



SHERPA

Leading you to greater recipes



Utensil Icons created by Sma-rtez
from the Noun Project

CHALLENGE



Make the world's best recipe service

INSIGHTS



Recipes are rarely used

Few follow recipes. Fewer follow them regularly.

Meal preparation time is declining

The average preparation time, from start to plate is just 34 minutes.

Home-chefs cook with what they have

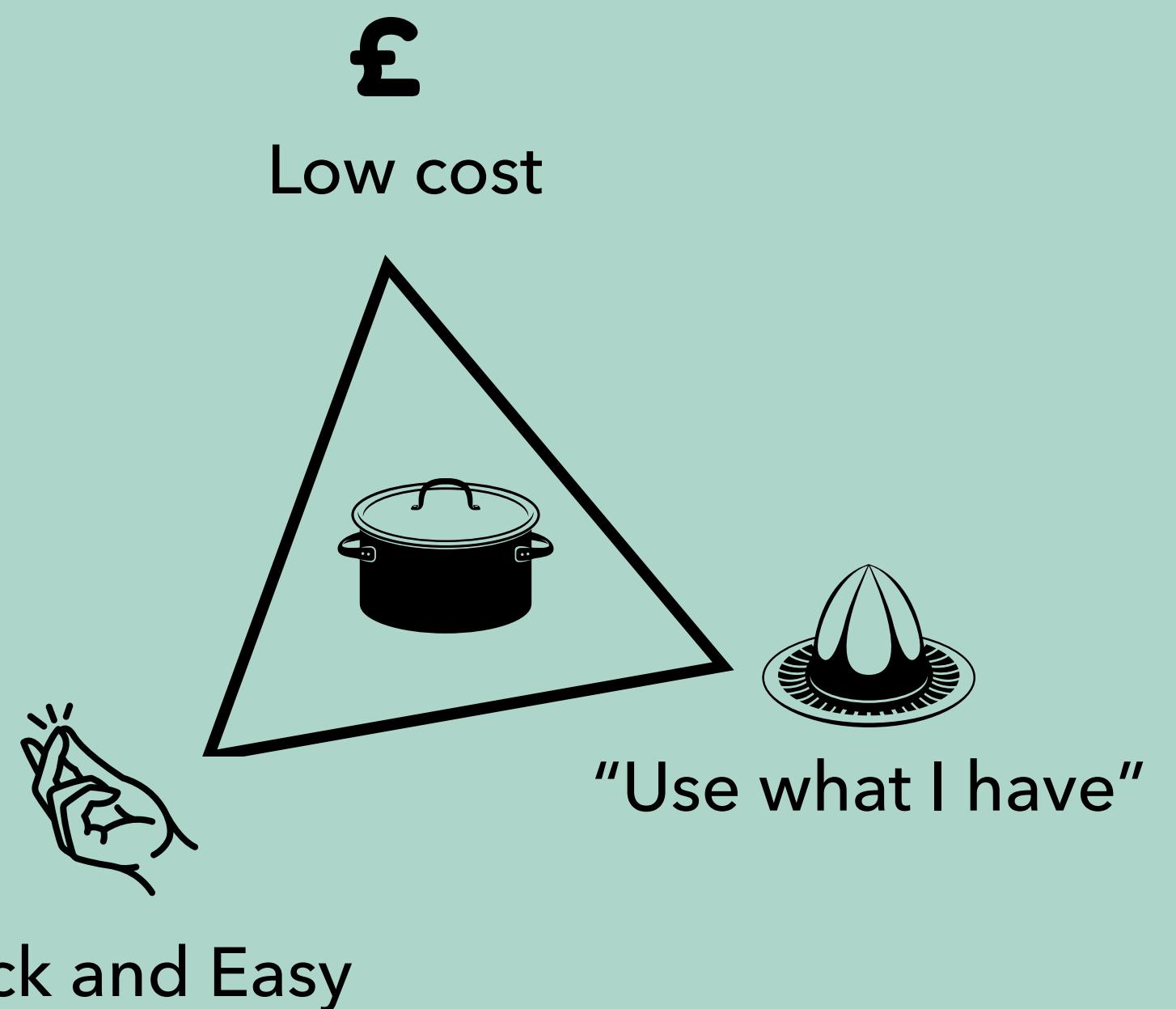
"if an ingredient is near its due date then I look for ways to use it in a recipe" Pedro

