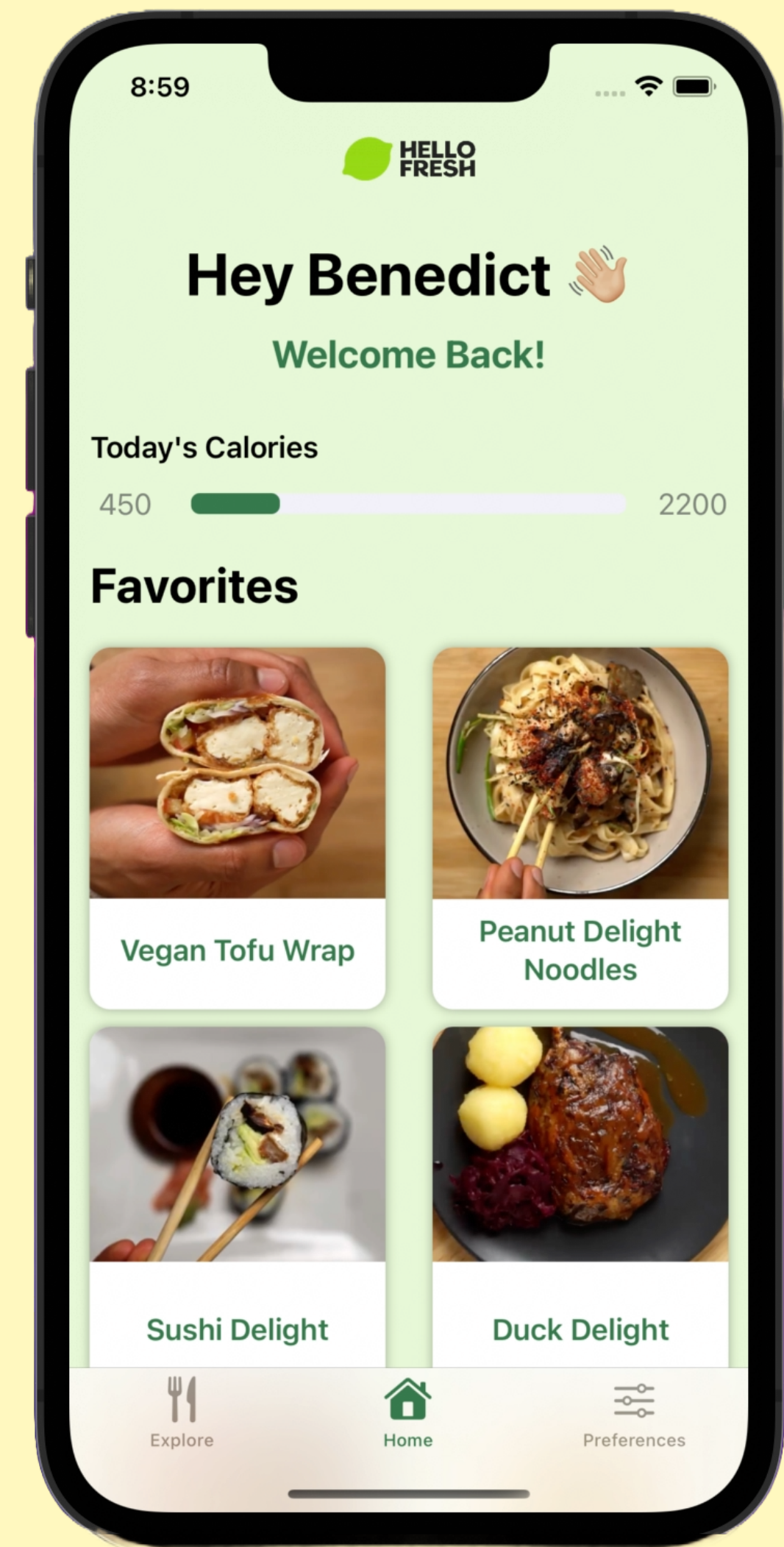


TailoredTaste

Effortless Personalized Recipe Recommendations



The Problem

**Your Diet is Highly
Personal**

The Problem

Your Diet is Highly Personal



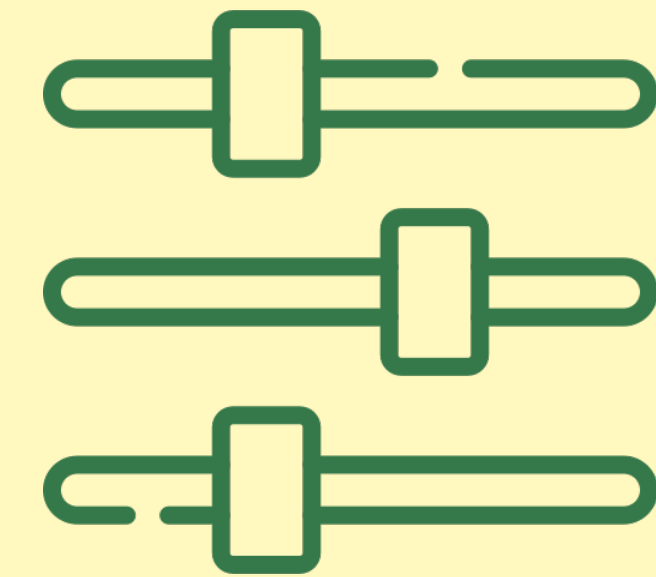
Allergies

- Gluten
