



Research Insights

METHODOLOGY

PRIMARY

CUSTOMER SURVEY

462

Survey completes

USER INTERVIEWS

8

Interviews with current
Prepdeck customers
covering a diverse range of
ages, HHI, cooking habits
and product sentiment

SECONDARY

MARKET RESEARCH

10+

Hours of secondary
research exploring market
reports, independent
studies related to cooking
and meal planning, and
keyword research.

Primary Research Takeaways

DEMOGRAPHICS

66% of the current audience is comprised of 25-44 year olds, the majority of whom are between 35-44.

Sample skews Suburban (58%), female (58%) and white (79%)

Upper middle class- a little over half are bringing in 100k+/year (HHI)



DISCOVERY



93%

Discovered and
purchased Prepdeck
through Indiegogo.



Best ongoing channel for
customer discovery and
messaging

WHY BUY?

UTILITY

78%

“It will help me with
meal prep.”

ORGANIZATION

75%

“It will help me stay
organized.”

USER BEHAVIOR



EXPERIMENTAL

41%

Try new recipes one or more times per week



CONFIDENT

68%

Are “very” or “extremely” comfortable with unusual ingredients + techniques



CREATIVE

1 in 2

Consider a recipe a jumping off point



PRECISE

66%

Pre-read the recipe to know what they’re getting into

1 in 2

“Friends and family would give me a 4-5 star rating on the ‘master chef’ scale.”

1 in 3

Follows the recipe exactly

MEAL PREP ATTITUDES

*“Prepping ingredients is all about **saving some time for myself** in the future. Even if the recipes I have planned are my go-tos, I’ll still prep ingredients on Sunday so it’s **easy and stress-free to make meals** during the week.”*

- Kristin D.

MEAL PREP ATTITUDES

COOKING IS AN ENJOYABLE
CREATIVE OUTLET,
EVERYTHING ELSE IS A
NECESSARY EVIL

96%

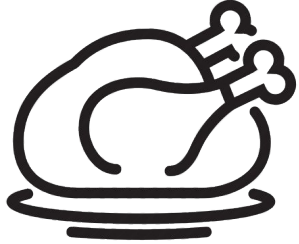
Hate the organization part of
cooking: Planning, shopping,
prep and cleanup

43%

View cooking as
an act of catharsis
or self-care

MEAL PREP ATTITUDES

IT'S SITUATIONAL... It's about the recipe AND the nature of the project



75% say they'd use Prepdeck for making a full holiday meal for their entire family



76% say they'd use Prepdeck for making veggie stir fry with a friend

AND ASPIRATIONAL... They wish they were better at meal prep

"I'm not a meal prepper but I wish I was. I bought Prepdeck because I hoped it would make me better at it."

- Kareem S.

40% “Hardly ever” prep ingredients

BUT... When you look at their habits, they ARE prepping, they just don’t see it that way.

1 in 5 Identifies as a “meal prepper”

40%
Say they prep ingredients in advance before they start cooking

1 in 4
Like to prepare meals in batches when they have time

58%
Say Prepdeck makes them feel more prepared while cooking

38% Devote time to meal prep at least once per week

THESE ARE OUR PEOPLE

They know what they need and believe Prepdeck is the solution.



92%
Bought Prepdeck for themselves

They’re making a lot of new recipes

70%
Make new recipes once/week or more

They’re spending time getting organized

66% Pre-read recipes so they know what they’re getting into

74% Prep all ingredients in advance before they start cooking

10% Willing to just “jump in” and figure it out as they go.

WHICH FEATURES MATTER?



CUTTING BOARD

70%

Use it every time
they use Prepdeck

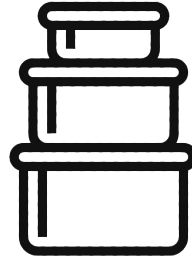
Also one of the most
complained-about features



TRASH BIN

51%

Use it every time
they use Prepdeck



STORAGE CONTAINERS

The large containers are more
popular than the small ones

AND THE OTHER FEATURES?

