CM

Chef-Mate

Reshape your cooking experience from fridge to stove

The Problems

Lack of cookings skills

Despite of being aware of the importance of home cooking

Grocery waste

Unavoidable food waste especially in small households

Limited time

Unwilling to spend time on cooking due to busy schedule

The Problems

Grocery waste

Global

1.3 billion tonnes of food wasted in 2017, 43% of this happened at home

Canada

On average, each Canadian wastes183 kg of food each year, $1,456 on groceries
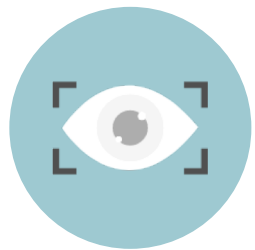
Montreal

our survey shows most people waste around 30% of the groceries, that's around $60 per month

About Us

"Chef-Mate is a mobile app that recommends recipes to users based on available groceries, with the help of optimizations and AI technology"

Our Solutions

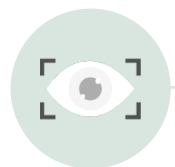Track groceries and expire dates
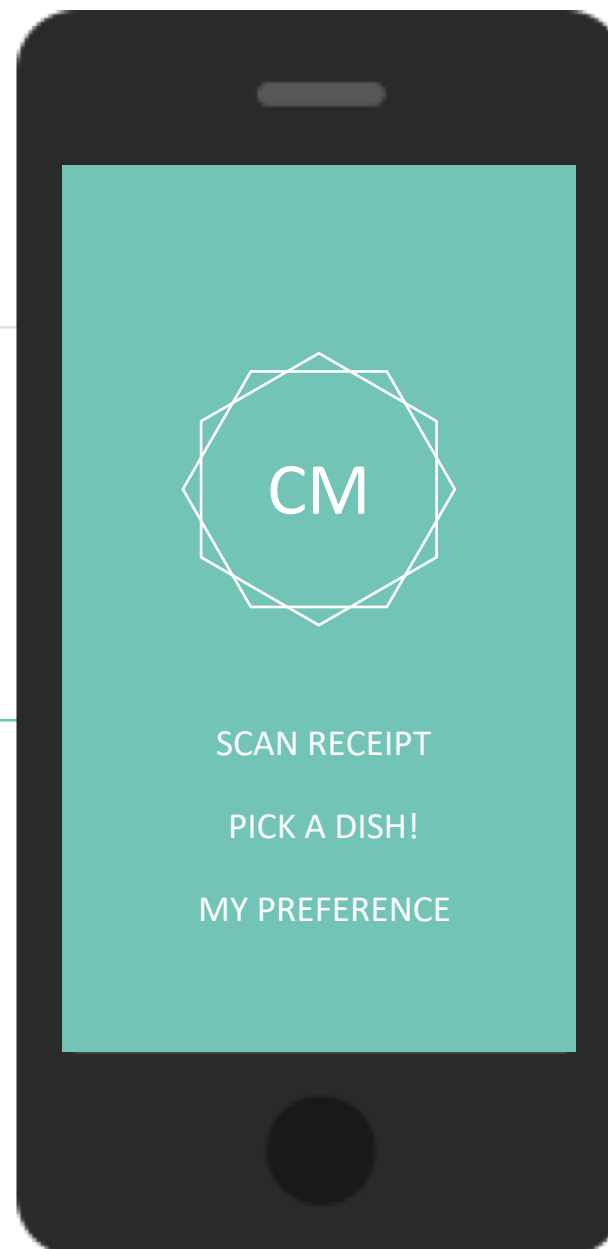
Provide recipes

Analyze your health

Our Application

Scan your grocery receipt to save ingredients to database

Personalize your profile by picking preferred ingredients, cuisine, and diet target