- Nuts
- Many More



Nutrition

- Vitamins
- Protein
- Fat & Carbs



Preferences

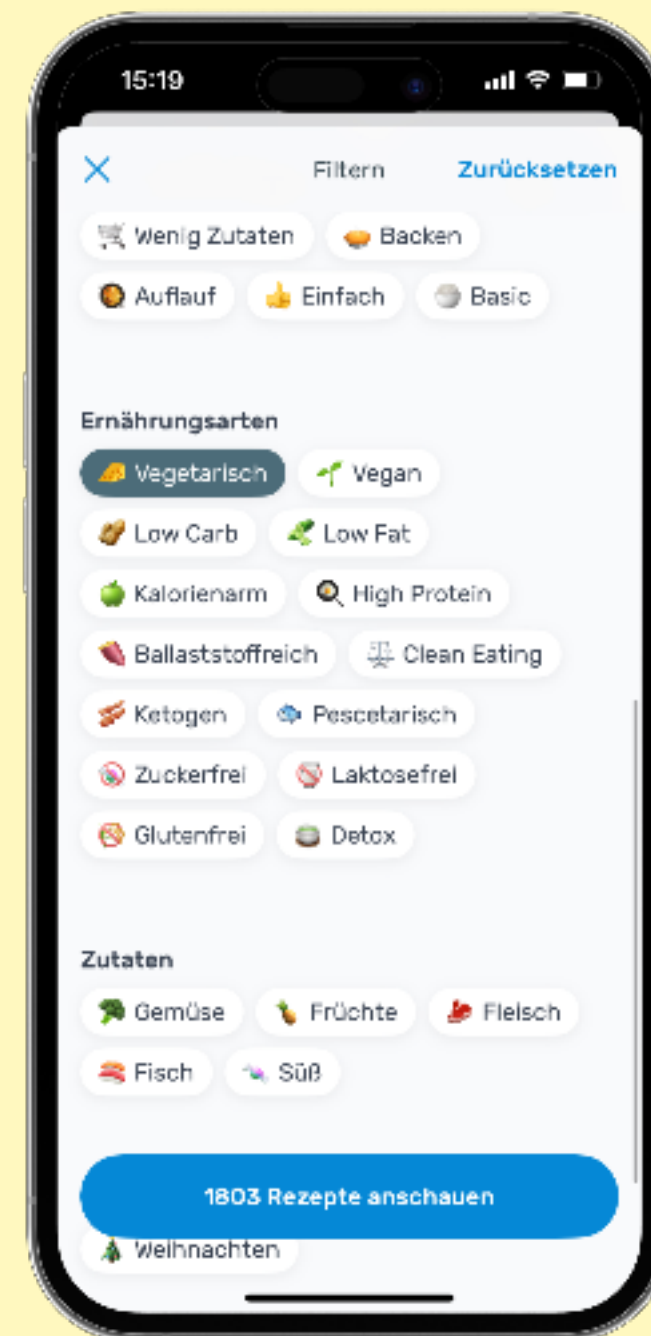
- Vegetarian
- Low-Carb
- Dislikes

The Problem

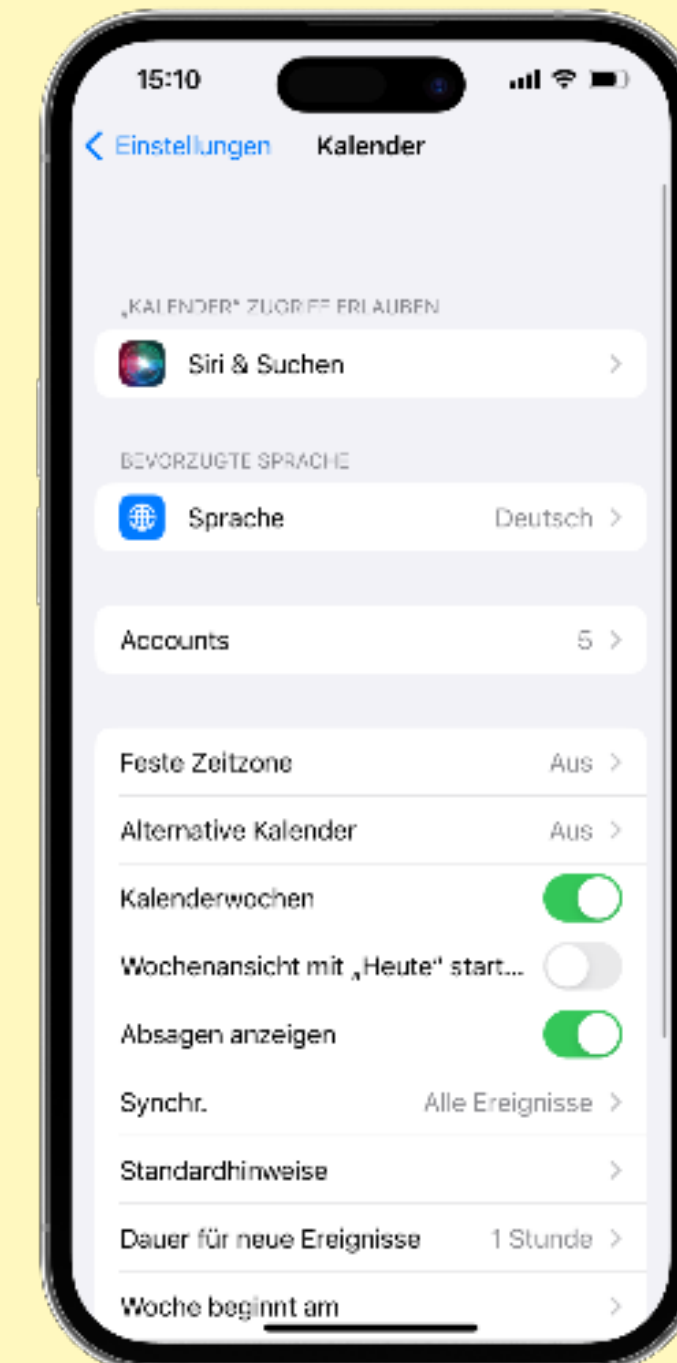
Current Process



HelloFresh



Other Apps



