



Dinner plans built around your budget, pantry and family.

Save money, waste less food, and answer “What’s for dinner?” in under 60 seconds.

THE PROBLEM

- UK households waste ~£1,000 of food a year while feeling stretched at the till.
- Meal planning apps ignore pantry stock, tight budgets and real family taste.
- Weeknight decision fatigue drives takeaway spend and midweek supermarket runs.

THE SOLUTION

Weekfull generates a full week of dinners tuned to a household’s budget cap, pantry contents, dietary needs and how each person eats — in under a minute. One tap builds the shopping list; one tap swaps a meal the kids won’t touch.

HOW IT WORKS

1. Onboard: budget, household, allergies, cuisines, pantry basics.
2. AI plans 7 dinners that use what’s in the cupboard first.
3. Auto shopping list, swap-outs and cook-mode with step timers.

BUSINESS MODEL

- Freemium: 7-day full trial, no card required.
- Monthly £4.99 / Annual £39.99 (33% off).
- Stripe Managed Payments, VAT-ready.
- Live at weekfull.co.uk.

WHY NOW

- Grocery inflation still biting UK budgets.
- GLP-1 & health trends push home cooking.
- LLMs make truly personal plans finally viable.
- Zero-waste sentiment at an all-time high.

TRACTION & ROADMAP

- MVP live: auth, planner, pantry, shopping list, Stripe billing, trial gating.
- Next: recipe ratings feedback loop, supermarket price API, family sharing.
- 12-mo goal: 10k paying households, £480k ARR at £4.99 blended ARPU.