CM

SCAN RECEIPT

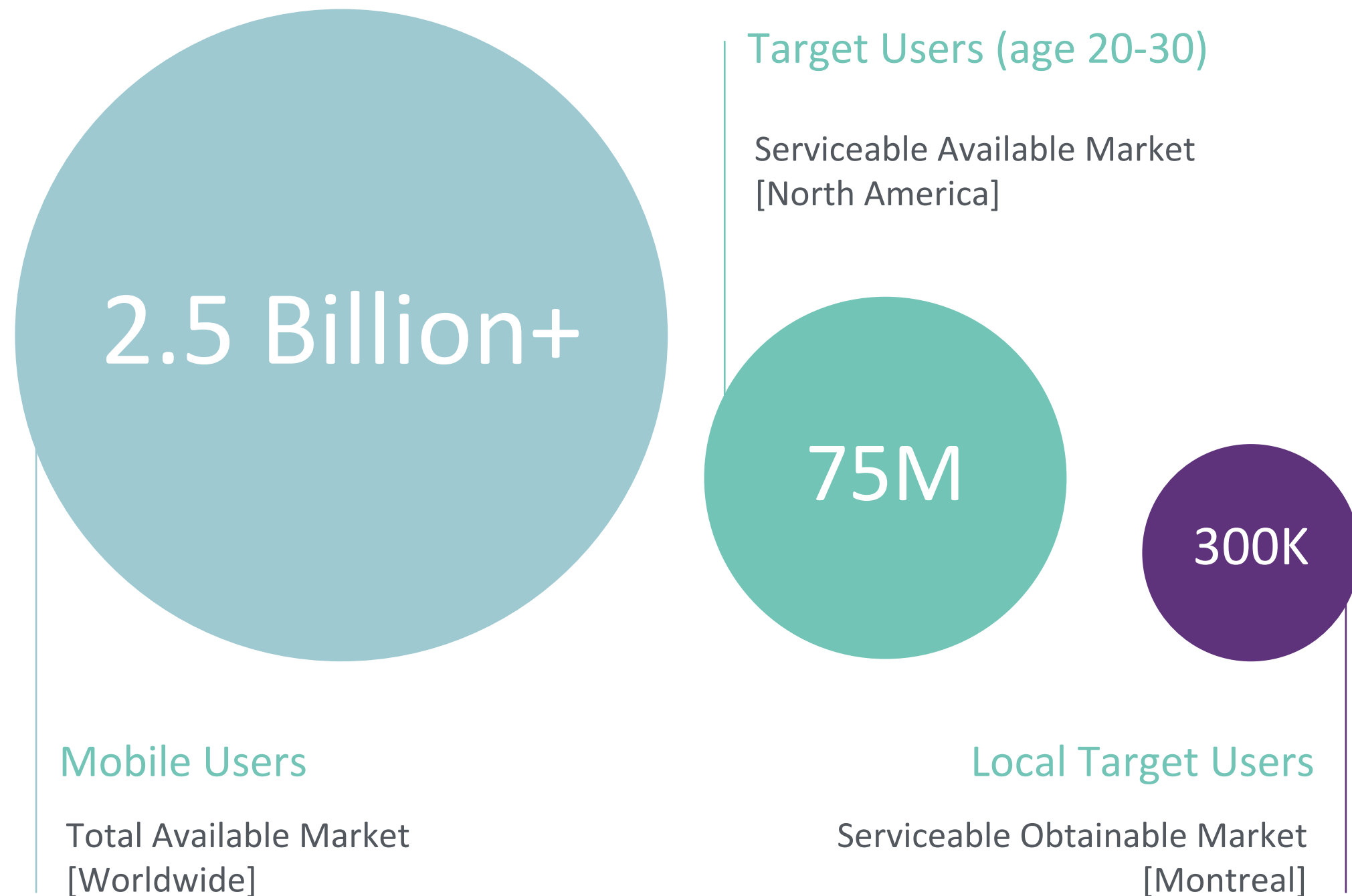PICK A DISH!

MY PREFERENCE

Swipe and pick the dish you wish to cook using the 'Tinder'-style user interface

Track nutrition intake with our build-in analytics tool

Market Size

2.5 Billion+

Mobile Users

Total Available Market
[Worldwide]

Target Users (age 20-30)

Serviceable Available Market
[North America]

75M

300K

Local Target Users

Serviceable Obtainable Market
[Montreal]

Market Validation

90%

More than 90% of our survey participants rarely shop groceries with a shopping list

70%

More than 70% of our participants recognize significant grocery waste in their daily life