Many of them go unused because the user doesn't need them or they already own tools that they prefer over the Prepdeck option.

Secondary Research Takeaways

A MACRO VIEW

51 minutes

spent on meal prep in an average day



32

minutes

by men

60

minutes

by women



75% of women

report being the primary meal
prepper in their household...

though men ARE cooking more.



INTEREST IN COOKING FOR
LEISURE OR ENTERTAINMENT
HAS **INCREASED**
DRAMATICALLY IN THE LAST 10
YEARS

Ask

Google

DIETING

=

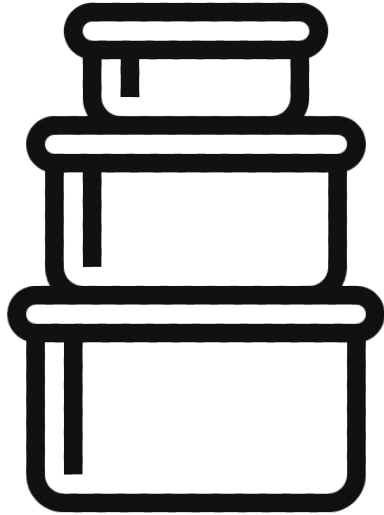
MEAL PREP

Search for **meal prep tips** on Google, and **bodybuilding**, **beachbody**, **dietician**, and **weight loss** are the top four “people also search for” suggestions.

According to numerous articles and experts, **meal prep** is seen as a “best practice” for those **on a diet**.

In search results, after “diet-related” results, other top-ranking results include **STORAGE** and **CONTAINERS**.

The same is true in articles and blog posts about meal prepping- containers are considered critical to meal prepping success.



*this makes the challenges with Prepdeck's current containers a bit problematic when considering marketing to make-ahead meal preppers.

SEGMENTATION DIRECTIONS

HOW they prep

vs

WHY they prep

Meal planners

Bulk preppers

Aspirations to be organized

Health/ fitness nuts and dieters

Desire to eat right with busy lifestyle

Family/ large group meal planners

What do all of these ideas have in common?

UTILITY

Cooking fresh meals is a priority, but only as it works/matters in support of their lifestyle. They love cooking, but what they love most is eating well and eating on their own terms.

THE MEAL PREP SPECTRUM



MEAL PLANNER

Plans ahead, purchases ingredients, and often preps ahead of time... but doesn't identify with being a "meal prepper"



MEAL PREPPER

Cooks complete meals or preps ingredients in bulk, often for a week's worth of meals at a time.



MISE EN PLACE

A more advanced cook. Preps in advance less for convenience and more for impact on the quality of the food produced and the cooking experience.

*** There is a big area of opportunity here, but these are each very different individuals, despite all being "meal preppers," and they don't necessarily see themselves in these ways. Targeting and messaging will be key.

WHAT MAKES SOMEONE A MEAL PREPPER?

TRIGGERS... points at which a home-cook begins to transition into also being a meal prepper.



A NEW DIET

(as evidenced most clearly
via keyword research)



A CRAZY SCHEDULE

(often associated with
starting a family and/or a
demanding job)

OR EXPERIENCE...

Increasing facility in the kitchen - going from being more novice to feeling more confident and chef-like - is also a transition point.

In either case, often there is an underlying commitment to healthy-ish eating without breaking the bank.

Where We're Headed

THEME: COOKING AS SELF CARE

“Like most Americans, I spend most of my work day at my desk. I try to think of my time spent cooking as a way to relax and get out from behind a screen for a bit. I know we’re all busy and have a lot of demands pulling it us in a lot of directions, but I try to enjoy my time spent cooking... it’s my ‘me time’.”

