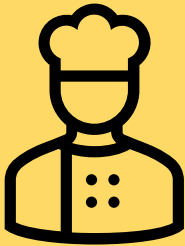


Chef.it

Chef.it has the goal of making the time in the kitchen that much more enjoyable, being both a collection of information for recipes and helping you locate the associated items nearby, saving you the time and energy you would rather put into the meal rather than looking for it.

Chef.it specializes in being a collective website that has two primary focuses. The first being a collaborative space to note recipes and edit them, giving you the opportunity to collect all the information you would need in one place such as the ingredient list, meal preparation time, and step by step instructions on how to cook the meal. The second focus of Chef.it would be making it easier to find the ingredients needed for a meal in your local area, showing you locations that each ingredient is located at. With the hope to make the time in the kitchen every bit less frustrating as possible, Chef.it helps manage the process from start to finish.



Chefs

Any chefs that potentially own their own restaurant or are looking to find ingredients for trying new recipes at home



Families

Families looking to spend less time in the grocery store and more time enjoying the meal

Comps



ZipList

Paprika

myrecipes



College Students

For the average college student finally needing to learn how to cook and shop on their own



Foodies

The food lovers that appreciate a great meal and hard to find or more exotic groceries