ChefUp

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Security Acknowledgement

We hereby agree to the following terms upon accepting to read the business plan for ChefUp:

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   Not to discuss, disclose, or use any information, ideas, or intellectual property contained in the ChefUp business plan for personal or professional purposes without explicit written consent from ChefUp's management. This includes, but is not limited to:

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   - Branding, logos, and trademarks.
   - Any statistics, figures, or projections related to ChefUp's business model and operations.

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Executive Summary

ChefUp is a groundbreaking culinary app that combines social media engagement with advanced cooking tools to revolutionize how people cook, share, and connect over food. The platform offers a freemium model with features like personalized recipe discovery, social sharing, and gamified challenges, while premium users gain access to AI-driven tools such as pantry management, grocery list generation, and ChefBot, a virtual cooking assistant. ChefUp also champions sustainability by promoting eco-friendly habits and leveraging energy-efficient cloud infrastructure.

The market for ChefUp is vast and growing, with significant overlap in the $252 billion mobile app industry, the $45 billion culinary market, and the $223 billion social media sector. With 71% of Gen Z using cooking apps and 68% sharing food content online, ChefUp addresses their demand for accessible, innovative, and community-focused platforms. By targeting Gen Z and Millennials, the app captures a demographic that values digital engagement, social connections, and convenience in meal preparation.

ChefUp's growth strategy is phased, starting with a university-based beta launch and scaling to a projected user base of 7.5 million freemium users and 750,000 premium subscribers by Year 5. Key growth drivers include targeted influencer campaigns, campus ambassador programs, and partnerships with grocery delivery platforms. The app's monetization strategy combines subscription revenue and ad placements, with a breakeven point projected within 16 months of launch. ChefUp's scalable operational model ensures both high liquidity and profitability as the user base expands.

ChefUp is not only financially promising but also socially impactful. By creating a platform that fosters community, sustainability, and culinary exploration, the app aligns with the values of its target audience. Users can engage with eco-friendly features, discover diverse recipes, and connect with others who share their passion for cooking. This combination of purpose and profit makes ChefUp a compelling investment and cultural innovation.

ChefUp now seeks $200,000 in exchange for 20% equity, valuing the company at $1 million. With a projected ROI of 1301% by Year 5 and a user-centered approach to innovation, ChefUp is poised to lead the growing culinary tech space, offering investors a rare and lucrative opportunity.

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Company Description

Company Description

ChefUp is a social media-driven application designed to revolutionize the culinary experience through a platform that merges community engagement and practical kitchen management. ChefUp offers a curated video feed, allowing users to share, discover, and interact with cooking content. The app supports tight-knit community building while also providing premium features, such as a personalized 'pantry' for tracking kitchen inventory, recipe curation, and grocery list generation.

Mission and Vision Statements

Mission Statement: To empower food enthusiasts by providing a dynamic platform that fosters culinary creativity, community connection, and efficient kitchen management through innovative technology.
Vision Statement: To become the go-to global platform where food lovers connect, inspire, and transform the way they cook, share, and manage their culinary experiences.

Net Zero Commitment

ChefUp is dedicated to supporting a net-zero operational framework by utilizing energy-efficient cloud computing to optimize resources and reduce environmental impact. The platform also integrates green initiatives designed to incentivize users to actively reduce their carbon footprints.

Product Overview

With a focus on user experience, ChefUp addresses diverse needs, from new cooks seeking guidance to experienced chefs looking to inspire others. By blending social media elements with practical kitchen solutions, ChefUp creates a platform that transforms how users interact with food and each other.

- Freemium Tier: ChefUp's freemium tier offers a comprehensive recipe discovery and social media experience, focused on personalization and user interaction. Users can save their favorite meals, share their creations with their friends, and ascend through gamified cooking levels. They can also engage with the ChefUp community through interactive features such as Dinner Party.
- Premium Tier: ChefUp's premium tier integrates tools that streamline meal preparation and grocery planning using AI-powered tools. Users can cross-reference recipes with their pantry using computer vision and generate customized grocery lists adapted to dietary preferences.

Furthermore, they can access recipe summarizations and the ChefBot assistant, which guides users through complex recipes, suggests modifications, and answers real-time cooking queries.

Market Opportunity

The market for ChefUp exists at the intersection of mobile apps, social media and cooking, three rapidly growing sectors. The global mobile app market was valued at $252 billion in 2023 and is projected to grow at a CAGR of 14.3% until 2030, driven by increased smartphone penetration and app-based consumer engagement.[1] The food and beverage app market is expected to exceed $45 billion by 2026, fueled by rising interest in cooking, meal planning, and food content consumption.[2] Social media, a $223 billion industry in 2024, continues to evolve with niche platforms capturing user demand for community-driven content. Considering the intersection of social media and food, 55% of Gen Z uses apps for cooking or recipe discovery[3]. This convergence highlights a significant opportunity for ChefUp to cater to users seeking a unique blend of culinary discovery, education, and community interaction. By capitalizing on these trends, ChefUp can tap into a market with room for exponential growth as users continue to shift toward app-based solutions for culinary exploration.[4]

Company Founders

Antara Hebbar, Chief Technology Officer (CTO)
Eden Growney, Chief Financial Officer (CFO)
Emma Cherrin, Chief Executive Officer (CEO)
Ian Concannon, Chief Legal Officer (CLO)
Lily Kussman, Chief Operations Officer (COO)

Advisors

1. Jordan Ludwig, Strategic Partnerships Executive: Jordan brings extensive expertise in marketing and consulting, with roles at Complex, and The Daily Meal. Her expertise will help ChefUp formulate standout marketing strategies to tap into our target audience and market.
2. Mike Lee, Founder at The Future Market: Mike is a food industry innovator and author of *Mise*: On the Future of Food. With experience leading innovation at Chobani and co-founding Alpha

[1] https://www.grandviewresearch.com/industry-analysis/mobile-application-market
[2] https://www.globenewswire.com/news-release/2021/08/19/2283464/0/en/With-45-70-CAGR-Artificial-Intelligence-AI-in-Food-and-Beverages-Market-Share-Will-Reach-USD-29-45-Billion-by-2026-Globally-Facts-Factors.html
[3] https://www.hartman-group.com/articles/686998344/eating-in-the-digital-age-gen-zs-social-approach-to-food
[4] https://www.theguardian.com/technology/article/2024/sep/08/goodbye-tinder-hello-strava-have-hobby-apps-become-the-new-social-networks

Food Labs, he provides a visionary perspective on food systems and strategies for long-term success.

3. Kiran Hebbar, CFO at Alloy and Venture Investor: Kiran has a robust background in scaling high-growth tech companies, having raised over $150 million in equity and debt. His expertise in finance, product, and engineering, equips him to guide ChefUp in achieving growth and navigating operational challenges.

Legal Form and Location

ChefUp is currently structured as a Delaware-based LLC with plans to transition into a C Corporation prior to seeking venture capital, operating remotely.

SWOT Analysis

Strengths: ChefUp's innovative fusion of social media and cooking creates a distinct niche in food tech:

- Features like ChefBot, AI-driven recipes, and gamified "Chef Tiers" appeal to tech-savvy users.
- The freemium model promotes accessibility among price tiers.
- Sustainability efforts resonate with our target audiences, Gen Z and Millennials.

Weaknesses: ChefUp faces intense competition from dominating social platforms.

- Success relies on robust user acquisition, engagement, and content moderation.
- Data privacy concerns could impact user trust as the platform scales.

Opportunities: Growing interest in sustainability presents opportunities across features and brand identity.

- Could obtain partnerships with grocery services and food brands.
- Leveraging AR/VR and AI technologies can enhance user experience and drive growth.

Threats: Rapidly evolving technology and consumer preferences demand constant innovation.

- Economic pressures may limit premium adoption.
- Compliance with data privacy regulations increases costs.
- Competition from established and emerging platforms necessitates ongoing differentiation.

Situation Analysis

Market Analysis

The mobile app market is rapidly growing, with global consumer spending reaching $171 billion in 2023.[5] Downloads hit 257 billion, driven by increased engagement and demand for apps in food, social media,

[5] https://medium.com/@phonesuites/the-emergence-of-5g-technology-advantages-and-opportunities-247e046473b7

and fitness.[6][7] The market's steady 2.5% CAGR (2024–2029) reflects continued expansion, bolstered by 5G adoption and broader access to high-speed internet[8]. Profitability remains strong, with average margins of 14.4% (2019–2024), aided by AI tools reducing cost[9]s. Emerging technologies like AR and AI present new opportunities for app developers. With 6.8 billion smartphone users expected by 2024, the marketplace size supports robust growth potential for niche apps like ChefUp[10].

PESTLE+G

Political/Legal: ChefUp could benefit from users seeking alternatives to platforms like TikTok if they are banned or sold in the U.S. The app will comply with Federal Trade Commission regulations on subscription cancellations and adhere to GDPR and CCPA privacy standards to maintain user trust.

Economic: Economic downturns may decrease paid subscriptions but increase demand for budget-friendly cooking tips. ChefUp will maintain competitive pricing to retain users during these shifts, while expanding high-speed internet will boost global app adoption.

Social: ChefUp aligns with the growing demand for apps promoting healthy eating and sustainability. Social features like recipe sharing and dinner party groups foster engagement, while the app's eco-friendly practices appeal to sustainability-conscious users.

Technological: ChefUp uses AI for personalized experiences, and the rise of 5G will enhance app performance. However, competition from AR/VR technologies could emerge, and the app must stay agile with frequent OS and hardware updates.

Global: While adhering to international regulations like GDPR ensures compliance, it may raise operational costs. Data transfer restrictions and regional app availability limitations could impact ChefUp's global expansion.

Niche, Size, Trends, Market Share, & Entry-Growth Strategies

Niche: The app targets food enthusiasts and home cooks, focusing on a community-based platform for recipe discovery, sharing, and meal planning.

[6] https://www.emarketer.com/content/cooking-most-popular-form-of-influencer-content
[7] https://www.statista.com/topics/1002/mobile-app-usage/#statisticChapter
[8] https://my-ibisworld-com.libproxy.bus.umich.edu/us/en/industry/OD5817/performance
[9] https://my-ibisworld-com.libproxy.bus.umich.edu/us/en/industry/OD5817/performance
[10] https://www.frost.com/growth-opportunity-news/global-mobile-advertising-mobile-apps-accelerate-market-growth

Size: The market includes active social media users, especially Generation Z and younger Millennials (12-35), with a strong interest in cooking and food content. The global market for cooking apps and food discovery platforms is growing, with an increasing trend towards interactive and community-driven platforms.

Trends: Rising interest in cooking at home, social media-driven recipe discovery, and the use of influencer marketing in niche food communities. Increasing demand for convenience tools like grocery list integration and meal planning.

Market Share: While dominated by broader food and lifestyle apps (e.g., Pinterest, TikTok), there is room for a focused, community-driven platform with unique social features targeting food lovers and casual home cooks.

Entry-Growth Strategies:

Launch: Use targeted ads on Instagram, TikTok, and YouTube, leveraging food and lifestyle influencers to engage Gen Z and younger Millennials. Kick off with a strong influencer campaign to drive app visibility.

Growth: Build brand awareness by promoting key features like recipe discovery, grocery list integration, and social sharing. Boost engagement through gamification, partnerships with grocery services (Instacart, Shipt), and regular challenges (e.g., recipe contests).

Scaling: Expand internationally with region-specific recipes and AI-driven local grocery suggestions. Grow influencer networks to reflect diverse tastes and trends while ensuring compliance with regional legal standards (e.g., copyright, data privacy).

