



Digital Company

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The background of the slide is a chalkboard. A large, hand-drawn question mark is visible in the upper half. At the bottom of the frame, the top of a young child's head and their wide, curious eyes are visible, looking upwards. Two horizontal text boxes are overlaid on the chalkboard: an orange one at the top and a dark grey one below it.

WHO ARE WE ?

a digital company that aims to connect
people through food

HOW ?

Through an app that connects two types of users:

- those who search for homecooked meals
- those who prepare and sell food from their homes.

WHO WILL USE THE APP?

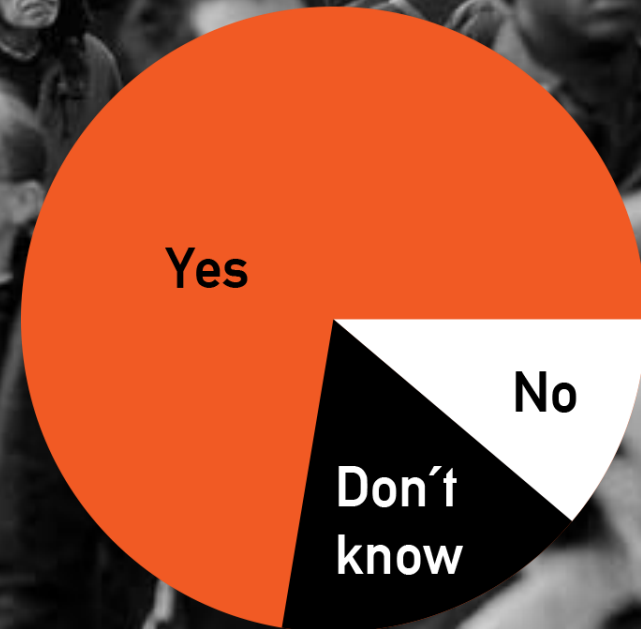
■ THE MAKERS :

- Housewives
- Senior Citizens

■ THE TAKERS :

- Students
- Men (Bachelors)

Would you buy homecooked food from nearby your place?



Why is our service needed ?

- lack of time, resources or cooking skills
- source of income
- feedback on cooking skills
- opportunity to socialize & try new cuisines
- waste-free trends
- inexpensive alternative

COMPETITON

- Few similar concepts
- No functional app
- No real competition
- Market opportunities



VISUAL IDENTITY

- accessible design
- visual impact on your food perception



COLOR SCHEME

- Orange - stimulates appetite in general, also happiness, warmth...
- Color contrast between black and orange sets the mood of the app, establishes identity and increases legibility

#000000

#BD671A

#F4994B

#BF4D2A

#F3F3F3



A cartoon illustration of two people eating. On the left, a man with a large nose and glasses is shown from the chest up, holding a fork to his mouth. On the right, a woman with long hair is shown from the chest up, also holding a fork to her mouth. They are both looking down at their food. The background is a simple grey with some faint lines suggesting a table and chairs.

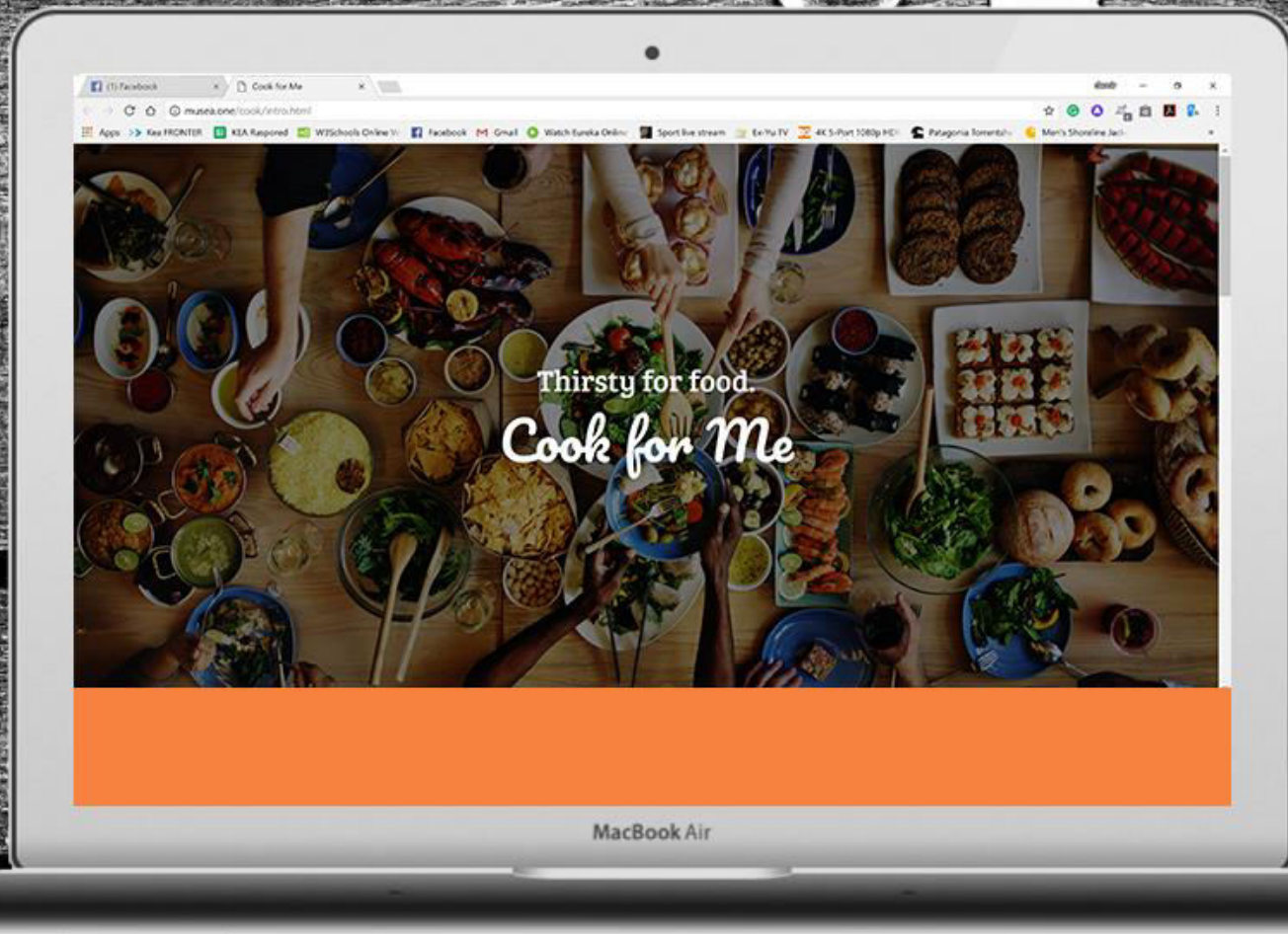
LOGO

- self-explanatory
- gastronomical image
- modern and simple

COOK **4**
me

**COOK 4
me**

APP & WEBSITE



ANY
QUESTIONS
?

Thank
you !