Standard

The Problem

**“The Best Onboarding
Process Is The One You Don’t
Need”**

Our Solution

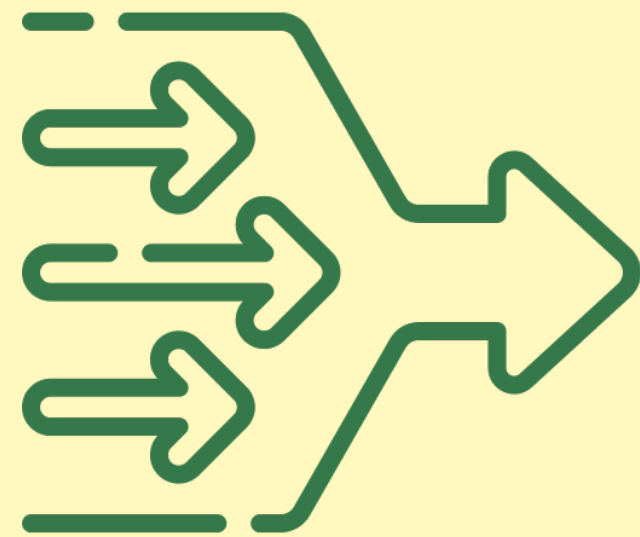
Utilizing your Existing Apps



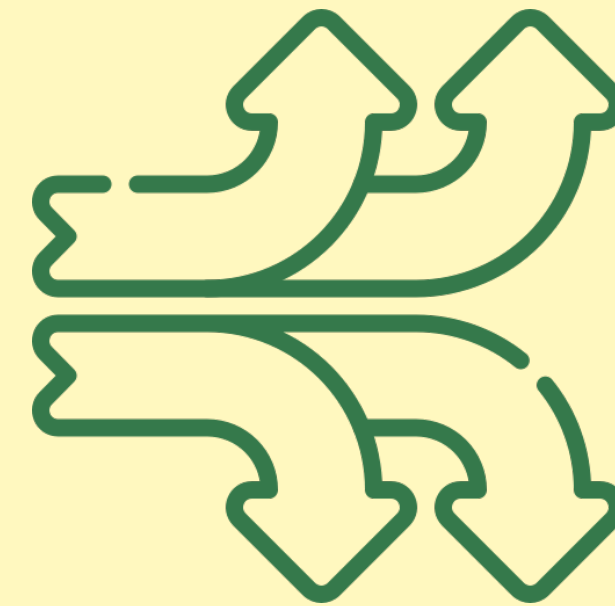
Strava



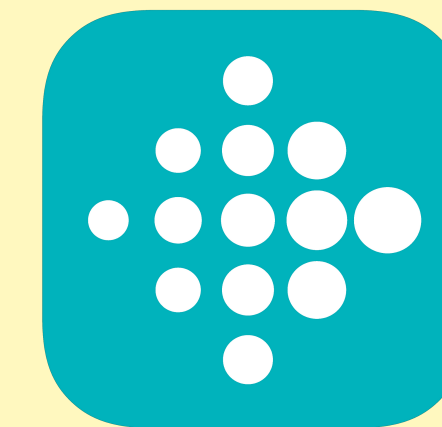