Environmental Analysis

Economic instability and inflation can affect consumer spending and operational costs, especially for businesses with global teams and fluctuating currencies. Technological advancements, including 5G and AI, will increase demand for data-heavy apps like ChefUp. However, data privacy regulations (e.g., GDPR, CCPA) raise operational costs, and geopolitical tensions may restrict app access and data flow. Additionally, sustainability trends are influencing both infrastructure decisions and consumer preferences. ChefUp is committed to sustainability through initiatives such as an Eco Feature offering tips on sustainable ingredient sourcing, waste reduction, and energy-efficient cooking practices. The app will partner with eco-friendly cloud providers and optimize data usage to reduce energy consumption. Its

design will prioritize efficiency, conserving battery and electricity use to align with global sustainability efforts.

Industry Analysis (Porter Model)

1. Threat of New Entrants – Moderate to High
   Low barriers to entry due to accessible tech and app distribution platforms. New competitors can easily launch similar apps, but ChefUp can differentiate with strong brand recognition and exclusive partnerships over time.
2. Bargaining Power of Suppliers – Low
   Many alternatives for cloud services, development tools, and third-party integrations (e.g., grocery APIs, payment systems), providing ChefUp flexibility and reducing supplier influence.
3. Bargaining Power of Buyers – High
   Users, primarily home cooks and food enthusiasts, can easily switch to larger social media platforms like Instagram, TikTok, or YouTube. These platforms offer similar cooking content and can reduce ChefUp's appeal without strong differentiation.
4. Threat of Substitutes – High
   Platforms like Pinterest and AllRecipes offer similar recipe-sharing features, and have large, established user bases, presenting a significant threat as substitutes for ChefUp's core services.
5. Rivalry Among Competitors – Moderate to High
   ChefUp faces competition from general social media platforms (Instagram, TikTok, YouTube) and niche apps like Pepper, which already attract the cooking enthusiast demographic with large communities and engaging content[11].

With users having high bargaining power and many alternative platforms available, ChefUp must offer unique features beyond basic recipe sharing to stay competitive. A focus on personalized meal planning, sustainability, and exclusive content can help ChefUp carve out a distinctive space in the market.

Competitive Analysis

ChefUp faces competition from both social media giants like Instagram, TikTok, and YouTube, which dominate with vast user bases and dynamic content, and niche culinary apps like Pepper, which target cooking enthusiasts. While these platforms benefit from strong network effects, ChefUp competes by focusing on social engagement, its dynamic nature, AI-driven tools, and gamification. Indirect competitors include, Pinterest, and Tasty, which provide recipe discovery and personalized meal planning,

[11] https://www.peppertheapp.com/

overlapping with ChefUp's features. To stand out, ChefUp targets Gen Z and Millennials with a blend of social interaction, sustainability, and personalized content. Overcoming strong competition requires innovation, effective marketing, and strategic partnerships.

Company	Type	Sales (2023)	Market Share 2024/Traffic Share	Profits (2023)	Key Features
Pepper[12]	Direct Competitor	Unavailable (new)	Unavailable– part of new intersectional app/social/cooking market.	Unavailable (new)	AI-driven cooking assistant, personalized recipe recommendations, and shopping list features. Missing customization and AI assistant features.
Tasty	Indirect Competitor	$50 million (for Buzzfeed)[13]	8.62% Traffic Share Cooking and Recipes[14]	(88,579) in thousands (for Buzzfeed Net Income)[15]	Video-based recipe platform, user-generated content, and social sharing features.
Instagram	Indirect Competitor	$108,896M (for Meta as a whole)[16,17]	45.5% Social Media Market[18]	39,098M (Net Income for Meta as a	Visual platform with strong food photography and influencer culture; brands leverage it

[12] https://www.peppertheapp.com/
[13] https://ir.buzzfeed.com/financial-information/annual-reports
[14] https://www.wsj.com/market-data/quotes/WBD/financials/annual/income-statement
[15] https://ir.buzzfeed.com/financial-information/annual-reports
[16] https://www.wsj.com/market-data/quotes/META/financials/annual/income-statement
[17] https://www.statista.com/statistics/271633/annual-revenue-of-instagram/

				whole)[19]	for marketing.
Pinterest	Indirect Competitor	$3,055.7M[20]	21.2% Social Media Market[21]	$2,366M[22]	Idea-sharing platform where users discover recipes and food inspiration, strong visual content focus.

Customer Analysis

ChefUp targets Gen Z (ages 12–27) and Younger Millennials (ages 28–35), divided into four segments:

1. Casual Users (25%) engage for 1–2 hours a week, with Gen Z favoring trendy, shareable recipes and Millennials valuing time-saving ideas for busy lives.
2. Community Users (35%) are more engaged, spending 3–5 hours weekly. Gen Z enjoys social features like Dinner Party planning and challenges, while Millennials focus on family and group meals.
3. Content Creators (10%) showcase their skills, with Gen Z favoring short-form video content and Millennials leaning toward longer, educational videos.
4. New Cooks (30%) rely on educational tools. Gen Z seeks basic skills with interactive tutorials, while Millennials appreciate time-saving tools for meal planning and prep.

ChefUp tailors content and features to these groups, focusing on Gen Z's preferences for convenience, social interaction, and visual appeal.

Our first customers will be University of Michigan students. We have selected University of Michigan students as our first customer group. Because our team is located in Ann Arbor Michigan, our team would have physical proximity to our customers. Because ChefUp is a social network, it is impacted by network effects, where the value of the product increases as more individuals use it.

[18] https://www.statista.com/statistics/265773/market-share-of-the-most-popular-social-media-websites-in-the-us/
[19] https://www.wsj.com/market-data/quotes/META/financials/annual/income-statement
[20] https://www.statista.com/statistics/994994/pinterest-annual-revenue-worldwide/
[21] https://www.statista.com/statistics/265773/market-share-of-the-most-popular-social-media-websites-in-the-us/
[22] https://www.wsj.com/market-data/quotes/PINS/financials/annual/income-statement

Marketing

Marketing Strategy

Demand Projection

ChefUp's demand projection is based on a phased launch strategy, integrating targeted marketing, ambassador programs, and influencer campaigns. The total user base includes both freemium users and premium subscribers, with premium adoption calculated from conversion rates and aligned to the provided financial model.

- Initial Launch (Months 0–6):
    - Total Users: 50,000.
    - Premium Users: 5,000 (10% conversion rate for initial pilot group).
    - Strategy: Campus-focused efforts at the University of Michigan using ambassador-led campaigns, flyers, and beta testing.
- Middle Phase (Months 6–12):
    - Total Users: 400,000 cumulative.
    - Premium Users: 40,000 (10% conversion rate).
    - Strategy: Expansion to Midwest colleges, leveraging ambassadors, referral programs, and regional influencer partnerships.
- Year 1 (End of Year):
    - Total Users: 750,000 cumulative.
    - Premium Users: 75,000 (10% conversion rate).
    - Strategy: Nationwide rollout with large-scale influencer campaigns, social media ads, and engagement-driven giveaways.
- Year 2:
    - Total Users: 2,000,000 cumulative.
    - Premium Users: ~200,000 (10% conversion rate).
    - Strategy: Continued influencer momentum, feature enhancements, and scaling partnerships with grocery services.
- Year 3:
    - Total Users: 3,300,000 cumulative.
    - Premium Users: ~330,000 (10% conversion rate).

    - Strategy: Introduction of innovative features like AR/VR and AI upgrades, increasing platform stickiness and adoption.
- Year 4:
    - Freemium Users: 5,000,000 cumulative.
    - Premium Users: ~500,000 (10% conversion rate).
    - Strategy: Expanded marketing campaigns leveraging global influencers and partnerships to reach international audiences.
- Year 5:
    - Freemium Users: 7,500,000 cumulative.
    - Premium Users: ~750,000 (10% conversion rate).
    - Strategy: Optimized platform performance and global growth solidify ChefUp as a leading social and culinary platform.

Potential Customer Segments

Gen Z and Millennials: Broad age group (12–35) with strong interest in cooking, social media, and sustainability.

Social Media Users: Individuals actively engaging with platforms like TikTok, Instagram, and YouTube, seeking visual, short-form content.

Health-Conscious and Eco-Friendly Individuals: Users prioritizing sustainable practices and healthy lifestyles, aligning with ChefUp's green initiatives.

Culinary Creatives: Aspiring chefs, home cooks, and food enthusiasts looking for inspiration, skill-building, and sharing their creations.

College Students and Young Professionals: A tech-savvy, budget-conscious demographic drawn to affordable tools and collaborative features.

Tech Enthusiasts: Users who value AI-driven personalization and innovative cooking tools for convenience and engagement.

Targeted Segment Defined

Casual Users (25% of Target Audience):

- Primary Focus: Quick inspiration and easy-to-follow recipes.
- Engagement: 1–2 hours weekly browsing content.
- Appeal: Visual, trendy, and easily shareable content.

Community Users (35%):

- Primary Focus: Interactive features like Dinner Party planning and social challenges.
- Engagement: 3–5 hours weekly engaging with both personal networks and broader communities.
- Appeal: A sense of connection and gamified engagement through Chef Tiers.

Content Creators (10%):

- Primary Focus: Building a following by showcasing culinary skills and sharing unique content.
- Engagement: Frequent use of video editing tools, profile customization, and collaborative content creation.
- Appeal: Opportunities for recognition and monetization through partnerships.

New Cooks (30%):

- Primary Focus: Learning essential cooking skills and organizing kitchen tasks.
- Engagement: Heavy use of AI tools like recipe summarization, grocery list generation, and pantry management.
- Appeal: Confidence-building through structured, guided experiences.

Marketing Mix

Product Description

ChefUp is a social media platform for culinary enthusiasts, tailored to Gen Z and Millennials. It features personalized recipe feeds, AI-driven pantry management, and a gamified Chef Tier system. Casual Users enjoy quick inspiration and easy recipes, while Community Users benefit from group meal planning and interactive Dinner Party events. New Cooks are supported by AI tools like ChefBot and recipe summarization, and Content Creators can showcase their skills through video editing tools and customizable profiles. ChefUp uniquely blends social connectivity with practical cooking solutions.

Pricing

ChefUp uses a freemium model, offering basic features for free and premium tools at $0.99/month or $9.99/year. Premium users gain advanced features like grocery list generation, AI support, and cost-sharing via Stripe. Pricing is affordable for Gen Z and Millennials, with one-click cancellation and responsive customer support ensuring a seamless experience.

Promotion

ChefUp drives digital engagement through targeted ads on Instagram, TikTok, and YouTube. Influencers highlight app features, while campus ambassadors promote ChefUp through flyers, workshops, and peer outreach. Campaigns focus on quick recipes and sustainability tips to attract and retain users.

Placement

ChefUp is available on the Apple App Store and Google Play Store, supported by a website for onboarding and engagement. Ambassadors drive local growth on campuses, while digital marketing fuels broader adoption. Premium features integrate with grocery delivery services like Instacart for a streamlined user experience.

Planet

ChefUp promotes sustainability through eco-tips, food waste reduction, and energy-efficient cloud hosting. These green initiatives align with Gen Z and Millennials' values, fostering eco-friendly habits while supporting ChefUp's net-zero commitment.

