



An AI-powered, community-driven
platform revolutionizing cooking.

Team



Emma Cherrin

Chief Executive
Officer



Eden Growney

Chief Financial
Officer



Antara Hebbar

Chief Technology
Officer



Ian Concannon

Chief Legal
Officer



Lily Kussman

Chief Operations
Officer

Situation

- Rise of hobby-centric apps
- Growing interest in food culture
- Frustration with recipe discovery
- **Lack of a dynamic, online cooking community**

More than half

of Gen Z feels existing social media platforms foster isolation

81% of Americans

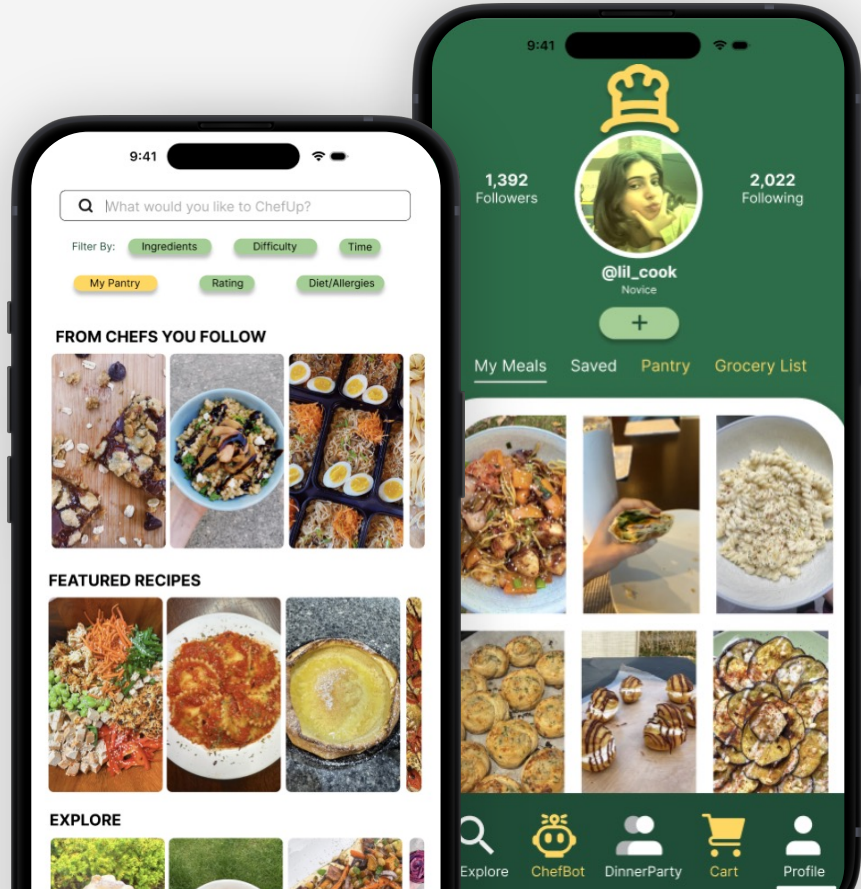
rely on cooking as a primary source of food post-pandemic

7 in 8

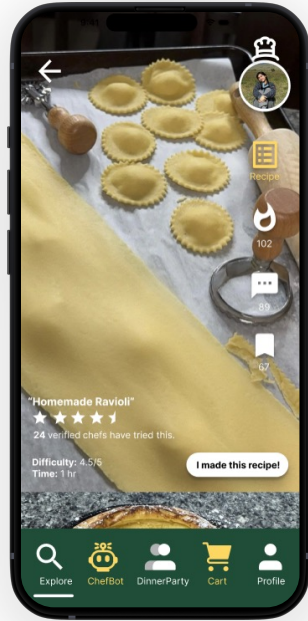
survey respondents would use an app to manage cooking operations

Solution

ChefUp is an app for culinary enthusiasts to **connect, learn, and grow** through features catered to their cooking interests.

