



Irina Spac
Damir Dželilovic
Martina Mikušiakova
Lea Mackova
Bia Muresan

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?

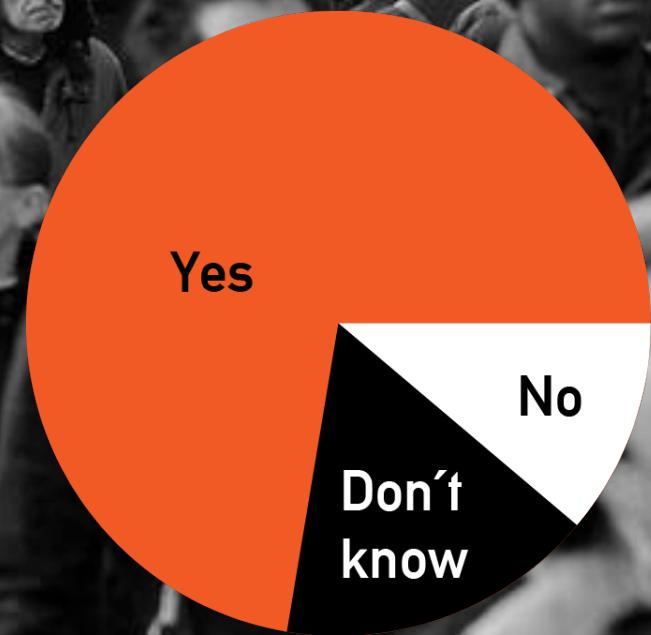
- **THE MAKERS :**

- 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 skillis
- opportunity to socialize & try new cuisines
- waste-free trends
- inexpensive alternative

COMPETITION

- 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



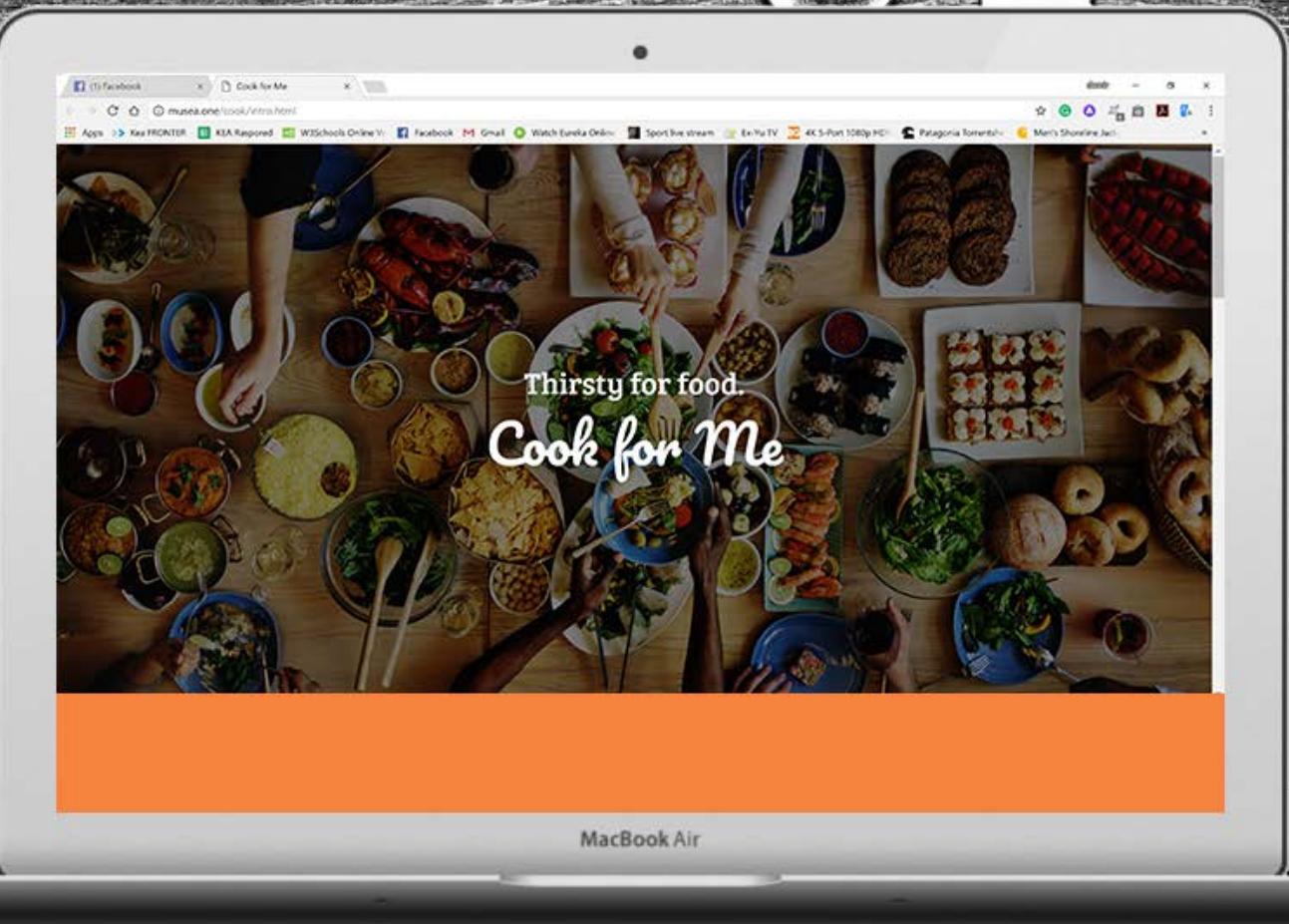
LOGO

- self-explanatory
- gastronomical image
- modern and simple

**COOK 4
me**

COOK4
me

APP & WEBSITE



ANY
QUESTIONS
? THANK YOU !