Product Development

Design

The app's user interface prioritizes simplicity and accessibility, featuring a visually engaging design with intuitive navigation. To boost user involvement and interest, the app's design heavily focuses on aspects related to cooking so that the user has a clear idea of the app's purpose. ChefUp's centers around 3 key components, marked through navigation tabs in the bottom of the app's home screen:

1. Recipes: ability to discover recipes through a personalized feed for recipe discovery, as well as AI-generated recipe summaries
2. Community: interactive features such as Dinner Party planning with other users
3. User personalization: users have the ability to create their own posts and interact with other users much like other social media apps

See Appendix 11 for a Figma wireframe of the app's design, including these tabs.

The design will differentiate features included in the freemium model and the premium model by marking premium features in yellow. Attention to detail, such as color-coded environmental impact badges and gamified progress indicators, enhances user engagement and creates ChefUp's brand identity.

Development Tasks

Backend Development will focus on designing a scalable, reliable system to handle high request volumes at launch. This includes creating a microservice architecture with RPC communication methods and hosting database servers using PostgresQL for structured data and NoSQL for high-volume data like statistics[23]. AI algorithms will be implemented for personalized feeds, recipe summarization, and pantry management, ensuring compatibility with cloud hosting services like AWS for scalable storage solutions[24].

Frontend Development will prioritize building an intuitive, mobile-first interface. The process begins with creating high-fidelity designs in Figma, undergoing multiple iterations, followed by developing the frontend using a mobile framework like Swift to ensure a seamless user experience.

Integration will incorporate third-party tools to enhance functionality. Secure payment systems will be set up using Stripe for premium features, while partnerships with services like Instacart will enable grocery shopping features[25].

Testing will involve multiple stages to ensure robustness. Beta testing with university ambassadors will gather feedback to refine the app, while usability testing across various mobile devices will ensure accessibility. End-to-end testing frameworks will verify seamless backend and frontend integration, supported by a continuous deployment pipeline for efficient code updates to production[26].

Key Employees

The founding ChefUp team is technical, so prior to searching for Series A funding the ChefUp team will serve, mostly unofficially, in these capacities:

- Chief Technology Officer (CTO): Oversees technology strategy, app development, and partnerships with cloud providers.
- Software Engineers: Responsible for backend and frontend development, ensuring robust functionality and a seamless user experience.
- UI/UX Designer: Crafts the app's interface, focusing on accessibility and visual appeal.
- Product Manager: Coordinates between technical and non-technical teams to ensure timely delivery and alignment with business goals.
- QA Specialists: Manage testing and debugging to ensure a polished product for launch.

[23] https://www.integrate.io/blog/the-sql-vs-nosql-difference/#:~:text=SQL%20databases%20are%20table%2Dbased,data%20like%20documents%20or%20JSON.
[24] https://aws.amazon.com/startups?lang=en-US
[25] https://stripe.com/payments/apple-pay
[26] https://www.techtarget.com/searchsoftwarequality/definition/End-to-end-testing#:~:text=End%2Dto%2Dend%20(E2E,run%20under%20real%2Dworld%20scenarios

Costs

ChefUp's operational costs are structured on a per-unit basis, reflecting the cost of serving each premium user:

- Cloud Backend Server Costs: $0.55 per user per month.
- Database Storage Costs: $0.10 per user per month.
- API Endpoint Costs: $0.05 per user per month.

Total Operational Costs: $0.70 per premium user per month.

These costs ensure scalability while maintaining a cost-effective structure as ChefUp grows its user base.

Difficulties and Risks

Because ChefUp is entering the social media mobile market, it can face difficulties in several areas, which we anticipate below.

1. Competition: ChefUp faces intense competition from established platforms like Instagram and niche apps like Pepper. We plan to combat this challenge through focusing on our product differentiation and clear communication with our users on their pain points.
2. User Acquisition: Building an initial user base to achieve critical network effects is a significant challenge. To do this, we will rely on word of mouth marketing, promotions from relevant influencers, and other marketing campaigns focused toward our target audience.
3. Data Privacy: User data can be sensitive and prone to security risk. Compliance with regulations like GDPR and CCPA, as well as data encryption, is crucial to maintain user trust[27].
4. Technical Challenges: Implementing advanced AI and cloud-based features requires careful planning and resource allocation. We will be extra focused on our recruiting efforts to onboard machine learning engineers that are well versed with implementing algorithms.
5. Economic Factors**:** Subscription-based pricing could be affected by users' discretionary spending during economic downturns. We will be aware of changes in upgrades through monitoring our user data and adjust our pricing schema accordingly.

Product Improvements

Future iterations of ChefUp will focus on expanding features to increase user retention and satisfaction. We plan to prioritize user feedback and market trends in our product improvements. Plans include:

- Immersive Technology: Integration of AR/VR for interactive cooking experiences.
- Expanded Sustainability Features: Advanced eco-grading for meals and ingredient sourcing tips.

[27] https://gdpr-info.eu/

- Enhanced AI Capabilities: Improvements to ChefBot for real-time problem-solving.
- Localization: Adapting the app for global markets by expanding recipes and languages.

Operations

Key Employees

Emma Cherrin – CEO: defines and oversees ChefUp's business strategy, vision, and growth roadmap.

Lily Kussman – COO: manages day-to-day operations, team workflows, and project timelines.

Eden Growney – CFO: develops ChefUp's financial model, revenue forecasts, and budgeting strategies.

Antara Hebbar – CTO: designs and oversees ChefUp's technical infrastructure and integrations.

Ian Concannon – CLO: ensures ChefUp meets compliance for data privacy and user protection.

Supply and Purchasing

Cloud Infrastructure: AWS[28] is the premier provider for hosting, storage, and computing needs, with services like S3 for user-uploaded content, EC2 for backend operations, CloudFront for static content, and Activate Startup credits to reduce costs. Google Cloud[29] offers alternatives like Cloud Storage for hosting and Compute Engine for processing, while Oracle Cloud[30] provides cost-effective compute services through OCI and advanced database management with Autonomous Database. This flexibility allows ChefUp to optimize cost and performance while easily switching providers if needed.

Third-Party Integrations: we will utilize Stripe[31] to provide secure payment processing for subscriptions, supporting FTC compliance. The Instacart API can also be used to enable in-app grocery ordering. Lastly, the Meta Graph API can streamline onboarding by importing Instagram/Facebook profiles.

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[28] https://aws.amazon.com/what-is-aws/

[29] https://cloud.google.com/?utm_source=google&utm_medium=cpc&utm_campaign=na-US-all-en-dr-bkws-all-all-trial-e-dr-1707554&utm_content=text-ad-none-any-DEV_m-CRE_665665924735-ADGP_Hybrid+%7C+BKWS+-+MIX+%7C+Txt-Google+Cloud-Google+Cloud+General-KWID_43700077212109157-kwd-166004018 57&utm_term=KW_cloud%20google-ST_cloud+google&gad_source=1&gclsrc=ds

[30] https://www.oracle.com/cloud/

[31] https://stripe.com/

Software Tools: we will rely heavily on third party sources to host our system. For the backend, we will utilize Flask. Our databases will be usPostgreSQL for database management. The frontend can be hosted on Swift and SwiftUI for iOS development, and we can leverage Mixpanel for engagement tracking.

Design and Marketing Services: UX/UI Design is estimated at an average of $5,000–$15,000. Marketing tools like HubSpot or Salesforce can be used for campaigns and outreach.

Outsourced Labor: we plan to outsource non-critical roles (design, HR, marketing) to save costs.

Budget Considerations:

- Initial Costs: Software licenses, integrations, and design contracts.
- Ongoing Costs: Server hosting ($500–$2,000/month - AWS), Stripe fees (2.9% + $0.30/transaction), marketing tools/campaigns ($20,000/month), customer support ($1,000–$5,000/month)

Quality Assurance and Reliability

- ChefUp will conduct regular performance checks to ensure seamless integrations with all third-party services, focusing on video upload times, grocery cart accuracy, and secure subscription payments.
- AWS CloudFront will ensure high reliability and low latency for global users.

Quality and Reliability

ChefUp is dedicated to providing a high-quality, reliable platform for cooking enthusiasts. To ensure platform stability, the app will utilize Amazon Web Services (AWS) for scalable hosting, conduct regular load testing, and leverage Content Delivery Networks (CDNs) to enhance performance and reduce latency. Comprehensive quality assurance, including automated and manual testing, will address bugs and maintain a seamless user experience. User feedback will be actively integrated to refine usability and address issues promptly.

Content reliability will be supported through AI-powered moderation to uphold quality standards and ensure proper attribution for recipes via features like “Copyright” and “Inspired By” tags. Robust data security measures, including end-to-end encryption, GDPR/CCPA compliance, and secure Stripe payment processing, will protect user data and build trust.

ChefUp will also prioritize user support with 24/7 assistance, intuitive onboarding tutorials, and monitoring of key reliability metrics like app uptime and crash rates. Continuous improvement is central, with regular feature updates, AI enhancements, and beta testing to maintain functionality and align with user needs. These initiatives underscore ChefUp's commitment to delivering a secure, stable, and user-friendly platform, fostering trust and long-term satisfaction.

Sustainable Sourcing

ChefUp integrates sustainability into its platform to promote eco-friendly cooking, reduce waste, and support ethical food practices. Key features guide users in making sustainable choices, including tips for sourcing local, seasonal, and organic ingredients, eco-friendly substitutions, and creative waste reduction strategies. Partnerships with local farms, sustainable grocery platforms, and certified brands further enhance the app's commitment to environmental responsibility. AI-powered recipe recommendations prioritize plant-based options, pantry optimization, and low-impact ingredients, with a "Green Grade" indicating each recipe's sustainability level. ChefUp also educates users through in-app tips, community challenges like "Zero-Waste Meals," and gamified rewards for eco-friendly actions. To support a circular economy, tools like pantry management and grocery planning minimize over-purchasing, while future partnerships may enable food donation initiatives. ChefUp's operations emphasize sustainability through renewable-powered cloud hosting and efficient app design. These efforts empower users to adopt responsible culinary practices, aligning with ChefUp's vision for a healthier planet.[32]

Regulatory Issues

- Data Privacy: Ensuring alignment with GDPR, CCPA, and other international data protection standards[33][34].
- Subscription Regulations: Adhering to FTC guidelines for transparent subscription management, including one-click cancellations.
- Content Moderation: Implementing policies to maintain quality and prevent the misuse of user-generated content.

[32] https://sustainability.aboutamazon.com/products-services/aws-cloud#reducing-embodied-carbon
[33] https://gdpr-info.eu/
[34] https://www.becker.com/cpa-review/what-is-a-cpa

Ownership and Management Team

ChefUp will initially be organized as a Delaware-based LLC and later transition to a "C" Corporation as it scales. Ownership is divided among the five founders and private investors through 100,000 Restricted Stock Units (RSUs), distributed as follows:

- Founders: 80,000 RSUs (16,000 each, or 16% per founder)
- Private Investors: 20,000 RSUs (20%)

Each founder holds an equal 16% ownership stake in the company, while private investors collectively hold 20%. This streamlined ownership structure ensures that the founders retain significant control while providing private investors a meaningful share to support the company's growth.

Key Management Personnel

Emma Cherrin, Chief Executive Officer - Leads business strategy, market analysis, and partnership development. Oversees funding and investor relations.
Lily Kussman, Chief Operating Officer - Coordinates operations, manages workflows, and supports partnerships. Aligns day-to-day execution with strategic goals.
Eden Growney, Chief Financial Officer - Oversees financial planning, budgets, and cash flow. Manages subscription pricing and Stripe integration.
Antara Hebbar, Chief Technology Officer - Designs technical architecture, leads third-party integrations, and ensures scalability and security of the platform.
Ian Concannon, Chief Legal Officer - Develops compliance policies, handles intellectual property, and advises on legal matters related to partnerships and features.

