

1 People are complex and there are major **shifts in food trends & consumer preferences**

Growing demand for healthy home-cooking

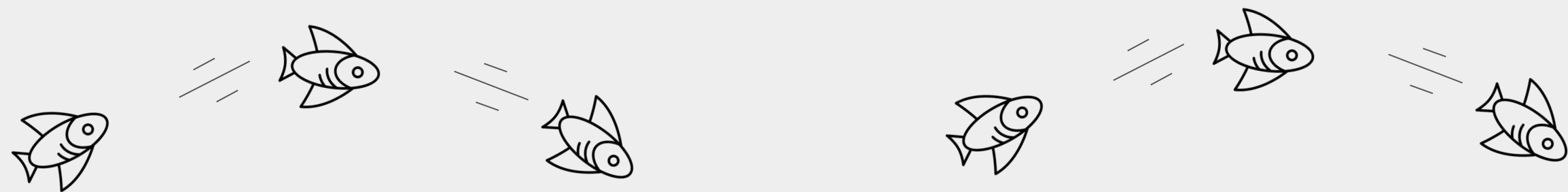
Consumers increasingly prioritize health and home cooking, seeking a wide range of recipes that cater to their unique food preferences and dietary restrictions.

Overwhelming and time-consuming search

Scattered recipe sources and the abundance of options make it difficult for consumers to efficiently discover recipes that suit their needs, leading to a time-consuming and overwhelming search process.

High variety in food preferences

Consumers face challenges in locating recipes that align with their specific dietary requirements, taste preferences, and cooking habits, resulting in frustration and inefficiency.



2 The digital recipe ecosystem is **fragmented** and due to **inefficient data structures loses value**

Poor recipe formats lack most important data

Recipes are stored in various formats across different platforms. There's no standardization in data structure, formats are flat and lack depth.

Missing (meta)data

Nutritional values, allergens & dietary information, ingredient prices, seasonality, ingredient origin & impact information

Limited Connectivity

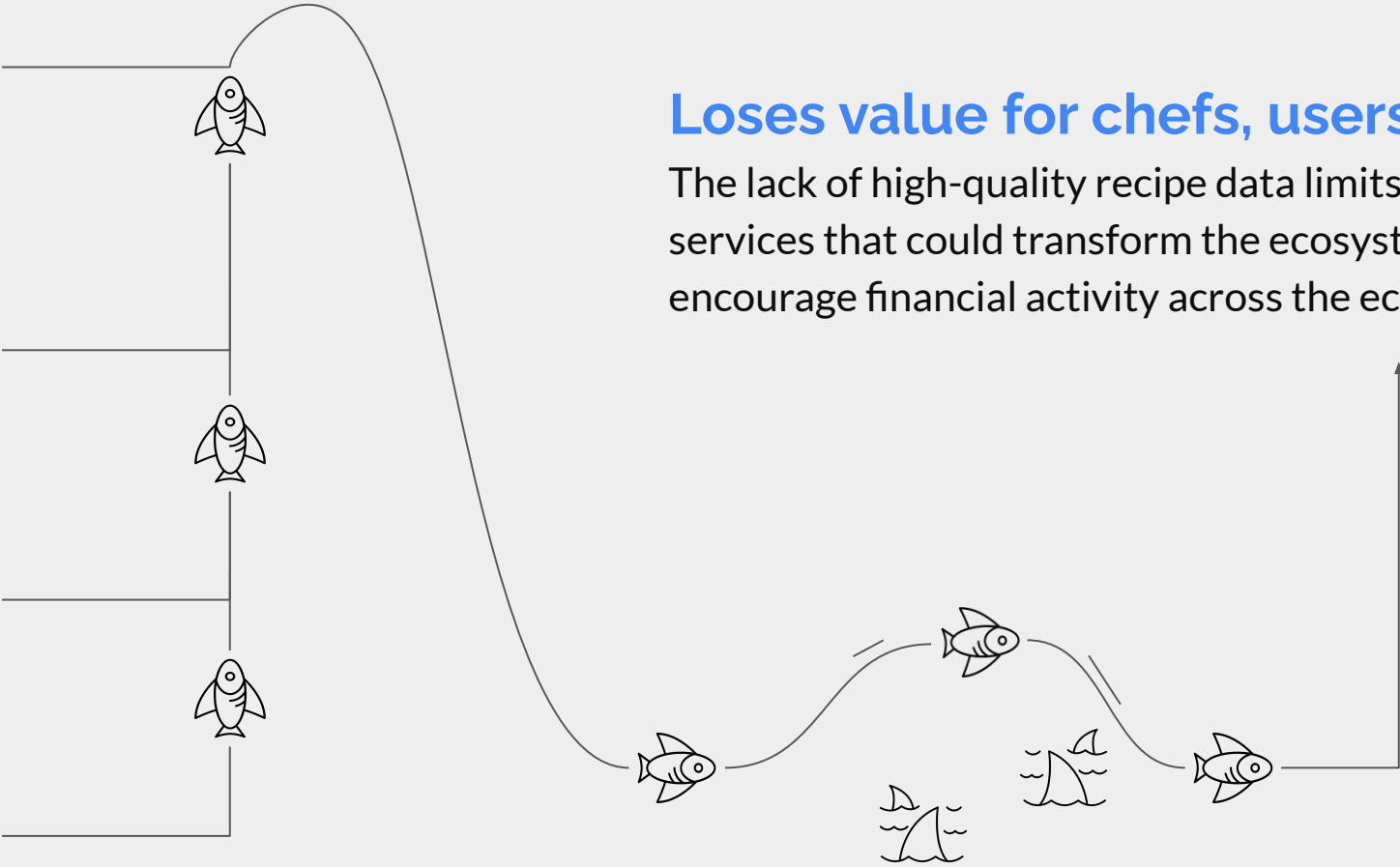
Systems can not easily communicate and integrate between with databases and online services

