



SkyDeck Batch 17

Where Visionaries Take Flight



Gordon & Sibyl

DISCUSS 82

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Overview

About SkyDeck Batch 17

Funding



PlatterPals ▾

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^ Basic Information ⓘ

Short description of PlatterPals *

PlatterPals: find the perfect food, restaurant, or friends with our AI app.

0

Where is PlatterPals located? *

Berkeley, United States

What markets are you in? (more is better) * ⓘ

Social Networking × Media × Food × Artificial Intelligence (AI) × Software × Software Development ×

Social Media × Food Content × Machine Learning × Mobile Software ×

What stage are you at? *

Paying Users ▾

How much revenue does PlatterPals have?

Last Month

Last 12 Months

Last Month

\$ ▼ 1,200

Last 12 Months

\$ ▼ 9,110

What do you do in detail? *

For every food lover who's ever wondered, "What should I eat next?" or "Who shares my love for this cuisine?", PlatterPals is your answer. Whether you're a culinary adventurer seeking new flavors or someone looking for a meal partner, our app caters to all. Dive into a world where food meets friendship, and every meal becomes a shared experience. We invite you to take a closer look at PlatterPals, where your culinary companion awaits.

1517

What's different/interesting about PlatterPals? *

We provide AI and friend-tailored meal suggestions, eliminating indecision every day. We build a community around shared culinary interests.

0

Are you registered or incorporated?

Yes No

When did PlatterPals start? *

December ▼

2022 ▼

Links *

<https://allmylinks.com/platterpals><https://www.linkedin.com/company/platterpals>

Facebook



Twitter



Github

<https://www.instagram.com/platterpalsofficial>

Telegram



Discord



Snapchat

<https://www.tiktok.com/@platterpalsofficial>[Add more](#)

Mobile Apps

<https://apps.apple.com/us/app/platterpals/id1667418651>



Paste your App's Google Play Store URL

[Add more](#)

Videos

Product Video



Show how your product or prototype works in 1 minute or less.

Team Video



Introduce your team in 1 minute or less.

Use a public YouTube/Vimeo URL only (ex. www.youtube.com/foo). Do not password protect your video but non-public/unlisted is OK.

We will use YouTube API Services for any YouTube link you provide. Their [Privacy Policy](#) and [YouTube's Terms of Service](#) apply to use of YouTube's services.

Upload your deck



Product · 16m ago
PlatterPals.pdf



[Upload more decks](#)

PDF, PPT or PPTX up to 30mb

Are you raising money? *

Yes No

How much have you raised from investors? *

\$

Just put 0 if you haven't raised yet

Investors & equity holders *

Includes money from founders/investors, loans, grants & startup programs you've done



Subhas Gupta



\$ USD

Seed



Equity








[Add investor or equity holder](#)

How much runway do you have left?

☐ Profitable

Who are your key customers/users?

Restaurant diners	Finding unique local restaurants	
University students	Finding food/friends in a new city	
Tourists / travelers	Finding food/friends in a new city	
Social media users	Connect with like-minded people	
Local restaurants	Advertising their store/business	

[Add more](#)

How do customers use or interact with your product? *

- ☐ Desktop
- ☐ Mobile/Tablet (Android)
- ☐ Server software (ie, databases)
- ☐ Hardware-non-wearable
- ☐ Mobile/Tablet (iOS)
- ☐ API
- ☐ Hardware-wearable

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^ Update your Team

Co-Founders (3) > [Advisors \(0\)](#) [Employees \(0\)](#)



Co-Founder



Josh Zhang



Saira Gupta
Unconfirmed



Rebecca Hochman
Unconfirmed

Describe yourself *

Driven UC Berkeley student exploring studies in EECS. More than a decade of experience in Software Development and Entrepreneurship.

8

What's your role at PlatterPals *

CTO



Your Skills *

Software Development × Entrepreneur ×

Tell us something amazing you built

PlatterPals, an innovative app that finds food and restaurants with AI. It picks the perfect meal and connects you to friends with similar tastes!

