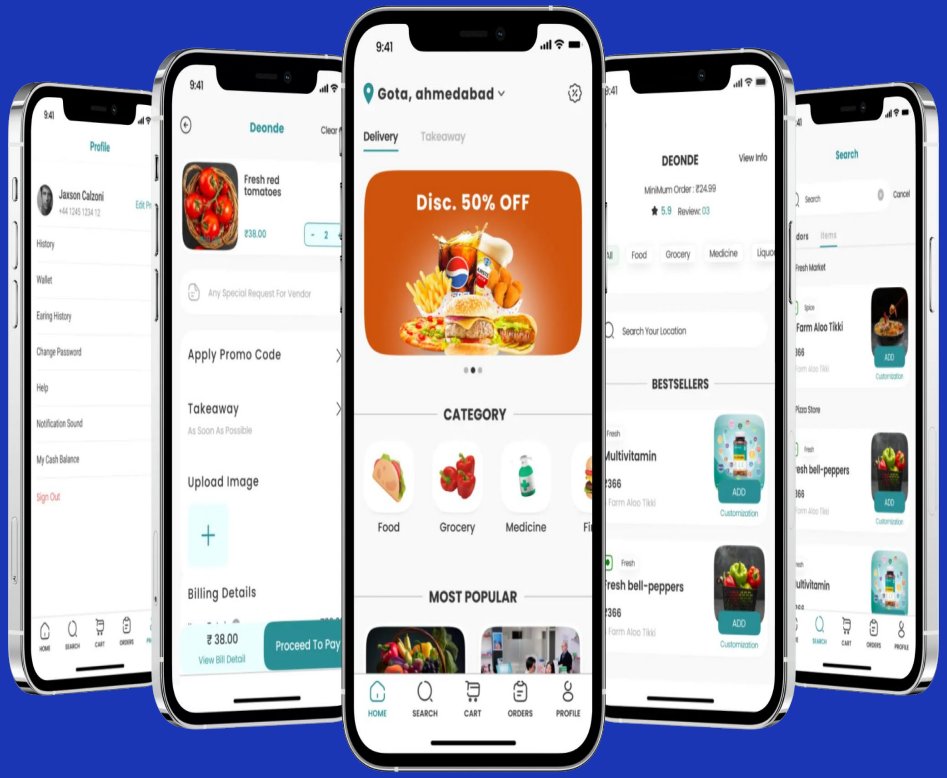
DealDash AI

Stop checking 10 apps. Get the best deal in one!

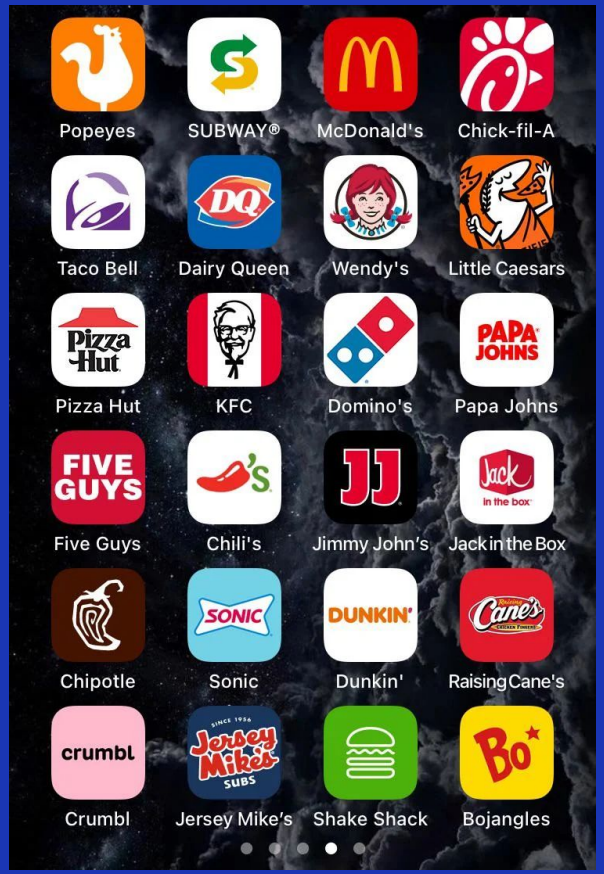
Jake Christianson



The Problem

-Every restaurant has its own app
    -Each with a reward system
-Delivery platforms are exclusive (Uber Eats vs DoorDash vs Grubhub)
-Deals change daily
-Users waste time:
    -Comparing prices
    -Missing better offers

-Result:
Consumers overpay or settle for worse deals.



