

Project Sizzle

hear what's cooking

Cook Smarter

- Cooking from recipes without having to touch a book or even a device.
- Guiding home cooks at their own pace, and saving them time while we're at it.
- Respond to user requests for help to make them better cooks.

Cooking with Blaire

- Stay at home dad with two kids
- Has a busy schedule
- Cooks a lot of the same food
- New recipes take too long to make

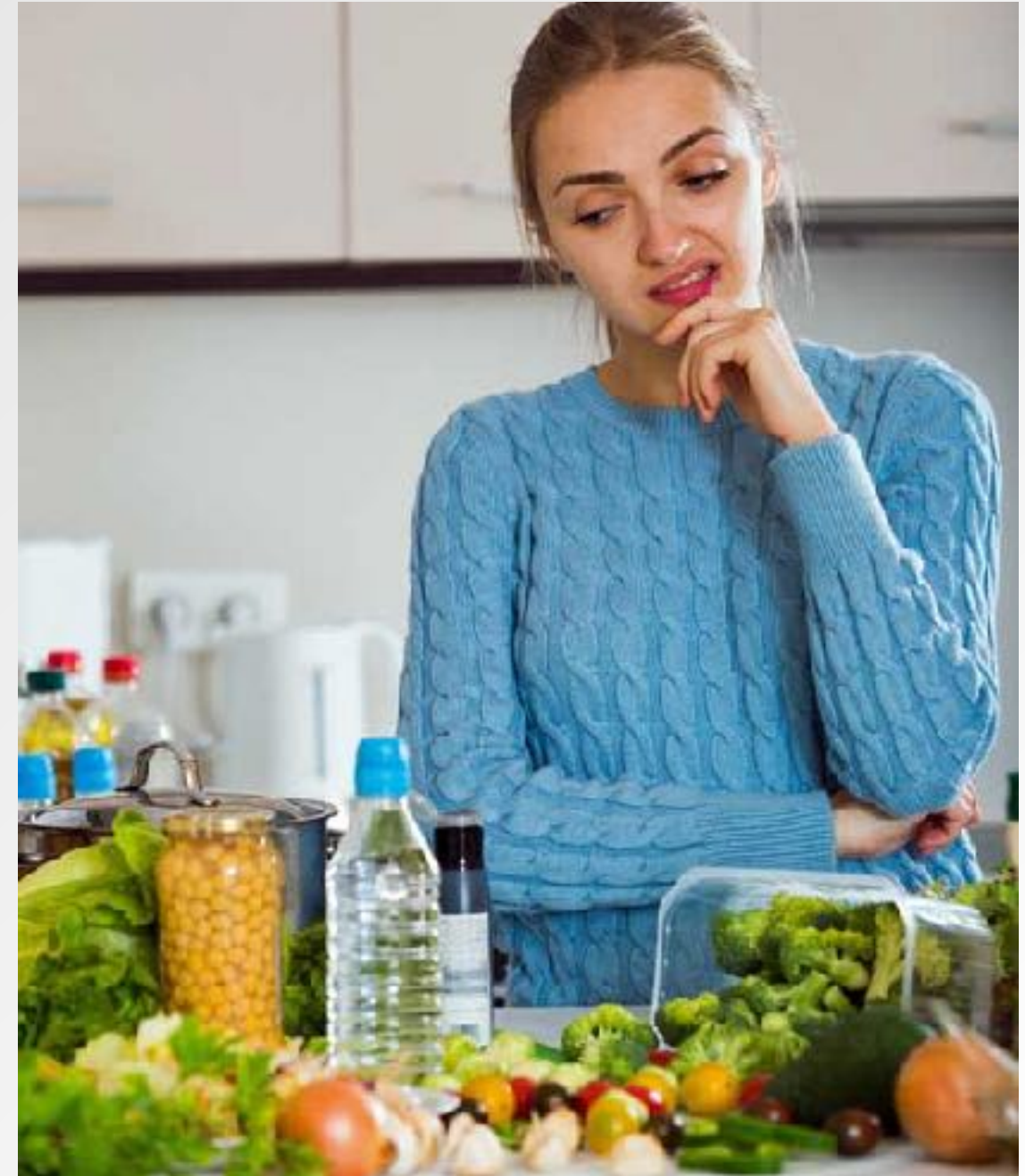


Saving Time with Speech

- Hands free with Apple's latest text to speech technology
- Context base controls using voice commands
- Never loose your place in the steps
- Keep your ingredients and tools in hand

Learning with Stephanie

- College student
- Living on her own for the first time and doesn't know how to cook
- Can't afford classes, her family is too far away, and she has school work to get done.