Organization Chart

See Appendix 11.

Management Compensation

The management team is compensated with modest salaries, as detailed in the appendices, supplemented by equity ownership. As ChefUp scales, team members will have the opportunity to sell portions of their equity during future funding rounds, aligning their incentives with the company's growth and success.

Advisors

- Jordan Ludwig: Strategic partnerships executive at The James Beard Foundation with expertise in marketing, brand development, and mission-based partnerships. University of Michigan alum.
- Mike Lee: Founder of The Future Market and author of *Mise: On the Future of Food*. Experienced in food innovation and consulting, with prior roles at Chobani and Alpha Food Labs. University of Michigan alum.
- Kiran Hebbar: CFO at Alloy and seasoned venture investor with expertise in scaling tech startups, financial strategy, and high-growth operations.
- Additional Advisors: We plan to engage Wilson Sonsini for legal representation and consider firms like PricewaterhouseCoopers for tax and accounting services as we scale.

Risk Analysis

Risks	Mitigants
User Acquisition and Retention: Achieving critical mass and retaining an active user base could be difficult in the crowded app market, especially as the freemium model requires significant engagement to convert users to premium.	ChefUp's marketing strategy leverages campus ambassador programs, influencer partnerships, and a referral program to drive early adoption. Gamified features like Chef Tiers encourage continuous engagement, while regular updates based on user feedback ensure satisfaction and retention.
Data Privacy and Regulation: Handling user data for AI personalization and subscription management exposes ChefUp to risks associated with data privacy laws such as GDPR and CCPA. Non-compliance could result in penalties or loss of user trust.	ChefUp's CLO ensures compliance by implementing robust data protection measures, clear user consent processes, and regular audits. The platform is designed with privacy-by-default principles, minimizing unnecessary data collection.
Economic and Uncertainty Risks: During economic downturns, users may reduce discretionary spending, impacting premium	ChefUp's freemium model attracts a broad base of users, allowing the company to upsell premium features over time. Advertising and strategic

subscriptions and ChefUp's primary revenue stream.	partnerships provide additional revenue streams, diversifying income sources.
Funding Dependencies: ChefUp's growth and operational needs rely heavily on securing funding, and failure to attract investors could hinder development and marketing efforts.	By demonstrating traction through beta user feedback, partnerships, and a clear freemium-to-premium conversion model, ChefUp increases its appeal to investors. The funding strategy also emphasizes sustainability, with clear ROI projections for long-term scalability.

Financial Explanations

Product Costs

ChefUp's product cost structure reflects a scalable model with efficient operational expenses as volume increases. Key operational costs include cloud backend servers, database storage, and API endpoints, with a total unit cost decreasing to $0.50/unit at scale. Pricing to consumers remains consistent at $0.99, ensuring a profit margin of $0.49/unit (98% markup) for higher volumes. See Appendix 1 for detailed of unit and operational costs, as well as profitability by volume

Pro forma - Income Statement

ChefUp anticipates strong revenue growth, from $ 407,160.00 in Year 1 to $ 8,381,400.00 by Year 5, driven by its freemium-to-premium model and ad partnerships. Operational expenses are strategically managed, enabling ChefUp to achieve profitability in Year 1, with annual profits reaching $2,602,950.00 by Year 5. Detailed projections are provided in Appendix 2.

Pro forma - Cash Flow

ChefUp transitions smoothly from initial losses to positive cash flow, supported by $200,000 in seed funding for development and marketing in Year 1. The cash flows remain positive, with annual inflows reaching $2,526,801.50 by Year 5, driven by premium subscriptions and ad revenue. Detailed inflows and outflows are provided in the Appendix 5.

Pro forma - Balance Sheet

ChefUp demonstrates financial growth over five years, with increasing assets, equity, and manageable liabilities driven by sustainable operations and reinvestment. Assets grow through investments in cash reserves and property, while liabilities are scaled to support infrastructure. Equity strengthens significantly due to profitability. Detailed figures are available in the Balance Sheet in Appendix 6.

Break Even Analysis

ChefUp's rapid scaling and profitable premium subscription model allow investors to reach breakeven approximately 16 months after launch, as detailed in the appendices.

Ratios

- **Current Ratio**: Measures ChefUp's ability to meet short-term obligations with current assets, remaining consistently strong, from 8.07 in Year 1 to 11.52 in Year 5.
- **Acid-Test Ratio:** Similar to the current ratio due to zero inventory, confirming ChefUp's liquidity is sufficient to cover liabilities.
- **Profit Margin:** Indicates the percentage of revenue converted to profit, improving from 24.92% in Year 2 to 30.15% in Year 5 as the company scales.
- **Return on Investment (ROI):** Reflects the efficiency of invested capital, growing dramatically from 23% in Year 1 to 1301% in Year 5 due to operational scalability.
- **Inventory Turnover:** Not applicable, as ChefUp operates entirely as a digital platform and does not manage or sell physical inventory.

Sources and Uses Statement

- Advertising Allocation: $30,000
- Development Costs: $120,000
- Legal and Accounting: $20,000
- Operational Costs: $30,000

For further information refer to the Funding section and Appendix.

Funding

Funding Required and Usage

ChefUp required an initial investment of $200,000 in Angel funding to develop its platform and operational infrastructure. These funds have been allocated across four key categories:

- Advertising - $30,000: Used for creating brand awareness through digital marketing, influencer partnerships, and campus ambassador programs to attract early users.
- Development Costs - $120,000: Focused on app development, including UI/UX design, backend and frontend engineering, AI integration, and partnerships with platforms like AWS and Instacart.
- Legal and Accounting - $20,000: Allocated to cover incorporation costs, intellectual property protection, compliance with GDPR/CCPA, and accounting services to maintain financial transparency.
- Operational Costs - $30,000: Includes cloud hosting, support team salaries, and administrative expenses during the product's pre-launch and early-stage operations.

Funding Structure

ChefUp is now seeking an additional $200,000 in funding in exchange for 20% equity, valuing the company at a $1 million pre-money valuation. This funding structure reflects ChefUp's early-stage position while offering investors significant ownership in a scalable, innovative platform.

Explanations

- Advertising Allocation: The $30,000 advertising budget ensures effective user acquisition through targeted campaigns and influencer partnerships, aligning with ChefUp's freemium model's need for early adoption.
- Development Investment: Development costs represent the bulk of the funding, emphasizing ChefUp's commitment to creating a robust, user-friendly platform with advanced features like AI-driven personalization and grocery list integration.
- Legal and Accounting: These expenses reflect the necessity of ensuring compliance and operational readiness for scaling.
- Operational Costs: This allocation ensures that day-to-day expenses, such as cloud hosting and customer support, are sustainably managed during the critical early phases.

The funding structure, valuing ChefUp at $1 million, is designed to attract investors who recognize the growth potential in combining social media and culinary innovation. This investment positions ChefUp to solidify its market presence and scale its operations effectively.

Next Steps

Timeline

highlights ChefUp's first year prior to ad revenue and focuses on building a strong foundation for user acquisition, infrastructure, and feature optimization to enable scalable monetization.

- January – Incorporation and Prototype: register ChefUp as an LLC using Stripe Atlas, open a Mercury bank account, develop a Figma prototype of the app, file for intellectual property trademarks.
- February – Research and Development: expand media presence and integrate Stripe for payment functionality, prepare documentation for app reviews, begin exploring partnerships with grocery and recipe platforms.
- March – Beta Launch: release the app to 1,000 beta testers, measure cloud computing costs to optimize efficiency, complete app review processes, transition ChefUp from an LLC to a C-Corporation.
- April – Public Launch: launch the app publicly, monitor cloud usage and gather feedback from early adopters, forecast scaling needs and associated costs.
- July – Optimization: execute campaigns to drive premium subscriptions, conduct user surveys to refine features and improve retention strategies.
- October – Scale: measure user retention and behavior to refine operations, optimize infrastructure for scalability, increase marketing efforts and prepare for ad revenue generation.

Harvest the Business

ChefUp's primary exit strategy is an Initial Public Offering (IPO) within 7–10 years, positioning the company as a leader in the culinary tech space. The IPO will provide liquidity for investors while raising capital to fuel further growth.

Steps to IPO readiness:

1. Financial Growth: Achieve $10M+ annual recurring revenue (ARR) by Year 5, Ensure profitability by Year 2, Expand ad revenue streams by forming partnerships with grocery brands, kitchenware companies, and lifestyle platforms
2. Operational Scaling: Grow to 5M+ users by Year 5, with a target 20% premium subscription conversion rate, invest in infrastructure to support rapid user growth, Establish partnerships with grocery platforms (e.g., Instacart), media companies (e.g., Food Network, Tasty).
3. Global Expansion: Enter international markets by Year 4, offering localized content (including local partnerships), language support, and culturally tailored recipes
4. Market Leadership: Differentiate ChefUp with proprietary AI features, Strengthen user experience with a dynamic online cooking community, Build global brand recognition through influencer campaigns, partnerships, and high-impact marketing initiatives.

Conclusion

We conclude that ChefUp presents a highly scalable and profitable opportunity, supported by strong financial projections, a sustainable growth model, and compelling market demand, making this venture a clear go.

Appendices

Full Financial Models

Appendix 1: Product Cost Information

Unit Cost	Volume				
Product Cost	1	15,000	100,000	250,000	500,000
	0	0	0	0	0
	0	0	0	0	0
Operational Costs					
Cloud Backend Server Costs	0.55	0.35	0.35	0.35	0.35
Database Storage Costs	0.1	0.1	0.1	0.1	0.1
API Endpoint Costs	0.05	0.05	0.05	0.05	0.05
Total Operational Costs	0.7	0.5	0.5	0.5	0.5
Total Unit Cost	$ 0.70	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Total Cost per Volume	$ 0.70	$ 7,500.00	$ 50,000.00	$ 125,000.00	$ 250,000.00
Product Cost and Sales Information					
	Volume				
	1	10,000	100,000	250,000	500,000
Total Product Costs	0	0	0	0	0
Total Operational Costs	0.7	0.5	0.5	0.5	0.5
Total Unit Costs	$ 0.70	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Price to Consumers	$ 0.99	$ 0.99	$ 0.99	$ 0.99	$ 0.99
Unit Profit	$ 0.29	$ 0.49	$ 0.49	$ 0.49	$ 0.49
% Markup	41%	98%	98%	98%	98%

Appendix 2: Sales and Ad Volume: Year 1-3 (monthly) followed by Year 3-5 (quarterly

Year 1													
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenues:	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales and Ad Revenue	$ -	$ 990.00	$ 2,970.00	$ 4,950.00	$ 12,375.00	$ 19,800.00	$ 29,700.00	$ 37,125.00	$ 44,550.00	$ 51,975.00	$ 59,900.00	$ 67,575.00	$ 75,250.00
Net Revenue	$ 407,160.00												
Cost of Sales:													
Product Costs	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Operational Costs	$ -	$ 500.00	$ 1,500.00	$ 2,500.00	$ 6,250.00	$ 10,000.00	$ 15,000.00	$ 18,750.00	$ 22,500.00	$ 26,250.00	$ 30,000.00	$ 33,750.00	$ 37,500.00