Around two-thirds of U.S. consumers have used a food delivery or takeout app at least once

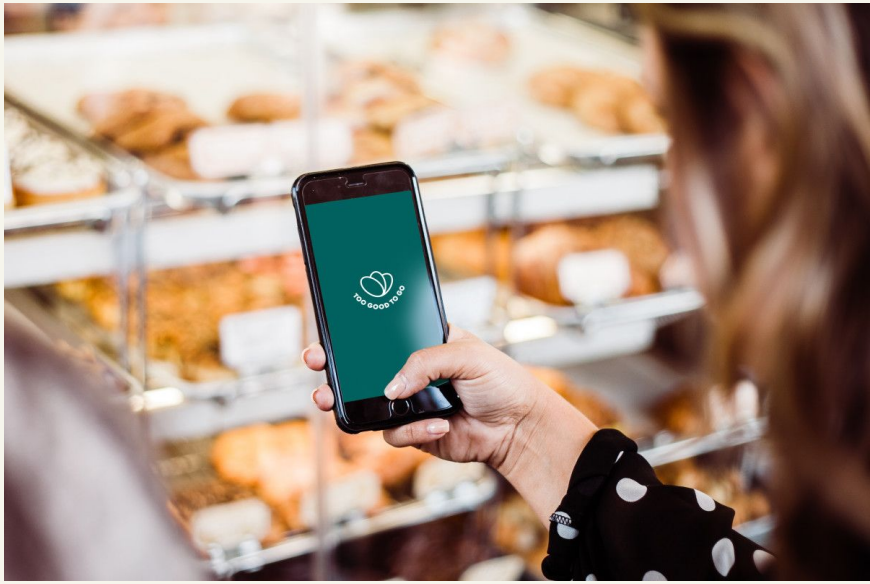
People care about value, especially students

-Rising food prices
-Students & young adults are:
    -Price-sensitive
    -App-native
    -High-frequency food buyers

-No single platform answers:
    -“What’s the best deal I can get right now near me?”

The Solution

- **One AI-powered hub for all nearby food deals**
- DealDash AI:
  - Scans food apps & delivery platforms
  - Ranks deals by **monetary value saved**
  - Shows **where each restaurant is orderable**
  - Deep-links users directly to the correct app



We don’t replace apps — we route users to them.

How it works

1.) Collect deal data from:

-Partner feeds & APIs
-Public promotional listings
-Opt-in user submissions
-datascrapes food apps

2.) Normalize & deduplicate offers

-Cleans everything up and saves space

3.) Match deals to:

-User location

-Active ordering platforms

-Ranks by overall **net savings**

4.) Deep link to traverse to required app

Deal Ranking Logic

Best deal always comes first

Default ranking:

- Estimated monetary savings
- Specific restaurant app gets priority over 3rd party apps due to rewards points

Tie-breakers:

- Popularity
- Reviews
- Time window remaining for the deal

Future:

User-weighted ranking preferences

Inclusivity & Filters

Filters include:

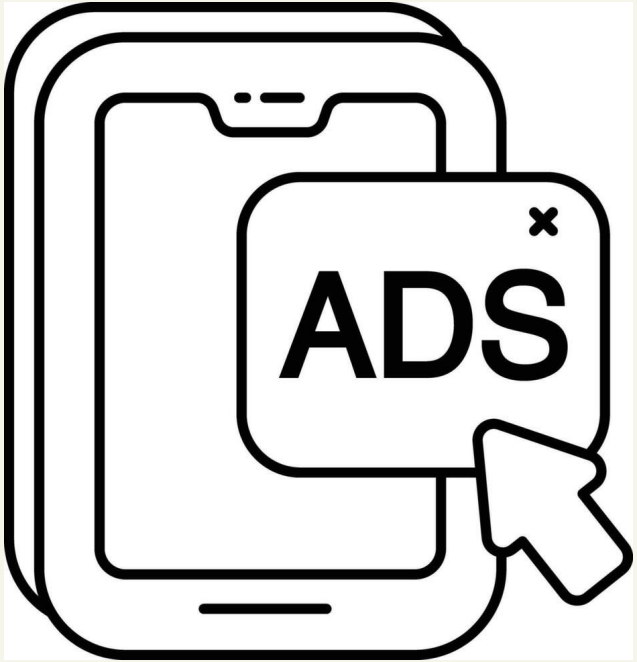
- Dietary: vegan, vegetarian, halal, gluten-free
- Allergens
- Pickup vs delivery
- Platform (Uber Eats only, DoorDash only, etc.)
- Budget range
- Time-limited deals
- Payment methods
- Accessibility options
- Cuisine type

