



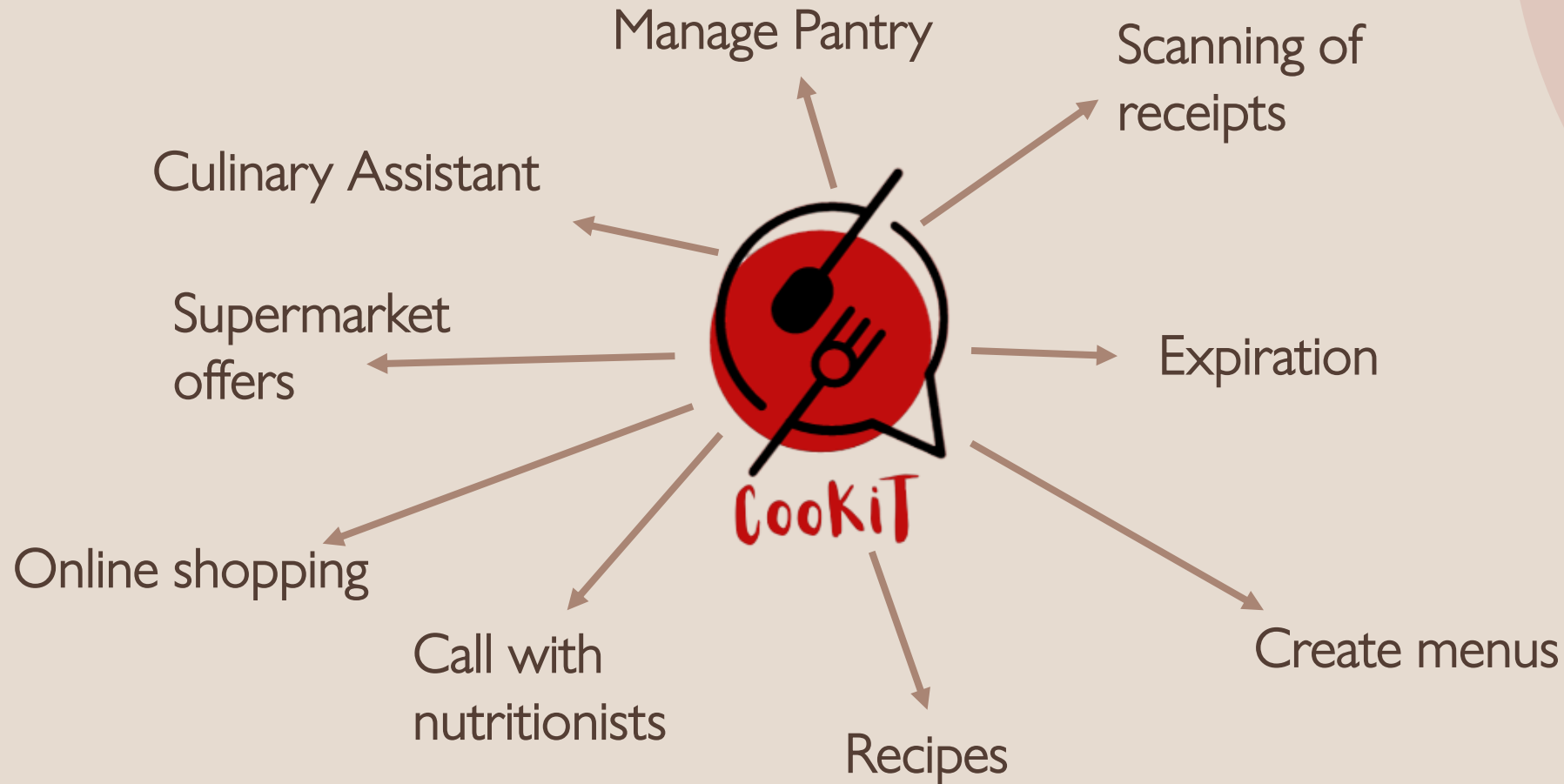
CookiT



CooKiT Ideas

- Pantry
- Receipt to scan
- Online shopping
- Recipes
- Expiration dates
- Uses
- Menu
- Barcode with tablet with various colors
- Recommended menus
- Supermarket affiliation
- Nutritional values
- Meal planning

What does CookiT do?



Why CookiT?

After sharing several names with our team we selected the most suitable one for our project: CookiT.

This name can mean many things:

- Cook It
- Cook Kit
- Cook IT (Italy)
- Cook / (eat) = CookiT



Logo

We tried to create a logo that could be 'catchy' and that could quickly and intuitively remind the use and functions of the app.



Product development

START

CooKiT App with three subscriptions

- Free
 - Pro
 - Plus
- Tablet Scanner

Second Year

Tablet scanner removed from the market and added Pentola e Padella Tech

Third Year

Collaboration with Beko, a Turkish company that produces refrigerators for the sale of CooKiT software

2024

2025

2026

Subscription Tiers



FREE

- Pantry Management
- Community Recipes
- Scan products via barcode
- Weekly menu organization (not automatic)



PLUS (7,99€/MONTH)

- Discounts at affiliated supermarkets
 - Notice of product expirations
 - Nutritional values
 - Recommended weekly menus
 - Recommended recipes based on the pantry
- + All the features of the free version



PRO (13,99€/MONTH)

- Receipt scan
 - Video call with nutritionist
 - Zero commissions for home shopping from affiliated supermarkets
- + All the features of the previous plans

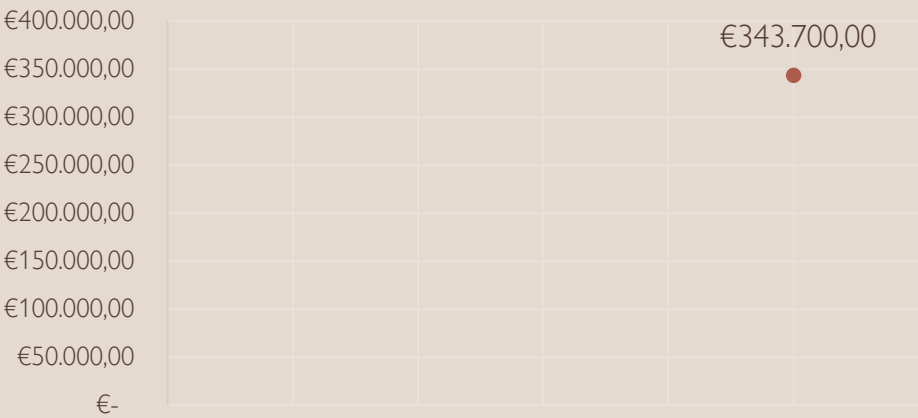
Choice matrix (BU)

