About TalkPlate:

Everyone, everyday, everywhere interacts with food.

From planting to harvesting from shipping to eating - food connects people from all over the country, the world, across differences of culture and geography.

Our mission is to bring people together through food. We give you a way to connect to other foodies, a way to record what you have been eating, and a way to sort through information you care about: where, when and what to eat.

Why should you work with TalkPlate?

• You will get to research and interact with real customers.

• You will be encouraged to focus on output, not just input.

• You will push a promising product across the chasm in 2010.

• Own parts of product development decision process driven by metrics from your project.

Project Sponsor:

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Process:

1. Identify customer archetypes
2. Uncover how those cohorts are using to discover restaurants
3. Analyze data
4. Plan for product roadmap

Project Objectives:

Keying off of the Lean Startup Methodology, use a combination of marketing messaging and metrics to help identify ideal customer archetypes, develop unique customer acquisition strategies for each customer archetype, and contribute the learnings about TalkPlate customers to the product development decision process.

Lean Startup Reading:


http://www.startuplessonslearned.com

http://steveblank.com/

Goals:

Answer the question: “Who will use our product?”

Using A/B testing of ad copy, messaging in outreach, and surveys, identify who will use TalkPlate and why.

How should we acquire moms, foodies, bloggers, chefs, restaurants managers, and or yelpers? You tell us!