Total Cost of Sales	$ -	$ 500.00	$ 1,500.00	$ 2,500.00	$ 6,250.00	$ 10,000.00	$ 15,000.00	$ 18,750.00	$ 22,500.00	$ 26,250.00	$ 30,000.00	$ 33,750.00	$ 37,500.00
Gross Margin or Profit	$ -	$ 490.00	$ 1,470.00	$ 2,450.00	$ 6,125.00	$ 9,800.00	$ 14,700.00	$ 18,375.00	$ 22,050.00	$ 25,725.00	$ 29,900.00	$ 33,825.00	$ 37,750.00
General & Admin Expenses:													
Accounting and Legal	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00
Advertising	$ 2,000.00	$ 2,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 6,000.00	$ 7,000.00	$ 8,000.00	$ 10,000.00	$ 4,000.00
External Engineering	$ 10,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Support Team	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Salaries and Benefits	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00
Technology Subscriptions	$ 200.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ -
Taxes--payroll	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	
Other Expenses	$ 1,000.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00
Total Expenses	$ 19,582.50	$ 9,882.50	$ 12,882.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 13,382.50	$ 14,382.50	$ 15,382.50	$ 17,382.50	$ 10,382.50
Depreciations and Amortization	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Total Operating Expenses	$ 19,582.50	$ 9,882.50	$ 12,882.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 13,382.50	$ 14,382.50	$ 15,382.50	$ 17,382.50	$ 10,382.50
Net Income Year 1	$ (19,582.50)	$ (9,392.50)	$ (11,412.50)	$ (9,932.50)	$ (6,257.50)	$ (2,582.50)	$ 2,317.50	$ 5,992.50	$ 8,667.50	$ 11,342.50	$ 14,517.50	$ 16,442.50	$ 27,367.50
Year 2													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Revenues:	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
Sales and Ad Revenue	$ 99,150.00	$ 96,050.00	$ 106,950.00	$ 117,850.00	$ 128,750.00	$ 139,650.00	$ 151,050.00	$ 162,450.00	$ 173,350.00	$ 185,250.00	$ 200,625.00	$ 216,000.00	$ 1,777,125.00
Net Revenue	$ 1,777,125.00												
Cost of Sales:													
Product Costs	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Operational Costs	$ 42,500.00	$ 47,500.00	$ 52,500.00	$ 57,500.00	$ 62,500.00	$ 67,500.00	$ 72,500.00	$ 77,500.00	$ 82,500.00	$ 87,500.00	$ 93,750.00	$ 100,000.00	$ 843,750.00
Total Cost of Sales	$ 42,500.00	$ 47,500.00	$ 52,500.00	$ 57,500.00	$ 62,500.00	$ 67,500.00	$ 72,500.00	$ 77,500.00	$ 82,500.00	$ 87,500.00	$ 93,750.00	$ 100,000.00	$ 843,750.00

Gross Margin or Profit	$ 56,650.00	$ 48,550.00	$ 54,450.00	$ 60,350.00	$ 66,250.00	$ 72,150.00	$ 78,550.00	$ 84,950.00	$ 90,850.00	$ 97,750.00	$ 106,875.00	$ 116,000.00	$ 933,375.00
General & Admin Expenses:													
Accounting and Legal	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 12,000.00
Advertising	$ 10,000.00	$ 10,000.00	$ 15,000.00	$ 15,000.00	$ 15,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 245,000.00
External Engineering	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Support Team	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 12,000.00
Salaries and Benefits	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 60,000.00
Technology Subscriptions	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 12,000.00
Taxes--payroll	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 4,590.00
Other Expenses	$ 1,000.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 6,500.00
Total Expenses	$ 19,382.50	$ 18,882.50	$ 23,882.50	$ 23,882.50	$ 23,882.50	$ 28,882.50	$ 28,882.50	$ 28,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 352,090.00
Depreciations and Amortization													$ 2,000.00
Total Operating Expenses	$ 19,382.50	$ 18,882.50	$ 23,882.50	$ 23,882.50	$ 23,882.50	$ 28,882.50	$ 28,882.50	$ 28,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 354,090.00
Net Income Year 2	$ 37,267.50	$ 29,667.50	$ 30,567.50	$ 36,467.50	$ 42,367.50	$ 43,267.50	$ 49,667.50	$ 56,067.50	$ 51,967.50	$ 58,867.50	$ 67,992.50	$ 77,117.50	$ 579,285.00

Year 3				
Sales Volume				
	Q1	Q2	Q3	Q4
Sales Volume	690000	780000	870000	990000
Total Sales Year 3	**3,330,000**			
Price	$ 0.99	$ 0.99	$ 0.99	$ 0.99
Projected Sales Revenue				
	Q1	Q2	Q3	Q4
Sales Revenue	$ 683,100.00	$ 772,200.00	$ 861,300.00	$ 980,100.00
Ad Revenue	$ 25,000.00	$ 30,000.00	$ 40,000.00	$ 50,000.00
Total Revenue Year 3	**$ 3,441,700.00**			
Year 4				
Sales Volume				
	Q1	Q2	Q3	Q4

Sales Volume	1095000	1230000	1365000	1500000
Total Sales Year 4	**5,190,000**			
Price	$ 0.99	$ 0.99	$ 0.99	$ 0.99
Projected Sales Revenue				
	Q1	Q2	Q3	Q4
Sales Revenue	$ 1,084,050.00	$ 1,217,700.00	$ 1,351,350.00	$ 1,485,000.00
Ad Revenue	$ 60,000.00	$ 70,000.00	$ 85,000.00	$ 100,000.00
Total Revenue Year 4	**$ 5,453,100.00**			
Year 5				
Sales Volume				
	Q1	Q2	Q3	Q4
Sales Volume	1680000	1875000	2055000	2250000
Total Sales Year 5	**7,860,000**			
Price	$ 0.99	$ 0.99	$ 0.99	$ 0.99
Projected Sales Revenue				
	Q1	Q2	Q3	Q4
Sales Revenue	$ 1,663,200.00	$ 1,856,250.00	$ 2,034,450.00	$ 2,227,500.00
Ad Revenue	$ 120,000.00	$ 140,000.00	$ 160,000.00	$ 180,000.00
Total Revenue Year 5	**$ 8,381,400.00**			

Appendix 3: Financial Inputs

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Sales Volume per Year	409,000	1,687,500	3,330,000	5,190,000	7,860,000
Price to Consumer	$ 0.99	$ 0.99	$ 0.99	$ 0.99	$ 0.99
Unit Cost	$ 0.70	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Total Revenue per Year	$ 407,160.00	$ 1,777,125.00	$ 3,441,700.00	$ 5,453,100.00	$ 8,381,400.00
Five Year Revenue Total					$ 19,460,485.00
Total Cost per Year	$ 286,300.00	$ 843,750.00	$ 1,665,000.00	$ 2,595,000.00	$ 3,930,000.00
Five Year Total Cost					$ 9,320,050.00
Gross Profit per Year	$ 120,860.00	$ 933,375.00	$ 1,776,700.00	$ 2,858,100.00	$ 4,451,400.00
Five Year Gross Profit					$ 10,140,435.00
Capitalization	$ 200,000.00				
Number of Shares Outstanding	100,000				

Shares Per Founder	16,000				
Shares for Investor	20,000				
Corporate Tax	21%				

Appendix 4 Pro Forma Income Statements: Year 1-3 (monthly) followed by Year 3-5 (annually)

Year 1													
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenues:	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales and Ad Revenue	$ -	$ 990.00	$ 2,970.00	$ 4,950.00	$ 12,375.00	$ 19,800.00	$ 29,700.00	$ 37,125.00	$ 44,550.00	$ 51,975.00	$ 59,900.00	$ 67,575.00	$ 75,250.00
Net Revenue	$ 407,160.00												
Cost of Sales:													
Product Costs	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Operational Costs	$ -	$ 500.00	$ 1,500.00	$ 2,500.00	$ 6,250.00	$ 10,000.00	$ 15,000.00	$ 18,750.00	$ 22,500.00	$ 26,250.00	$ 30,000.00	$ 33,750.00	$ 37,500.00
Total Cost of Sales	$ -	$ 500.00	$ 1,500.00	$ 2,500.00	$ 6,250.00	$ 10,000.00	$ 15,000.00	$ 18,750.00	$ 22,500.00	$ 26,250.00	$ 30,000.00	$ 33,750.00	$ 37,500.00
Gross Margin or Profit	$ -	$ 490.00	$ 1,470.00	$ 2,450.00	$ 6,125.00	$ 9,800.00	$ 14,700.00	$ 18,375.00	$ 22,050.00	$ 25,725.00	$ 29,900.00	$ 33,825.00	$ 37,750.00
General & Admin Expenses:													
Accounting and Legal	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00
Advertising	$ 2,000.00	$ 2,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 6,000.00	$ 7,000.00	$ 8,000.00	$ 10,000.00	$ 4,000.00
External Engineering	$ 10,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Support Team	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Salaries and Benefits	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00
Technology Subscriptions	$ 200.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ -
Taxes--payroll	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50
Other Expenses	$ 1,000.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00
Total Expenses	$ 19,582.50	$ 9,882.50	$ 12,882.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 13,382.50	$ 14,382.50	$ 15,382.50	$ 17,382.50	$ 10,382.50
Depreciations and Amortization	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Total Operating Expenses	$ 19,582.50	$ 9,882.50	$ 12,882.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 13,382.50	$ 14,382.50	$ 15,382.50	$ 17,382.50	$ 10,382.50
Net Income Year 1	$ (19,582.50)	$ (9,392.50)	$ (11,412.50)	$ (9,932.50)	$ (6,257.50)	$ (2,582.50)	$ 2,317.50	$ 5,992.50	$ 8,667.50	$ 11,342.50	$ 14,517.50	$ 16,442.50	$ 27,367.50

Year 2													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Revenues:	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
Sales and Ad Revenue	$ 99,150.00	$ 96,050.00	$ 106,950.00	$ 117,850.00	$ 128,750.00	$ 139,650.00	$ 151,050.00	$ 162,450.00	$ 173,350.00	$ 185,250.00	$ 200,625.00	$ 216,000.00	$ 1,777,125.00
Net Revenue	$ 1,777,125.00												
Cost of Sales:													
Product Costs	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Operational Costs	$ 42,500.00	$ 47,500.00	$ 52,500.00	$ 57,500.00	$ 62,500.00	$ 67,500.00	$ 72,500.00	$ 77,500.00	$ 82,500.00	$ 87,500.00	$ 93,750.00	$ 100,000.00	$ 843,750.00
Total Cost of Sales	$ 42,500.00	$ 47,500.00	$ 52,500.00	$ 57,500.00	$ 62,500.00	$ 67,500.00	$ 72,500.00	$ 77,500.00	$ 82,500.00	$ 87,500.00	$ 93,750.00	$ 100,000.00	$ 843,750.00
Gross Margin or Profit	$ 56,650.00	$ 48,550.00	$ 54,450.00	$ 60,350.00	$ 66,250.00	$ 72,150.00	$ 78,550.00	$ 84,950.00	$ 90,850.00	$ 97,750.00	$ 106,875.00	$ 116,000.00	$ 933,375.00
General & Admin Expenses:													
Accounting and Legal	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 12,000.00
Advertising	$ 10,000.00	$ 10,000.00	$ 15,000.00	$ 15,000.00	$ 15,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 30,000.00	$ 245,000.00
External Engineering	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Support Team	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 12,000.00
Salaries and Benefits	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00	$ 60,000.00
Technology Subscriptions	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 12,000.00
Taxes--payroll	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 382.50	$ 4,590.00
Other Expenses	$ 1,000.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 6,500.00
Total Expenses	$ 19,382.50	$ 18,882.50	$ 23,882.50	$ 23,882.50	$ 23,882.50	$ 28,882.50	$ 28,882.50	$ 28,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 352,090.00
Depreciations and Amortization													$ 2,000.00
Total Operating Expenses	$ 19,382.50	$ 18,882.50	$ 23,882.50	$ 23,882.50	$ 23,882.50	$ 28,882.50	$ 28,882.50	$ 28,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 354,090.00
Net Income Year 2	$ 37,267.50	$ 29,667.50	$ 30,567.50	$ 36,467.50	$ 42,367.50	$ 43,267.50	$ 49,667.50	$ 56,067.50	$ 51,967.50	$ 58,867.50	$ 67,992.50	$ 77,117.50	$ 579,285.00

