

# Zomida

For busy professionals who desire balanced, convenient, and varied meals, Zomida is an online marketplace that enables our customers to buy homemade meals from personal chefs in their neighborhood.

Unlike GrubHub and Seamless, our products are healthy; unlike Blue Apron, our products are convenient; unlike Munchery or Sprig, our products offer variety.

Video: <https://www.youtube.com/watch?v=TQZ6ZQefsBs>

Team Leader: Amira Valliani

2016 Pennvention

February 13th 2016



# TEAM ZOMIDA



**Amira Valliani** Co-Founder, CEO

MBA/MPA Candidate (Wharton + Harvard Kennedy)  
Previous: Pepsi, The White House, The US State Department



**Subhadra Banda** Co-Founder, COO

MPA Candidate (Harvard Kennedy School)  
National Academy of Legal Studies and  
Research of India, B.A., LL.B, Law  
Previous: Supreme Court of India, Sanergy



**Dennis Shih**

Web Developer  
MS Computer Science  
Boston University



**Cameron Fitz**

Sales  
BA Candidate (SAS)  
Communication



**Tan Chan**

Marketing  
MA/BA Candidate (SAS)  
Environmental Management

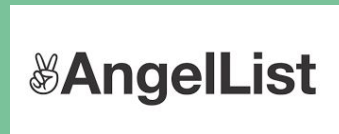
# ADVISORS



**Linda Mason**  
Founder of Bright Horizons



**TJ Mahony**  
Founder of FlipKey  
Investor of AngelList &  
Handy



**Ilya Pesic**  
Chairman of Board of Silva

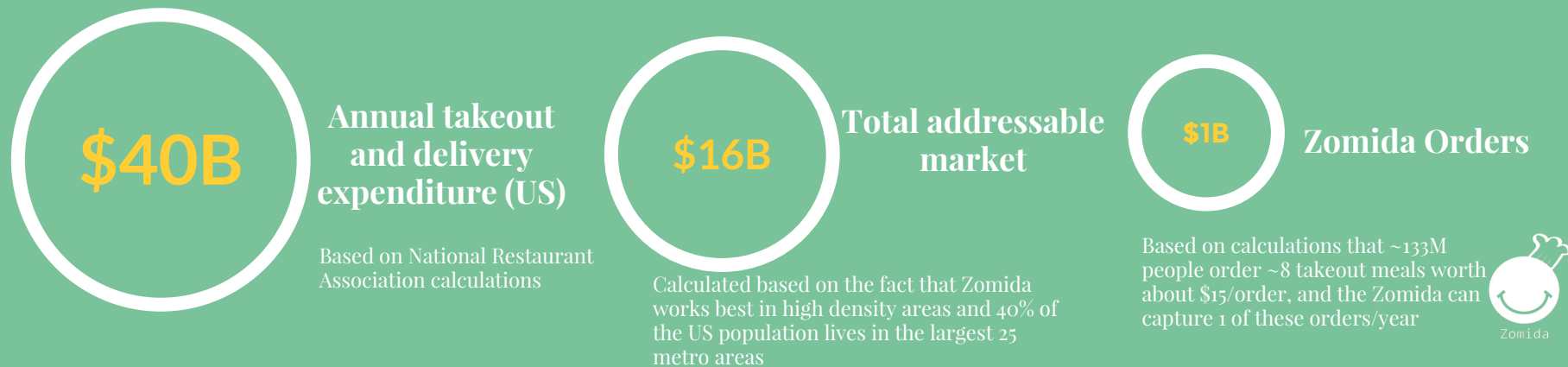


**Problem:** Busy professionals, particularly working mothers who are often burdened with the task with feeding the family, are looking for quick, nutritious, and diverse meals

**Statistics** (Pew Research, 2015):

- Two-parent households where both parents work full-time, have increased to 46% of US households from 31% in 1970
- 56% of these parents agreed that balancing work and family is challenging
- 41% working mothers reported that parenthood makes career advancement difficult while 20% of working fathers said the same.

**Market Potential:**



## Milestones



### Summer 2015 Beta Test

10 chefs  
10 weeks  
150 orders  
= \$3000 revenue



### Summer 2015 Feedback

Surveyed 100  
potential  
customers &  
chefs  
+  
dozens of  
qualitative  
interview



### Fall 2015 Refinement

Improved  
business  
model based  
on:  
feedback from  
advisors &  
investors

Built team  
including a  
developer



### Winter 2015 Recognition

Global Social  
Venture  
Competition  
Regional Finalist  
(next round:  
February, 2016)

Press coverage:  
Boston Magazine  
BostonInno

## Food Safety & Legal Issues

We fully realize the legal challenges and potential cultural resistance we must address in order to scale up Zomida's business model and are working to address and mitigate these obstacles. Not only is our co-founder, Subhadra Banda, a lawyer, we have also secured pro-bono legal representation from Ballard Spahr and are regularly in touch with insurance brokers to discuss the best way to ensure our users' safety and provide legal protection for ourselves. Beyond the legal requirements, Zomida will assure customers of food safety by vetting the chefs, taste testing meals, inspecting kitchens, and taking professional-quality photos of chefs and dishes.



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# Execution Plan



1.

Now - May 2016

Launch  
Philadelphia w/ on-  
board chefs

Test marketing &  
growth tactics



2.

Summer 2016

Build v1.0 prototype

Raise seed  
investment round



3.

Fall 2016

Re-launch in  
Philadelphia &  
Boston



4.

2017

Refine app

Launch in SF,  
& NYC



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