Lessons When You Need It

- Don't know what dicing means? Ask
- Not sure if you sautéed your onions enough? Too much? Ask for a picture of the result.

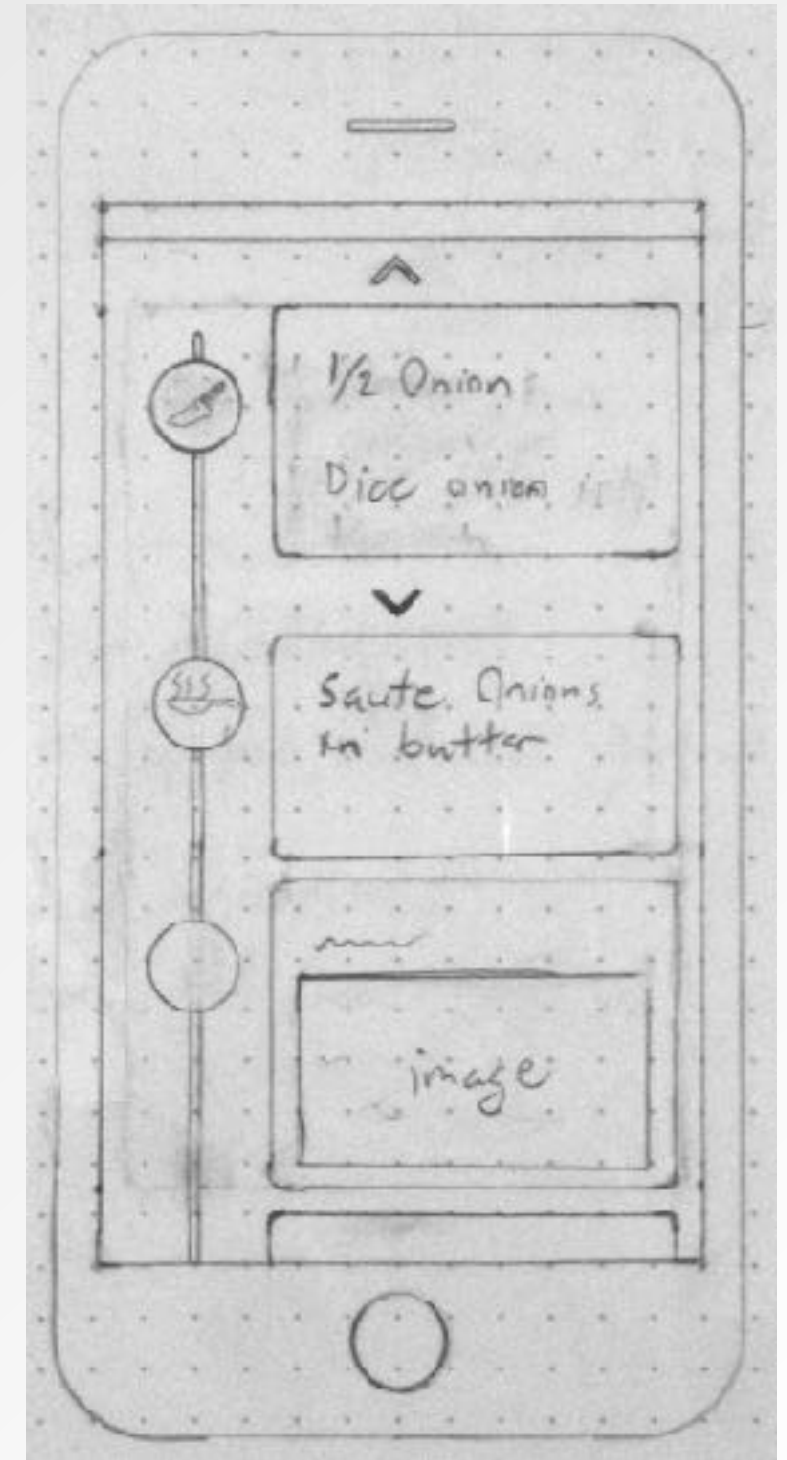
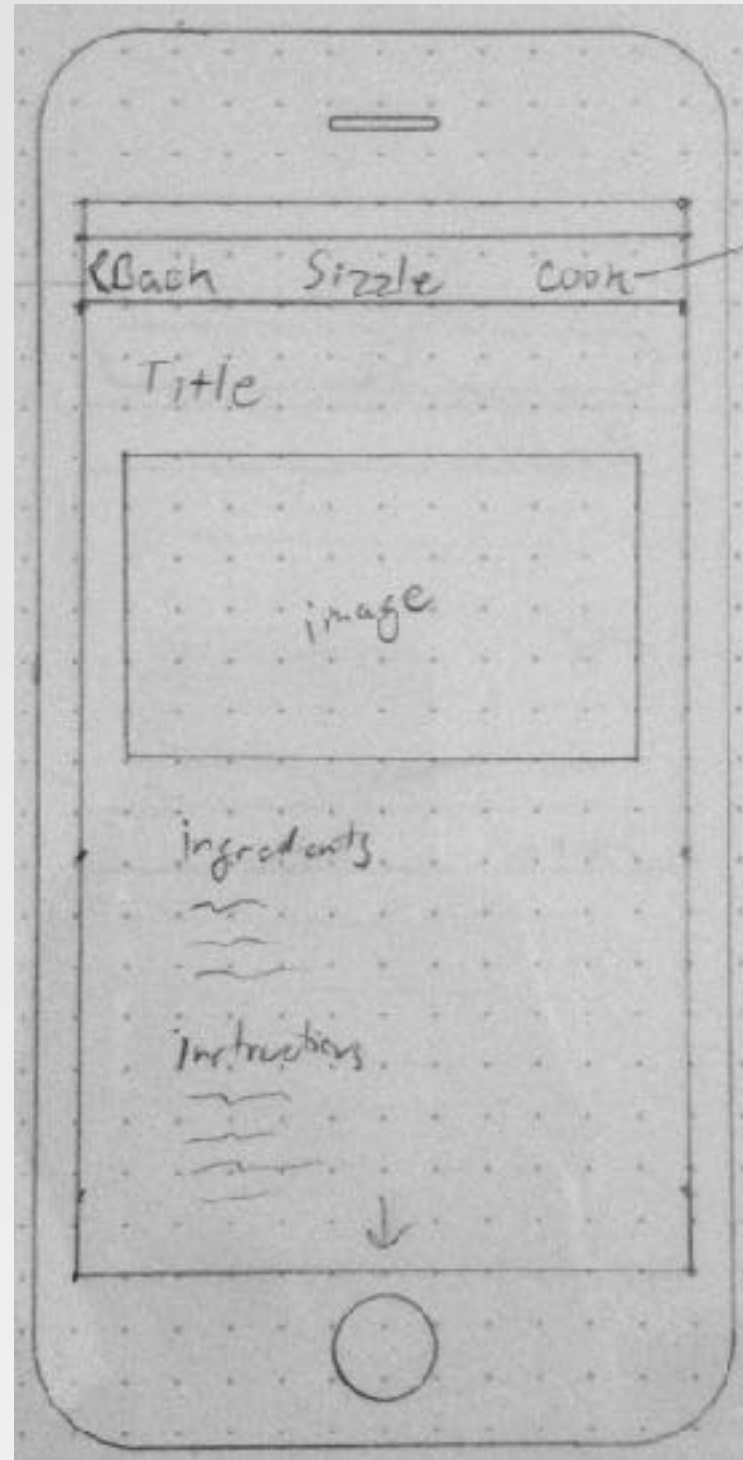
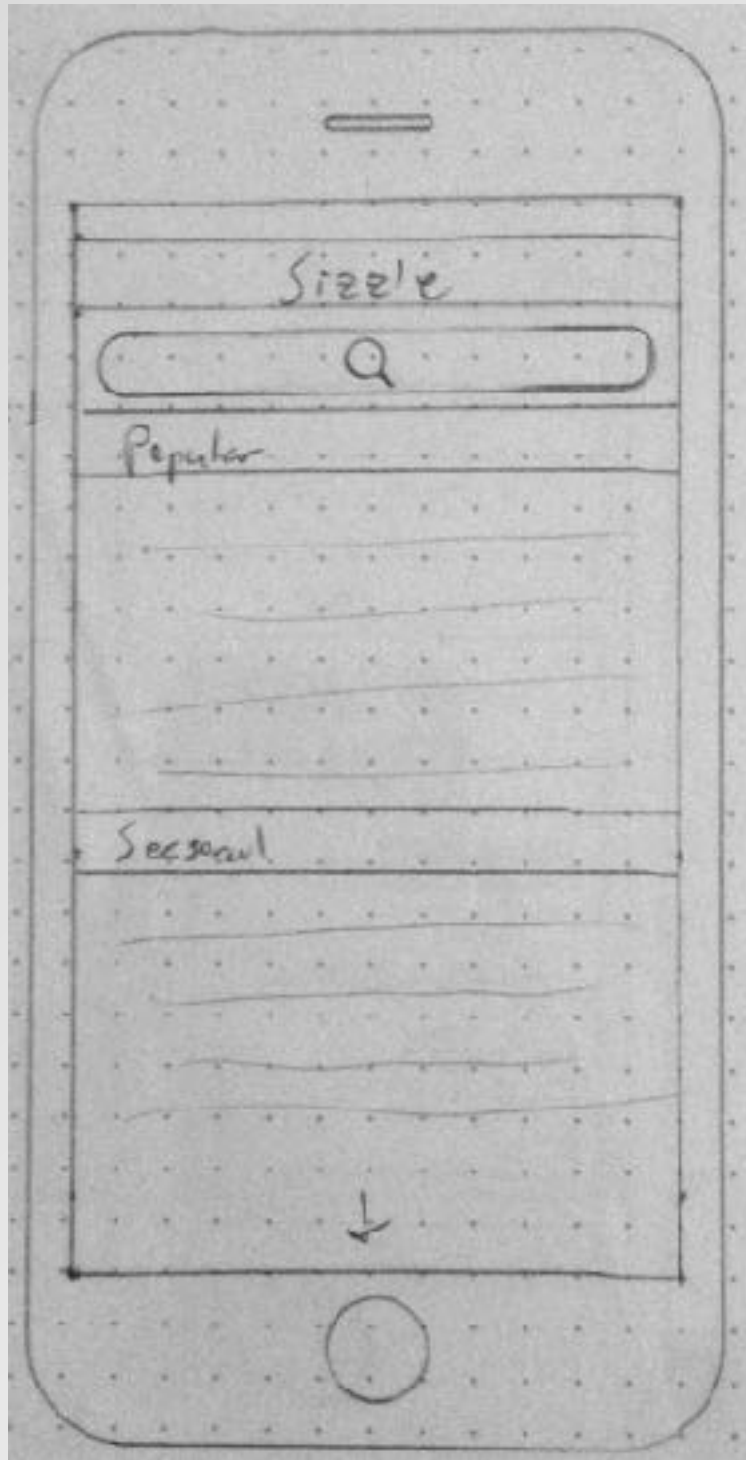
Competitive Analysis

