ShelfStock

AI-assisted pantry tracker + grocery-list auto-generation + reorder via Instamart / Blinkit / Amazon Fresh / BigBasket. Existing grocery apps optimise for one merchant; ShelfStock is household-first, merchant-agnostic.

Category	Set 8 · Mixed Round
Customer	Indian middle-class households + global households wanting structured grocery management + waste reduction
Monetisation	$4/mo Solo · ■149/mo India · $9/mo Family (multi-user)
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

ShelfStock is a household pantry-management + grocery-automation app. The structural opportunity: typical Indian middle-class household runs grocery on memory + WhatsApp reminders + last-minute Instamart/Blinkit orders. Waste is meaningful (15-25% of groceries expire unused); over-ordering common; running-low surprises common. ShelfStock provides structured pantry tracking + AI-driven grocery list generation + one-tap reorder via partnered platforms (Instamart + Blinkit + Amazon Fresh + BigBasket + Zepto).

Year-1 target: 7,000 paying households generating ■1.4 crore annual revenue against ■22 lakh costs. Cash-positive month 3.

The Problem

Typical household grocery management is unstructured. Per-household pain: forgot we already had milk + bought duplicate; ran out of essential mid-week + had to make emergency trip; produce expired before use; can't remember what's in the back of fridge or pantry; family-member-asks 'do we have rice?' + can't answer without looking.

Existing options. Grocery-app reorder works for last-mile but doesn't track home inventory. Generic note-taking apps require manual maintenance. Premium products like AnyList work but don't integrate with Indian grocery-delivery platforms.

Market gap: household-first pantry + grocery management with multi-platform reorder integration.

The Solution

ShelfStock structured around household workflow. Pantry inventory: scan barcode + add item; AI-suggests typical expiry; quantity tracking; consumption tracking.

Auto grocery list generation: based on consumption patterns + favourites + meal plans + family preferences; generates weekly grocery list automatically.

Multi-platform reorder: one-tap reorder via Instamart + Blinkit + Amazon Fresh + BigBasket + Zepto + Swiggy Instamart (compare prices + delivery times across platforms before choosing).

Expiry tracking + alerts: nudges to use items approaching expiry; reduces waste.

Family-shared workspace (Family tier): multiple family members can update inventory + add items to grocery list.

Recipe integration: connect with MealMap (Plan 55) or similar for meal-plan-driven grocery generation.

Market Opportunity

Indian middle-class households: ~80M. Willing-to-pay segment for grocery-management app: ~2-4M.

At blended ■1,500/yr ARPU India + $40/yr international, SAM is ■400-800 crore.

Realistic 4-year capture: 0.5-1.5% = ■2-12 crore ARR.

Adjacent expansion. Year 2: meal-plan integration (deeper). Subscription-grocery for recurring items. Year 3: household-supplies tracking beyond food (cleaning + personal care).

Target Customer

Primary persona: a 33-year-old working couple in Bengaluru ordering from Blinkit + Instamart 4-5x/week. Will pay ■149/mo India tier.

Secondary persona: a 41-year-old family of 4 in Pune. Will pay $9/mo Family tier.

Tertiary persona: a 38-year-old single professional in Mumbai. Will pay ■149/mo India tier.

Product

Pantry inventory: barcode scan + manual + AI-suggested expiry.

Auto grocery list generation: consumption-based + preference-based.

Multi-platform reorder: Instamart + Blinkit + Amazon Fresh + BigBasket + Zepto.

Expiry tracking + waste-reduction alerts.

Family-shared workspace.

Recipe integration with meal-planning tools.

Technical Architecture

Frontend: React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

AI: GPT-4o for consumption-pattern + grocery-list generation.

Platform integrations: Instamart + Blinkit + Amazon Fresh + BigBasket + Zepto APIs (where partnership-permits) or deep-link integration.

Payments: Razorpay + Stripe.

Business Model & Unit Economics

Three tiers. Solo $4/mo or $39/yr. India ■149/mo or ■1,499/yr. Family $9/mo or $89/yr.

Conversion: 14-day trial converts at 12%. Distribution: 40% Solo, 35% India, 25% Family.

Gross margin: 88%. Costs: AI inference + integration maintenance.

LTV: $48 × 18 mo = $86 (Solo); ■1,788 × 22 mo = ■3,934 (India); $108 × 28 mo = $302 (Family).

Unit Economics (Year-1 base case)

Year-1 paying households	7,000
Blended ARPU mix	■2,000/yr
Year-1 revenue	■1.4 crore
Gross margin	88%
CAC	■130
Year-1 all-in costs	~■22 lakh
Year-1 net contribution	~■1 crore

Go-to-Market

Channel 1 — Household-management content (40%): parenting + home-management + frugality communities.

Channel 2 — Grocery-platform partnerships (25%): co-marketing with Instamart + Blinkit (they want loyal repeat customers).

Channel 3 — SEO (20%).

Channel 4 — Paid acquisition (15%).

Roadmap (first 12 months)

- Month 1-3: MVP with pantry + auto-list + Solo + India tier. 600 households.
- Month 4-5: Multi-platform reorder integration + Family tier, 2,000 households.
- Month 6-8: Expiry alerts + recipe integration, 4,000 households.
- Month 9-10: Family-shared workspace + analytics, 5,800 households.
- Month 11-12: 7,000 households, ■1.4 crore annualised.

Key Risks

- Grocery-platform integration: APIs may not be partnership-stable. Mitigated by multi-platform + deep-link fallbacks.
- Habit-formation: users need to actually update inventory; many won't sustain. Mitigated by minimal-friction barcode scan + photo capture.
- Generic note apps competition: free alternatives exist. Mitigated by reorder-integration + AI-driven list-generation value.
- Customer concentration in India tier: India ARPU lower; need volume. Mitigated by global Solo + Family tiers.

- Slow consumer-SaaS conversion. Mitigated by clear time-savings + waste-reduction value demonstration.