



ROADMAP DEVELOPMENT

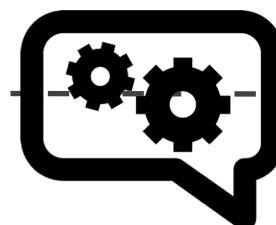
Oct 22, 2019

Set priorities

Thought Process



Current App



Product Vision

Improve the health, happiness, and education of children around the world

HEALTH

HAPPINESS

EDUCATION



Especially
Veggie which
kids don't
usually like
to have

Nutritious &
healthy food

Exercise and
movement

Music

Fun & interactive

Science

Technology

Engineering

Art

Math

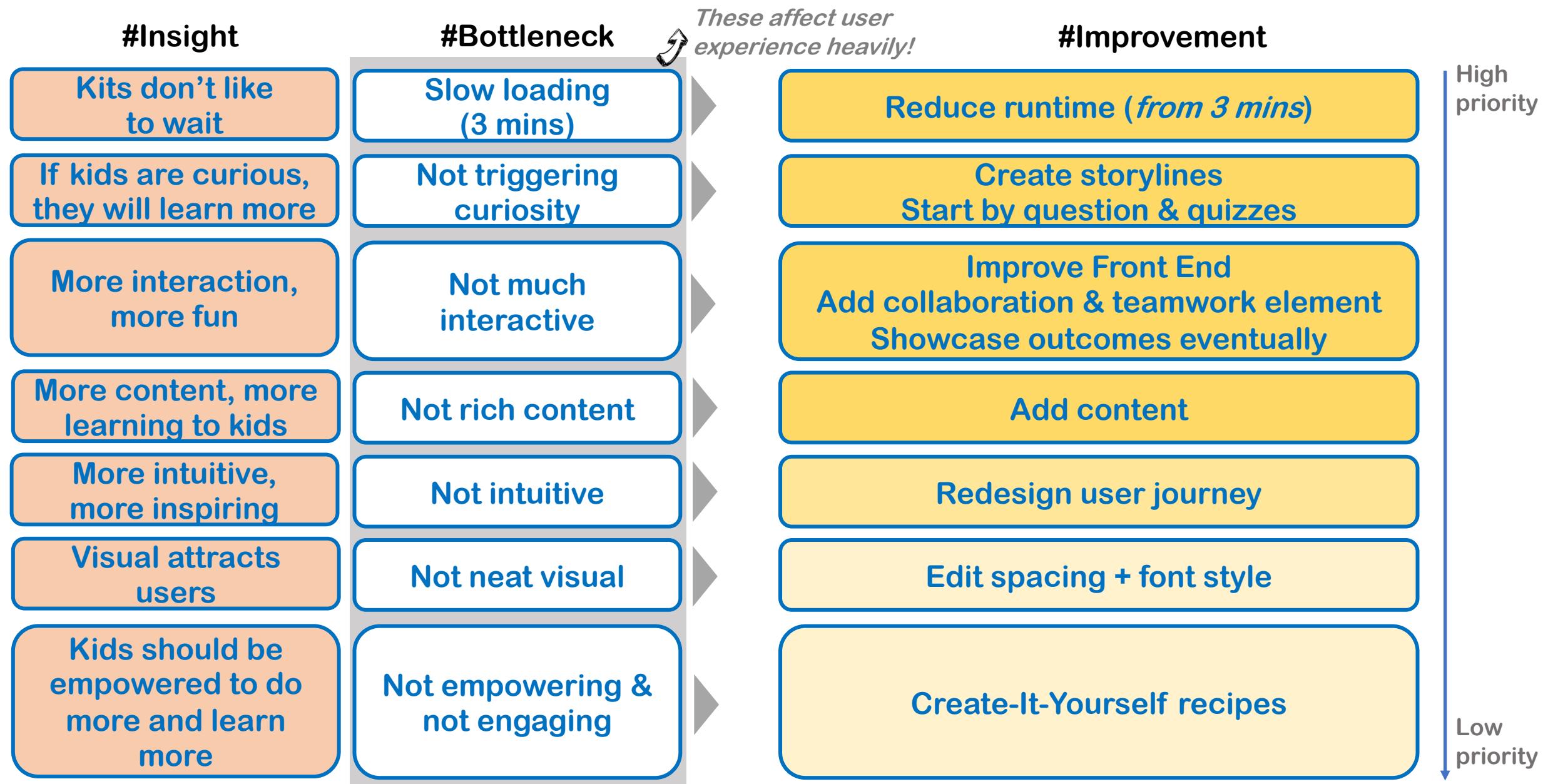
Steps & iteration
in cooking

Intuitive design

Create-It-Yourself
Recipes

Measurement

Personal opinion on improvement moving forward:



