Product Explanation:

 Nutritious Nut by Health+ is a smartphone app that serves the food needs of residents of the Greater Hartford, Connecticut area. Nutritious Nut is designed to help Hartford residents find local farmers markets that offer healthy produce at affordable prices. Nutritious Nut features a detailed description of each farmers’ markets and what is grown in season so the user can find their perfect farmers’ market. And with Google Maps imbedded into the app, Nutritious Nut can help users find the nearest farmers’ market with the foods they need. Nutritious Nut also helps its users request farmers’ markets for specific foods or allows them to place an order. Nutritious Nut also features a list of healthy family friendly, and budget friendly recipes that are easy to make and delicious. This app will also feature friendly food related characters that encourage healthy habits and the purchase of healthy options for the family, making this app perfect for busy families who don’t always have time for a nutritious meal.

 Our goal at Health+ is to help people who don’t have the means or time to purchase foods that are healthy for themselves and/or their families. We want to bring fresh, locally grown produce to middle and lower class citizens in and around Hartford who may not know that these farmers’ markets exist. They feel that they are stuck buying cheap, processed food that does not provide the necessary nutritional content to stay healthy. Another unfortunate fact is many people who need the assistance of food stamps don’t realize that Hartford farmers’ markets will double the value of food stamps. Shopping at farmers’ markets doesn’t have to be time consuming or intimidating with Nutritious Nut. Nutritious Nut allows users to place requests or orders to certain farmers markets so those markets have what the customers need. Nutritious Nut allows the user to enter their shopping list or can create one with a registry of family and budget friendly recipes. Nutritious Nut puts the user in complete control of their grocery shopping.

Nutritious Nut will progress through a series of steps in order for our product to be accurate and up to date. Nutritious Nut will move from the initial development phase to a research phase, which will garner information about the various farmers’ markets. This research is critical for the accuracy each of the farmers’ markets in Hartford. Next the app will move through the Grow Hartford office to ensure the information is correct and is approved by the Grow Hartford office. Finally the app will go onto the Apple App Store and Google Play for a free download.

Describe the Opportunity:

 As cities grow and populations increase, food distribution networks become more strained to supply the growing demand. This is especially true in Hartford, Connecticut. To add insult to injury, good healthy food is becoming more expensive and harder to find. This forces people who cannot afford the high prices of healthy food and must resort to lower cost processed food, which does not contain the health content that our bodies require. At Health+, we've also noticed that local farmers’ markets are not noticed or used often in Hartford. The healthy food distribution networks that deliver good food at reasonable prices do exist. The infrastructure exists, as well as the prices. We at Health+ have teamed up with Grow Hartford, a project run by the Hartford Food System. At Health+, we want to bring recognition to these markets to those who need inexpensive, healthy, locally grown fresh food.

 Grow Hartford operates four inner-city farms throughout Hartford. These small farms generate thousands of pounds of organic produce, and have so for a decade. Grow Hartford is dedicated to the city providing those who cannot afford food with fresh, organic produce. Grow Hartford also runs a summer program for at-risk youth and teaches them sustainable farming techniques and how to prepare a large meal for local residents. This program run by the Hartford Food System can be greatly enhanced by the power of Nutritious Nut by showing more residents how to shop, prepare, and eat sustainable, locally grown foods.

It is crucially important that everyone eats food with high nutritional content in order to maintain a healthy diet and lifestyle. The major issue many Hartford, C.T. residents face in today’s society is a lack in education on how to eat healthily. But worst of all, many residents don’t have the resources to purchase healthy food at an average grocery store, and resort to cheap processed food. Nutritious Nut by Health+ will help those find fresh, healthy produce grown locally at affordable prices. Nutritious Nut gives access to recipes that create a number of nutritious and healthy dishes that the whole family will love. It can also create a shopping list for the ingredients that the recipe calls for, and direct the user to the closest farmers’ market via Google Maps. It can provide the days and hours of operation for farmers’ markets located in the Greater Hartford area.

Unlike other farmers’ market apps, Nutritious Nut is a one—stop app that features all of your food needs. It incorporates a shopping list, can suggest what produce is in season, and what is fresh. Nutritious Nut has a registry of recipes that offer tasty, low cost, and wholesome dishes that the whole family will love. Nutritious Nut focuses only on Hartford residents, allowing it to provide more accurate and detailed information about certain farmer’s markets.

Other products such as the iPhone and iPad app, Fresh Food Finder, allows users to find farmers markets all over the country. However Fresh Food Finder does not have the focus on just Hartford, allowing room for ambiguity on certain markets. Fresh Food Finder also doesn’t allow users to place requests or place orders at their local farmer market making shopping faster and easier. Nutritious Nut also includes a list of recipes for wholesome and delicious dishes that can be made with fresh produce bought at farmers markets. Nutritious nut is a one app that can provide all of your grocery needs.

Customer Profile:

Our customers will be of all ages, as long as they want to eat healthy and/or healthier.

Demographics: Young adults, Parents, and the Elderly who want a healthier alternative to fast food or cheap processed food that does not offer the proper nutrition.

Geographic’s: Since our app focuses on the Greater Hartford Area, our customers will be residents of Hartford and surrounding towns.

Psychographics: People who want the best for themselves and/or their families, however they don’t have the financial means to afford fresh produce from a traditional grocery store. Also, our customers need quick healthy ideas for good nutritious meals that are affordable and simple to make.

Buying Patterns: People who are concerned about their health but don’t’ have the means or time to shop for healthy food, or don’t know how to make inexpensive, nutritious dishes for themselves and/or their families. People who have realized that they need to eat healthier however don’t know where to start.

 Our potential customers would want to use our app because they deserve better food for themselves and/or their families, without the high costs of fresh produce at a local grocery store. Farmers’ markets feature locally grown food that are high in quality and low in price. Our customer may also have a tight budget, which forces them to buy cheap, processed food, which is usually high in fat and has a low nutritional value. Parents also want the best for their kids and Nutritious Nut allows them to give the best meals to their kids without breaking the bank or spending hours on one meal. Our potential customer may be someone who wants to start eating healthier and living a better life, and Nutritious Nut gives them the tools to achieve that goal.

 Nutritious Nut is focused on Hartford, Connecticut, and Hartford only. Therefore our customers would be either residents of Hartford, or residents of surrounding towns. Hartford is a small city in the middle of our small state. It’s the insurance capitol and has a very unique and diverse population. Our aim is to give Hartford residents, and residents of the surrounding communities easier access to better food.