



Founded by
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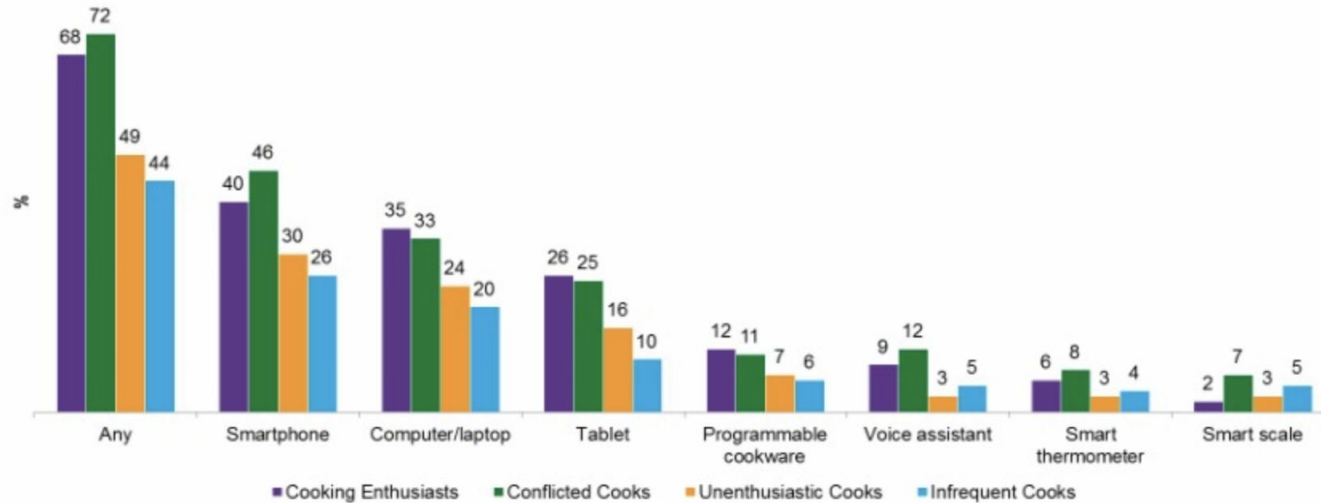


Conflicted Cooks rate highly in their use of technology while cooking, with the highest or second-highest adoption among surveyed tech. Interestingly, they are the most likely to use dedicated kitchen tech – smart thermometers, scales, and the like. The fact that they’re adopting kitchen tech but have not made the switch to becoming Cooking Enthusiasts, may be an indicator that the tech doesn’t increase their enjoyment in cooking. As such, tech that is fun to use may find a home with the adoption-inclined Conflicted segment.

Figure 41: Technology use while cooking, by segment, July 2018

Base: 1,906 internet users aged 18+ who cook

"Which of these technologies do you use to help you cook at home? Please select all that apply."



Our Conflicted Cook



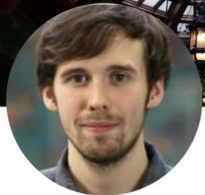
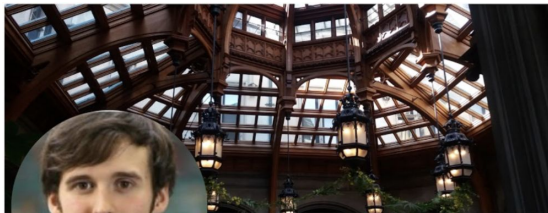
Chad, a recent grad, who is living with two roommates.



How do we help Chad?

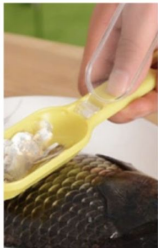
- Personalized recipes:
 - Dietary needs, food allergens, portion sizes, skill levels
- \$6.99/month for subscription





Chad

Your Skill Courses



Recipes you love



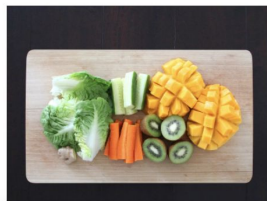
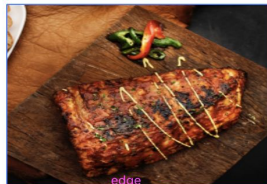
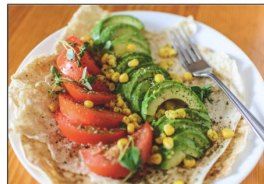
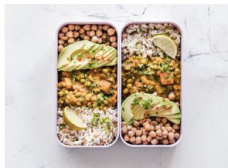
search

lunch

ketogenic

gluten free

kale

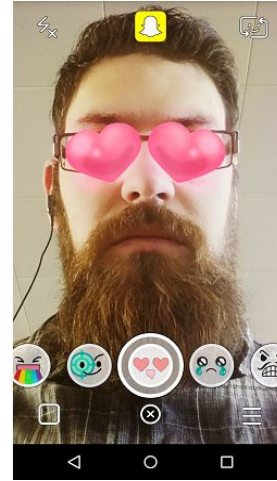




Royalty Free Music from Bensound

Weaknesses?

- On the cusp of something new
 - Too ahead of the trend?



Competition: Why we're better

- Interactive, innovative, and engaging
- Potential for expansion using our technology
- Potential for partnerships



Cost Projections

- Costs expected for the first year:
 - \$150,000
 - Including app development/ R&D
 - Partial salary (6 employees)



Revenue projections

- Projection: ~\$126,000 in revenue for our first year, launching in North Carolina
- Customer goal:
 - 9% monthly customer growth
 - 35% retention rate





Questions?

