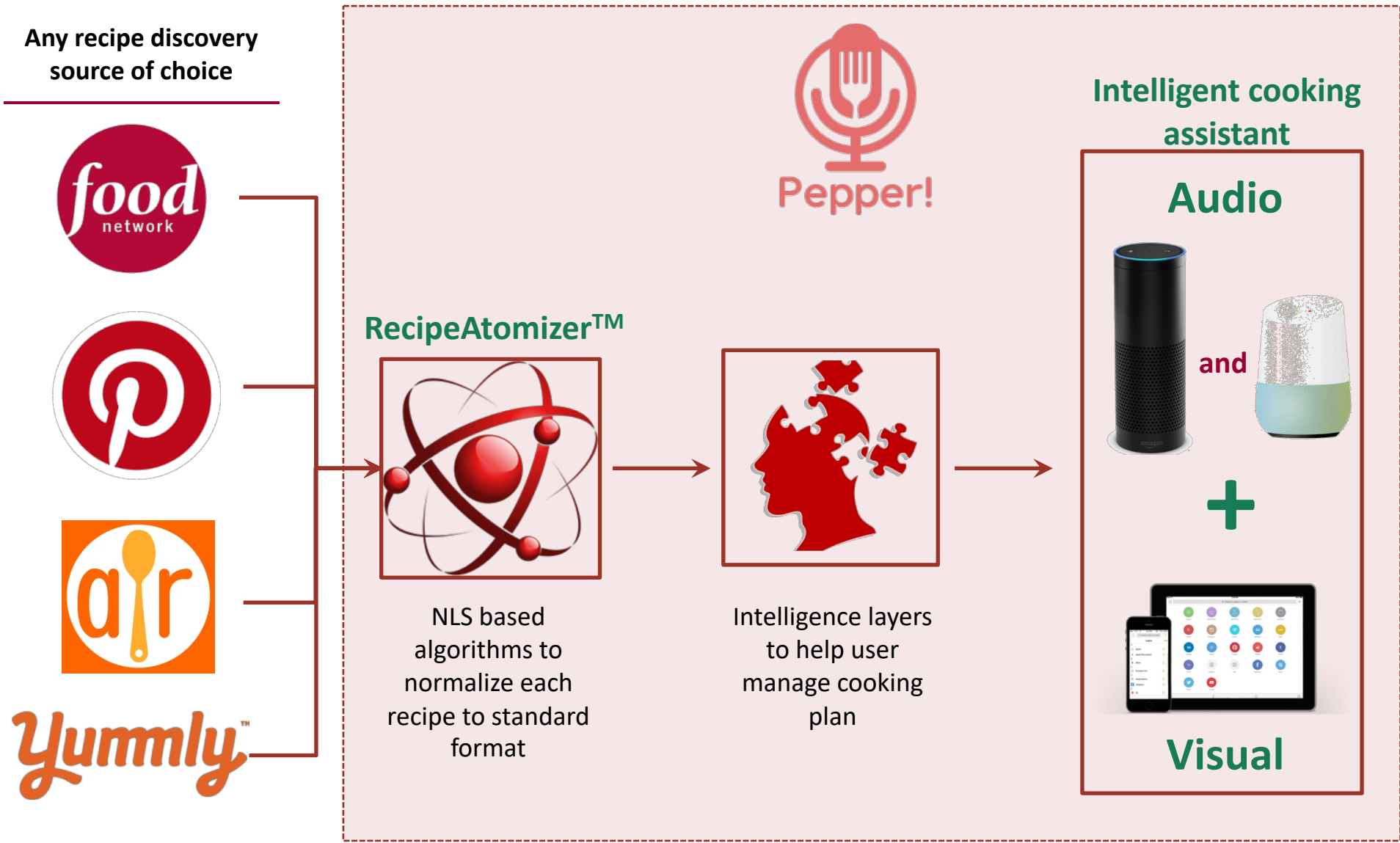