"when I come home from work I don't want to think too hard,
I just want to make something from ingredients in my kitchen" Abo



SOLUTION CRITERIA

From 83 Survey Respondents

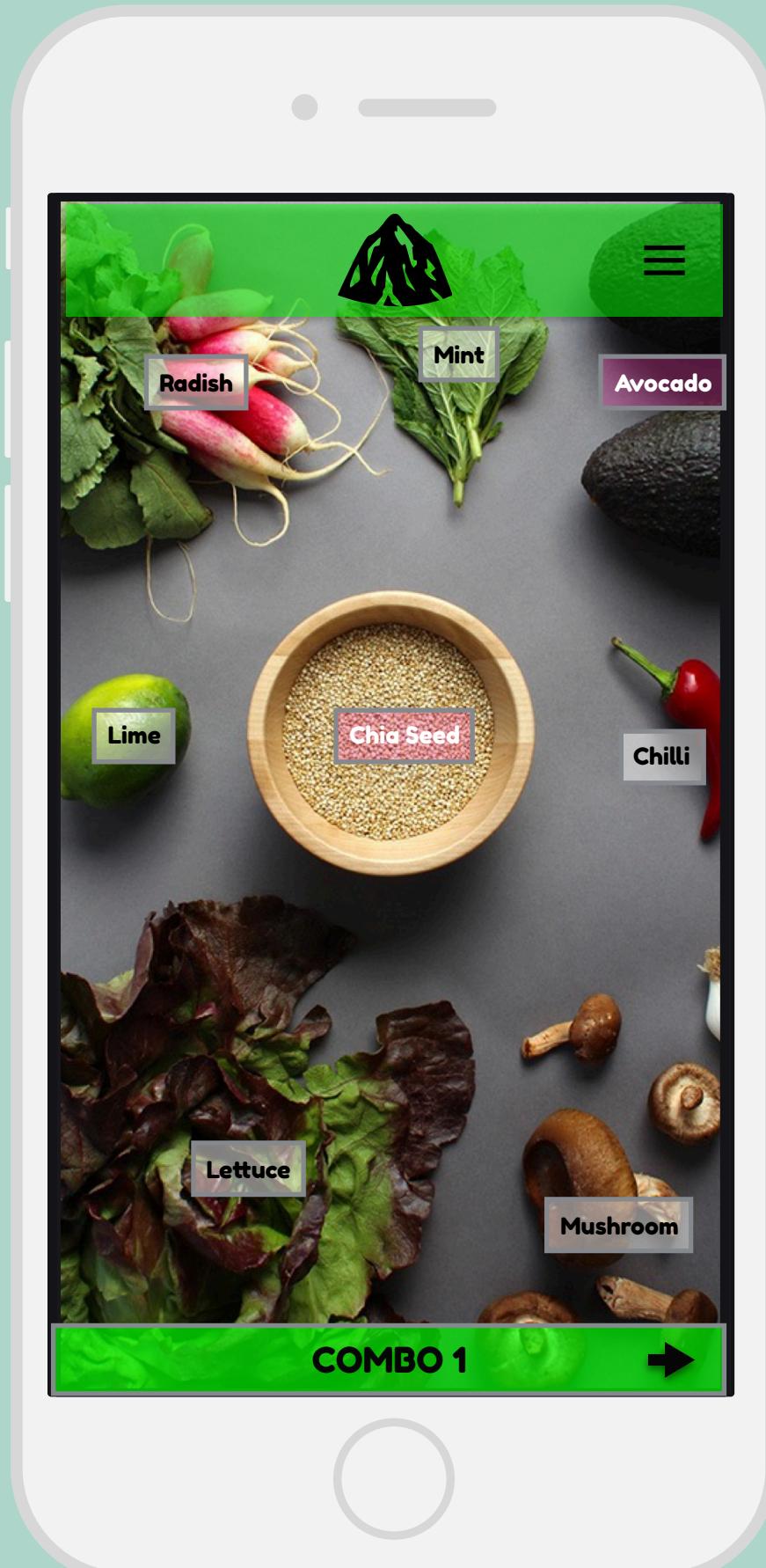


HOW IT WORKS

