



# My Personal Chef



FOUNDERS



AGENDA

PROBLEMS

SOLUTIONS

FINANCIAL  
HIGHLIGHTS

MARKETING  
STRATEGY

RESOURCES





# THE TEAM



Jewel Loff  
Chief Executive Officer



Summer Shields  
Chief Financial Officer



Kisha Gladden  
Chief Marketing Manager



Stephanie Balderrama  
Chief Sales Officer



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## AGENDA

- OVERVIEW
- THE PROBLEM & SOLUTION
- FINANCIAL HIGHLIGHTS
- MARKETING STRATEGY
- RESOURCES



ABOUT US

HOW DOES IT  
WORK?

Benefits

COMMUNITY  
OUTREACH



**My Personal Chef** is a personalized meal delivery service that meets your dietary needs and provides convenient, cost-effective meals delivered to your home, office, or school!

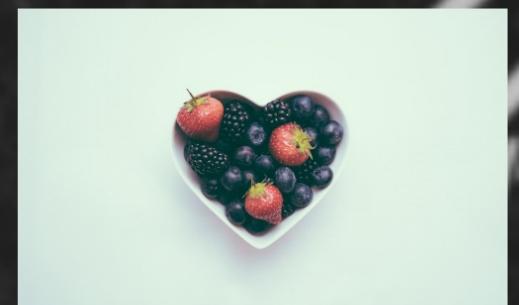
Millions of Americans are unable to eat healthy due to busy lives, long working hours, and the need for convenience. Health concerns limit food choices and add complexity to maintaining a healthy diet.

My Personal Chef is a convenient, cost-effective food planning and delivery service offering a dietary solution to meet these challenges.

Operated on a subscription service, My Personal Chef, provides meals correlated with your personal health history to reduce conflicts with health conditions and provide personalized choices.

**Customized for you, by you.**

**“ AT My Personal Chef, we believe that YOUR HEALTH IS YOUR WEALTH! ”**



The flexibility of My Personal Chef allows our subscribers to:

- Create their personalized health profile, including allergies & dietary restrictions.
- Receive a personalized list of meal choices for entrees and side dish options
- Selection of herbs and spices allows the subscriber to get the right spice level
- Fully control meal choices to eliminate boredom.
- Received automated reminders to select food choices for up to 30 days in advance
- Edit meal choices up to 24 hours prior to delivery.





Health



Convenience



Time is Money!



Expanding your taste  
buds one day at a time

# SUPPORTING OUR LOCAL FARMERS!

My Personal Chef uses locally sourced food purchased from independent certified-organic farms. All packaging used is 100% recyclable.





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# THE PROBLEM



Americans are busier than ever



People need to do better at eating healthy



COVID-19 has forever changed our lives



Competitor's subscriptions offer uncooked meals



FACTS

## DID YOU KNOW.....

- A Pew Research study revealed that both parents in 46% of all two-parent households work full time
- The portion of household with a stay-at-home mother declined to 26% in 2017 from 47% in 1970
- Nearly 25% of males and 33% of females reported working more than 40 hours per week.
- Complications of diabetes, high cholesterol, hypertension are three of the top ten causes of premature mortality. Diet is a significant factor in controlling chronic diseases.
- According to the Center for Disease Control, one in ten Americans suffer from diabetes.



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HIGHLIGHTS

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STRATEGY

RESOURCES



# SOLUTIONS



The flexibility of My Personal Chef allows our subscribers to:



Create their personalized health profile, including allergies & dietary restrictions.



Receive a personalized list of meal choices for entrees and side dish options



Wide variety of meal choices eliminates palate fatigue



Edit meal choices up to 24 hours prior to delivery.