Revenues:	Year 3	Year 4	Year 5
Net Revenues	$ 3,441,700.00	$ 5,453,100.00	$ 8,381,400.00

Cost of Sales:			
Product Costs	$ -	$ -	$ -
Operational Costs	$ 1,665,000.00	$ 2,595,000.00	$ 3,930,000.00
Total Costs of Sales	$ 1,665,000.00	$ 2,595,000.00	$ 3,930,000.00
Gross Margin or Profit	$ 1,776,700.00	$ 2,858,100.00	$ 4,451,400.00
General and Admin Expenses:			
Accounting and Legal	$ 15,000.00	$ 15,000.00	$ 15,000.00
Advertising	$ 500,000.00	$ 750,000.00	$ 1,000,000.00
External Engineering	$ 150,000.00	$ 300,000.00	$ 450,000.00
Support Team	$ 20,000.00	$ 30,000.00	$ 40,000.00
Salaries and Benefits	$ 180,000.00	$ 240,000.00	$ 300,000.00
Technology Subscriptions	$ 15,000.00	$ 15,000.00	$ 15,000.00
Taxes--payroll	$ 13,770.00	$ 18,360.00	$ 22,950.00
Other Expenses	$ 3,500.00	$ 3,500.00	$ 3,500.00
Total Expenses	$ 897,270.00	$ 1,371,860.00	$ 1,846,450.00
Depreciations and Amortization	$ 2,000.00	$ 2,000.00	$ 2,000.00
Total Operating Expenses	$ 899,270.00	$ 1,373,860.00	$ 1,848,450.00
Net Income Year 3-5	**$ 877,430.00**	**$ 1,484,240.00**	**$ 2,602,950.00**

Appendix 5: Pro Forma Cash Flow: Year 1-3 (monthly) followed by Year 3-5 (annually)

Year 1													
Cash Inflows:	Start-up	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales and Ads		$ 990.00	$ 2,970.00	$ 4,950.00	$ 12,375.00	$ 19,800.00	$ 29,700.00	$ 37,125.00	$ 44,550.00	$ 51,975.00	$ 59,900.00	$ 67,575.00	$ 75,250.00
Capitalization	$ 200,000.00												
Total Cash Inflows	$ 200,000.00	$ 990.00	$ 2,970.00	$ 4,950.00	$ 12,375.00	$ 19,800.00	$ 29,700.00	$ 37,125.00	$ 44,550.00	$ 51,975.00	$ 59,900.00	$ 67,575.00	$ 75,250.00
Cash Outflows:													
Cost of Goods Sold	$ -	$ 500.00	$ 1,500.00	$ 2,500.00	$ 6,250.00	$ 10,000.00	$ 15,000.00	$ 18,750.00	$ 22,500.00	$ 26,250.00	$ 30,000.00	$ 33,750.00	$ 37,500.00
Total G&A Expenses	$ 19,582.50	$ 9,882.50	$ 12,882.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 12,382.50	$ 13,382.50	$ 14,382.50	$ 15,382.50	$ 17,382.50	$ 10,382.50
Total Cash Outflows	$ 19,582.50	$ 10,382.50	$ 14,382.50	$ 14,882.50	$ 18,632.50	$ 22,382.50	$ 27,382.50	$ 31,132.50	$ 35,882.50	$ 40,632.50	$ 45,382.50	$ 51,132.50	$ 47,882.50
Net Cash Flow	$ 180,417.50	$ (9,392.50)	$ (11,412.50)	$ (9,932.50)	$ (6,257.50)	$ (2,582.50)	$ 2,317.50	$ 5,992.50	$ 8,667.50	$ 11,342.50	$ 14,517.50	$ 16,442.50	$ 27,367.50
Beginning Balance	$ 200,000.00	$ 180,417.50	$ 171,025.00	$ 159,612.50	$ 149,680.00	$ 143,422.50	$ 140,840.00	$ 143,157.50	$ 149,150.00	$ 157,817.50	$ 169,160.00	$ 183,677.50	$ 200,120.00
Ending Balance Y1	$ 180,417.50	$ 171,025.00	$ 159,612.50	$ 149,680.00	$ 143,422.50	$ 140,840.00	$ 143,157.50	$ 149,150.00	$ 157,817.50	$ 169,160.00	$ 183,677.50	$ 200,120.00	$ 227,487.50
Year 2													

Cash Inflows:	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
Sales and Ads	$ 99,150.00	$ 96,050.00	$ 106,950.00	$ 117,850.00	$ 128,750.00	$ 139,650.00	$ 151,050.00	$ 162,450.00	$ 173,350.00	$ 185,250.00	$ 200,625.00	$ 216,000.00	$ 1,777,125.00
Capitalization													$ -
Total Cash Inflows	$ 99,150.00	$ 96,050.00	$ 106,950.00	$ 117,850.00	$ 128,750.00	$ 139,650.00	$ 151,050.00	$ 162,450.00	$ 173,350.00	$ 185,250.00	$ 200,625.00	$ 216,000.00	$ 1,777,125.00
Cash Outflows:													
Cost of Goods Sold	$ 42,500.00	$ 47,500.00	$ 52,500.00	$ 57,500.00	$ 62,500.00	$ 67,500.00	$ 72,500.00	$ 77,500.00	$ 82,500.00	$ 87,500.00	$ 93,750.00	$ 100,000.00	$ 843,750.00
Total G&A Expenses	$ 19,382.50	$ 18,882.50	$ 23,882.50	$ 23,882.50	$ 23,882.50	$ 28,882.50	$ 28,882.50	$ 28,882.50	$ 38,882.50	$ 38,882.50	$ 38,882.50	$ 177,304.47	$ 490,511.97
Total Cash Outflows	$ 61,882.50	$ 66,382.50	$ 76,382.50	$ 81,382.50	$ 86,382.50	$ 96,382.50	$ 101,382.50	$ 106,382.50	$ 121,382.50	$ 126,382.50	$ 132,632.50	$ 277,304.47	$ 1,334,261.97
Net Cash Flow	$ 37,267.50	$ 29,667.50	$ 30,567.50	$ 36,467.50	$ 42,367.50	$ 43,267.50	$ 49,667.50	$ 56,067.50	$ 51,967.50	$ 58,867.50	$ 67,992.50	$ (61,304.47)	$ 442,863.03
Beginning Balance	$ 227,487.50	$ 264,755.00	$ 294,422.50	$ 324,990.00	$ 361,457.50	$ 403,825.00	$ 447,092.50	$ 496,760.00	$ 552,827.50	$ 604,795.00	$ 663,662.50	$ 731,655.00	
Ending Balance Y2	$ 264,755.00	$ 294,422.50	$ 324,990.00	$ 361,457.50	$ 403,825.00	$ 447,092.50	$ 496,760.00	$ 552,827.50	$ 604,795.00	$ 663,662.50	$ 731,655.00	$ 670,350.53	

Cash Inflows:	Year 3	Year 4	Year 5
Sales and Ads	$ 3,441,700.00	$ 5,453,100.00	$ 8,381,400.00
Capitalization			
Total Cash Inflows	$ 3,441,700.00	$ 5,453,100.00	$ 8,381,400.00
Cash Outflows:			
Cost of Goods Sold	$ 1,665,000.00	$ 2,595,000.00	$ 3,930,000.00
Total G&A Expenses	$ 897,270.00	$ 1,371,860.00	$ 1,846,450.00

Appendix 6: Pro Forma Balance Sheet

Assets	Year 1	Year 2	Year 3	Year 4	Year 5
Current Assets:					
Cash & Equivalents	$ 227,487.50	$ 670,350.53	$ 1,523,397.63	$ 2,965,050.43	$ 5,491,851.93
Accounts Receivable	$ 75,250.00	$ 216,000.00	$ 516,255.00	$ 817,965.00	$ 1,299,117.00
Inventory	$ -	$ -	$ -	$ -	$ -
Supplies	$ -	$ -	$ -	$ -	$ -
Total Current Assets	$ 302,737.50	$ 886,350.53	$ 2,039,652.63	$ 3,783,015.43	$ 6,790,968.93
Fixed Assets:					
Intellectual Property	$ 50,000.00	$ 50,000.00	$ 50,000.00	$ 50,000.00	$ 50,000.00
Other Current Assets	$ -	$ -	$ -	$ -	$ -
Accumulated Depreciation	$ 2,000.00	$ 4,000.00	$ 6,000.00	$ 8,000.00	$ 10,000.00
Total Fixed Assets	$ 52,000.00	$ 54,000.00	$ 56,000.00	$ 58,000.00	$ 60,000.00
Total Assets	$ 354,737.50	$ 940,350.53	$ 2,095,652.63	$ 3,841,015.43	$ 6,850,968.93

Liabilities & Owner's Equity					
Current Liabilities:					
Accounts Payable	$ 37,500.00	$ 100,000.00	$ 249,750.00	$ 389,250.00	$ 589,500.00
Short Term Debt	$ -	$ -	$ -	$ -	$ -
Total Current Liabilities	$ 37,500.00	$ 100,000.00	$ 249,750.00	$ 389,250.00	$ 589,500.00
Long Term Liabilities:					
Long Term Debt	$ -	$ -	$ -	$ -	$ -
Total Long Term Liabilities	$ -	$ -	$ -	$ -	$ -
Owner's Equity:					
Capital	$ 227,487.50	$ 670,350.53	$ 1,523,397.63	$ 2,965,050.43	$ 5,491,851.93
Retained Earning	$ 89,750.00	$ 170,000.00	$ 322,505.00	$ 486,715.00	$ 769,617.00
Total Owner's Equity	$ 317,237.50	$ 840,350.53	$ 1,845,902.63	$ 3,451,765.43	$ 6,261,468.93
Total Liabilities and Equity	$ 354,737.50	$ 940,350.53	$ 2,095,652.63	$ 3,841,015.43	$ 6,850,968.93

Appendix 7: Break Even Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
Selling Price	$ 0.99	$ 0.99	$ 0.99	$ 0.99	$ 0.99
Fixed Costs	$ 155,590.00	$ 352,090.00	$ 897,270.00	$ 1,371,860.00	$ 1,846,450.00
Variable Costs	$ 0.70	$ 0.70	$ 0.50	$ 0.50	$ 0.50
Quantity	409,000	1,687,500	3,330,000	5,190,000	7,860,000
Break Even units per year	536,517	1,214,103	1,831,163	2,799,714	3,768,265
Break Even in Month	16				