Limited Adaptability

Recipes cannot easily adapt to changes

Lack of licensing data and verification

Induces recipe copycat behavior and dilutes the quality of online culinary content.



Loses value for chefs, users and businesses.

The lack of high-quality recipe data limits development of new features and services that could transform the ecosystem, enhance the user satisfaction and encourage financial activity across the ecosystem.

3 Chefs are not empowered in the digital culinary era



Limited opportunities for monetization

Many chefs struggle to earn a sustainable income solely from traditional cookbooks and cooking shows.



Lack of direct connection with the audience:

Chefs often have limited interaction and engagement with their audience, making it challenging to understand their preferences and build a loyal following.



Limited avenues for showcasing expertise:

Chefs face challenges in reaching a wider audience and showcasing their culinary skills beyond their existing platforms or geographic location.

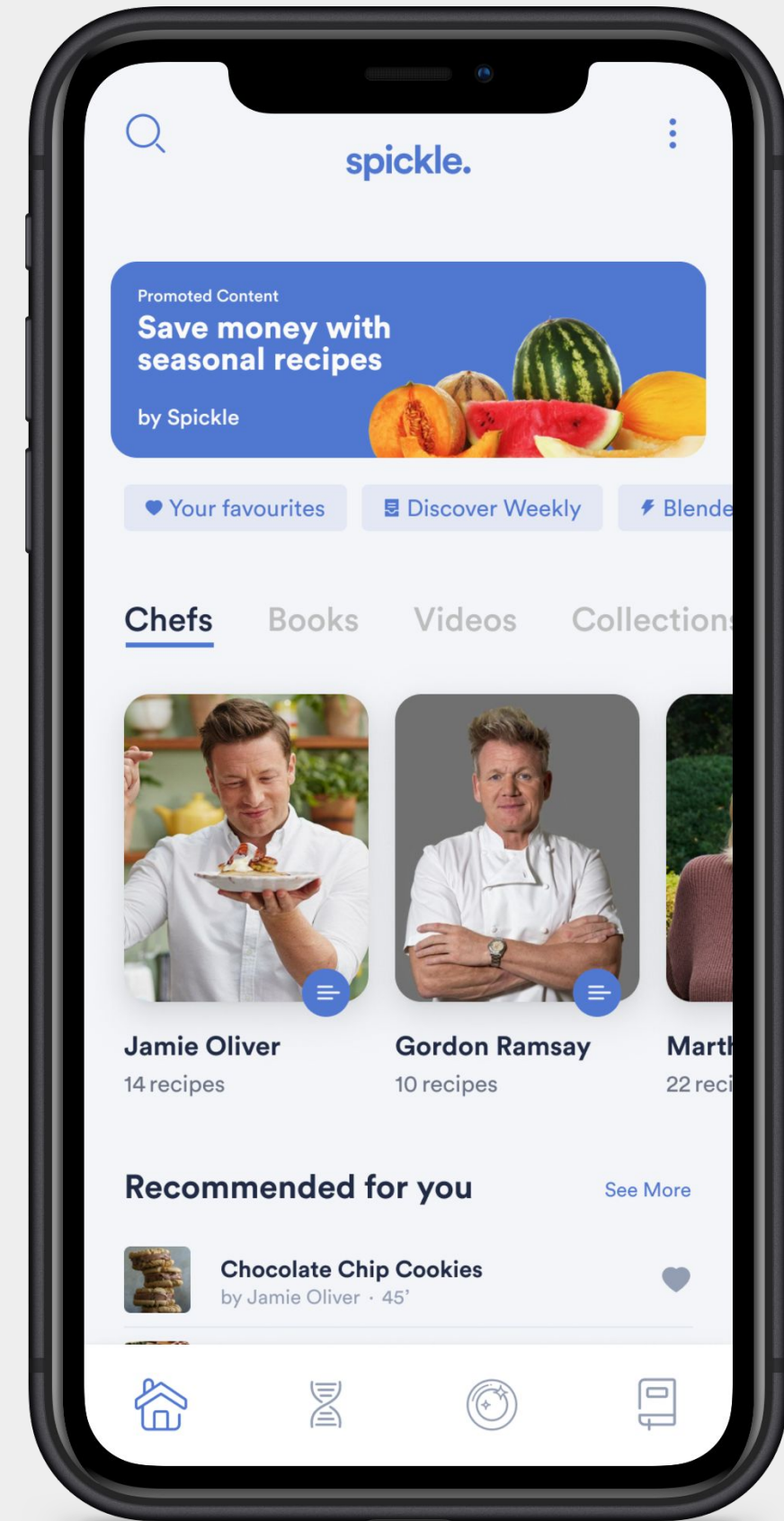