Business Model

Freemium & In-app advertising

Monthly Subscription

→

Grocery Store Ads

→

Paid Programs

$2.99/month

Upgrade to access hundreds of recipes and nutrition facts

Weekly coupons

Increase traffic for our partnering stores, and push weekly coupons to app users

Special Cooking Programs

Paid program and Live chats with famous local/international chefs
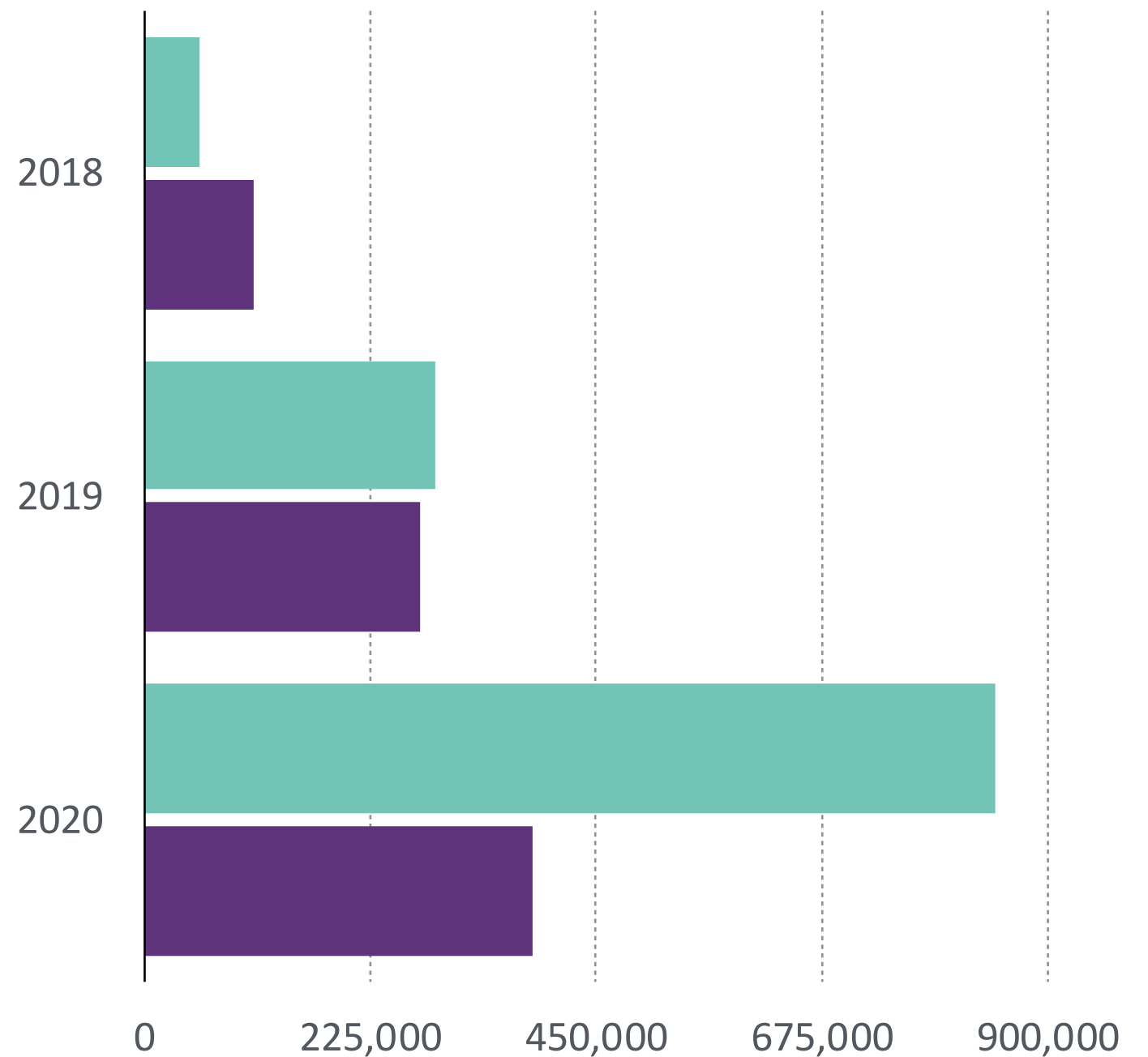
How We Earn

2018

Product design and development, acquire users and establish partnerships with grocery stores

2019

Improve product, market expansion, expand team, increase spending on advertisements

2020

Continue market expansion, introduce more features, expand tech and marketing team

Market Analysis

Name	Data Scanning	Expiration Tracking	Grocery-based Recipe	Nutrition Analytics
Fresh Box		✓		
CogZum		✓		
Yummly				✓
Chef Watson	✓		✓	✓
Chef-Mate	✓	✓	✓	✓

Our Team

Kari Yu, CFA

CEO

Portfolio Manager, ex
GUI/Analytics
developer. BMath
University of
Waterloo

Cheryl Wang

Chief Technology Officer

McGill Master of CS
student, ex full-stack
developer. BCS,
University of
Waterloo

Thank You