	Play Store	Supermarket	Official Website	
Tablet-scanner		80,00 €	100,00 €	
Plus Tier	7,99 €			
Pro Tier	13,99 €			
Padella tech		37,99 €	37,99 €	
Pentola tech		49,99 €	49,99 €	
Software (Fridge)				50,00 €

Ricavi 1° Anno

Prodotti	Play store	Supermercati	Sito Ufficiale
Tablet-scanner	-	300	200
Abbonamento plus	5000	-	-
Abbonamento pro	2500	-	-

Ricavi negli anni



343.700,00 €

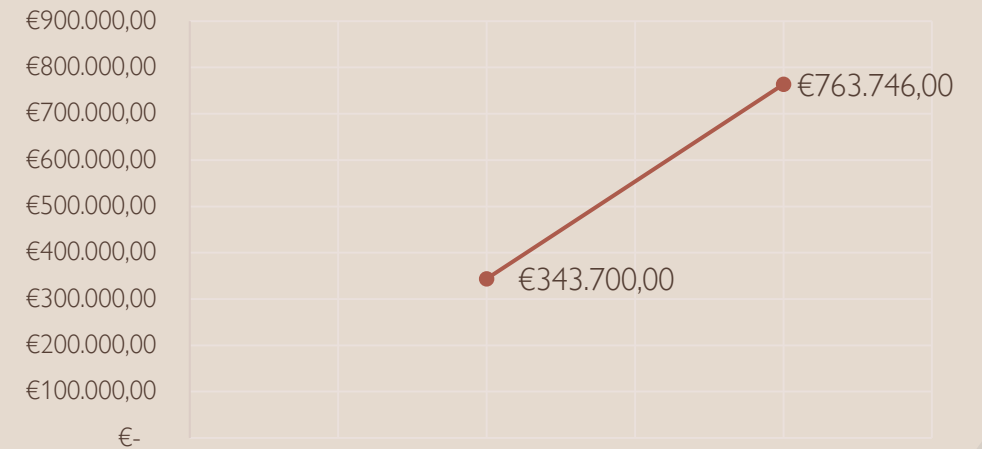
Prodotti	Play Store	Supermercati	Sito Ufficiale
Tablet-scanner	-	24.000,00 €	20.000,00 €
Abbonamento plus	159.800,00 €	-	-
Abbonamento pro	139.900,00 €	-	-

2nd Year Revenue

Products	Play store	Supermarket	Official Website
Padella tech	-	900	400
Pentola tech	-	1100	500
Plus Tier	8000	-	-
Pro Tier	4500	-	-

763.746,00 €
+122%

Revenues over the years



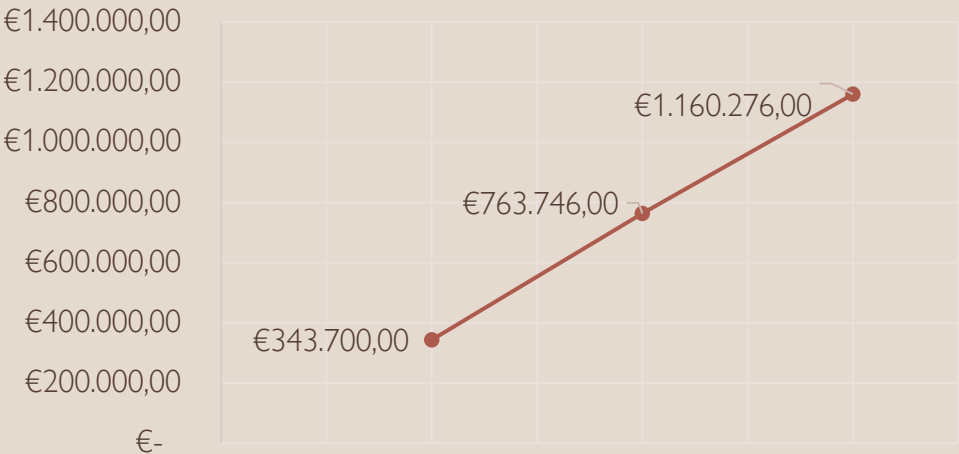
Products	Play Store	Supermarket	Official Website
Padella tech	-	34.191,00 €	15.196,00 €
Pentola tech	-	54.989,00 €	24.995,00 €
Plus Tier	319.600,00 €	-	-
Pro Tier	314.775,00 €	-	-

3rd Year Revenue

Products	Play store	Supermarket	Official Website
Padella tech	-	1500	900
Pentola tech	-	1800	700
Fridge Software	-	-	1000
Plus Tier	11000	-	-
Pro Tier	6500	-	-