Given tasks:

Create high fidelity final version
2.0 Mid November design

English version march

Spanish, Chinese

iOS, Android

Certificate for restaurants

Create training program for
Chef Koochloo teachers

TV Show

Smart IoT

AR feature

Nutrition Label feature in
Application for students

Look at awareness
month and teachers

Exercising feature in application

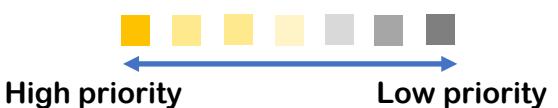
Music and movement for
children research

Updating country content

120 or more recipes

?

?



Thoughts behind:

- Focus on building 1 product that has ability to scale. Technology and engineering focus
- Currently we are delivering class and app combination, and this helps to acquire more users, but in the future, app should be the main product that can monetize, and tutorial can be created to guide school build classes.
- Way of working: Get MVP done quickly > get feedbacks from users > iterative > improve > launch
~~Plan very carefully and then build and launch~~
- First thing first, Think big, start small: 1 product and its user experience have to be good first before switching to build new things. So app version (iOS, Android), language (Spanish, Chinese) come later, AR, IoT come later.
- Product development needs lots of iteration and engineering is the key, outsourcing programming agency is not a sustainable solution, we can bring our MVP to pitch and get the funding to build a solid engineering team and content team, this team can just even start with 1 person and include interns.
- Given the fact that we will more high tech in the feature, it needs to make sense with our product vision and meet users' need.
- Keep adding content to increase value but keep the app robust remains an engineering challenge
- Driver for growth:
 - Scale geography: U.S > South America > China
 - Add more advanced levels to keep users come back to the app
 - New products: Chef Koochooloo for teachers, Chef Koochooloo for parents

Scale

Market expansion



Product development

2019

2020

2021

2022

2023

Current product
Chef Koochooloo for students

Future product
Chef Koochooloo for teachers

Future product
Chef Koochooloo for parents

Create high fidelity version and smooth seamless user experience

Reduce runtime

Rewrite content

Start by question

Add measurement & nutrition label

Add content

Country

Healthy ingredients

Recipes

Increase interactivity & engagement

Go-to-market function

Create-It-Yourself recipes

Opportunity Insight:

1. Education is the collaboration and contribution of school, parents and students, not students alone
2. A lot of teachers struggle with how to design a fun, interactive yet meaningful and useful STEAM class to deliver for student

Opportunity Insight:

1. Education is the collaboration and contribution of school, parents and students, not students alone
2. At home, lots of parents struggle with how they can help children with homework or support in a meaningful way given the challenge that they don't remember much or have no idea about STEAM knowledge

Roadmap

Cost	Team	To-do	19	20	21	22	23
HR cost	Engineering	Reduce runtime					
HR cost	Content Engineering	Rewrite content: <ul style="list-style-type: none">- Start by questions- Add measurement & nutrition label					
Translation HR cost	Content Engineering	Gather and add content: <ul style="list-style-type: none">- Country- Healthy Recipes					
HR cost	Engineering	Increase interactivity and engagement: <ul style="list-style-type: none">- Go-to-market feature- Create-It-Yourself feature					
HR cost	Engineering	iOS & Android					
HR cost	Content	Research how to adapt content to a new market					
HR cost	Content Engineering	Add Spanish language					
HR cost	Content Engineering	Add Chinese language					
HR cost	Engineering	Research and incorporate AR feature					
HR cost	Engineering	Research and build AI for user flow					
HR cost	Customer success	Collect users' feedback and iterate					
	Partnership	Pitch investors for more fund					
HR cost	Engineering	Develop, launch and iterate Chef Koochooloo for teachers					
HR cost	Engineering	Develop and launch and iterate Chef Koochooloo for parents					

Examples of improved current app

PASSPORT



Vietnam's capital city is Hanoi. The population is 89,710,000.



