

What is the **BIG** problem?

**931 million tonnes of food waste was generated in 2019,
61% of which came from households.**

**To put this in perspective,
if food loss and waste were its own country,
it would be the world's third-largest GHG emitter –
surpassed only by China and the United States.**

**Food losses and waste amounts to roughly \$680 billion in
industrialised countries and \$310 billion in developing countries.**



Why am I doing this?

After having the idea of kitchen I got fully involved in food waste and the enormous problem it is causing around the globe.

Having worked as a Design Director in FMCG Branding and packaging industry for over 20 years. I understand well, the global production chain.

I wanted to make a tool that really helps people in their daily lives, so not to waste perfectly good ingredients and be able to cook recipes based on what they have in their kitchens.

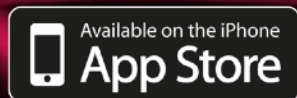


Introducing...



KITCHIN

The complete kitchen eco-system



The User Problems



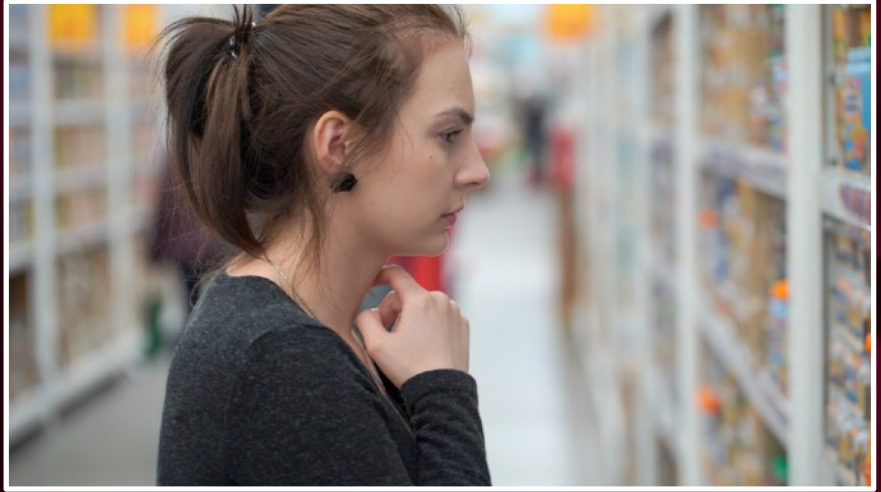
Not knowing what to cook with the ingredients you have.

Organising what to eat and what products you needed can be logistically and emotionally difficult.

Not wanting to throw away food that could have been used.



More Problems



Having to go out and get an ingredient you need to cook a meal, can be annoying.

Not really knowing what food items are in the kitchen at any one time, and when to use them by.

The task of knowing what you have in your kitchen, what you need to buy and writing shopping lists can be a real chore.



What are the **Solutions**

- **An up-to-date inventory list** connected to shopping list and recipes.
- **Shareable shopping list**, to know what you need to buy.
- **Recipes based on ingredients** you have in the kitchen.
- **Create your own recipes** you love and want to share with our video creation tool. The 'tiktok' for food and inspiration.
- **Your dietary/nutritional needs** taken care of, by selecting recipes based on these.
- **Machine Learning data** gathering improving the customer engagement
- Show the **cost & time savings** to the user