— Stephanie Troxell, MS, RD, former
Daily Burn Fitness/Nutrition Coach

THEME: FOOD FREEDOM

“Meal prepping isn’t just about eating healthy or improving the look of your body; it’s about freedom. When you meal prep for days in advance, you are free from having to make any sort of decision regarding what to eat for that time. You don’t have to determine where or when you’ll get food, you just have it. This saves psychic resources that can be put towards doing other things that are important to you, like focusing on a relationship, a career, your work or training. You no longer have to make decisions about food or focus on it; it’s been taken care of, now work and play and be free of the burden of hunger and the decision making process that comes with it!”

— Jon Call, Acrobolix, @jujimufu

SEGMENTATION DIRECTIONS

There's dissonance between your current audience and product

CURRENT AUDIENCE



Experienced chefs



Already own advanced tools



High product expectations

CURRENT PRODUCT



Novice chefs



Features entry-level tools



Beginner-level quality

NEXT STEPS

Milestone 3: Audience and Brand Direction Identification

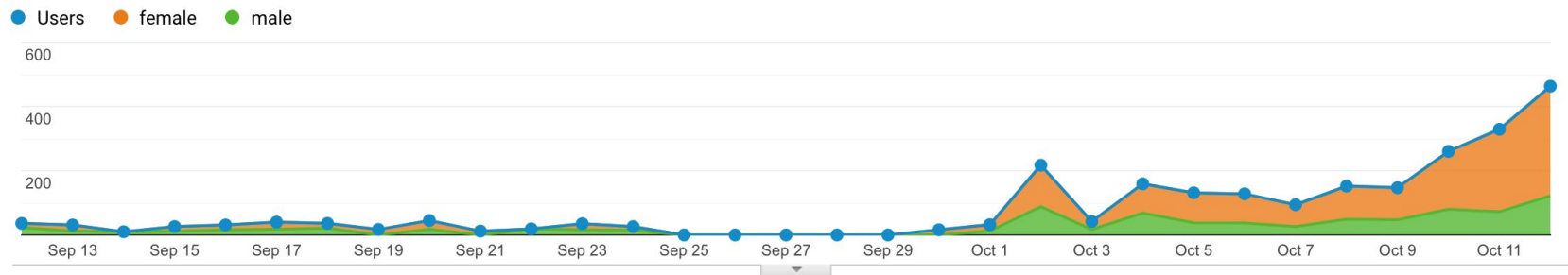
- Distillation of findings from phases 1 & 2 to identify and prioritize target audiences
- Distillation of findings from phases 1 & 2 to create a concise, palatable, and strategic brand direction to drive all brand, messaging, and creative directions moving forward.

KEY DELIVERABLES: Detailed profiles for the 2-3 most promising target groups, including demographic details, psychographic considerations, important behaviors on and offline and where to focus messaging to capture them; Authentic Brand Purpose statements for each target audience.

-OR-

New Milestone?