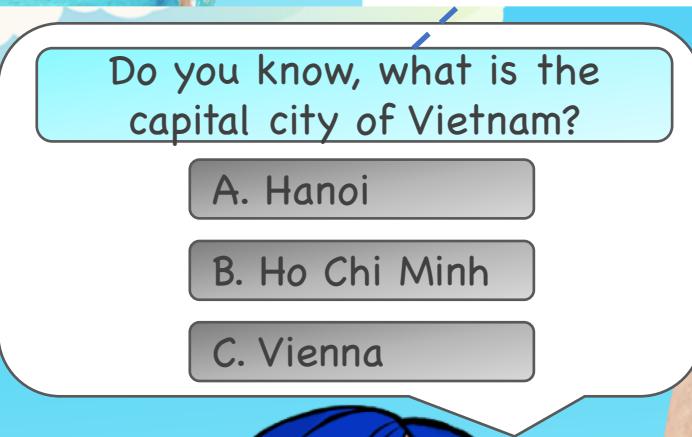
Current version



Use question to trigger curiosity

Improved version

Hi Jessie, the world is big, let's travel around and see how much we know about the world...



Go-to-market Demo

Fruits



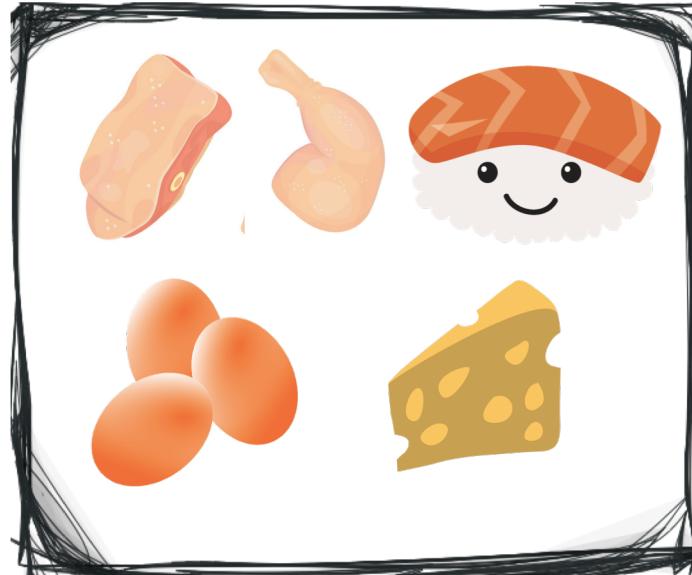
Vegetables



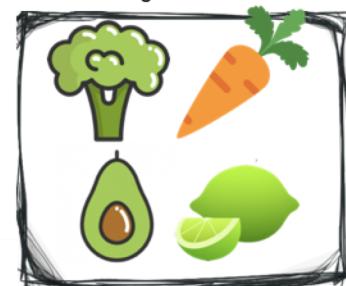
Meat, Fish, Egg and Poultry



Nuts, Seeds, Milk, Dark Chocolate



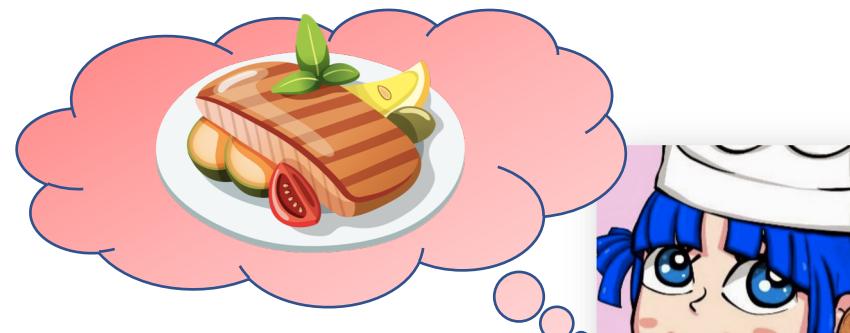
Create-It-Yourself Demo



Meat, Fish, Egg and Poultry



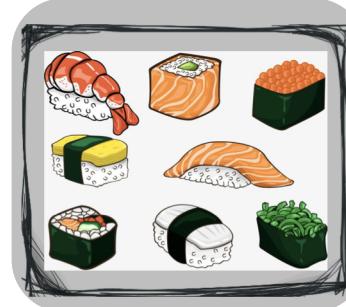
Nuts, Seeds, Milk, Dark Chocolate



To make it more
interactive



Sara



Miriam



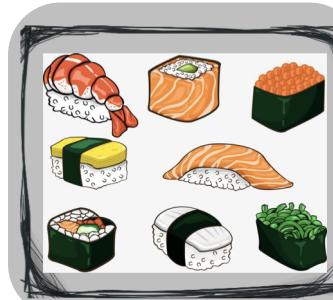
Eduardo



Oscar



Jessie



Peter



Alex



Ian



Praneeth

Hi Miriam, how are you doing?
Peter is also making sushi like
you, do you wanna collaborate
with him?