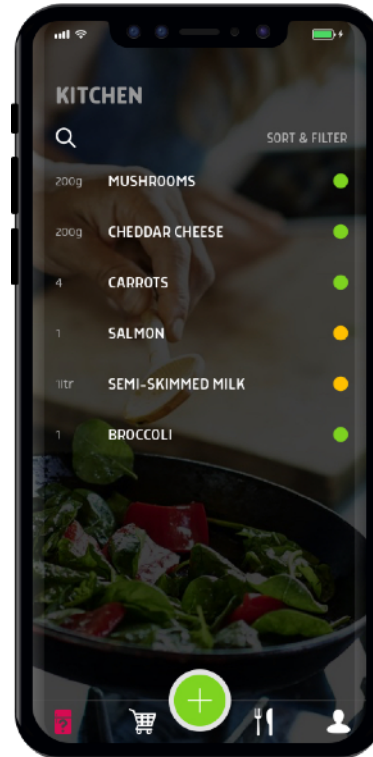


The APP

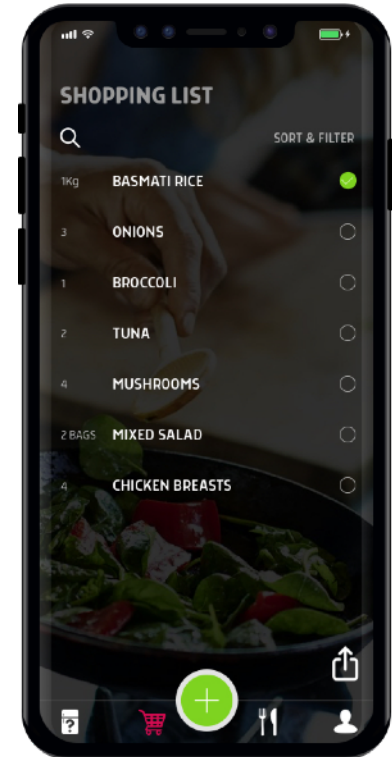
OPEN SCREEN



INVENTORY SCREEN



SHOPPING LIST SCREEN



We launched Mid 2021 (approval after only 2 days) on both APPLE APP STORE & GOOGLE PLAY STORE

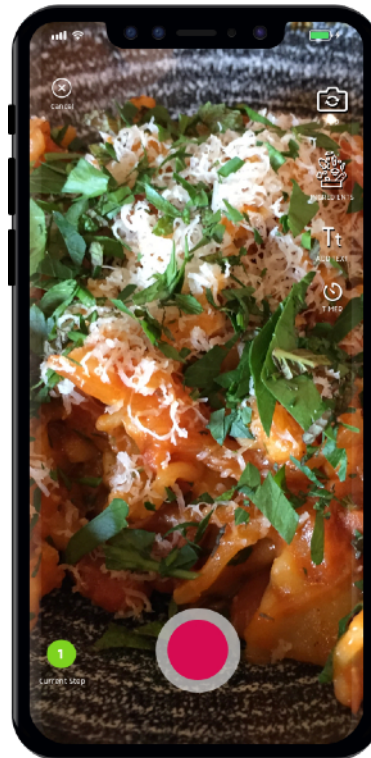
We are in the user testing & feedback stage and sharing with potential partners, content providers and potential Investors

The APP

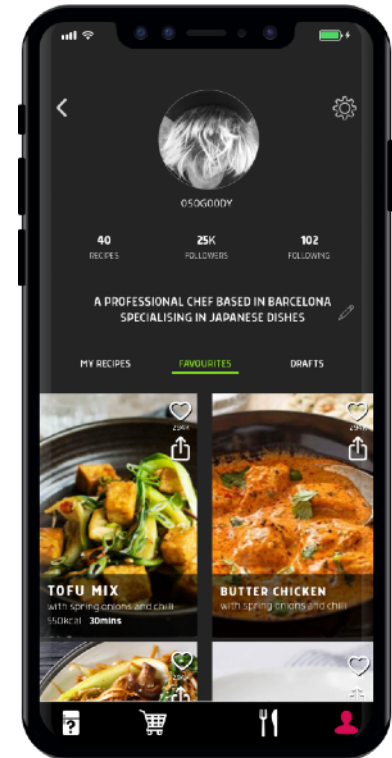
RECIPE FEED SCREEN



RECIPE CREATION SCREEN



PROFILE SCREEN



Recipe feed based on what you like and have in you kitchen, **Video creation tool** to publish recipes and share on social media.

The User Cycle



Our Opportunity

Companies can understand and data track the process from production of a product to the sale, but there is a 'blind spot' when that product has been sold to the end of the life of that product. We aim to obtain this data about consumption and usage from our users.