The Augmented Reality Chef and Meal Suggestion Engine

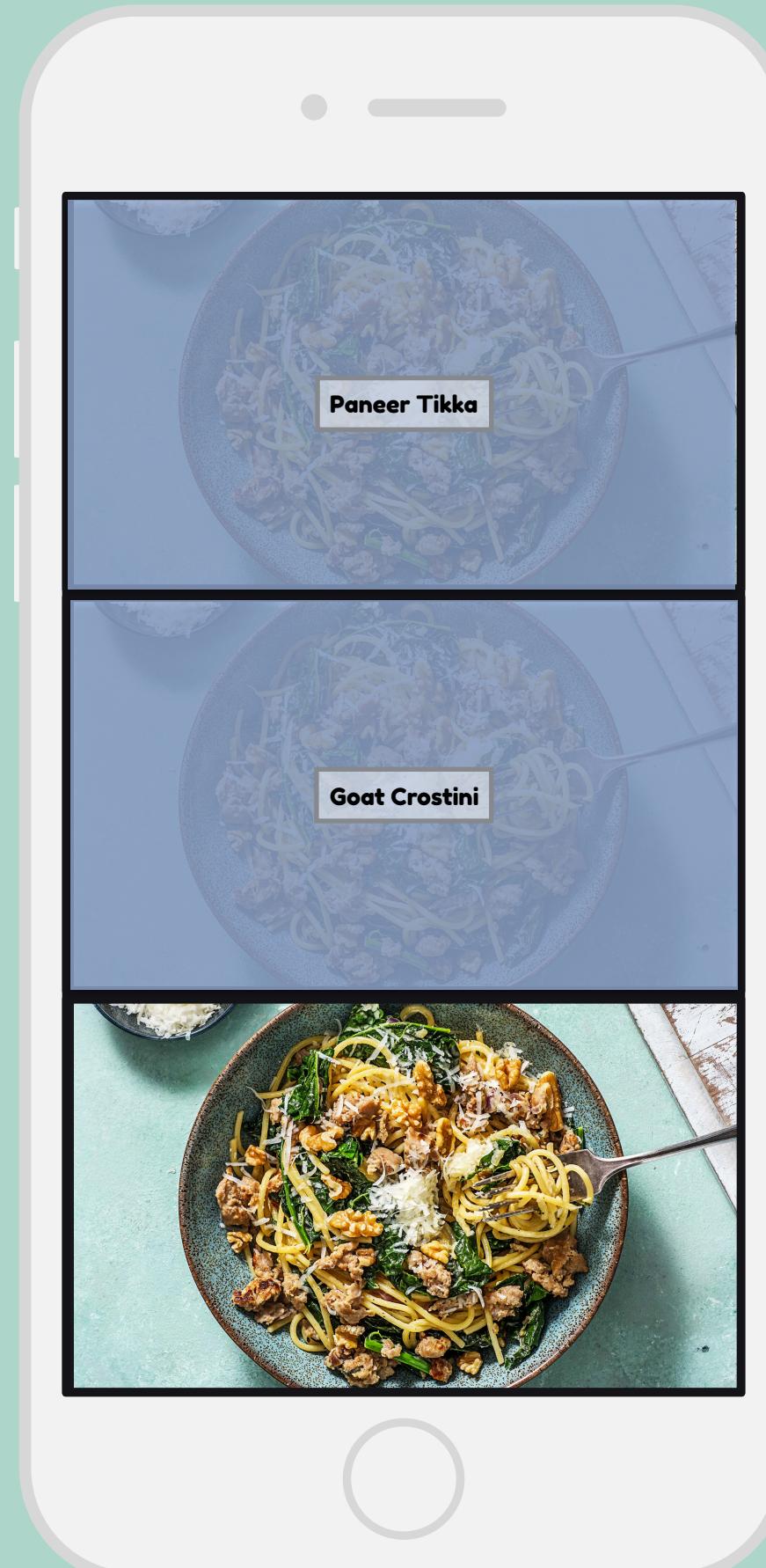
Sherpa acknowledges what ingredients you have and then projects additional sets of other ingredients you would require to make a more balanced recipe in accordance with your taste.