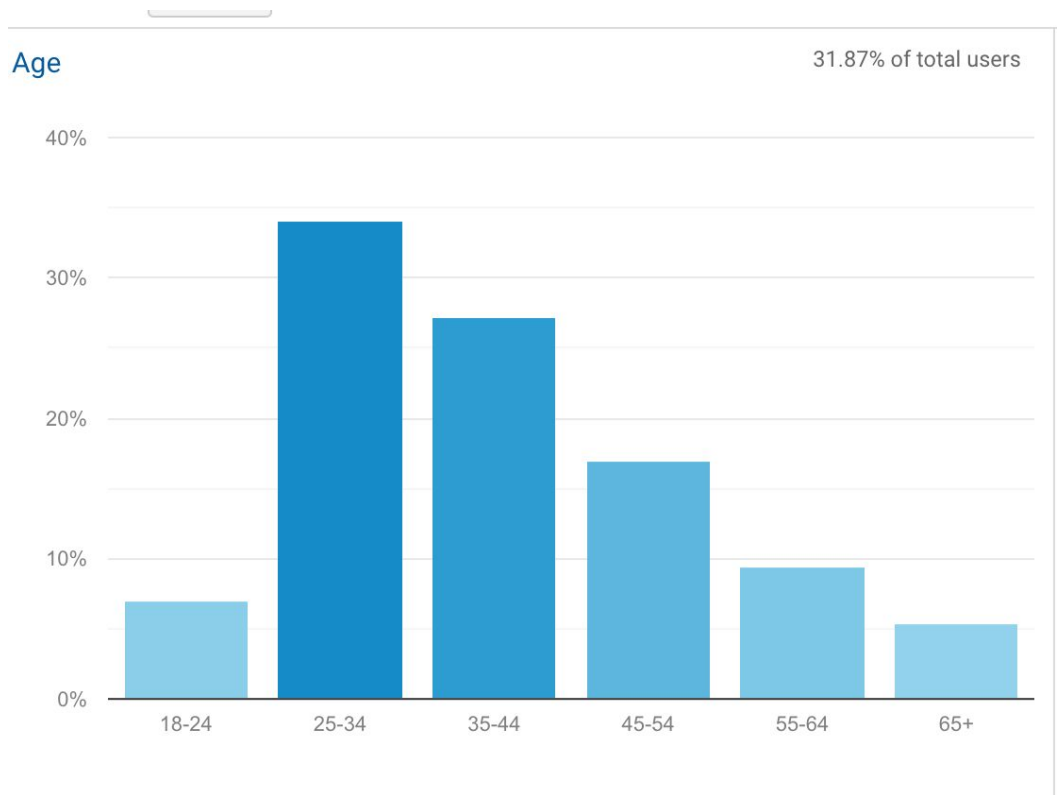
APPENDIX - purchase behavior - website



Primary Dimension: Gender

Plot Rows		Secondary dimension		Sort Type: Default						
	Gender	Acquisition			Behavior			Conversions eCommerce		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		2,419 % of Total: 32.30% (7,489)	2,334 % of Total: 32.22% (7,243)	2,887 % of Total: 32.98% (8,753)	69.48% Avg for View: 69.58% (-0.13%)	2.08 Avg for View: 2.05 (1.23%)	00:01:27 Avg for View: 00:01:20 (9.23%)	37 % of Total: 34.91% (106)	\$4,097.42 % of Total: 33.90% (\$12,087.78)	1.28% Avg for View: 1.21% (5.83%)
✓	1. female	1,623 (67.07%)	1,576 (67.52%)	1,879 (65.08%)	71.37%	2.05	00:01:24	29 (78.38%)	\$3,328.28 (81.23%)	1.54%
✓	2. male	797 (32.93%)	758 (32.48%)	1,008 (34.92%)	65.97%	2.13	00:01:33	8 (21.62%)	\$769.14 (18.77%)	0.79%

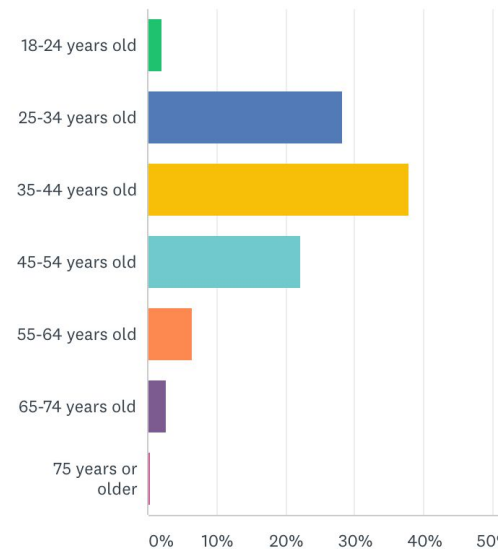
APPENDIX - age - website vs. current users



Q1

Select your age range.

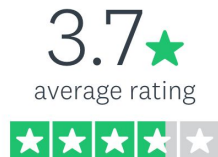
Answered: 535 Skipped: 0



APPENDIX - survey results - price / value

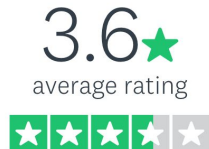
On a scale of 1 (extremely unhappy) to 5 (extremely happy) how happy are you with your prepdeck purchase?