Production

Distribution

Retail

Consumption

Waste

kitchin is able to analyse our users process within the kitchen and onward on how they are consuming and using products.



The Market

POTENTIAL MARKET SIZE:

UK & Australia/New Zealand

38 million households

70 million mobile phone users

Stage 2

+ North America (304) to UK & Australia for a combined:

158 million households

360 million mobile phone users

Stage 3

- Adding Eurozone +26 countries:

220 million households

465 million mobile phone users

Stage 4

- Adding Sth America:

422 million Spanish speaking adults

TOTAL: **1,6 billion** mobile phone users

Stage 5

Global mobile subscribers

5.3 billion!



The Partnerships

kitchen users will benefit from targeted promotions without compromising private information to commercial enterprises.



Food suppliers & supermarkets can gain loyalty from **kitchen** users.

kitchen will build a database of product and user in kitchen usage to generate real-time data insights to help engage the user



Our Users

Anyone who has a kitchen!!

Time poor professionals between the age of **30-60 individuals and families.**

Females / Males between **28-60 with and without children.**

- 1. Users who wants to save money**
- 2. Users who are conscious of Climate Change Issues**
- 3. Users who just want inspiration on recipes**
- 4. Users who want to manage there inventory and shopping**

There is huge potential for other markets such as **GEN Z – New Foodies of all Generations**



The TEAM



Mike Kennedy
CO-FOUNDER
Business Analysis & Growth
(AUSTRALIA)




Glenn Goodwin
CEO – FOUNDER
Creative Director - FMCG
(UK & SPAIN)



Barry Green
CDO - FOUNDER
Investor – Data Specialist (UK)



 **Mohammad Mohsin Ajmal CDO - Senior App Development Manager (PAKISTAN)**

 **Gustavo Vilera - Digital Strategist - Partnerships manager (CROATIA)**

Allan Lawson - Technical Advisor - Strategic Planner (SPAIN & US)

 **Matt Upson - Lead Data Scientist (UK & SOUTH AMERICA)**

 **Mario Capizzani - Strategic Business Planning - Investor – Professor (SPAIN)**

 **Mark Lindon - Investment Banking Advisory - Equity Capital (NEW ZEALAND)**



Our User comments

"Great idea, great pitch and great website. Keep going, brother - you're changing the world!" **Peter (UK)**

"I know about the pain you are looking to solve!" **John (US)**

"Great idea. Everyone cooks, and connecting that to their ingredients is a neat idea!"
Dan (US)

"Definitely can see a lot of personal use for this. I think the key will be to automate this as much as possible. Good Luck!" **Mike (Australia)**

"This App has changed my life"
Anna (Spain)



The Marketing

Stage 1 – Released MVP+ Globally in ios & Android (MARCH 2021) to gain market fit, user feedback with support social media & PR presence.

Stage 2 – After funding round for a 12 month runway, set-up a team for APP Dev improvements and new functionalities (Such as one-click order/delivery – QR coding automatic inventory entry – Live Streaming – Share kitchen with others) to produce strong data gathering.

Establish partnerships with supermarkets and brands for added exposure, customer acquisition and develop revenue. Obtain influencers, content providers to endorse the APP, as well as food waste companies/organisations endorsing the APP.









Stage 3 - Once the APP obtains growth, rollout an international promotional campaign to expand globally in various languages and partnerships within Countries. Begin the roll out 'kitchen' packaging brand & delivery boxes with zero plastic waste and individually customer targeted.