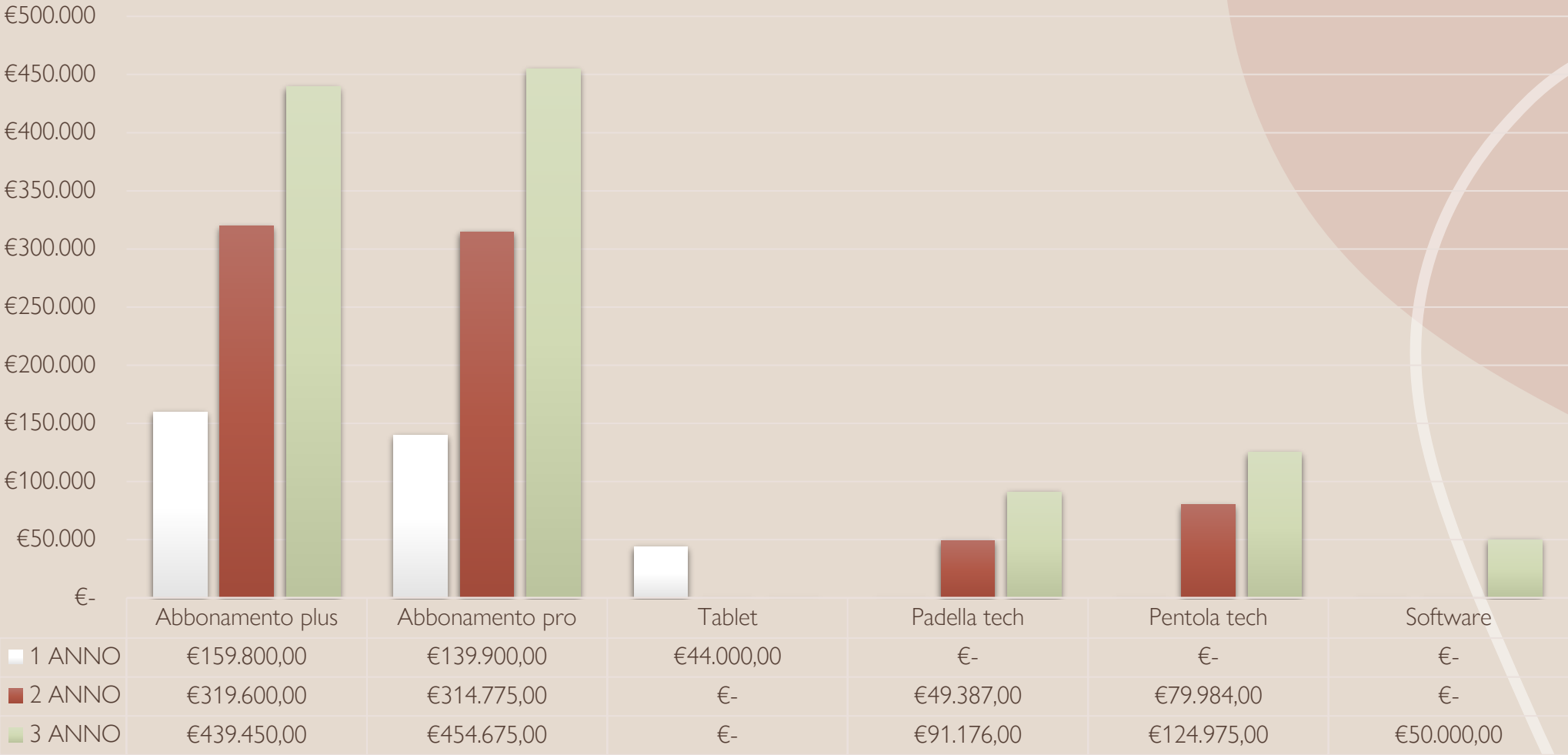
1.160.276,00€
+51,9%

Revenues over the years



Products	Play Store	Supermarket	Official Website
Padella tech	-	56.985,00 €	34.191,00 €
Pentola tech	-	89.982,00 €	34.993,00 €
Fridge Software	-	-	50.000,00 €
Plus Tier	439.450,00 €	-	-
Pro Tier	454.675,00 €	-	-

Revenue Chart by BU

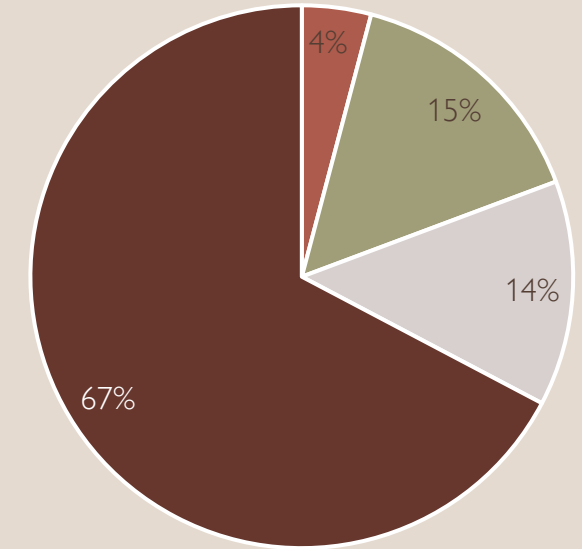


1st Year Costs

Tablet-scanner	32.500,00 €
Furniture Mag/Uff	20.000,00 €
PC	2700,00 €

CEO	84.721,00 €
Project manager	66.566,50 €
Engineer	66.566,50 €
Store Manager	60.515,00 €
Marketing manager	60.515,00 €
Customer support	53.253,20 €

Financial advisor	10.000,00 €
Lawyer	7.000,00 €
Cleaning	4.000,00 €
Shipping	2.000,00 €
Affiliation	10.000,00 €
Electricity and gas	5.000,00 €
Server	12.000,00 €
Software/App	32.000,00 €
Network connection	300,00 €
Insurance	7.000,00 €
Warehouse	1.200,00 €
Office	45.000,00 €



Altro Prodotti Ufficio/Magazzino Stipendi

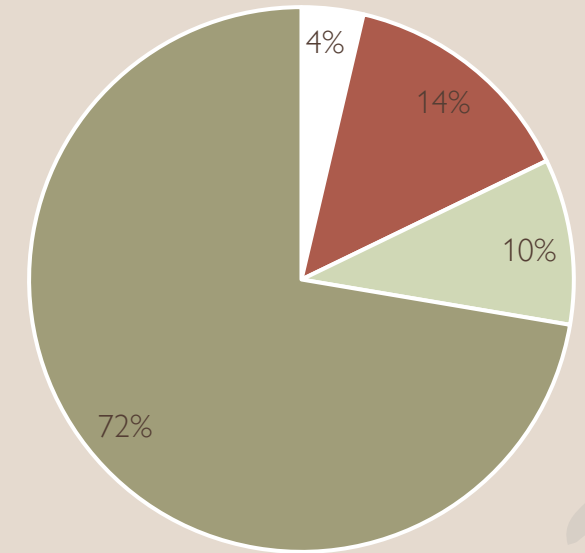
582.837,20 €

2nd Year Costs

Padella tech	15.600,00 €
Pentola tech	22.400,00 €
Furniture Mag/Uff	20.000,00 €
PC	2.700,00 €