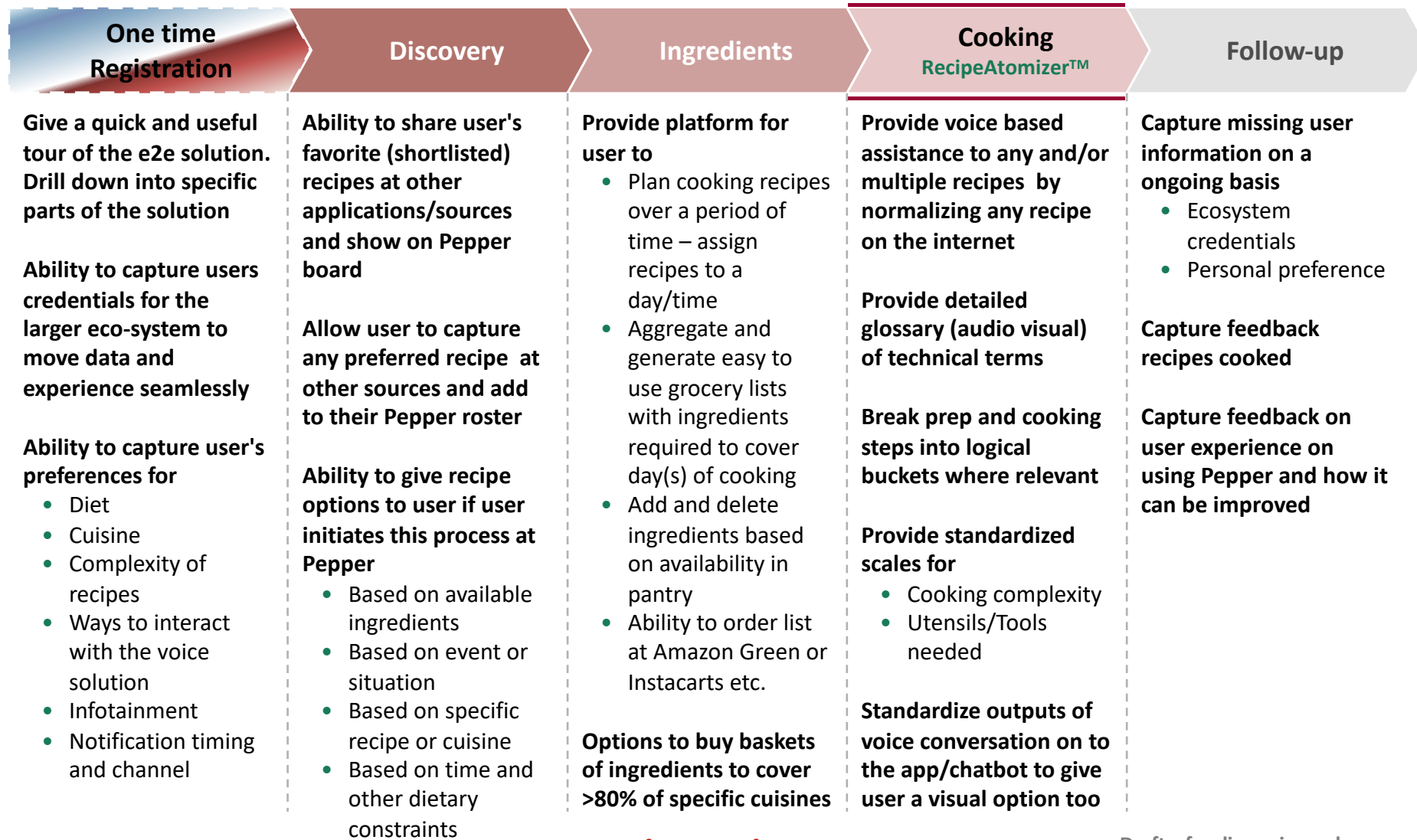


