

# PROJECT PRESENTATION

GATHER

1 SEPTEMBER 2023



# PROJECT PURPOSE

With Gather, people who like to share their cooking skills as well as the ones who want to learn how to cook, or simply feel like sharing a meal with someone cross paths.

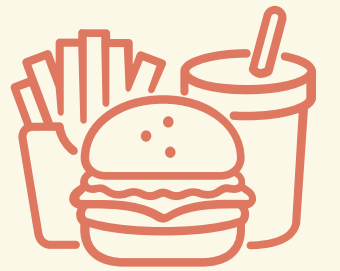
Gather creates the opportunity for spontaneous dinners with likeminded people who share the same devotion for good food in great company!



# PROBLEM

## The Decline of Shared Meals

More & more, the act of sharing a meal loses value and is replaced by fast food & snacking.



## Time Constraints

We eat in a rush and mostly on the go, either in our car or in front of a screen.



## Diminished Social Interaction

Worst of all, we often eat alone.



# SOLUTION

Gather is a project for people who share a passion for food & cooking, allowing them to come together around the same dinner table.

Gather brings together those eager to share cooking expertise and those interested in learning or simply sharing a meal.

This enables dinners with like-minded food enthusiasts for a delightful dining experience.

## GATHER IS...

### Meaningful

- Revitalize act of sharing a meal
- + Knowledge of new cultures & cuisines.

### Spontaneous

- Short notice sign-up
- Gives you flexibility

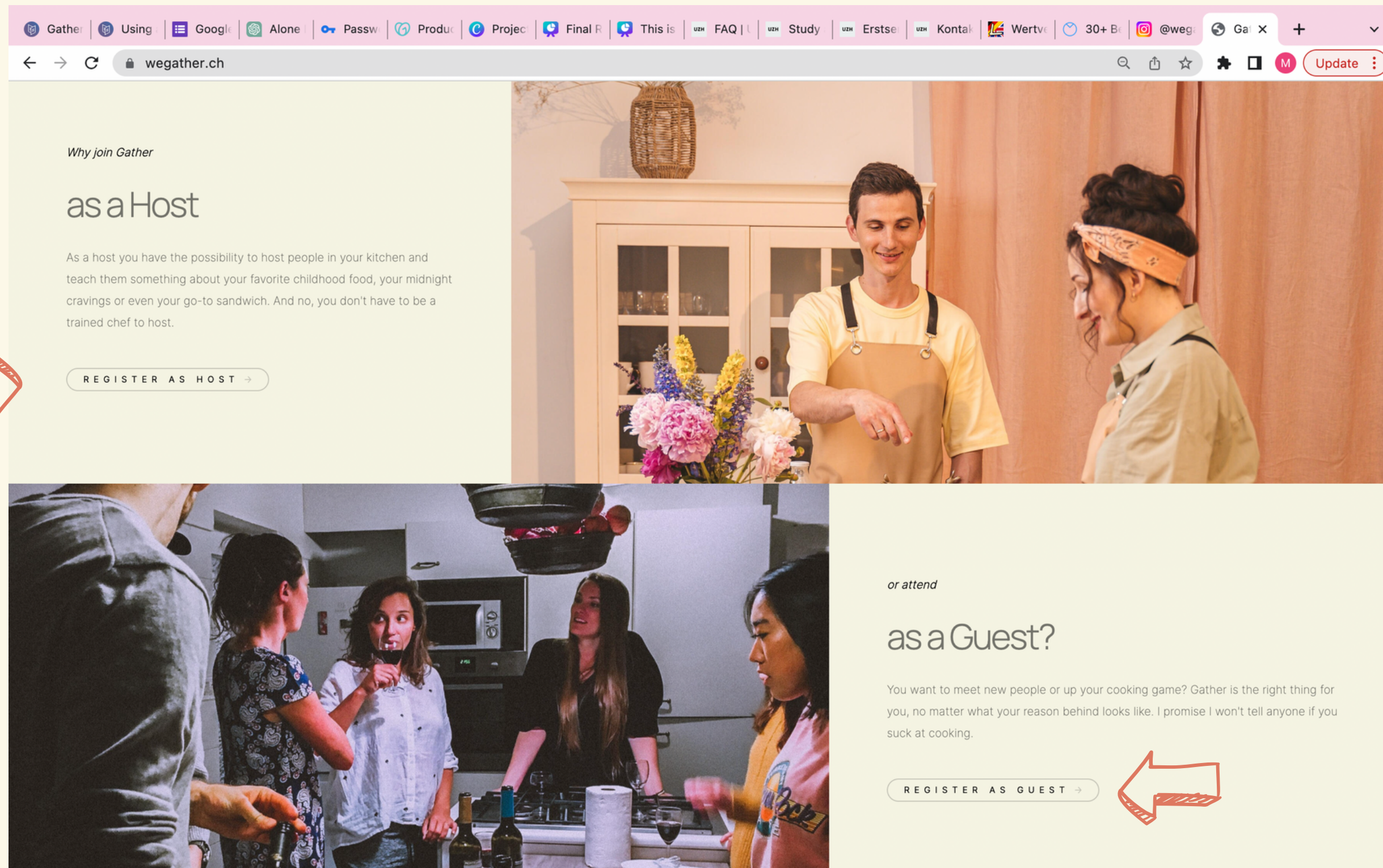
### Inclusive

- Accessible for everyone
- No skills and little money needed to guarantee experience

# HOW DOES IT WORK?



The screenshot shows a web browser window with the URL `wegather.ch`. The browser's address bar and tabs are visible at the top. The main content of the page is centered and reads: "Let me introduce you to" followed by the word "Gather" in a large, bold, sans-serif font. Below this, a smaller line of text says "the unique place where people meet through cooking and eating together". At the bottom of this section, there is a rounded rectangular button with the text "BECOME A PART OF IT!" and a right-pointing arrow.