CEO	90.772,50 €
Project manager	66.566,50 €
Data Analyst	54.463,50 €
Data Scientist	60.515,00 €
Cyber Security	60.515,00 €
Engineer	66.566,50 €
Store Manager	60.515,00 €
Marketing manager	64.145,90 €
Customer support	53.253,20 €

Financial advisor	10.500,00 €
Lawyer	7.350,00 €
Cleaning	4.200,00 €
Shipping	9.000,00 €
Affiliation	10.000,00 €
Electricity and gas	5.100,00 €
Server	24.000,00 €
Software/App	32.000,00 €
Network connection	300,00 €
Insurance	7.200,00 €
Warehouse	1.200,00 €
Office	45.000,00 €



■ Altro
 ■ Prodotti
 ■ Ufficio/Magazzino
 ■ Stipendi

793.863,10 €

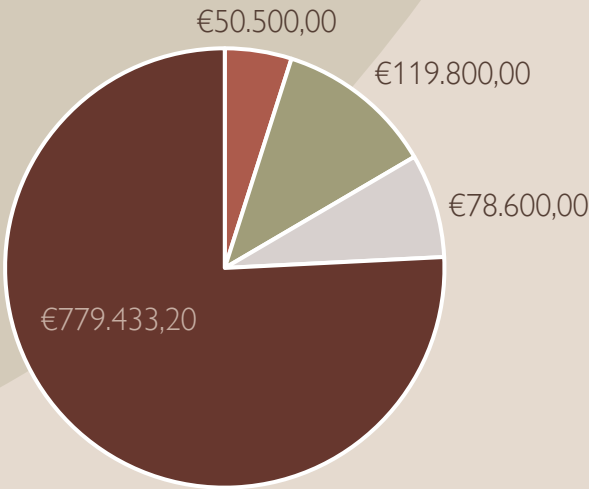
+36,2%

3rd Year Costs

Padella tech	28.800,00 €
Pentola tech	35.000,00 €
Furniture Mag/Uff	20.000,00 €
PC	2.700,00 €

1.012.333,20 €

+27,5%

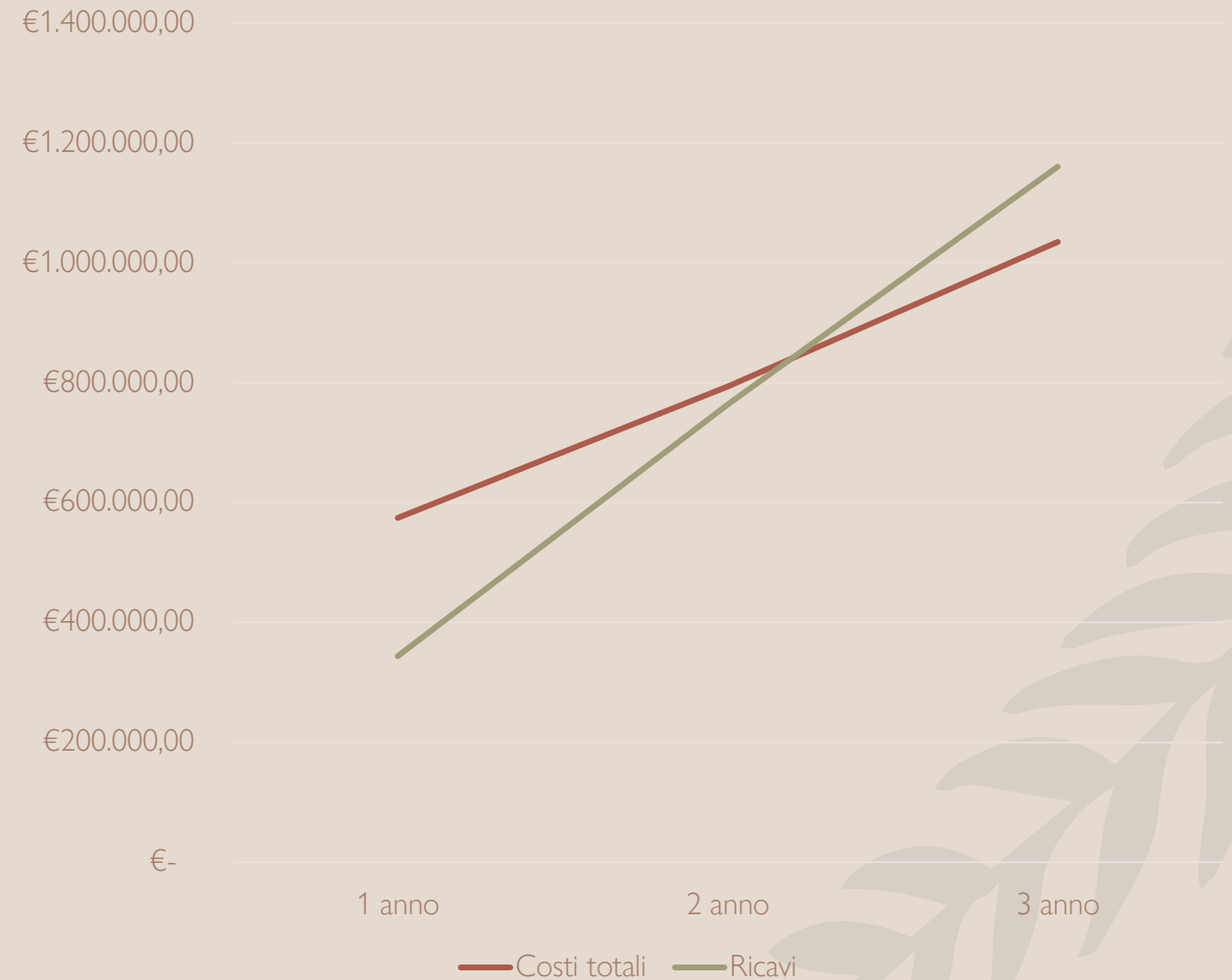


CEO	96.824,00 €
Project manager	67.776,80 €
Data Analyst	54.463,50 €
Data Scientist	60.515,00 €
Cyber Security	60.515,00 €
Product Designer	54.463,50 €
Servizio Clienti	135.553,60 €
Engineer	67.776,80 €
Store Manager	60.515,00 €
Marketing manager	66.566,50 €
Customer support	54.463,50 €