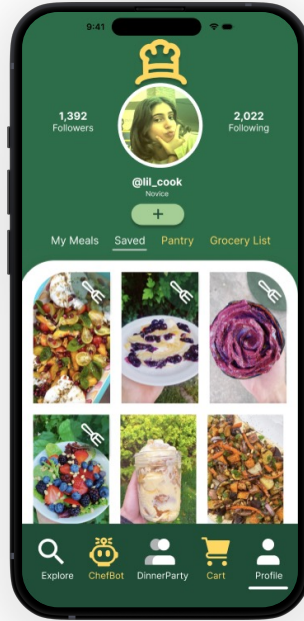


Product



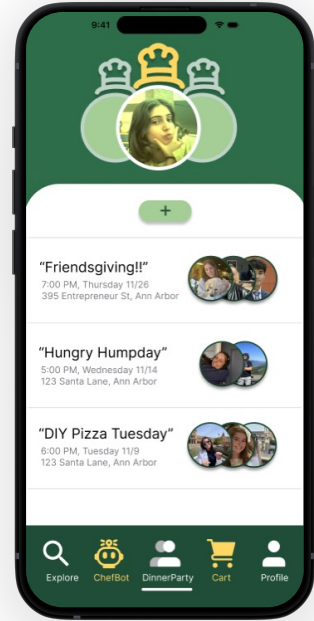
Explore Page

Data-driven recipe recommendations



Chef Profile

Grow your personal cookbook



Community Events

Schedule dinner parties with friends

Free Features

Explore Recipes

Find new recipes through AI-assisted search or your personalized feed.

Chef Tiers

Advance from "Novice" to "Michelin" tiers through app engagement.

Personal Cookbook

Save and post meals to expand your personal cookbook.



Dinner Party

Document and plan cooking events with friends.

Payment Facilitation

Leverage Stripe to manage split payments for events.

Community Interaction

Engage with friends on their posts through comments and reactions.

Premium Features

Pantry Management

Use computer vision to sync your physical pantry with ChefUp.

Recipe Summarization

Digest content quickly with AI-generated recipe summaries.

Add to Cart

Add recipes to your cart and check them out to your Grocery List.



Grocery List

Cross-reference your pantry with saved recipes to compile a grocery list.

Cart Preferences

Specify dietary restrictions in your cart to receive alternate suggestions.

ChefBot

Our large language model trained to assist users with cooking-related questions.

Competitive Landscape

	Exclusively Features Recipes	Personalized Feed	Dynamic Content	Community- Driven
ChefUp	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TikTok	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pepper	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
NYT Cooking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marketing Segmentation

Segmentation

- Gen Z and younger Millennials
- Interests in cooking, food, and health
- Enjoy interactive, short-form content
- Regular use of social media like TikTok

Targeting

- Primary: Gen Z interested in food content and cooking
- Secondary: Younger millennials who cook frequently
- Geographic: College campuses

Positioning

- Dynamic, focused, community-based cooking platform
- Combines social engagement and kitchen practicality
- Supported by tech and community

Marketing Strategy

Freemium Model

Incentivize users with premium features at \$0.99 per month or \$9.99 per year

Promotion

Collaborate with relevant influencers to showcase breath of features

Digital Placement

App stores, link on website (leverage SEO)