Difficulty in protecting intellectual property:

Recipes and culinary creations can be easily replicated and shared without proper attribution or compensation, leading to a loss of potential revenue.

spickle.

two-sided marketplace for cooking



Combining a **high-quality cookbook database** with **innovative technology**
to engineer a **user-friendly cooking platform**

Smart cookbook library

Curate an extensive digital cookbook library with a diverse collection of best-selling chefs across the globes and trusted cookbooks, enriched with 100+ data points.

The Flavor DNA

A unique DNA of each user's food preferences, dietary restrictions, and cooking habits, enabling AI powered, personalized and tailored recipe recommendations for you and your dining partner(s).

Spickle Dinner Club

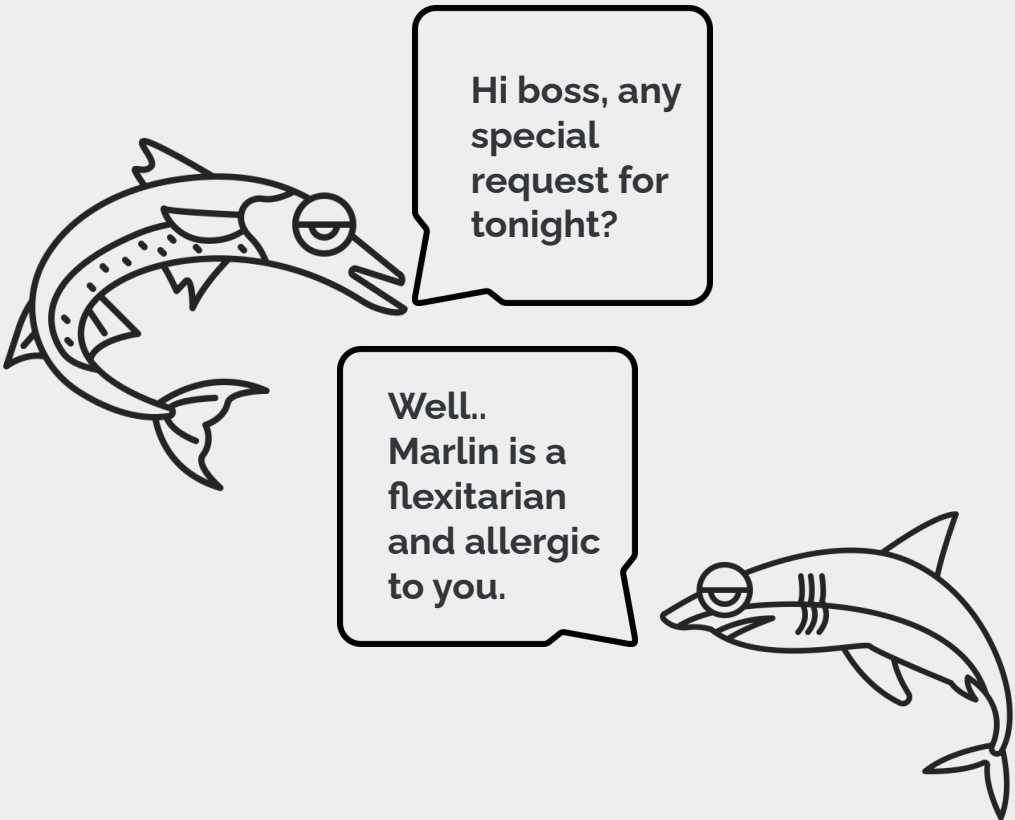
A communal platform that transforms group dining by streamlining meal planning using individuals FlavorDNA, task coordination, and introducing playful games for who does the dish-washing, enhancing social gatherings with ease and fun.