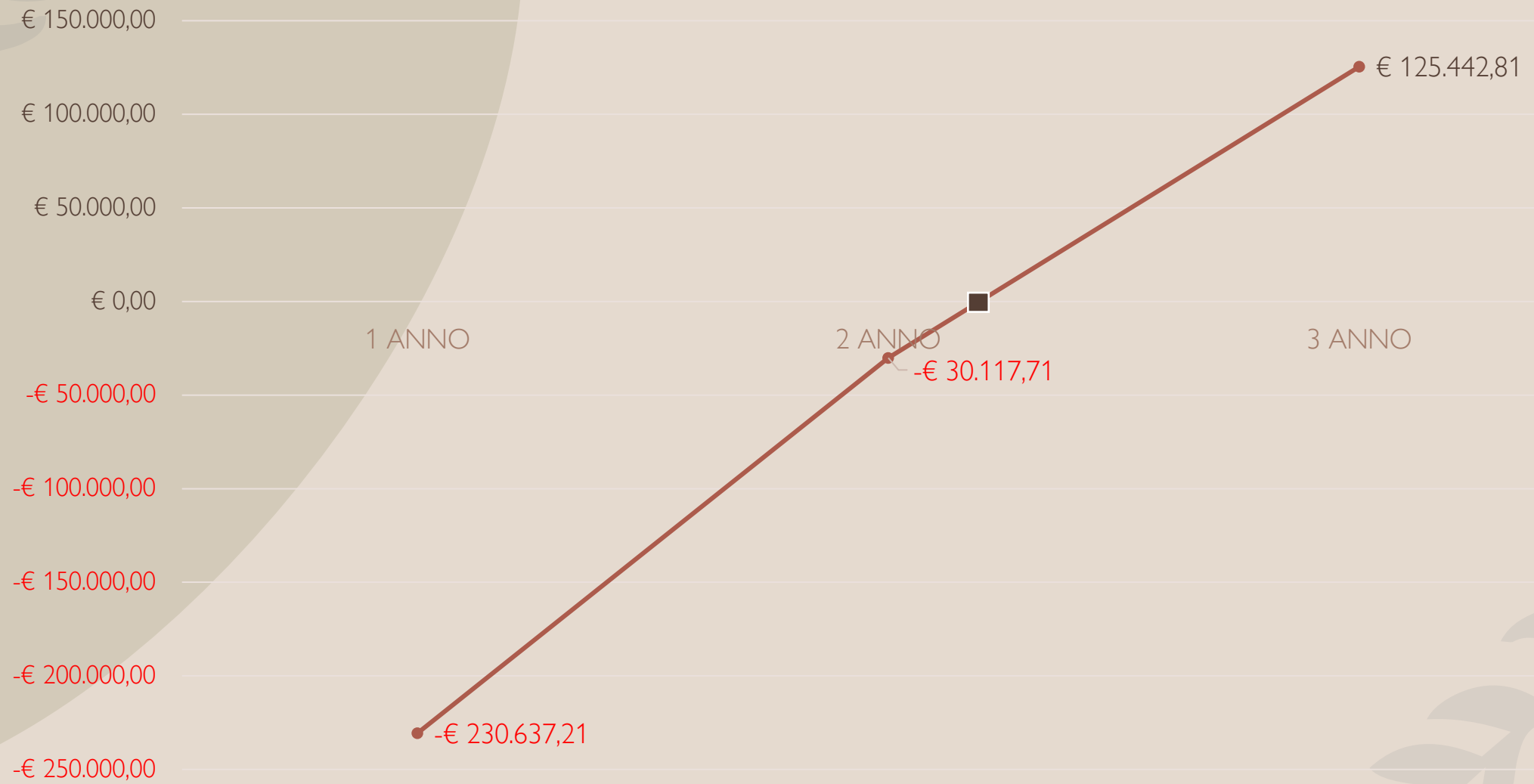
Financial advisor	11.000,00 €
Lawyer	8.000,00 €
Cleaning	4.500,00 €
Shipping	16.000,00 €
Affiliation	10.000,00 €
Electricity and gas	5.400,00 €
Server	30.000,00 €
Software/App	32.000,00 €
Network connection	300,00 €
Insurance	7.500,00 €
Warehouse	1.200,00 €
Office	45.000,00 €

Costs and revenues comparison

	1° YEAR	2° YEAR	3° YEAR
REVENUES	343,700.00 €	763,746.00 €	1,160,276.00 €
COSTS	574,337.20 €	793,863.10 €	1,034,833.20 €
PROFIT	- 230,637.20 €	- 30,117.10 €	125,442.80 €

