Dry Cappuccino

Alexander Adams
London South Bank University

London start-ups have the lowest survival rate in the United Kingdom due to the amount of people trying their luck and their ability to reach out to clientele (Financial Times 2017). Restaurants are closing across the capital, independent and even the biggest chain names are hurting (The Guardian, 2017). This, paired with food-delivery booming with the likes of Deliveroo soaring, keeps Londoners in-doors and independent entrepreneurs hurting. The amount of businesses trying their luck leaves consumers constantly testing unknown restaurants, websites such as Timeout advertise to the highest bidder and offer a narrow scope of the opportunities in London to such a vast audience that it has failed to personalise and reach individuals. This gap of personalised consumer content directed at taking Londoners of all types, budgets and fancies means businesses are missing out on potential repeat business.

The market is primarily aimed at Londoners, but is an open platform to anyone who might be visiting or thinking about doing so. A noticeable portion of those looking to go out and explore London for food, drink and nightlife are tourists who are statistically more likely to go for a chain they are familiar with.

The solution to this problem starts with bringing a convenient, personalised platform to every individual and have it be specific to them. Pairing the right consumer with the right location without invading user privacy starts with curating the best places to go and eat, drink or otherwise in London. Being based in London gives us opportunities to work directly with local business, go in-house to help them with their digital image through photography, videography and writing and bring them the type of customer who's budget and fancy is mutual with the business.

If the users first recommendation is one they fall in-love with, they are likely to become loyal not only to the local business, but to the platform that suggested it to them. The way in which we quiz users about their demographic feels personal, like a friend suggesting their favourite secret spot.