

Morning Cup  
2014-11-27



Bought for 3,000 KRW.

Mushroom rice porridge in a coffee, take out cup. They also offered Kimchi porridge. Sold at a small porridge store. It is a chain porridge store, so many people go there for lunch.

It was filling after eating through 3/4 of the cup.

- 1) The bottom of cup was soggy. Was concerned the porridge would drip at the bottom.
- 2) The hole at the top, for sipping the porridge, is too small. Need a bigger hole for the mushroom
- 3) Temperature was warm, but cooled off after 10 mins.
- 4) Competitively priced at 3,000 won. Nearby McDonalds breakfast is about 4,000 won.

Costs

- 1) Cup/Lid
- 2) Sleeve
- 3) Plastic Spoon
- 4) Mushroom porridge

The big idea isn't simply selling 1 item. I believe this can revolutionize fast food industry in Korea, especially with regards to soup and Korean foods. Why do people opt to eat unhealthy McDonalds, and fast foods? Korean food is healthy, but it

- 1) Takes too long for food to be prepared
- 2) Portions are too large to eat by oneself
- 3) Expensive - 8,000 to 10,000 won on average in Seoul
- 4) Dishes are specialized at each store; Rare to find a store that sells everything

**Why not make a McDonalds, but instead of selling hamburgers, sell Korean food, but to go?**

- 1) 육계장 in a cup
- 2) 설렁탕 in a cup
- 3) 비빔밥 in a cup
- 4) 호박죽 in a cup
- 5) 팔죽 in a cup
- 6) 불고기 덮밥 in a cup