Pepper is an end to end, cross-channel, cooking platform that showcases a Voice based RecipeAtomizer™ solution at its core...

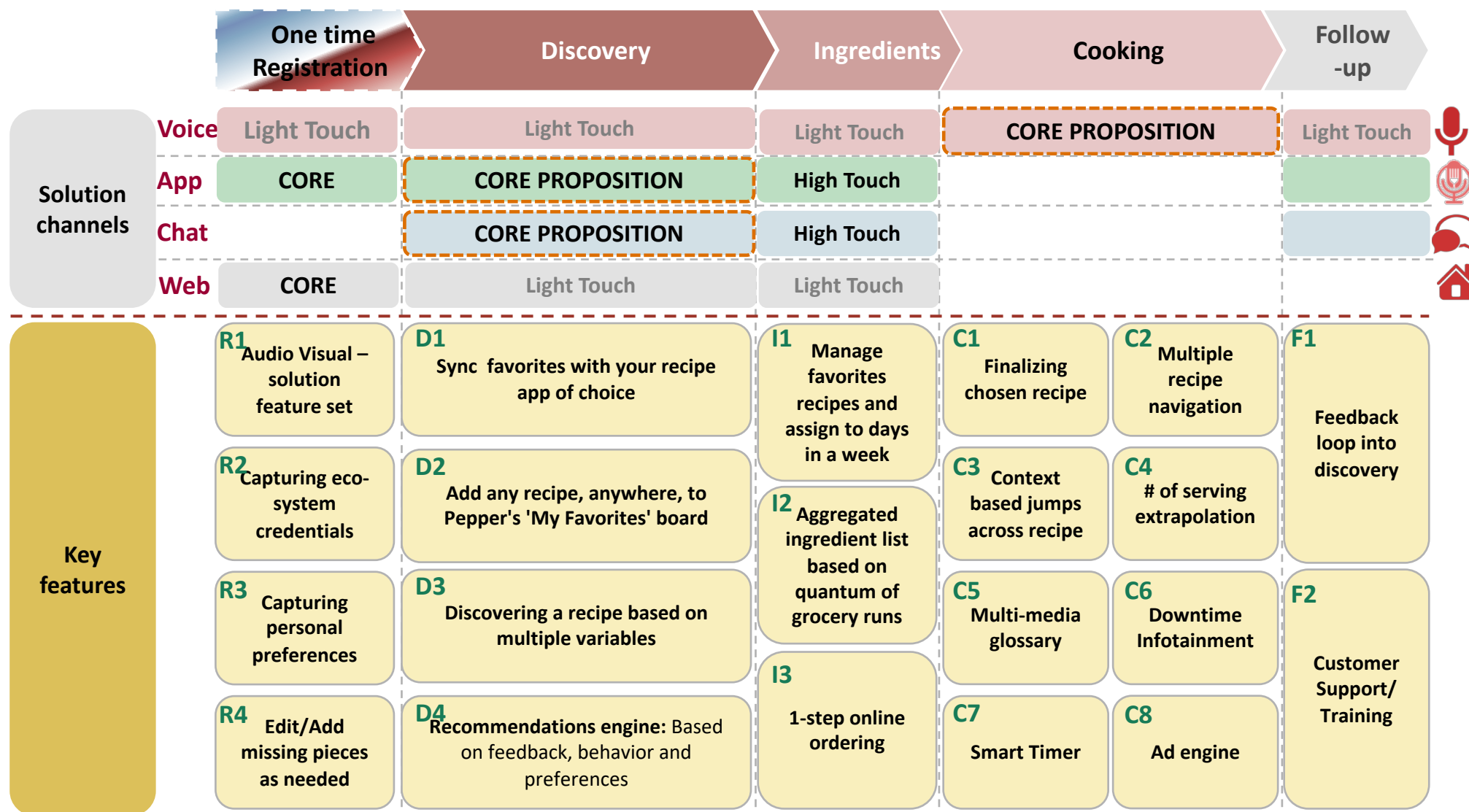


...with the aim to usher in a generation of new and seasoned cooks to the digital age cooking experience