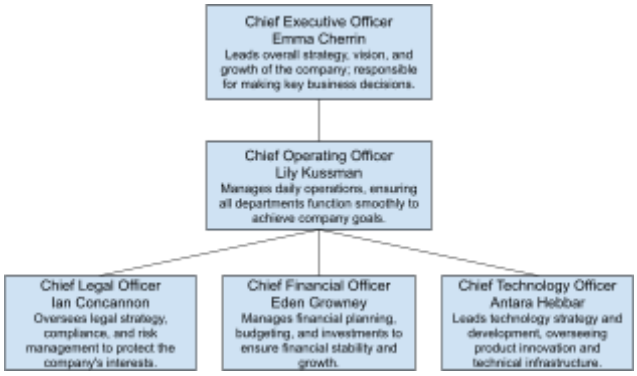
Appendix 8: Financial Ratios

	Year 1	Year 2	Year 3	Year 4	Year 5
Profitability Ratios:					
Return on Equity	14%	69%	48%	43%	42%
Return on Investment	23%	290%	439%	742%	1301%
Earnings per Share	$0.45	$5.79	$8.77	$14.84	$26.03
Dividends per share	$0.00	$0.00	$0.26	$0.45	$0.78
Profit Margin	55.87%	24.92%	24.79%	26.44%	30.15%
Liquidity Ratios:					
Current Ratio	8.07	8.86	8.17	9.72	11.52
Acid-Test Ratio	8.07	8.86	8.17	9.72	11.52
Financial Leverage					
Debt Ratio	0.0000	0.0000	0.0000	0.0000	0.0000
Debt-Equity Ratio	0.0000	0.0000	0.0000	0.0000	0.0000

Appendix 9: Pro Forma Sources and Applications of Funds

Source of Funds	
Capitalization	$ 200,000.00
Total of Funding Sources	$ 200,000.00
Application of Funds	
Advertising	$ 30,000.00
Development Costs	$ 120,000.00
Legal and Accounting	$ 20,000.00
Operational Costs	$ 30,000.00
Total Funds Applied	$ 200,000.00
Net Decrease in Working Capital	$ -

Appendix 10: Organization Chart



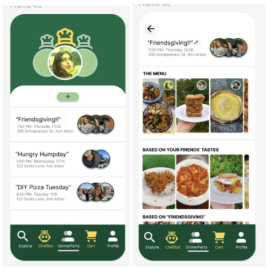
Product Designs

User Profile Page including Premium "Pantry" and "Add to Cart" Features

Premium AI "Chefbot"

Explore Page

"Dinner Party" Premium Feature



Team Job Descriptions

Antara Hebbar, Chief Technology Officer (CTO):
Antara leads ChefUp's tech infrastructure, focusing on innovation and scalability. She oversees AI-driven features like ChefBot and pantry management, and partners with providers such as AWS and Instacart. She ensures optimal app performance through testing and optimization.

Eden Growney, Chief Financial Officer (CFO):
Eden manages ChefUp's financial planning and budgeting, ensuring economic sustainability. She handles funding, operational costs, and financial forecasting, while analyzing the freemium model's profitability and preparing for future funding rounds.

Emma Cherrin, Chief Executive Officer (CEO):
Emma drives ChefUp's vision and strategy, focusing on business development and aligning with the company's mission. She leads branding, user acquisition, and strategic partnerships to position ChefUp as a leader in the food tech industry.

Ian Concannon, Chief Legal Officer (CLO):
Ian oversees ChefUp's legal framework, ensuring compliance with regulations like GDPR and CCPA. He handles contracts with third-party vendors and subscription compliance, safeguarding intellectual property and legal transparency.

Lily Kussman, Chief Operations Officer (COO):
Lily manages ChefUp's operational workflows, focusing on resource management and project execution. She oversees the ambassador program, app deployment, and supply chain logistics to scale ChefUp efficiently while supporting sustainability initiatives.

Resumes of Founders

EDEN GROWNEY

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EXECUTIVE SUMMARY

Software Engineering Internships: Developed solutions at a financial institution using **Python, SQL, React, Snowflake, and Collibra** to implement a data mesh strategy for client onboarding. Worked in an IT consulting firm focusing on **front-end development** with **React** and **Flutter** while managing a project for a **Solana Blockchain** client.

Embedded Software and Robotics: Gained practical experience in embedded systems and robotics through the **MRover Project** and work with **Adafruit Circuit Playground** microcontroller boards.

Machine Learning Expertise: Built and deployed machine learning models using **Machine Learning Techniques** like Supervised Learning, Unsupervised Learning, Neural Networks (CNNs, RNNs), Natural Language Processing (NLP), and Computer Vision

Passionate about Space Technology: Eager to leverage advanced technical skills in embedded systems, robotics, and computer vision to drive innovations and contribute to the future of space exploration.

EDUCATION

UNIVERSITY OF MICHIGAN **Ann Arbor, MI**

Bachelor of Engineering, Major in Computer Science; Minor in Business; GPA: 3.66/4.0 **2021-2025**

- Vice President of Programming Sigma Kappa Sorority, SWE on the Embedded Software SubTeam for MRover, Girls in Electrical Engineering and Computer Science, and Start UM
- Notable Classes: Web Systems, Computer Vision, Artificial Intelligence, Computer Architecture, Data Structures and Algorithms, Linear Algebra, Physics Mechanics, Physics Electricity and Magnetism, Multivariable Calculus, Financial Accounting, Finance
- Received the Leadership Edge Certificate while studying Computer Science at the IFSA Tech Career Accelerator in Prague (2024)

WORK EXPERIENCE

NORTHERN TRUST CORPORATION **Chicago, IL**

Technology Intern (Full Stack Development, Data Engineering, Quality Assurance) **June 2024 - Aug 2024**

Leveraged my software development, data engineering, and testing skills on the Software Quality Management (SQM) Team to help onboard new users onto the data mesh, a decentralized data architecture that enables ownership and management across business domains and promotes faster and more efficient data-driven decision-making.

- Enhanced one of their existing, patented testing tools that is used by 100+ employees to automate the testing of data on-boarded onto the mesh. Created the UI for this tool in React on their internal SQM platform and integrated API's to connect the tool so employees could use it remotely and without a technological background.
- Validated 21 asset data products for a global client by engineering conical views from raw data. Compared views against the data intended to be onboarded to ensure all criteria of the federated computational governance, a principle of the mesh, were met.

CALDER SOLUTIONS: **Grand Rapids, MI**

Development Intern (Front End Development, Project Management, Blockchain, Client Relationships) **May 2022 - Jan 2023**

Integral team member in client projects, employing front-end development and engaging in client meetings and business trips to understand business requirements and contribute to project management practices and design.

- Contributed to the front-end development of a custom ecommerce solution for a client with over $5 million in revenue to support their complex ordering requirements around teams and product customization.
- Worked closely with system architects to design a blockchain solution for a sports-betting company with over $3 million in seed investments that increased transparency and created smart contracts to automate payouts.

NOTABLE PROJECTS

CLOTHING ANALYTICS DASHBOARD **2024**

TensorFlow, Robowflow, React, Ionic, MySQL, AWS, Python

Designed, developed, and deployed an application to automate post creation for secondhand clothing platforms (Poshmark, Depop, eBay) using machine learning. This solution enhanced user engagement and promoted circular economy practices by streamlining the selling process. The average time to generate a post manually decreased by 84% with this application.

INSTAGRAM CLONE **2024**

React, TypeScript, Python, Node.js, Express, AWS

Developed and deployed a fully functional Instagram clone transitioning through multiple iterations to enhance functionality and user experience. Implemented a static site generator for initial templated pages, followed by server-side dynamic pages for improved data handling and user interactions, and finally client-side dynamic pages to create a responsive and interactive user interface.

AUTOMATIC SUBJECT IDENTIFICATION **2023**

Natural Language Processing (NLP), C++

Developed and executed a program to automatically identify subjects of posts in a question forum. This project involved data preprocessing and the application of machine learning techniques to enhance accuracy and efficiency in subject recognition.

ADDITIONAL INFORMATION

Technical Skills: C/C++, Python, React, Node.js, SnowFlake, Collibra, Docker, SQL, Rust, AWS, Azure Data, NLP, Computer Vision

Certifications/Awards: The Tech Leadership Edge Certificate, COE Dean's List, University of Michigan Regents Scholarship

Extra: Passion for buying and selling second hand clothing; favorite hobbies are competitively running and traveling

Emma Cherrin

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EDUCATION

University of Michigan - Ann Arbor *Expected Graduation*: May 2025

B.S. Computer Science, Business Minor (Ross School of Business) | GPA: 3.8/4.0

Courses: Data Structures & Algorithms, Software Engineering, Advanced Operating Systems, Introduction to Operating Systems, Computer Organization, Foundations of Computer Science, Discrete Mathematics, Finance

SKILLS

- *Programming Languages/Libraries:* C++, C, Python, React, TypeScript, JavaScript, SQL
- *Computer:* Git, Algorithms, Object-Oriented Programming, Software Development, REST APIs, User Interfaces (UI), Web Applications, Test Automation, Algorithms, Scrum & Agile Methodologies, DevOps Development
- *Languages:* English (Native), Hebrew (Full professional proficiency)

WORK EXPERIENCE

University of Michigan - Computer Science and Engineering **Ann Arbor, MI**

Instructional Aide - Electrical Engineering and Computer Science (EECS 183) *August 2022 - Present*

- Lead a lab of 32 students in a weekly two-hour lab session, encompassing comprehensive content review, debugging student code, troubleshooting technical and IDE issues, and reframing course material to new programmers.
- Mentor incoming staff members on the staff development team, coaching them on strategies to foster an inclusive and equitable learning environment.
- Received the Outstanding Instructional Aide Award, acknowledged for unwavering dedication, educational expertise, and a profound passion for enhancing learning experiences.

Oracle - Oracle Cloud Infrastructure (OCI) **Redwood Shores, CA**

Software Engineer Intern *May 2024 - August 2024*

- Developed frontend for AlloyTrace, a DevOps plugin that enables customer support teams to autonomously assist Alloy end users, intended to reduce Oracle Cloud account onboarding error misdiagnoses and issue escalation.
- Authored ECAR Architectural Design documentation for AlloyTrace feature, including sequence diagrams, customer experience, and database relationships. Represented the OCI Platform Integrations team in architectural reviews.
- Created testing plan for AlloyTrace user interface, utilized by AlloyTrace team.

Domo **Ann Arbor, MI**

Strategic Architecture Intern on the Development Team (Remote) *January 2024 - May 2024*

- Develop and implement scripts utilizing Python to automate routine processes, streamlining data extraction, transformation, and loading (ETL) tasks for enhanced workflow automation.
- Implemented AI-powered script to autonomously generate custom questions for news-style descriptions of datasets.
- Optimized archival dataset workflow, resulting in a 40% reduction in costs for clients.

Bridgify **Tel Aviv, Israel**

Back End Software Developer Intern *June 2023 - August 2023*

- Built a Python testing automation script to process 16,683 attractions in under forty-five seconds, replacing the manual testing approach for identifying potential issues with purchases for newly added attractions.
- Transformed the individual booking process by encapsulating it into Python classes, elevating efficiency and enhancing the overall approachability for clients during individual attraction testing.
- Crafted comprehensive documentation and user guides for the testing attractions script, facilitating integration for internal developers and clients.

PROJECT EXPERIENCE

NASA SUITS - Collaborative Lab for Advancing Work in Space (CLAWS) **Ann Arbor, MI**

Executive Board Member, Product Lead, Full Stack Software Developer Product Lead *March 2023 - Present*

- Develop Local Mission Control Center dashboard for real-time astronaut communication and data sharing, using React/TypeScript, Fluent 2, MongoDB, Redis, and WebSocket for real-time data and backend functionality.
- Coordinate the integration of augmented reality interfaces, hardware, and organizational structure for the NASA SUITS Challenge, ensuring seamless collaboration across AR, AI, hardware, and web components.

