

PITCH DECK

PRESENTATION

REALLYGREATSITE

CONTENTS

1. INTRO
2. ABOUT US
3. PLAN
4. SWOT ANALYSIS
5. VALUE
6. TARGET MARKET
7. SERVICES
8. PROJECT



INTRO

Discover your next favorite meal with our recipe finder web app! Search , filter and save recipes whether you are a beginner or a seasoned cook, our app makes coking simple ,fun and inspiring.



ABOUT US

We are a team of food lovers and tech enthusiasts passionate about making home cooking easier and more enjoyable. To share culinary creations with a growing community.

STORY

Many people struggle to decide what to cook everyday. We wanted to create a tool that makes meal planning simple and fun .From busy workers looking for quick meals to home cooks wanting to experiment.



OUR PLAN



VISION

To become a go to platform for anyone seeking easy , diverse and personalized recipes .

MISSION

To provide a simple, user-friendly app that helps users discover recipes tailored to their tastes and available ingredients while fostering a community of cooking enthusiasts.

SWOT ANALYSIS

STRENGTHS

- User-friendly interface
- Wide variety of recipes
- Personalization

WEAKNESSES

- Limited offline access
- Resource-intensive maintenance
- Dependency on content quality.

SWOT ANALYSIS

OPPORTUNITIES

Dietary and lifestyle trends
Growing interest in home cooking.
Integration with smart kitchens.

THREATS

High competition
Changing user preferences
Technical issues

OUR VALUE



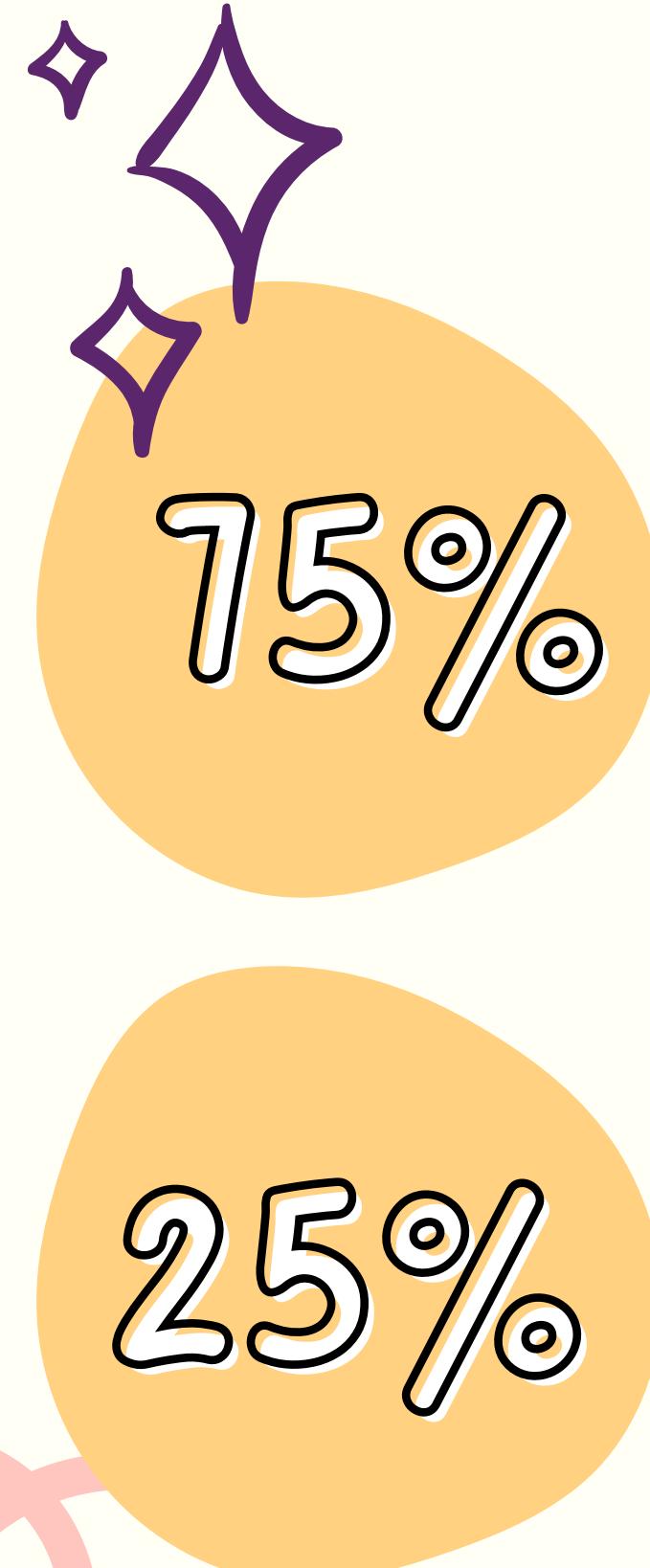
SIMPLICITY

It is easy to use, so anyone can quickly search for recipes, filter by ingredients, and find exactly what they need without extra steps.

VARIETY

It provides a wide range of recipes for different tastes , diets and skill levels and ensuring users find something new and suitable.

TARGET MARKET



HOME COOKS

Want new recipes and cooking ideas , enjoy experimenting in the kitchen and are looking for inspiration .

BUSY WORKER

They want quick, easy and personalized meal ideas to save time while maintaining a healthy diet.

OUR SERVICES

INGREDIENT BASED SEARCH

We help users find recipes based on the ingredients they already have at home. This reduces food waste and makes cooking faster, cheaper and more convenient.

SMART MEAL SUGGESTIONS

We provide personalized recipe recommendations based on user preferences, diet type and time available. This helps users discover new meals effortlessly.



CONTACT
US

RECIPEFINDER.COM

HELLO@RECIPEFINDER.COM

+254 739 383 839