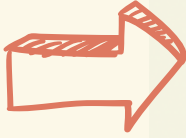
or not do any of that and

## become a Sponsor instead?

As a sponsor, you help funding unforgettable evenings while promoting your brand through our social media presence.

[REGISTER AS SPONSOR ->](#)

YOU






### About me

## Hi, I'm Meret

I am a communication and business administration student at the University of Zurich. Apart from studying I am also a passionate flight attendant. When I'm not doing either one of those things you often find me in the kitchen, cooking. Surprising, huh? No seriously though, cooking for or with others is what I love the most.

With this project I want to bring people together at the dinner table, providing delicious food and great company!

## 2 - SIGN-UP FORMS \*



### Sign-up as Host

This is a first questionnaire to gather (pun intended) some information about future hosts. After we match up people for the first Gathers, we will reach out to you for more details! Can't wait!

meretjil.lenzhofer@gmail.com [Konto wechseln](#)

Nicht freigegeben

\* Gibt eine erforderliche Frage an

Name \*

Meine Antwort

E-Mail address \*

Meine Antwort

Diet at your Gather \*

- Carnivore  
 Vegetarian  
 Vegan  
 Sonstiges: \_\_\_\_\_

I can't wait for more information regarding Gather, until then I read updates on Instagram and tell all my friends about it!



### Sign-up as Guest

This is a first questionnaire to gather (pun intended) some information about future guests. After we match up people for the first Gathers, we will reach out to you for more details! Can't wait!

meretjil.lenzhofer@gmail.com [Konto wechseln](#)

Nicht freigegeben

\* Gibt eine erforderliche Frage an

Name \*

Meine Antwort

E-Mail address \*

Meine Antwort

Your preferred diet \*

- Carnivore  
 Vegetarian  
 Vegan  
 Sonstiges: \_\_\_\_\_

I can't wait for more information regarding Gather, until then I read updates on Instagram and tell all my friends about it!



### Sign-up as Sponsor

This is a first questionnaire to gather (pun intended) some information about you as our potential sponsor. After we matched hosts and guests we will reach out to you for more detail on the sponsorship options. For the time being, I would like to thank you already for supporting Gather's mission to bring people together through cooking!

meretjil.lenzhofer@gmail.com [Konto wechseln](#)

Nicht freigegeben

\* Gibt eine erforderliche Frage an

Company \*

Meine Antwort

Name of contact person

Meine Antwort

E-Mail address \*

Meine Antwort

Phone number

Meine Antwort

\* The coordination afterwards will be done manually at first before I will implement automatic sign-up procedures



## WHY NOW?

- After COVID, students are eager to meet their peers in person, not through zoom & group chats
- The importance of food and nutrition has experienced a revival, as more people care about their health and fitness
- Students like to be independent and prefer spontaneous events over long-term commitments. With Gather, you can sign-up for individual dinners without having a membership.
- Due to the greater need for individuality, Gather helps students find dinners tailored to their diets and preferences.
- With the high costs of living in Zurich, Gather is the cost-effective alternative to restaurant visits.

# PROJECT POTENTIAL



## Reach

UZH: **27,895** Students of which **5,227** are from foreign countries.

Many people are eager to meet new friends. By also participating as Hosts, foreign students can introduce Swiss students to their local cuisine and foster intercultural exchange.



## Uniqueness

UZH and Student Organizations offer a wide range of activities and the possibility to join student associations.

However, many activities require a lot of free time and effort to participate. Gather is spontaneous and easy to sign up for, with lots of guaranteed fun!

# COMPETITORS



## Tavolata ([www.tavolata.ch](http://www.tavolata.ch))

“A network for self-organized table communities” - where people get together to cook, eat and enjoy food. The table communities organize themselves and everyone contributes in their own way to the success of the table rounds.

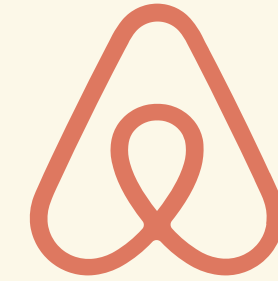
Target group: ~ age > 60



## Student Organizations

UZH has well established and organized student organizations that organize and host various events where students can meet other people and have a good time.

Despite all that, a format like Gather that revolves around cooking doesn't exist which proves its great potential.



## Airbnb Experiences / Classes

Platforms like Airbnb, which are popular among young people and students in particular, offer a wide range of food-related experiences in and around Zurich. Another option to delve deep into a new cuisine is cooking classes; they are fun, informative, but also quite costly.

# BUSINESS MODEL

## 01 Partnerships with Sponsors

- Retail Partners
- Sponsored groceries
- Monetary support
- Goal: finance the first 10 Gatherers (10\*100CHF)



## 02 Partnerships with UZH

- UZH as sponsor / resource provider
- Marketing / network support
- Student associations and organizations for marketing support among their members



## 03 Self-dependency

- Hosts and guests bear their own costs
- Host estimates budget and calculates the amount that guests have to come up with.
- Host paid in cash / by TWINT



# ABOUT ME

## I'm Meret

- Communication & Business Student at University of Zurich (last year of Bachelor)
- Flight Attendant @ Swiss International Airlines
- Accountant @ MUELLER Consulting & Partner
  
- Passionate about cooking AND bringing people together through food, either as host myself or organizer of potlucks
- Participant in Alex Mari's Personal Branding classes (Personal Branding HS22 & Personal Branding Applications FS23)
- Top Brand Award Winner & speaker at HS23 Personal Branding lecture
  
- optimist, hard-worker, cat mom & traveller



# CONTACT



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