Hi Peter, how are you doing?
Miriam is also making sushi like
you, do you wanna collaborate
with her?



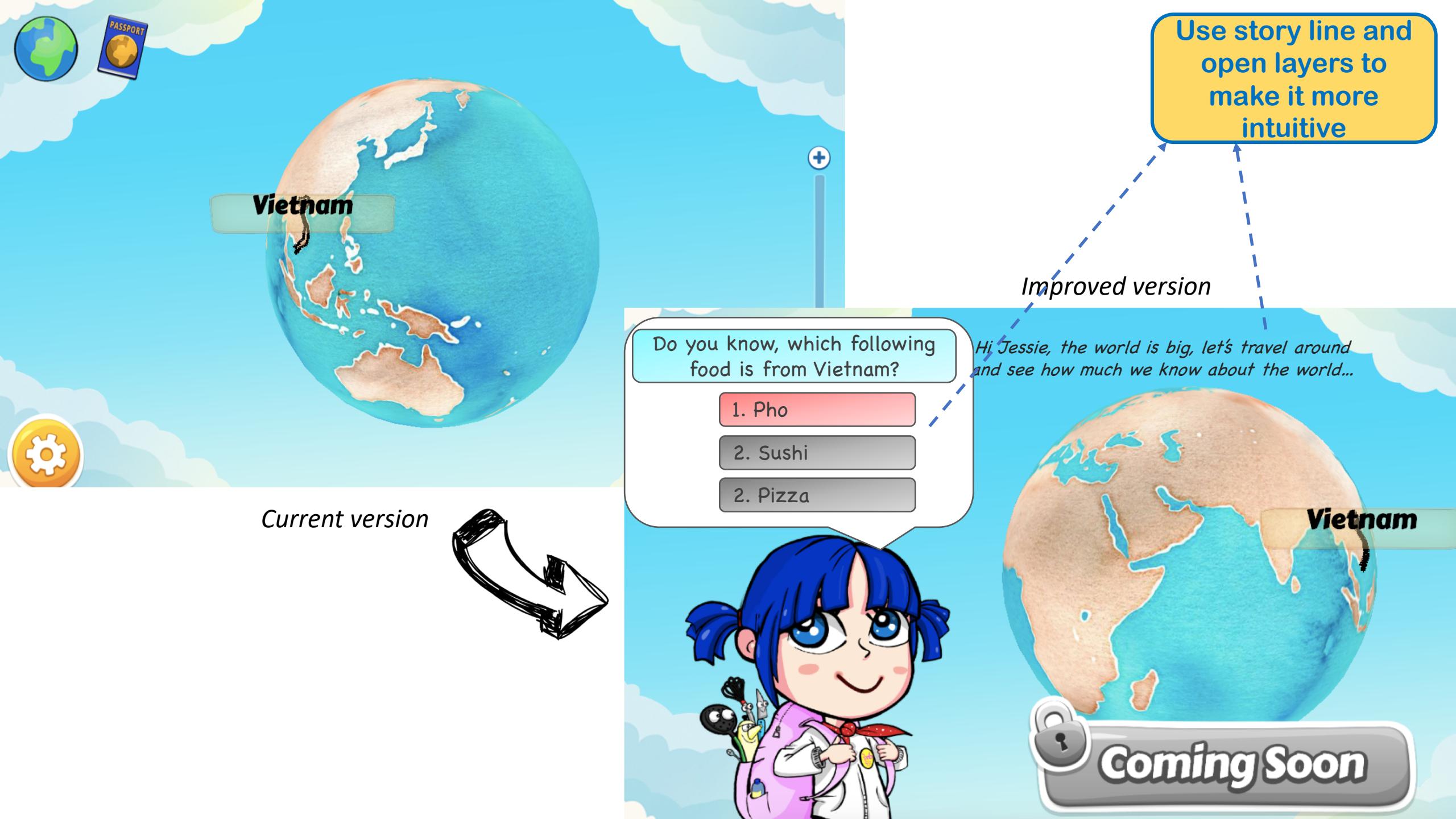
Current version

Coming Soon

Use story line and
open layers to
make it more
intuitive

Improved version

Hi Jessie, the world is big, let's travel around
and see how much we know about the world...