Discover Weekly

Discover Weekly is crafting a unique personalized recipe portfolio that takes into account your taste profile, culinary skills, and desire for gastronomic exploration.

The Blender

Inspired by the swiping interface of dating apps, The Blender learns from each interaction, helping to build your flavor DNA and leaving a personalized recipe playlist for a seamless, enjoyable culinary adventure."



New ways for chefs to monetize, protect content & reach a wider audience

The Spickle Creator Fund

A share of Spickle’s net income from ad and subscriptions revenue will be reserved for royalty payouts in a rights holders fund. Funds are distributed quarterly among right holders based on the engagement and popularity of their content

Non-exclusive licensing

Spickle will offer non-exclusive digital cookbook licenses at launch, licensing information will be stored in your digital recipes. In the future there will be opportunities to publish exclusively with Spickle.

Brand & influencer partnerships

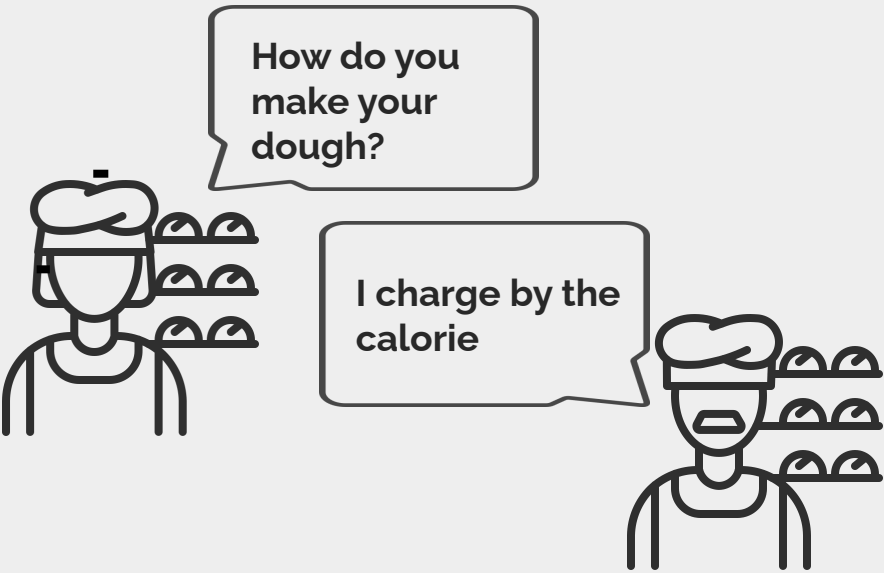
We enable and encourage chefs to collaborate with food-related brands and sponsors, promoting specific ingredients or products within recipes. Chefs earn via sponsorship fees or product sales generated through sponsored recipes.

Cookbooks seasoned with digital spice

Our smart and secure upload tools can quickly process your cookbooks and enrich recipes with data whilst maintaining the content authenticity. Spickle will subsidize digitization costs and offset costs with royalty payouts, no upfront payments needed.

Surf the marketing wave

While you focus on what you do best, we dedicate funds and effort to continuously draw and retain a global consumer audience to the Spickle platform and your content. Smart tools will help you gain access to important analytics & data so you make better decisions.



The highest quality **cookbook recipe database**, enriched with **100+ data points** to connect, adapt, innovate & experience.

New exclusive JSON standard

Introduce a culinary-focused JSON standard to Spickle, enhancing recipe and dietary data exchange across platforms, enabling global culinary collaboration and innovation.

B2B integrations

Spickle's B2B integrations streamline collaboration between food industry partners, from supply chain enhancements to dynamic menu planning, boosting efficiency and revenue potential.

API Services

Spickle's API services unlock access to our rich database of global recipes and FlavorDNA profiles, empowering third-party developers to build custom culinary applications for smart kitchen equipment integrations.

Custom developments

Spickle offers custom development services to tailor our culinary platform to specific business needs, driving innovation in food tech and creating unique market opportunities.