Apple
HealthKit



TailoredTaste



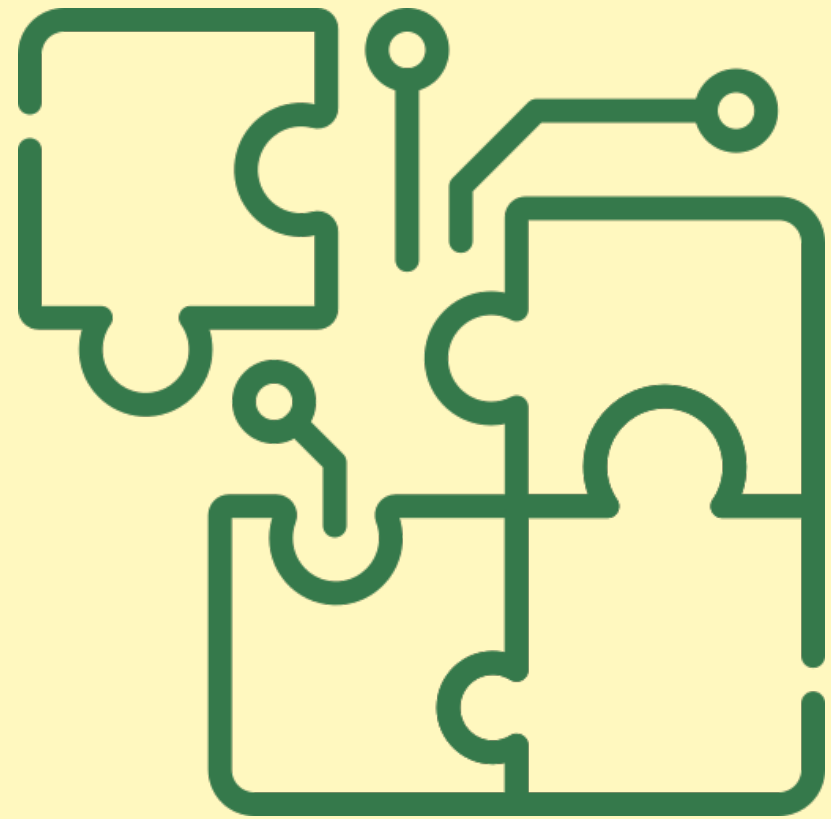
Apple Health



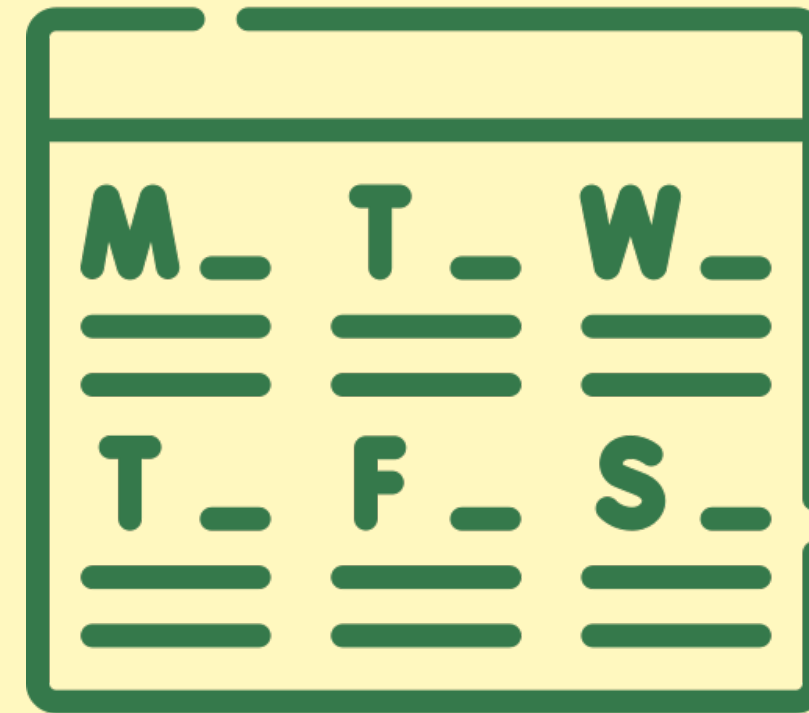
Fitbit

What's Next

Future Features



Extend
Integrations



Recipe Week
Planner



Diet Predictions
and
ML Recommendations

