

TASKS

- Decide on Framework (Native React)
- Database: PostgreSQL
- Design Logo
- Design interface (December)

About the client

Background
A social media + recipe book to save all trial and tested recipes. Allows to share photos of recipes (like a social media feed), and request and share recipes with friends (recipe sent to friend for access). Great for hosting dinners, when you need that extra help, or send your boyfriend out to get groceries.

Key people
Sally Bui - Developer / CEO 🍷

Due date:
June 2026

About the project

- **Authenticity Over Perfection**
- **Closed Circle Connection**
- **Effortless Recipe Sharing**

Branding
Blip turns everyday home cooking into shareable moments of connection.
Blip is: Your personal cooking journey shared with people who actually care about you.

1. **Authenticity**
No filters, no pretence. Real kitchens, real people.
2. **Connection**
Food is love. Sharing meals strengthens bonds.
3. **Inclusivity**
All skill levels welcome. Boxed mac & cheese counts.
4. **Preservation**
Recipes are heritage. Help families keep traditions alive.
5. **Joy**
Cooking should be fun, sharing should be easy.

Goals

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To share cultures and valuable recipes with those you love. Capture moments during events and hosting.
For Home Cooks (Primary Users)

- Share cooking achievements with people who care
- Keep family recipes alive and accessible
- Get inspired by what friends actually make
- Build cooking confidence through community
- Document their cooking journey

For Families

- Stay connected through food
- Share cultural/family recipes across generations
- See what relatives are eating (especially for elderly family)
- Coordinate family meals and gatherings

Creative direction

The private cooking social network
Not another recipe app. Not another social network.
A place where cooking memories and recipe evolution live together.

Potential taglines
Turn family recipes into digital heirlooms
Your kitchen, your circle
From kitchen experiments to forever favorites
Cook. Tweak. Remember. Share



Elevator pitch

Personal Version (For Friends/Family):
"You know how we're always cooking together and tweaking recipes, but then we can't remember what we changed? Blip fixes that. It's like a digital cookbook for the meals we actually make - with our modifications, photos, and the memories attached. And when friends ask for the recipe, I can actually share it properly."

Investor Version: "Couples who cook together take thousands of food photos but lose track of the recipes and tweaks that made those meals special. Blip combines photo journaling with recipe management, helping people preserve their culinary creativity and share proven recipes with their trusted circles. We're building a memory-first cooking platform for the way people actually cook - experimentally, socially, and emotionally."

Marketing Version: "Stop losing your best recipes to your camera roll. Blip captures your cooking journey - the tweaks, the memories, the moments - so you can actually remember what made each meal special."

Backstory

The Story Behind Blip

How It Started
My partner and I have always found our rhythm in the kitchen. Between juggling busy schedules and the constant pull of daily responsibilities, cooking together became our sanctuary—our intentional downtime where the world slowed down and it was just us, a recipe, and endless possibilities.

We'd start with something we found online, but we never followed recipes exactly. A little more garlic here, cream instead of milk there, maybe double the spices because we like it bold. Each tweak was a small creative decision, a tiny collaboration. By the time dinner was ready, we hadn't just made a meal—we'd created something together. Our own little masterpiece. Our own little baby.

Every time, we'd capture the moment with a photo. The golden-brown crust, the vibrant colors, the steam still rising. Those photos held more than just what we ate—they held the laughter when something didn't go to plan, the satisfaction when it turned out better than expected, the quiet contentment of building something as a team.

The Problem We Kept Hitting
But here's what kept happening: those photos would disappear into the void of our camera roll. Scattered, unorganized, sitting silently among a thousand other images. The recipes? Forgotten. The modifications we made? Lost.

Months later, scrolling through old photos, I'd stumble across one of those meals and be flooded with memories. "Remember that night? That was so good!" But when we wanted to make it again, or when friends asked for the recipe, we couldn't remember the website, the changes we made, or what made it special in the first place.

We'd have to start from scratch. Re-experiment. Hope we could recreate that magic.

And it wasn't just us. Our circle of friends has similar taste buds—adventurous but not precious, creative but practical. When they'd ask, "What was that dish you made?" we'd want to share it, but we simply couldn't. The recipe existed somewhere in the digital ether, and our improvements were trapped in our memories, slowly fading.

What We Really Needed
We needed more than a recipe app. We needed more than a social network.

We needed a place where cooking memories lived—where the photo, the recipe, the tweaks, and the moment all stayed together. A personal archive that elevated our experiments into something we could revisit, reference, and share with the people who'd actually appreciate them.

We needed a way to safeguard our culinary journey for those times when we're hosting and thinking, "What did we make that everyone loved?" We needed to capture not just what we cooked, but how we made it ours.

Why Blip Exists
That's why we're building Blip.

Blip is where your cooking story lives. It's the place where tweaked recipes become archived treasures, where scattered photos become organized memories, and where the meals you create together are never lost to the chaos of your camera roll.

It's for couples like us who cook as a form of connection. It's for friend circles who share the same adventurous palate. It's for anyone who's ever made something delicious, captured it in a photo, and wished they could freeze that moment—recipe, modifications, and all—forever.

Because cooking isn't just about following instructions. It's about the evenings spent experimenting together. The joy of creating something from nothing. The pride of serving a meal you perfected yourselves.

Those moments deserve to be remembered.

That's what Blip does. It remembers, so you don't have to.

*From our kitchen to yours,
The Blip Team*