Inclusive design = broader adoption.

Sponsored Model

Monetization without harming trust

- One **clearly labeled sponsored pop-up** on app entry
  - City-specific
  - Dismissible
  - Highlights current sponsored deals
- Sponsored placements:
  - Always labeled
  - Never override default ranking logic
- Restaurants pay for visibility — not manipulation



AI Data Collection & Prototyping

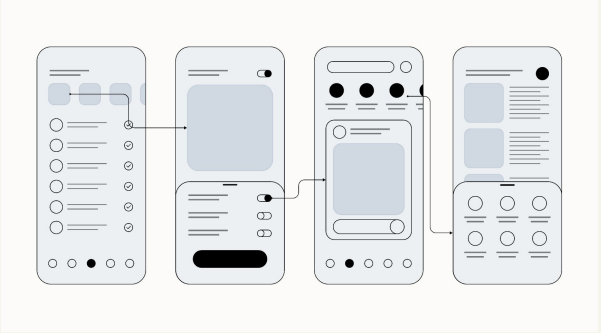
AI system scrapes food apps and delivery platforms for active deals

Collects publicly available promotional information

Normalizes offers across platforms (price, discount type, conditions)

Matches deals to user location and available ordering apps

Ranks results by **monetary value saved**



I will use **Figma** to design a high-fidelity, interactive prototype

Create realistic app flows:

- Location detection
- Deal ranking
- Filters
- Redirect-to-app experience

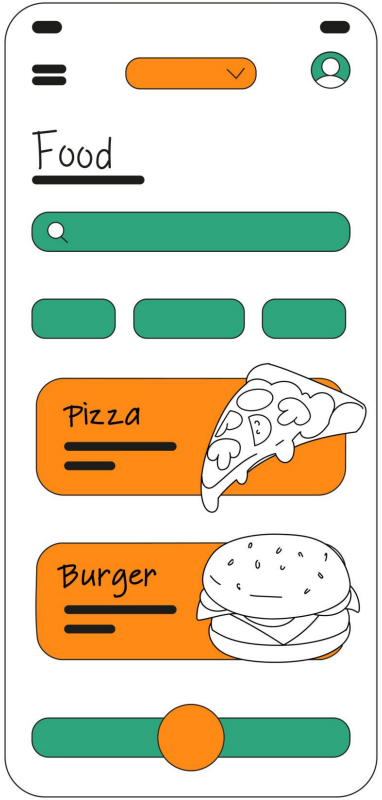
-Simulate real user interactions for testing and feedback

-Allows rapid iteration before development begins

User Journey

Simple, fast, friction-free

1. Open app → location detected
2. See ranked list of nearby deals
3. Filter by preference (diet, price, platform)
4. Select best option
5. Tap → redirected to required app (McDonald's app, Uber Eats, etc.)



Launch Strategy

Start focused, scale intentionally

1. **Penn State / State College pilot**
    - Dense population
    - High deal sensitivity
    - Strong repeat usage
2. Major cities
3. Mid-size cities
4. Suburbs
5. Rural areas

Each phase improves data quality and partnerships.

Business Model

Multiple revenue streams

- Sponsored restaurant placements
- Sponsored platform partnerships
- Affiliate referral fees

Future premium tier:

  - Advanced alerts
  - Personalized deal tracking
  - Family & group bundles

Vision & Call to Action

Next Steps:

- Validate pilot at Penn State
- Secure early partnerships

Future goals:

- Be able to purchase food in the app, while adding to the specific rewards points
- Premium plan

Thank you?
Any Questions?