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# HIGHLIGHTS



Revenue generation  
\$1.2 million  
March-  
September

Current  
subscribers of >  
1,000



Contracts with  
3 major  
employers/  
schools:  
Wells Fargo  
Bank  
Google  
Crossroads  
High School  
(private high  
school)

With an  
additional  
investment of  
\$1,000,000  
we are poised  
to greatly  
exceed our  
year-one  
revenue break-  
even goal of  
\$400,000





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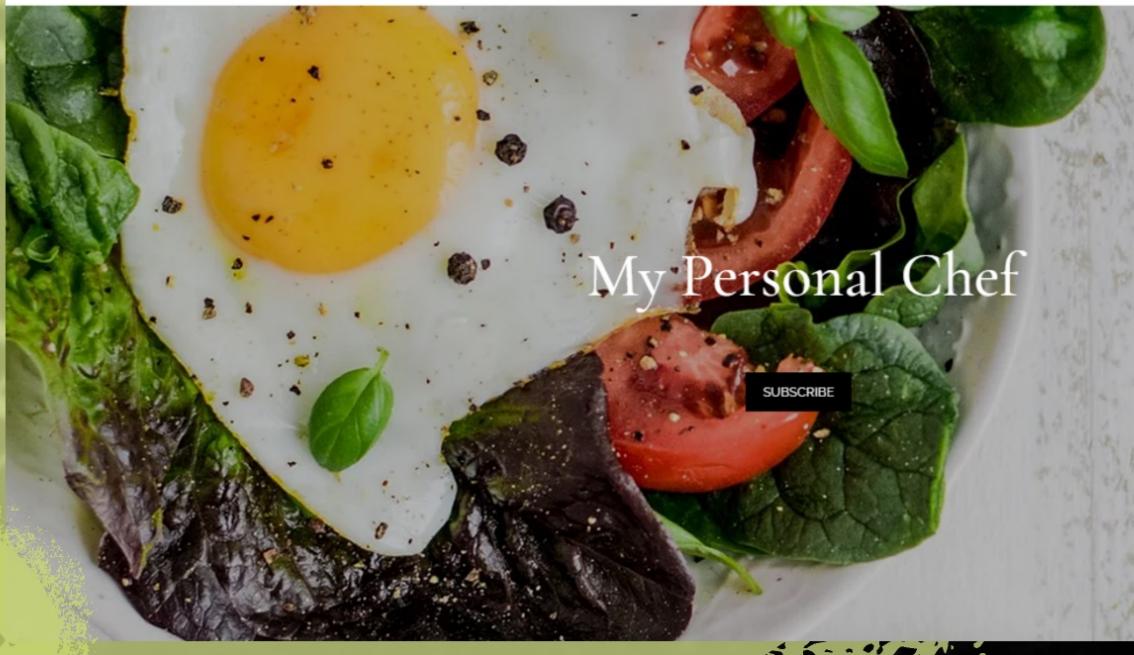
RESOURCES