Answered: 530 Skipped: 5



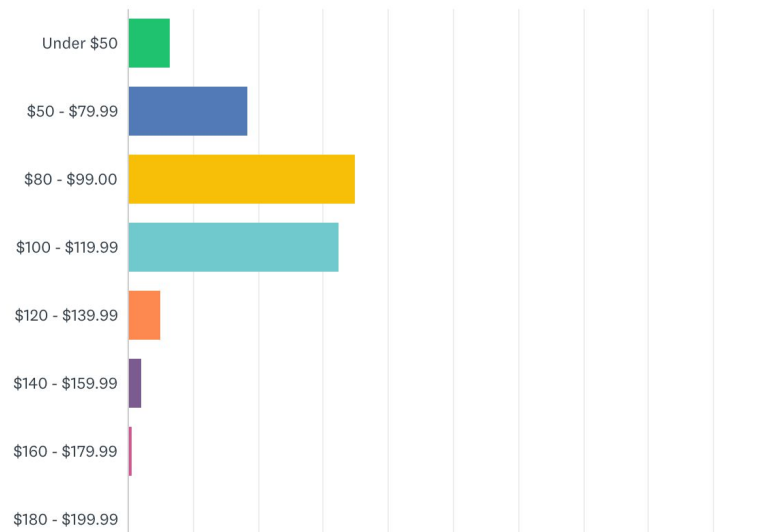
On a scale of 1 (extremely unlikely) to 5 (extremely likely) how likely are you to recommend Prepdeck to a friend or family member?

Answered: 530 Skipped: 5



What do you think is the ideal price point for a standard Prepdeck, given your experience of the quality, size, and utility of the product? Currently, a standard Prepdeck costs \$119.00.

Answered: 467 Skipped: 68



The New Target

DEMOGRAPHICS

Focus on the younger, more novice home cook.

Age range:

BUT it's important to note that age may not be as important as *life stage*, especially as it relates to cooking behaviors.



ATTITUDES TOWARD COOKING

"XXX

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ATTITUDES TOWARD COOKING

“Cooking for people is really a kind gesture. And it speaks volumes about your priorities and what you care about and how you want to spend your time,” she says. “And it doesn’t have to be a thing that causes you anxiety or stress. It should be a thing that promotes wellbeing, and love and joy, and a state of relaxation. It shouldn’t make you feel inadequate, worrying about, oh, is my apartment nice enough? Do I have matching silverware? Am I gonna fuck up this rib roast? It should be like — no, I’m doing a nice thing for people that I like, and they’re coming over and I’m feeding them and that’s enough.”



They rely on a multitude of **digital sources** & channels (Youtube, cooking shows, Pinterest recipes, cooking blogs, Instagram) not only for **cooking inspiration**, but also to guide them through the **cooking process**.

Least able



Most able

Millennials

Generation X

Baby Boomers

Follow a recipe	91.5%	94.0%	95.0%
Dice an onion	82.4%	87.6%	94.2%
Melt chocolate	80.3%	83.8%	87.5%
Prep a week's worth of meals	77.9%	79.5%	77.5%
Peel a potato with a knife	76.1%	82.5%	88.3%
Broil vegetables	74.7%	82.5%	85.8%
Mince garlic	70.7%	77.4%	82.5%
Flip an egg without breaking the yolk	69.1%	79.9%	88.3%
Recreate a dish from a TV show	63.3%	71.8%	67.5%
Make whipped cream from scratch	60.6%	62.8%	76.7%
Make french fries from scratch	57.2%	69.2%	79.2%
Braise a piece of meat	47.3%	59.8%	70.0%
Blanch vegetables	45.7%	59.4%	75.8%
Cook dinner for a party of 10	42.0%	52.1%	57.5%
Carve a turkey	41.8%	59.4%	70.0%
Fillet a fish	22.3%	27.8%	39.2%
Shuck an oyster	18.6%	21.4%	28.3%

Source: Survey of 750 people

Millennials: What best describes a typical home cooked meal?