853

Location *

Berkeley, CA, US

Contact info *

Linkedin	https://www.linkedin.com/in/itsjoshzhang/
Twitter	
Facebook	
Website	
Github	https://github.com/itsjoshzhang

Mobile number

6699002778

10

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Questions

Thank you for your interest in Berkeley SkyDeck's six month accelerator program. We are excited to review your application for the Batch 17 Cohort which runs from Nov 1, 2023 to April 12th, 2024. In submitting your application, you are automatically considered for the Cohort and Pad-13 Program. Applicants interested in applying for Berkeley SkyDeck Europe, Milano will also use the same application.

We will be hosting a number of info sessions. Sign up if you'd like to learn more: www.eventbrite.com/cc/skydeck-batch-17-info-sessions-2424619

Learn more about SkyDeck at skydeck.berkeley.edu.

International startups based outside of the U.S. can learn more here: skydeck.berkeley.edu/gfp

Startups interested in learning more about SkyDeck Europe, please visit skydeck.berkeley.edu/milano

We also have many other resources that can help you decide if SkyDeck is the right program for you. Check out the following:

Berkeley SkyDeck's official video: bit.ly/2Rwnlq6

SkyDeck: A Gateway to Investment video: www.youtube.com/watch

Berkeley SkyDeck's podcast, "The Genesis of SkyDeck": bit.ly/2RHtHZ0

Webinar for international founders: skydeck.berkeley.edu/gfp/

The Batch 17 Cohort Application period is open now through August 24, 2023. Applications open twice a year.

For more info about the application process, visit: skydeck.berkeley.edu/apply

For other questions, check out our FAQ: skydeck.berkeley.edu/program/

Still have further questions? Please email skydeck@berkeley.edu

Team Background

1 Why is your team uniquely qualified to build your startup? *

Technical Expertise: Josh (EECS) brings a solid foundation in software development, ensuring that PlatterPals is not only innovative but also robust and user-friendly. With experience in cutting-edge technologies, we're equipped to harness the power of AI, making our app truly intelligent and responsive to user needs.

Business Strategy: With Saira (Haas) on board, we have a deep understanding of market dynamics, business strategy, and entrepreneurship. This ensures that PlatterPals isn't just a great idea, but also a viable business with a clear path to growth and sustainability.

Culinary Insight: Rebecca (MCB) with a passion for unique foods gives us an edge in the culinary domain. This expertise ensures that our app remains authentic to the dining experience, understanding and catering to the nuanced tastes and preferences of our users.

- 2 **Startup founders accepted to SkyDeck are expected to work full time on their startup. If your startup is accepted into the SkyDeck program, how many people would work full time? How many would work part-time at SkyDeck? ***

3 people (co-founders) would work full-time on our startup at Skydeck, and 1 employee would work part-time.

- 3 **Please upload and submit your company's pitch deck. (Max file size 30MB.) ***

 PlatterPals.pdf 

- 4 **Please describe your startup in one sentence. ***

PlatterPals provides AI and friend-tailored meal suggestions, eliminating indecision every day and building a community around shared

- 5 **Is your company primarily Hardware, B2B Software, Consumer technology, or Life Science? ***

Life Science companies include, but are not limited to: medical devices, digital health, research tools, therapeutics, and diagnostics

Consumer Technology ▼

- 6 **Which program are you applying to: Berkeley SkyDeck, SkyDeck Europe (Milan), or both? Regardless of where your startup is located, you can apply to either or both programs. ***

Both Programs ▼

Product / Technology

- 7 **What problem are you trying to solve, and how does your product uniquely solve this problem? ***

In today's vast culinary landscape, everyone often grapples with the paradox of choice, finding it challenging to decide where and what to eat. People may spend 1-2 hours each day facing the indecision of meals. Additionally, the joy of discovering a new dish or restaurant is often a solitary experience, lacking the communal joy that food naturally brings.

PlatterPals addresses both these challenges head-on. By harnessing the power of AI and large language models, our app offers personalized meal and restaurant recommendations tailored to individual tastes, eliminating the guesswork from dining decisions. More than just a food recommendation engine, PlatterPals fosters community by connecting users with fellow food lovers who share their culinary inclinations. This dual approach ensures that every meal is not just a treat for the palate but also an opportunity for genuine social connection, making dining a better experience.

Market

- 8 **How many potential customers are there and how large is the market? ***

In 2022, there were over 3.6 billion social media users worldwide. Given the overlap between social media and food (think of all the food pictures and reviews shared online), this is a significant potential user base for PlatterPals.

