



CHEF IN CAMICIA



MEGA HOLDING

MARKET OPPORTUNITY:

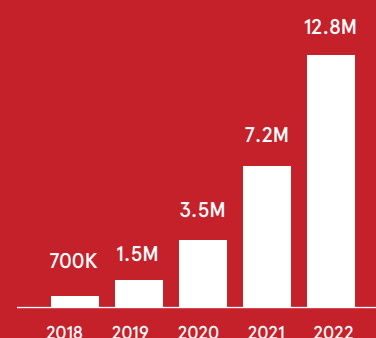
Profits coming from Internet/ social media activities are on a global scale around 90 Billion, much more compared to the first traditional media, TV, which is around 70 Billion.

INVESTMENT ROUND:

Round: Serie A
Form: Equity
Investor On Board: MEGA Holding
Round Size: 2.5M
Pre- money val.: 12.5M

USE OF PROCEEDS

- Opening of the Spanish market
- Opening of the UK market
- Enlargement of the sales department
- Creation of the IT & Data Analysis department
- ADV & Production



INVESTMENT THESIS

- The digital world is constantly growing and, globally, companies are increasing the budget allocated to the digital marketing activities while dedicating less effort to the traditional advertisement. On a global scale there has been an overtaking of the revenues coming from the internet rather than traditional media, such as TV. This trend is even more highlighted by the target acquired by Chef in Camicia: millennials.
- In only two years, Chef in Camicia has managed to become a digital leader, vertically for the food area for the specific target of millennials reaching 25M unique users on a monthly basis and producing 10M of views through the company's proprietary social channels.
- To hold the interest of its young audience Chef in Camicia has reinvented the format with which Italian cuisine has always been presented. The creation of recipes has two objectives: education and entertainment. The mission of Chef In Camicia is therefore to teach millennials around the world Italian cuisine, positioning itself as a global media.
- Chef in Camicia competitive advantage relies on the community, the company's most valuable asset, which is numerous and strongly engaged. Moreover, a great production flexibility allows to create a large amount of videos with low effort.
- Chef in Camicia core business is to convey branded content online that weigh the most on the turnover. However, there are other business area including:
 - Branded content offline: offline events of online activities
 - Chef in Camicia App: it is a reward based application, in which users have to face challenges in order to earn credits to spend in the app.
 - E-learning platform (yet to be developed): sale of online courses with a very strong added value.
- In 2018 Chef in Camicia target market is Italy, however the company's business evolution has presented important opportunities to grow on an international level. For this reason, the pages in Spanish (Chef en Camisa) and English (Chef in Camicia's) were opened and reached over a 100,000 users organically in only a few months.

COMPANY OVERVIEW

Chef in Camicia is a digital media company founded in 2015. It is a mobile and video first company that expresses its enormous potential through its vertical social community in the Food&Beverage sector. In July 2017, the company received a seed round from MEGA Holding, sole investor, and developed its properties reaching today a large community of 1.5M followers. The decision to develop friendly and engaging food related formats reinterpreting a model which is now obsolete, has guaranteed Chef in Camicia a leadership position in its target audience. In the first 18 months of commercial activity, Chef in Camicia can boast collaborations with multinational companies such as Nestlè, Unilever UK, Danone, Bonduelle and The Coca-Cola Company.

TEAM

[Nicolò Zambello](#) | co-founder & CEO
[Andrea Navone](#) | co-founder & production manager
[Luca Palomba](#) | co-founder & sales and content creator
[Gianmaria Brusini](#) | key account & investor relation
[Manuel Bianchi](#) | COO
[Sabrina Vegetti](#) | Head of designer
[Daniela Pomiano](#) | Head of video-maker

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