	Text To Speech	Voice Commands	Recipes	Bookmarks	Custom Recipes	Metric Conversion	Serving Size	Other
Yes Chef	Microsoft Cognitive Services. Poor defaults. Long winded	Once enabled fails most of the time. Requires button press	Organized and Searchable Library	Yes. Empty list displayed poorly	No	Settings for metric measurements	Cannot adjust	
SideChef	Long winded	Doesn't confirm commands. Slow to respond	Organized and Searchable Library	Yes, hard to find list	Premium Subscription	No	Yes	Small Text
AllRecipes	No	No	Extensive User Created Library	Yes	Yes	Yes	Yes	
Yummly	No	No	Aggregator	Yes	No	Does not change all ingredients	Yes	
Key Ingredient's Recipe Reader	Doesn't pace itself based on steps	No	Large Library	Have to use website	Subscription Required	Separate App	Unknown	Expensive dedicated hardware.

What Will Make Sizzle Successful

- A voice interface as a core feature and not an after thought
- Concise steps that can easily be followed.
- Intelligent commands to navigate the instructions.
- As much or as little information as the user needs at the moment.

Prototype



Monetization

- Featured recipes for chefs, food blogs, etc.
- Banner advertising, product placement.
- Premium content. Recipes from popular chefs with custom audio tie ins.
- Product placement. (brand names in place of generics, Guinness instead of stout beer)

Roadmap

- Milestone 1: Basic recipe list and core voice features
- Milestone 2: Advanced voice controls
- Milestone 3: Refined UI, expanded content
- Milestone 4: additional features like bookmarks, custom recipes, unit conversions