Key:
Recommended Ingredient: Chia Seed
Current Ingredient: Lettuce



**Image Recognition
and Projection**

Sherpa helps you reduce waste and cost by using what ingredients you have and informing you of the limited number of extra ingredients you need to buy to make new and exciting meals.



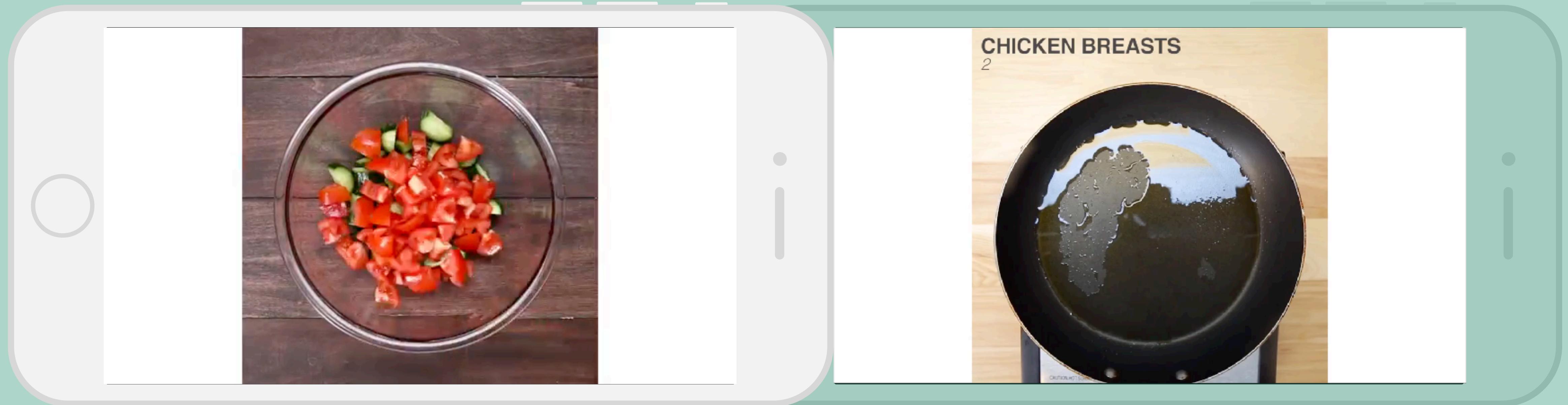
**Meal Suggestion
Based On Ingredients**

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HOW IT WORKS

Quick and Easy: Under One Minute Hyperlapse Video Recipes



SHERPA





TECHNOLOGY CHALLENGES TO OVERCOME

Customer Acquisition

We require substantial beta-phase users to build an accurate image recognition library

Skills Acquisition

AR Technology is in an evolving state - we require stable open source libraries and developers



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Bonus Video: The Image Recognition Of Yesterday

