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BUCHUK: DISCOVERING THE FUTURE OF AUTOMATIC COOKING

Mid June in Hyderabad 2018, it was a bright sunny day. For Amarnath the CEO of a start-up, just about to launch a unique cookware called Buchuk, the weather reflected his mood. He was two months away preparing to attend a financial conference and investor meet in Delhi, where he was planning to demonstrate Buchuk and simultaneously pitch for funding. Buchuk backed by IoT (Internet of Things) and AI (Artificial Intelligence) technology integration, automatically cooked Indian cuisine, particularly south Indian dishes such as dal, curry, sambar etc., with minimal human intervention and effort. Amarnath's idea of providing food akin to one's mom's cooking was a project that he had dreamed up in 2015 and after 3 years of brainstorming and iterating on the prototype several times over, the final product was ready to launch. Amarnath had gone through tough times in designing the cookware and needed to divert his attention and the project itself as at many times, the lack of funds constrained him to move forward. However, Amarnath knew the product had potential and hence his perseverance. He also knew that, what

Ramendra Singh of the Indian Institute of Management Calcutta and M Rao, developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.

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would really determine his success would be the right marketing mix strategy, backed by timely funding from the right investors.

In moving forward on the progress of the prototype of Buchuk while nearing completion, due to the lack of funds, Amarnath turned his focus to another business venture to help sustain him. He began to focus his attention on a battery operated water leveler used in water sumps in homes and other water storage tanks called Neerovel. The leveler was the size of an iPhone and the sensors could be dropped in the water sump for it to be activated.

Considering Amarnath needed to focus simultaneously on two vastly diverse and different products, both in its nascent stage, understanding the range of choices he faced as a start-up in terms of scaling and pivoting along with the trade-offs involved, what would be his likely chances of succeeding, especially considering that Amarnath's target was to market 150 units of Buchuk within a two year window?

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