Local Restaurants:

There are millions of local restaurants worldwide, each looking for ways to attract diners. By partnering with PlatterPals, they can tap into a network of users actively seeking dining experiences.

Market Size Estimation:

If we estimate that just 1% of the above are interested in using PlatterPals, the potential user base is in the tens of millions. In monetary terms, the global restaurant market was valued at over \$800 billion in 2022. Capturing a small fraction of this market using partnerships with local restaurants could translate to significant revenue for PlatterPals.

Competition

9 Tell us about your competitors and explain why you are dramatically better than them. *

Combines the two. We believe that a meal is best enjoyed in good company, and our platform ensures that users not only find the best dishes but also the best people to share them with. We foster a community of food lovers.

Advanced AI Personalization: While many apps offer recommendations based on general user reviews, PlatterPals uses advanced AI technologies to curate a dining experience tailored to individual tastes. Our integration with large language models and NLP models ensures that our suggestions are not just popular but personally relevant.

Solving the Paradox of Choice: In a world inundated with dining options, PlatterPals simplifies decision-making by offering curated recommendations. We eliminate the overwhelming feeling of choosing from countless options and replace it with excitement for a personalized culinary journey.

Traction

10 How much monthly revenue/users do you currently have, and how quickly are you growing? If relevant, please include historical data on revenue/users. (Life science companies please describe your data/indications). *

We currently have \$1,200 in monthly revenue, with over 1,000 users globally. Growth since launch in December 2022.

Financial Info

11 What is your current monthly burn rate (in US dollars)? *

\$1,000, paid to co-founders and marketing campaigns.

12 How much money have you raised, from who, and at what valuation? Include SBIR/NIH funding. (If you haven't raised put N/A) *

We have raised \$8,000 in seed funding from our angel investor, Subhas Gupta, for 10% equity in the company.

Additional Information

13 Which of the following industries are you most closely related to? *

Food / Beverage ▼

14 Is your startup a UC Berkeley affiliated, other UC campus affiliated, Global (from outside the US), non-UC affiliated Female, or non-UC affiliated BIPOC startup? *

UC Berkeley Founder ▼

15 If you are affiliated with a UC campus other than Berkeley, which UC campus are you affiliated with?

N/A ▼

16 If you are a UC affiliated founder, which one of the following describes your status?

Current undergraduate student ▼

17 If you are a global founder and not affiliated with the UC system, in what country is your company currently located?

18 How did you hear about SkyDeck? *



19 Are you a former SkyDeck Pad-13 or Innovation Partner Program (IPP) startup? *

No, I am not a former SkyDeck Pad-13 or IPP startup ▼

20 If you have previously applied to SkyDeck, what progress have you made since the last application? *

We have not previously applied to Skydeck.

Optional

21 Please check all of the following boxes that apply to your ethnic background (Optional)

☐ African American / Black

☐ American Indian / Alaskan Native

☐ Asian American / Asian

☐ Latinx

☐ Middle Eastern

☐ Pacific Islander

☐ White / Caucasian

☐ Other

22 How many female or female-identifying founders are on the team? (Optional)

2 ▼

23 We value when founders have had to overcome great obstacles in their lives. Tell us about a time you've had to overcome an obstacle and how that informs your experience (Optional)

to build strength without straining my ankle. The process taught me the importance of resilience, adaptability, and seeking expert advice when faced with challenges.

After months of perseverance, I completed the marathon. It wasn't about the time I took; it was about the journey and the personal barriers I overcame.

This marathon journey instilled in me a belief that obstacles, no matter how insurmountable they seem, can be overcome with determination, adaptability, and the right guidance. It taught me the value of setting ambitious goals and relentlessly pursuing them, even when faced with setbacks. In every professional challenge I've encountered since, I've drawn from this experience, reminding myself that with the right mindset and resources, any hurdle can be surmounted.

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Recommendations ?

Ask for new Recommendations ?


Type name or email

Request

Use your existing recommendation

Choose a Recommendation to Add ▼



Josh Zhang 

PlatterPals is a standout in the culinary app space, brilliantly merging AI-driven food recommendations with a robust social platform. Its unparalleled ability to tailor dining experiences while fostering genuine connections between food enthusiasts is truly commendable. For foodies and people everywhere, PlatterPals is the undisputed choice.

Are you done? Click below to finalize

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