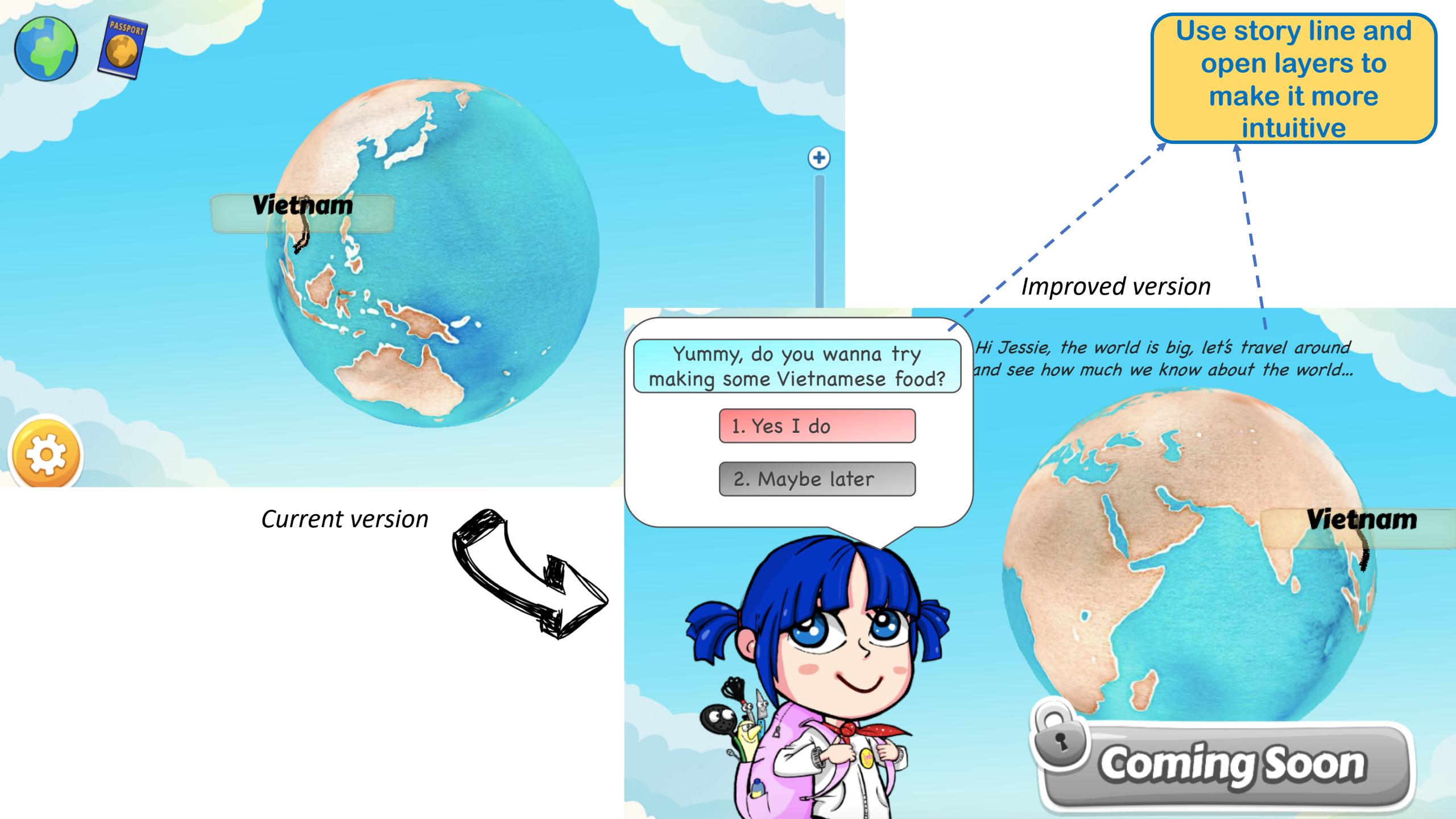


Current version

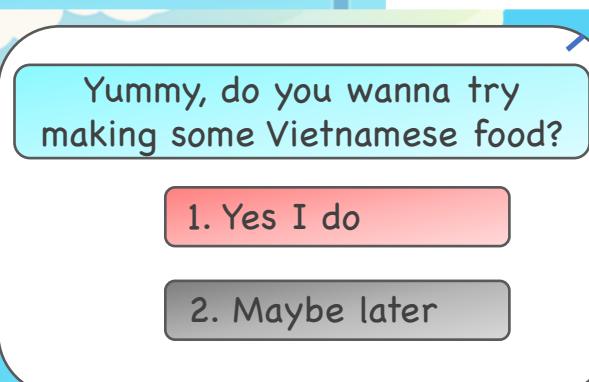
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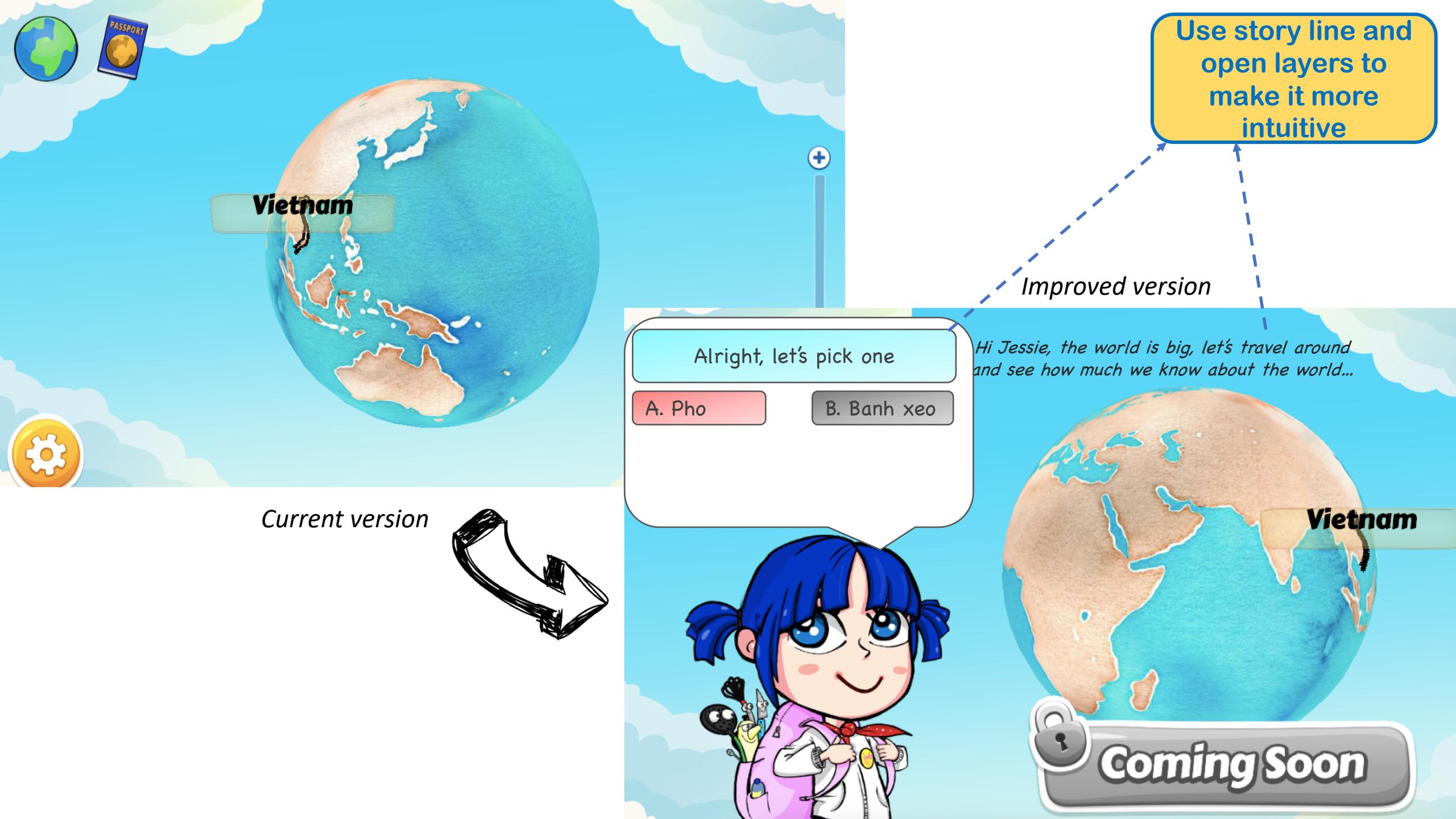
Hi Jessie, the world is big, let's travel around and see how much we know about the world...

Use story line and open layers to make it more intuitive

Improved version



Coming Soon





Use story line and
open layers to
make it more
intuitive

Improved version

Hi Jessie, the world is big, let's travel around
and see how much we know about the world...

Vietnam

Current version

Great, let's go shopping...

Vietnam

Coming Soon



Thank you for reading.