Targeted Launch

Leverage digital platforms to build initial awareness

Partnerships

Partner with familiar platforms to users, like NYTimes, Instacart

Marketing campaigns

Social media advertisements, flyers, booths on campuses

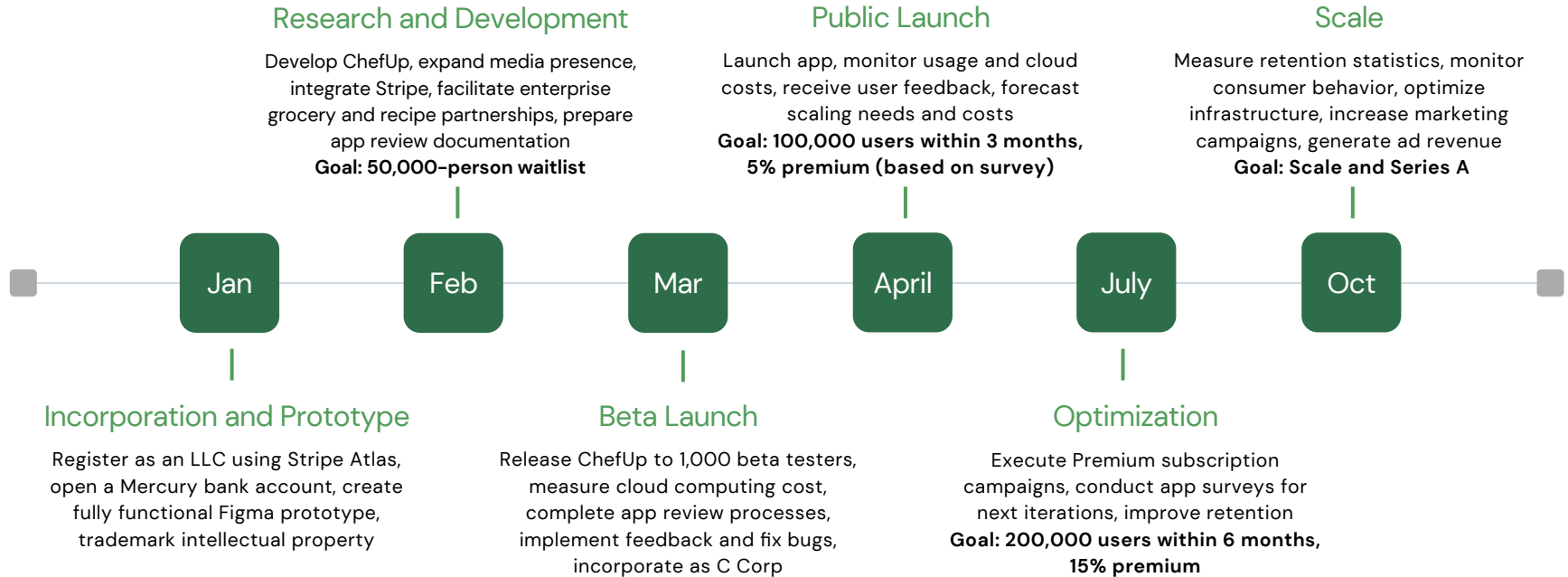


Demand Forecast and Financials

	3 months	6 months	1 year	2 year
Users	100,000	200,000	500,000	1,000,000
% Premium	5%	15%	15%	15%
Ad Revenue*	0	0	5,000	15,000
Total Revenue*	5,000	30,000	80,000	165,000

*per month

Timeline



Funding and Terms

Funding

Item	Cost
Legal	\$10,000
Operational	\$50,000
Development	\$120,000
Marketing	\$20,000
Total	\$200,000

Break-Even Analysis

Months	Revenue	Total
[0, 3)	\$2,500	\$7,500
[3, 6)	\$17,500	\$52,500
[6, 8.55)	\$55,000	\$140,250

\$200,250 at 8.55 months

Calculated using averages from demand forecast and financials, assuming linear revenue growth for simplicity

Terms

100,000 RSUs:

- 10,000 for investors
- 5,000 per founder
- 65,000 subject to vote (future employees, investors, etc.)
- 5,000 shares = 1 voting right

0% to 3% annual dividends of positive net income.

Risks and Mitigants

Market Risks

Existing and emerging competitors

User and subscriber retention

Technological Risks

Data storage and computation

Algorithm biases and hallucinations

Regulatory Risks

User data privacy

App misuse

Market Mitigants

Technological and product differentiation

User surveys and agile development

Technological Mitigants

Third-party cloud services

Robust testing and prompt engineering

Regulatory Mitigants

Legal compliance and encryption

Content moderation guidelines

Thank you!

Questions?