# The **Plate** of Potential

# Change the world with just one plate on my table.

## Background

ShareTheMeal, which makes donations easy and intuitive, is a very attractive app, only if you download them. However there are many difficulties to let people download since it is difficult to recognize the existence of the app itself. In order to download the app, people need to know that the app exists, and be interested in solving food problems.

Why aren't people interested in solving the food problem? That's because it feels like a distant story that we can't see right now in our daily life. Then, we should bring the problem into the daily time, daily place to make the issue visible. As ShareTheMeal has brought donations to one tap, now we have to bring this issue to the nearest place... to our table! Therefore, we can literally share our meals.

## Idea

When you order food at a restaurant, an empty plate, Plate of Potential, is served together.
The QR code is printed on the Plate of Potential. Scanning the QR code leads to a link to download the ShareTheMeal app. What's important is not just downloading apps, but actually experiencing the potential that my actions will create. If you donate through ShareTheMeal, you can get a limited instagram/Snapchat AR filter. When you apply a filter with the empty Plate of Potential, food is created and delivered on the plate and AR graphics show the infinite world of possibilities as one's life is changed. Through one tap, you can share the world changed by your donation on Instagram.

This campaign is not limited to just a single restaurant. When you order food from Uber Eats, an empty lunch box is delivered together as the Plate of Potential. Restaurants with Plate of Potential are displayed on Google Maps separately to let you easily find and participate in Plate of Potential. In the holiday season, we meet and eat with many family/friends, the campaign spreads more quickly in our daily life.
Let's change the world with just one plate!