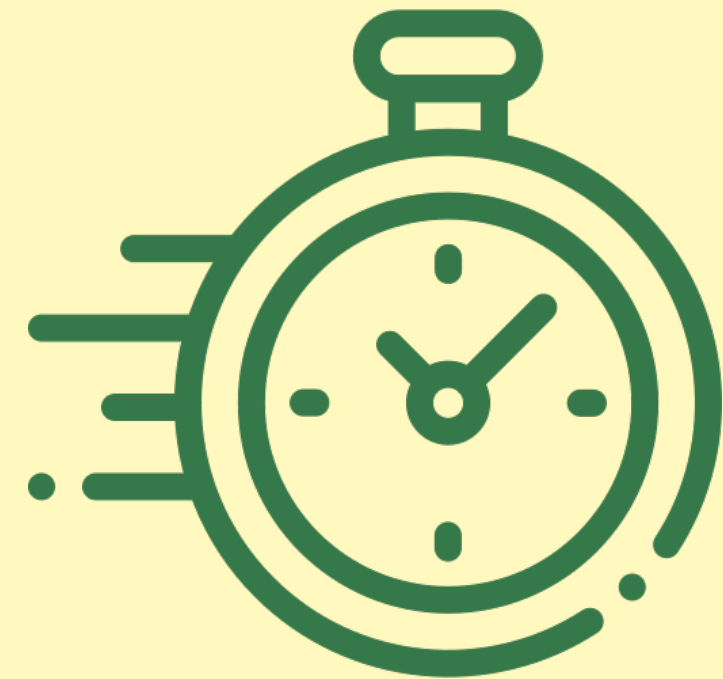
Perfect Fit

Integration into HelloFresh



Perfect Fit

Strategic Benefits



**Faster Customer
Conversion**



**Higher Customer
Satisfaction**



**Application
KPI's**

The Team



Pascal

Marc

Benedict

Moritz