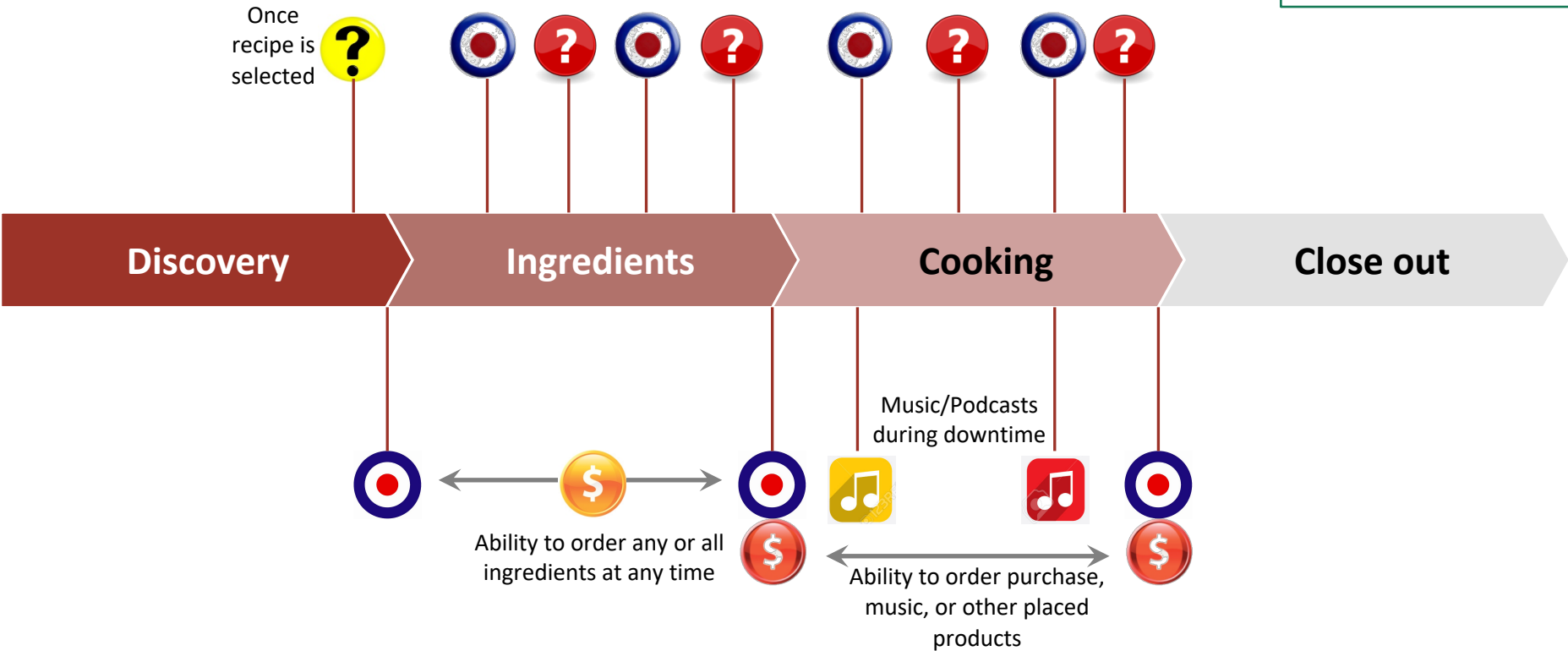
Module mapping across the user journey (Phase I)

These modules can be invoked at any time across these stages





External product placement through the user journey


Preliminary





 Advertisement – 15s-30s


 Advertisement – prod placement


 Pepper curated music or podcasts

 User's personal playlist

 Recipe/dish specific fun facts

 General cooking fun facts

 Ordering - Ingredients

 Ordering – Any other thing