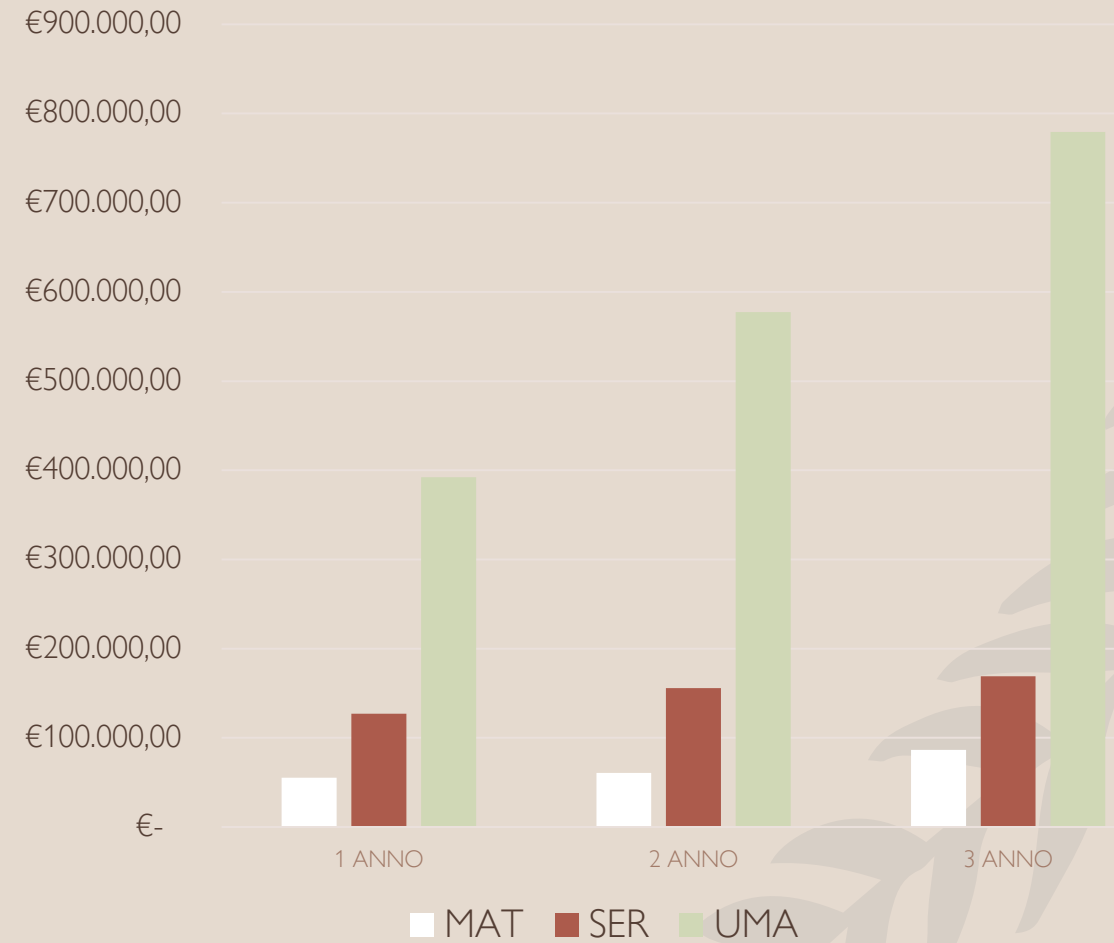


Profit



Costs/Type Year

	1° YEAR	2° YEAR	3° YEAR
MAT	55,200.00 €	60,700.00 €	86,500.00 €
SER	127,000.00 €	155,850.00 €	168,900.00 €
UMA	392,137.20 €	577,313.10 €	779,433.20 €



Direct and indirect costs

	1° YEAR	2° YEAR	3° YEAR
DIRECT COSTS	328,101.20 €	536,594.70 €	715,079.20 €
INDIRECT COSTS	246,236.00 €	257,268.40 €	319,754.00 €



Direct cost allocation

Commitment

- Server
- Software Technician
- Project Manager
- Data Analyst
- Data Scientist
- Cyber Security
- Product Designer
- Engineer

Volume:

- Tablet
- Frying pan
- Pot
- Warehouse worker
- Shipping
- Affiliations
- Warehouse

Clienti:

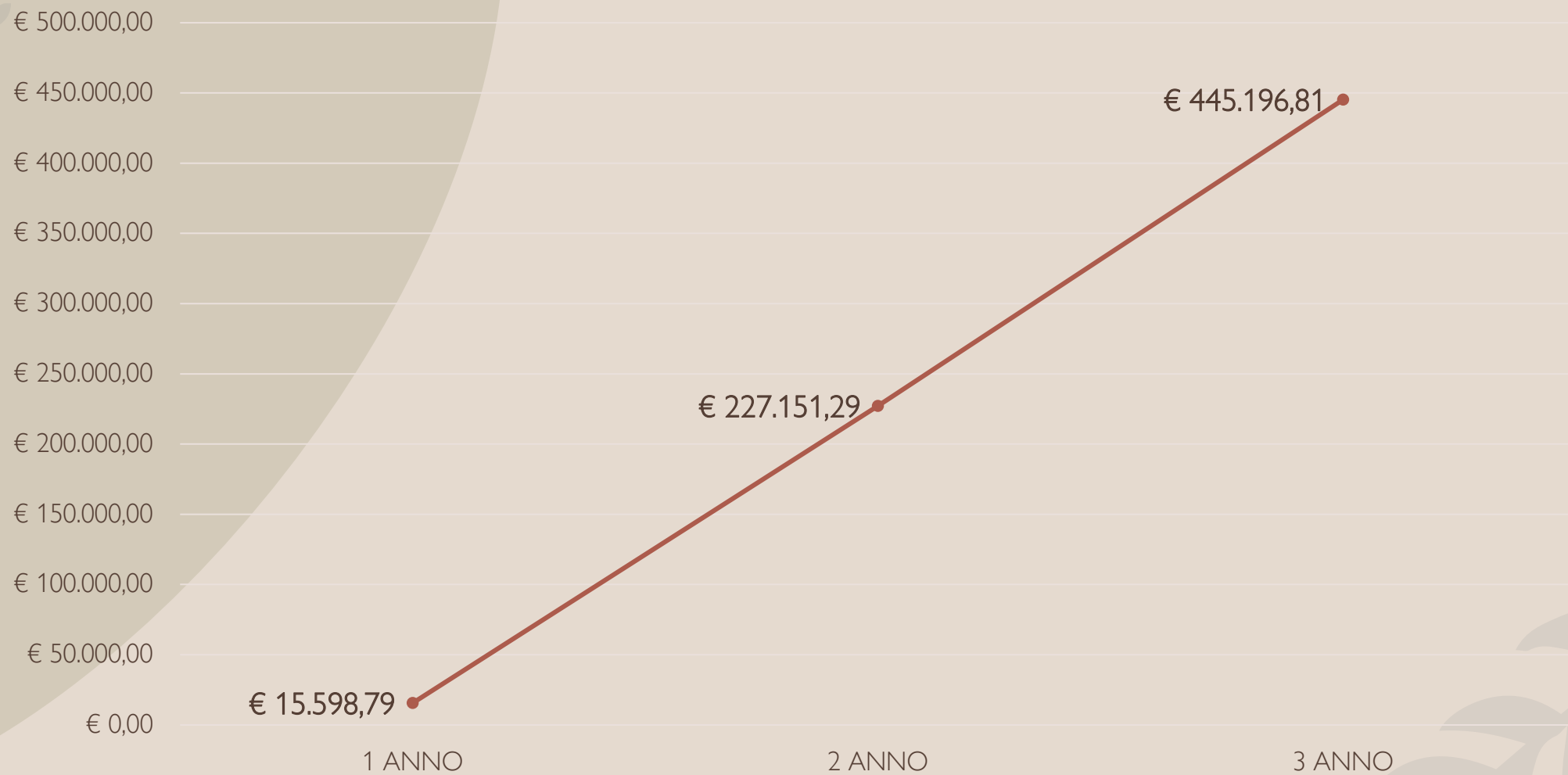
- Client Support

Total: 963.270,10 €

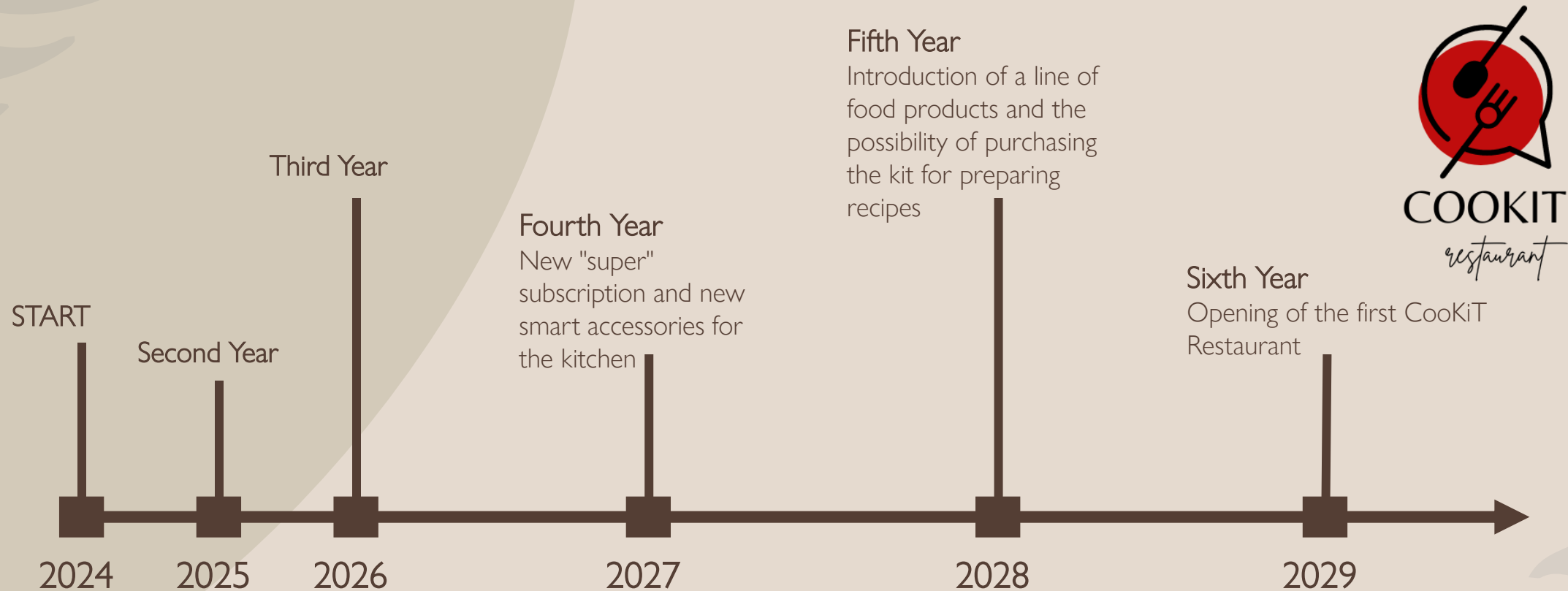
Total: 374.445,00 €

Total: 242.060,00 €

Margin



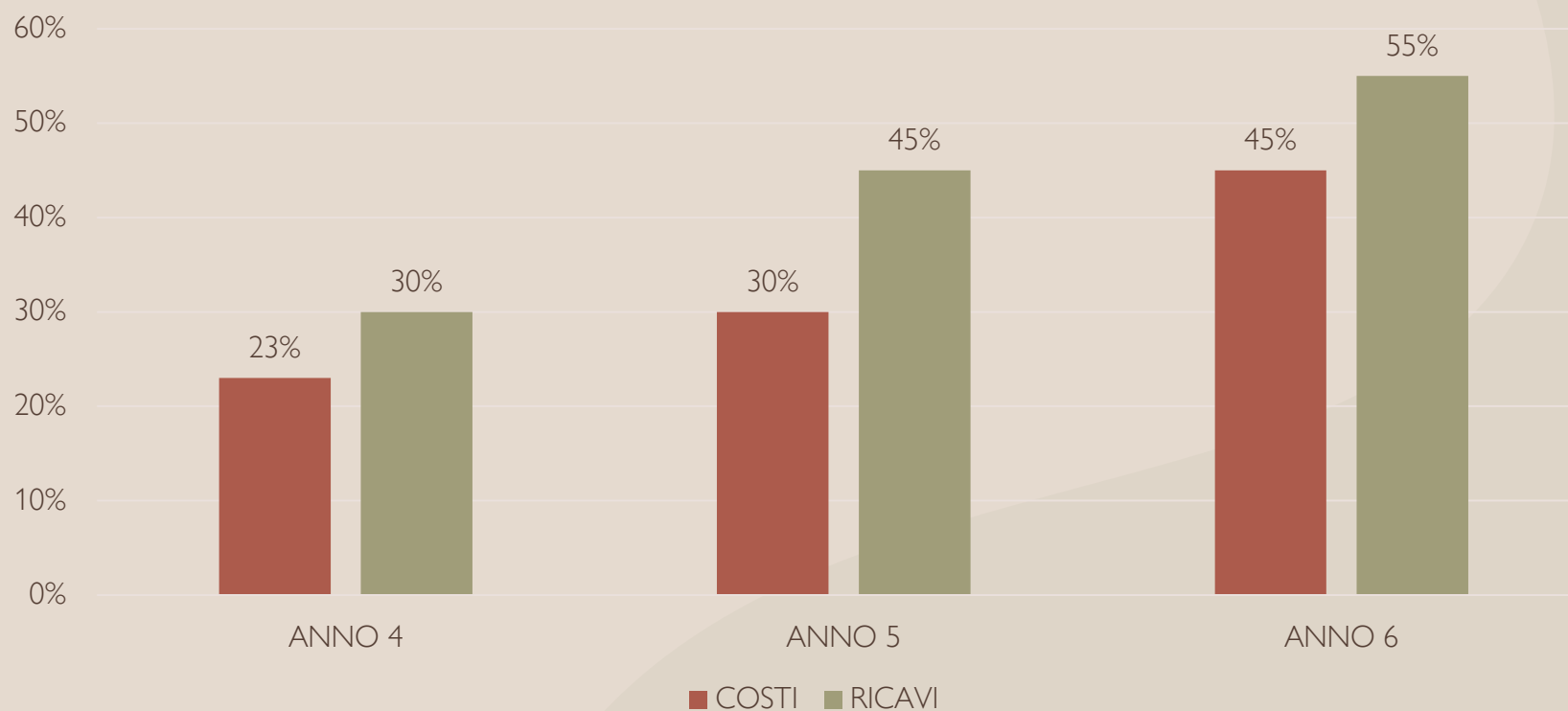
CooKiT Projection 2027-2029



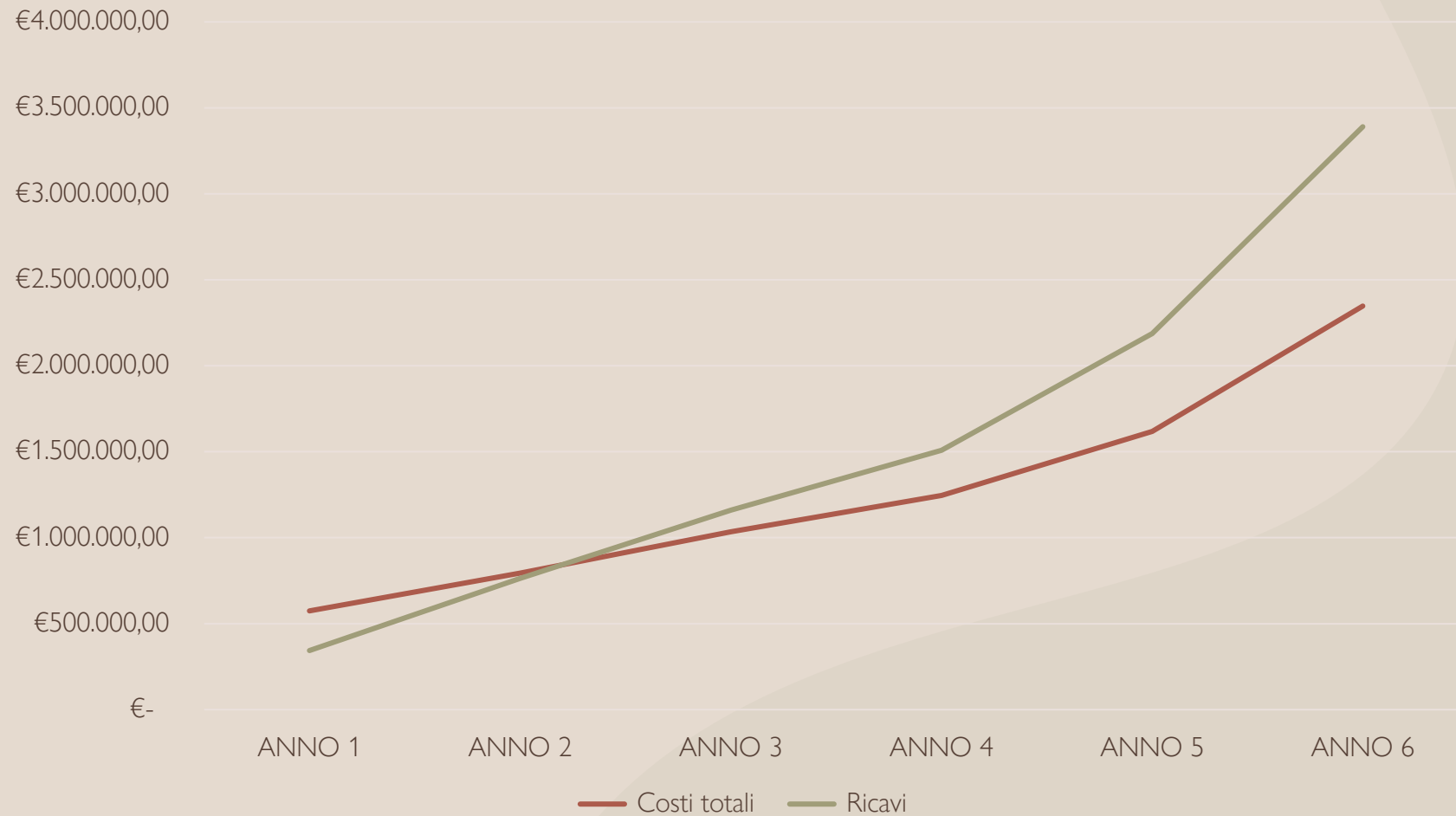
Cost and Revenue Forecast 2027-2029

+73,7% → +362%

+238% → +886%



Conclusion



The background features a light beige base with large, soft-edged organic shapes in muted olive green and terracotta red. A thin, grey line sketch of a leafy branch is positioned in the upper left corner.

Thank you

Andrea Fumagalli