# MARKETING MIX - THE 5 P'S

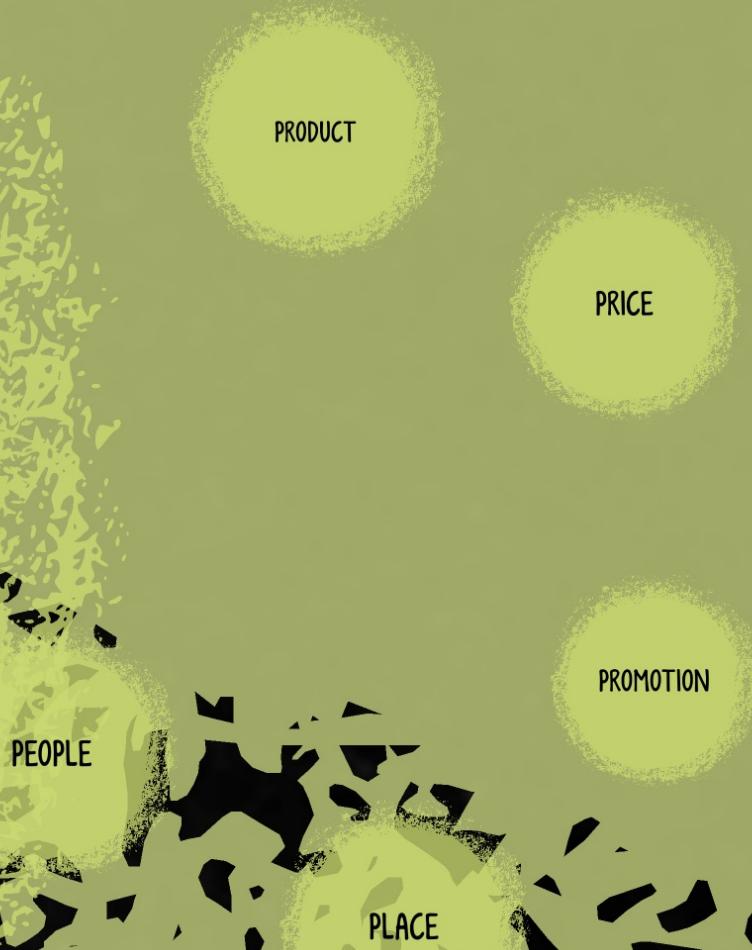


ABOUT US SUBSCRIBE ACCOUNT CONTACT US





# The 5 P's



# PRODUCT

**My Personal Chef** is a convenient food planning /delivery service for busy parents or professionals. Correlates with personal health history to lessen the potential that meals conflict with pre-existing conditions.



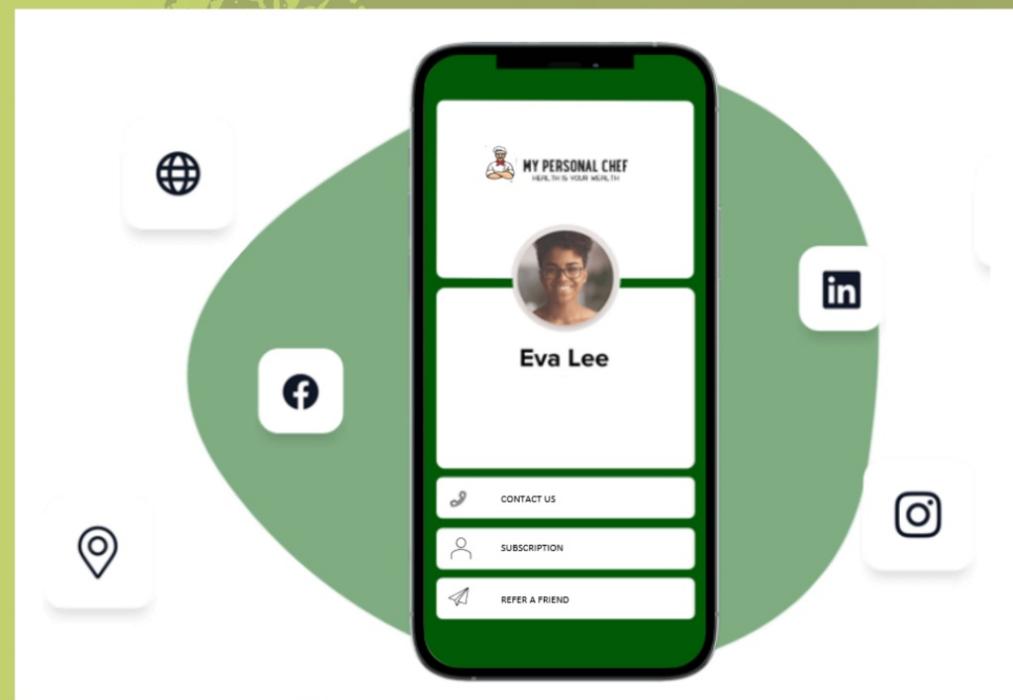
# PRICE

For \$11 per meal, customers will receive one or two meals per day, five days per week. Subscription price is based on an average of 22 days per month. Subscription pricing for 2 meals per day is \$484 per month.



# PROMOTION

**My Personal Chef** can be found on all social media platforms; Facebook, Instagram and Twitter. Customers can follow these outlets for updates on new ingredients and spices; locations; and products.



# PLACE



Our first ghost kitchen is located in downtown Los Angeles. Service is currently available to any location within a 25-mile radius.



# PEOPLE

Our team members are dedicated to providing nutritious meals, using only the finest ingredients, for our clients. We are happy to answer questions during business hours.





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# Resources Needed

We are seeking a \$1million investment to meet 4 key goals:

- (\$) Establish 5 additional ghost kitchens in key geographic locations
- (\$) Expansion into three additional geographic areas
- (\$) Hire and train 5 marketing representatives to identify and engage additional employers and/or schools
- (\$) Reach 10,000 subscribers per month

# ROADMAP TO GROWTH & GREATNESS

*"Success is NOT an accident, it's a CHOICE"*

Questions?

THANK YOU!



QUESTIONS?



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