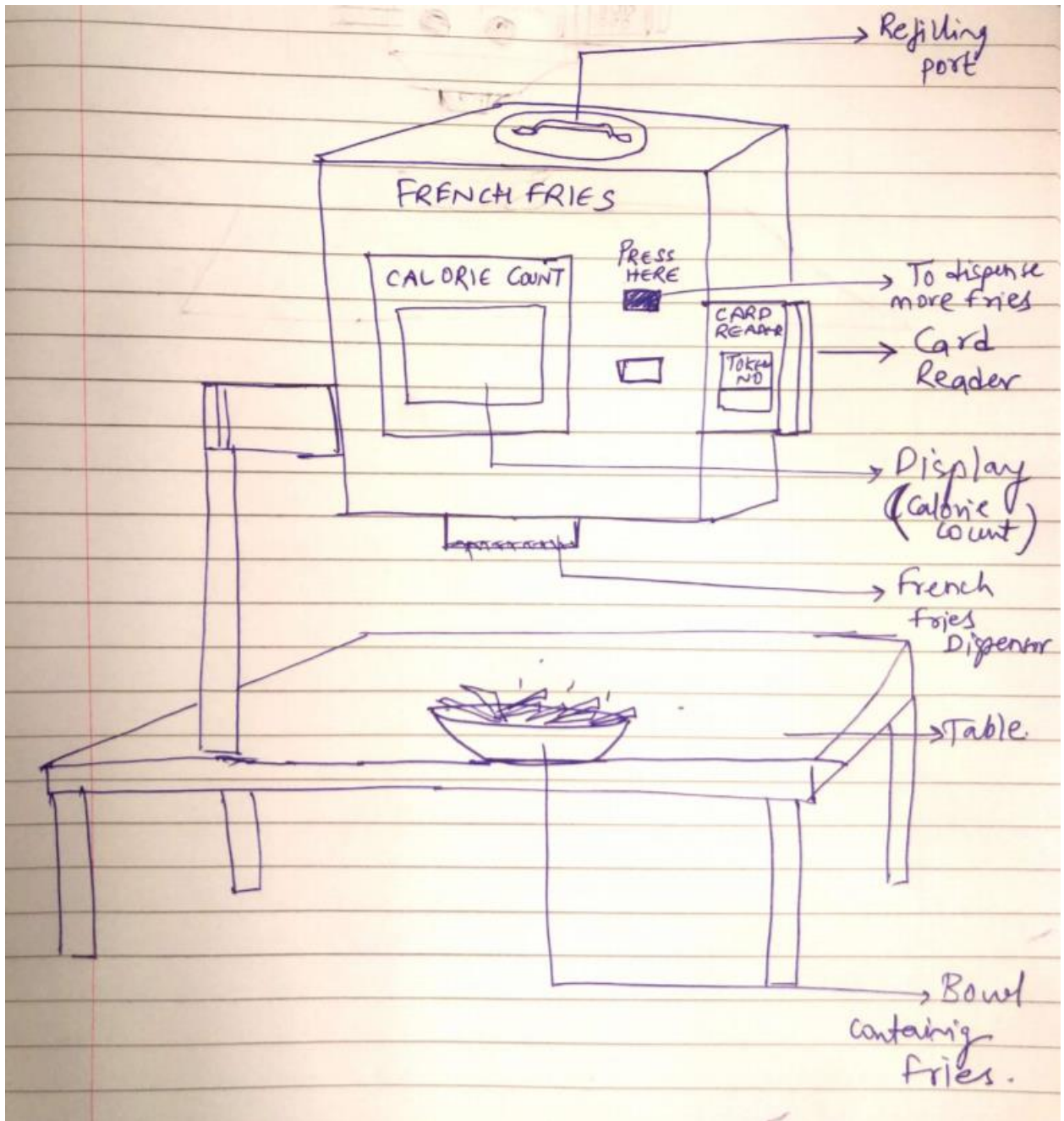
## Solution

The idea is to design a solution to optimize the serving process of French fries in fast food chains to reduced unnecessary wastage; by avoiding over ordering of fries and over production at the kitchen end.

The product is a smart French fries vending machine which is installed at every table and would vend French fries in fixed quantities and would also provide the nutritional information of the given serving amount.

The working principle would be:

- This would in effect create a scenario where the user would take only the wanted number of fries and would refill as and when he needs.
- So, for instance, if the consumer orders a large serving of fries, still the vending machine dispenses a small quantity (100g) at a time. And after the consumer has finished eating the first sub-serving, he would be able to get the next 100g of the serving, until it reaches the total serving of the large quantity of fries.
- Now, if the consumer has ordered a serving of large fries and is unable to finish the full quantity, he would get a refund for the remaining amount. This way he would waste the least number of fries.
- A small screen on the machine will display the nutritional information of the quantity of fries taken.



### Who are the Buyers?

Targeted Buyers are Fast-food joints who sell French Fries. They could prevent wastage in the long run and end up increasing their profit.

## User

People who eat at Fast food joints which serves French Fries.

Attributes:

- Size
- Ability to keep it warm and crispy
- Nutritional value display

Sales Pitch: Why waste French fries, excess fries can feed the homeless! We have the product for you which solves this problem in a smart way: A smart French fries dispenser.