Lily Kussman

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EDUCATION

University of Michigan **Ann Arbor, MI**

Bachelor of Arts Computer Science, Business Minor, Music Minor | GPA 3.9/4.0 *May 2025*

Awards: James B. Angell Scholar 2023, William J. Branstrom Freshman Prize 2022 (top 5% of class)

Coursework: Web Systems, Database Management Systems, Artificial Intelligence, Foundations of Computer Science, Computer Organization, Data Structures and Algorithms, Discrete Math, Accounting Principles, Entrepreneurial Management, Positively Leading People and Organizations

WORK EXPERIENCE

Enova International **Chicago, IL**

Software Engineering Intern *June 2024-August 2024*

- Developed a Go API to create a Slack notification system for Terraform pull requests using GitHub and Slack APIs, streamlining code review requests and reducing manual intervention
- Utilized Github webhooks to trigger Slack messages and reactions when a pull request is marked as ready for review, improving team communication and review efficiency
- Designed and deployed a PostgreSQL database schema to track pull requests and their associated Slack threads, including user opt-in configurations and review verdicts, enhancing traceability and workflow management

BDO USA, LLP **Chicago, IL**

Data Analytics and Emerging Methods Intern *June 2023-August 2023*

- Furthered BDO's innovation efforts by using emerging technology: Actively participated in the testing and refinement of the company's proprietary AI bot, ChatBDO, designed to emulate the capabilities of ChatGPT, by providing real-world input and feedback to enhance its functionality and user experience
- Developed and implemented advanced data analytics methodologies, tools, and templates, resulting in elevated precision of risk assessment, heightened engagement efficiency, improved data quality, and increased acceptance of data analytics practices
- Ensured data analytics dashboards were user-friendly and adhered to internal standards, delivering substantial value to both engagement teams and clients

PROJECT EXPERIENCE

Machine Learning

Developed a program that used natural language processing and machine learning techniques to identify the subjects of posts from Piazza, a free online gathering platform; gained experience with recursion, binary trees, templates, comparators, and the map data structure

Relational Database

Wrote a program to emulate a relational database with an interface based on a subset of a standard query language that used multiple interacting data structures

Instagram Clone

Built a client-side web app with a REST API to handle user data and posts, using JavaScript and AJAX for real-time updates and asynchronous communication. Gained experience with REST APIs and client-side rendering

ACTIVITIES AND SKILLS

- Choreographer/member of the University of Michigan Releve Dance Club and campus-wide Dance Mix production
- C++/C, Go, PostgreSQL, Python, JavaScript, HTML, Flask, React, AWS, Terraform, API Integration, OOP, DAX
- CSS, Java/JDBC, Data Models, MongoDB, Xcode, Visual Studio Code, Git, Power BI, Word, Excel, PowerPoint
- Proficient in French

Antara Hebbar

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EDUCATION

University of Michigan, College of Engineering *Graduating May 2025*

BSE Computer Science, Ross Business Minor | GPA: 3.94/4.0

Courses: Web Development, Web Design, Artificial Intelligence, Machine Learning, Tech Ethics
Activities: Alpha Kappa Psi Business Fraternity, Michigan Product Management (cohort team leader)
Skills: Python, C++, SQL, Typescript, HTML/CSS, GoLang, React, GraphQL, Git, Postman, Databricks, MongoDB

EXPERIENCE

Samsara - *Public leader in industrial IoT* **San Francisco, CA**
Software Engineering Intern *May - Aug 2024*

- Developed and rolled out feedback system for failed support sessions by creating gRPC methods, GraphQL mutations, and React components with RTL tests, providing insight into product pain points for 50%+ of my team's customers
- Voted **Best Overall Project** by engineering directors among 40+ interns for implementing feedback system, showcased high customer impact through data visualizations on Databricks and daily summary Slackbot on customer interaction
- Crafted in-depth technical plan to integrate mobile battery information into product, secured approval from senior engineers and streamlined the project implementation, allowing for rapid fulfillment of high-priority customer need

University of Michigan, Electrical Engineering and Computer Science Department **Ann Arbor, MI**
Teaching Assistant, Data Structures and Algorithms (EECS 281) *Aug 2023 - current*

- Lead weekly lab sessions teaching complex programming concepts such as dynamic programming and algorithmic complexity through engaging activities and problem sets, strengthening students' foundation in CS principles
- Provide students with 1-on-1 guidance in office hours to improve their debugging skills, high-level development plans, and project implementations, facilitating students to develop core software engineering skills

Tavus - *Generative AI startup backed by Sequoia* **New York, NY**
Software Engineering Intern *May 2023 - Mar 2024*

- Designed and implemented an inbound marketing funnel to manage 6,000 monthly leads using Zapier webhooks, profanity APIs, and custom Excel scripts, achieving a 150% increase in user engagement and operational efficiency
- Conducted a website technical audit by integrating lazy loading for videos and Lottie animations, building SEO schema across 8 pages, and redesigning the landing page, improving performance efficiency by 250% on Lighthouse
- Developed 5 backend internal tools in Typescript to manipulate QA status of Tavus videos, transfer and duplicate user campaigns, and alter video UX, decreasing communication time between sales and engineering teams

Michigan Data Science Team **Ann Arbor, MI**
Software Developer *May 2022 – May 2023*

- Investigated data cleaning techniques for text data, lead team to apply lemmatization and tokenization on a dataset of 5000 song lyrics using Pandas Python packages, resulting in a useable dataset for analysis and manipulation
- Used neural network models from Keras and Tensorflow to adjust natural language processing methods such as LSTM and NMBA algorithms onto dataset, producing a top accuracy of 90% in the hip hop genre with LSTM

PROJECTS

Full-stack MERN Interactive Fashion App

- Developed app where users can post, like, delete, and edit content, complete with auth middleware and Google O-Auth
- Implemented efficient backend API endpoints with Express and interactive components with React-Redux, deployed app

Disease Classification ML Proiect

- Implemented Random Forest and K-Means Clustering algorithms on 400+ prognoses, resulting in 95% prediction accuracy
- Presented confusion matrices and Google Collab document to a panel of senior data scientists, resulting in high marks

The Muffin Project - University of Maryland CS Intern

- Translated and implemented five combinatorics algorithms from Professor Bill Gasarch's research on The Muffin Problem into a public library with user-friendly proofs and a research paper, achieving 90% accuracy with 10,000 inputs

ADDITIONAL

- Studied abroad in a CS-only program in Prague, where I got to learn about diverse tech startups + explore 11 countries!
- Spent some time recently learning HTML/CSS and designed a website about myself - check it out here
- Avid hiker, have completed Inca Trail to Machu Picchu and most recently the W-Trek in Chilean Patagonia

IAN CONCANNON

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EDUCATION

University of Michigan - College of Engineering — Ann Arbor, MI
B.S.E. in Computer Science, Minors in Physics, Philosophy, and Business — August 2021 – May 2025
- *Cumulative GPA:* 3.76/4.00

Butler University - Institute for Study Abroad — Prague, CZE
Computer Science and Technology Career Accelerator — January 2024 – May 2024
- *Activities and Awards:* Faculty-Appointed Student Body Representative, Leadership Development for the Tech Sector Award

PROFESSIONAL EXPERIENCE

Postdrip — Remote
Co-Founder — January 2024 – Present
- Architected a SaaS with Flask, React, Postgres, AWS, and Meta Graph API to automate Instagram SMS subscription campaigns.
- Created RESTful APIs to integrate Shopify, Klaviyo, and Attentive for SMS growth analytics and subscriber revenue KPIs.
- Implemented OAuth 2.0 with token handling, role-based access control, and cross-site scripting protection, enhancing security.

University of Michigan Department of Physics — Ann Arbor, MI
Physics 140 Learning Assistant (W23, S23, F23, F24) — January 2023 – Present
- Assisted 1,400+ students in learning physics through 4 weekly lectures, 3 weekly office hours, and Piazza discussion posts.

PricewaterhouseCoopers — New York, NY
Software Engineer Intern — June 2024 – August 2024
- Developed a Streamlit-based indirect tax analysis application, used by F500 clients to analyze $10B+ in annual tax payables.
- Engineered ETL pipelines with Python and SQL, automating due diligence for 10,000+ monthly tax jurisdiction totals per client.
- Integrated the app in PwC's tax platform with Angular and TypeScript, generating client sales and value added tax insights.

Robert Half — Menlo Park, CA
Software Engineer Intern — June 2023 – July 2023
- Built and deployed an ASP.NET Core MVC cloud application, replacing a legacy system used by 150+ employees worldwide.
- Integrated ServiceNow and Workday APIs, reducing ticket creation time by 80% and enhancing user data search capabilities.
- Delivered an MVP with 60% functionality, utilizing C#, AJAX, Bootstrap, and Entity Framework for efficient data management.

Apple Federal Credit Union — Fairfax, VA
Software Engineer Intern — May 2022 – August 2022
- Designed a RESTful API using Azure Functions, ADO.NET, and C# Entity Framework to access call log data in databases.
- Reported call log data by integrating views in PowerBI, evaluating data using DAX functions, and publishing 3 reports.
- Created 4 relational databases in SQL Server Management Studio for classifying calls, user profiles, and department information.

EXTRACURRICULAR INVOLVEMENT

University of Michigan Central Student Government — Ann Arbor, MI
Student Body Treasurer — July 2023 – April 2024
- Responsible for managing a budget of $1.3M+ and representing a 52,000-person student body for the 2023-2024 school year.
- Oversaw funding for the WSJ and NYT subscriptions, the AirBus Program, all student organizations, and campus initiatives.
- Drafted 4 successful Assembly Resolutions for semester budgets, Compiled Code amendments, and election reimbursements.

Reach Consulting Group — Ann Arbor, MI
Vice President of Development — January 2023 – December 2023
- Collaborated with the School of Information, alumni, guest speakers, and consulting firms to organize 18 weekly meetings.
- Oversaw new member development with resume and LinkedIn workshops, case study sessions, and a coffee chat program.
- Amended the club constitution, establishing a points-based membership system and clearly defining executive officer roles.

Technology Analyst — January 2022 – December 2022
- Prototyped a machine learning classification model to characterize Industrial Solution Providers, catalyzing 100+ sales leads.
- Recommended and implemented data collection and analysis using web scraping and natural language processing (NLP).
- Facilitated technical communications between the Figma team and client for a user interface and experience (UI/UX) project.

Wide Bandgap Materials and Electronics Laboratory — Ann Arbor, MI
Undergraduate Research Assistant — September 2021 – December 2022
- Characterized 38 InGaN/GaN quantum well (QW) samples using X-ray diffraction to analyze their epitaxial structures.
- Authored a symposium poster assessing the growth of QWs using molecular beam epitaxy for optoelectronic devices.
- Edited a 150-page thesis on InGaN/GaN QW growth and analysis for light-emitting diode (LED) and semiconductor uses.

TECHNICAL SKILLS

Programming & Scripting Languages: C/C++, Python, JavaScript, SQL, C#, HTML, CSS, TypeScript, MATLAB, Shell, Bash, R
Frameworks & Libraries: Flask, React, TensorFlow, Keras, Scikit-learn, .NET, NumPy, Pandas, Matplotlib, Angular, OpenCV
Technologies: Git, Postgres, Postman, Amazon Web Services, Microsoft Azure, Sierra Chart, Visual Studio, MySQL, Figma