Our Competition

APP'S

FEATURES

	 KITCHIN	 YUMMLY	 COZZO	 CHEFLING	 BIG OVEN	 EPICURIUS	 HELLO FRESH	 KITCHEN STORIES
SHARING WITH HOUSHOLD	●	●	●	●	●	●	●	●
SHARING SOCIAL MEDIA	●	●	●	●	●	●	●	●
ORDER ONLINE	●	●	●	●	●	●	●	●
PROFILE	●	●	●	●	●	● BASIC	●	●
RECIPES	●	●	●	●	●	●	●	●
RECIPE CREATION	●	●	●	●	CAN SAVE RECIPES FROM OTHER SOURCES ●	●	●	●
FOOD USAGE ANALYTICS	●	●	●	●	●	●	●	●
KITCHEN INVENTORY	●	●	●	●	●	●	●	●
SHOPPING LIST	●	●	●	●	●	●	●	●
MEAL PLAN	●	●	●	●	●	●	●	●
COST INVOLVED	KITCHIN FREE SUB - PRO £1.50/MONTH	FREE YUMMLY PRO COST NOT KNOWN	HOUSEHOLD ACC £17.99/YEAR	NO PRO ACCOUNT FOUND FREE	BIG OVEN PRO £14.99/YEAR	NO PRO ACCOUNT FOUND FREE	NO PRO ACCOUNT FOUND FREE	FREE

● FREE VERSION

● PAID VERSION

● DOES NOT HAVE



The Food Waste Challenges

One third of the food produced 1.3 billion tonnes gets lost or wasted.

7 billion people on this planet, of which 925 million are starving.

Every year about 88 million tonnes of food are wasted across Europe, at a cost of €143 billion.

Consumers are identified as the biggest contributors to food waste. In Europe alone over 50 % of food waste (47 million metric tons) is estimated to come from households.

- Households throw away food for any number of reasons, including poor planning, inability to consume food in a timely manner, and a lack of awareness.
- Overcoming apathy or indifference is the most significant hurdle to overcome. Surveys show that while consumers understand the importance of food waste reduction, they don't recognise their own role in solving the problem.



The Monetisation

APP is free to download and use.

Subscription will be introduced (€1.99 mothly) later to access other pro features.

Key extra features will include:

Direct online local delivery

Premium promotional discounts off goods and listed Brands.

Access to 1000's of extra videos.

(10c of monthly payment will go to world hunger charities).

Partnerships/Sponsorships:

With Supermarkets, online delivery, Kitchen products brands, kitchen product manufacturers,
Monthly fee €TBC

Chef Support sponsorships with Brands to upload recipes and earn money - 10% commission per recipe.

Social Media Influencers/Content - to be able to share to kitchin - monthly fee.

In-APP Advertising

TUPPERWARE, KELLOGGS, cookery books, recipes sites - **Pricing TBC**



The Future for kitchin

EXPAND TO THE WHOLE HOUSE

We can manage other products from other areas in the household (Toiletries, cleaning products etc).

KITCHIN BRANDED PACKAGING

With a potential large user base, create our own brand of packaged goods, that are design with sustainability and reusability in mind.

FOOD DELIVERY

We see kitchin being the one-stop shop for knowing what you need to buy and being able to have those delivered through one-click Via local suppliers or Supermarkets.

DATABASE DEVELOPMENT

We will create a product database that can be used to both align products across different providers (e..g Supermarkets). This also creates the ability to understand brand choices and other customer behaviours across a broad section of users.

EDUCATION & RECRUITMENT

By creating an ECO-SYSTEM in our APP and employing Chef's to create recipes, we have the opportunity to educate our user base and recruit new users.



The Financials

APRIL 2022

Y1

TOTAL REVENUE

£174k

APRIL 2022

Y2

£1.5M

APRIL 2023

Y3

£4.7M

3 YR OPERATING PROFIT

£4.5M

BUSINESS VALUATION 3.0X

£13M

BUSINESS VALUATION 5.0X

£22M



Funding Requirements and Actions

To date, management has provided initial development funds of €40k to reach MVP.

Next funding requirements total **£300k** over 12 months as per the breakdown provided below.

1. Further APP functionality improvement

Senior Dev Consultant, Development team - updating the APP, introducing image recognition, quick recipe finder, shared kitchens within users/households, etc

£15k x 6 = **£90k**

2. Business Development and GTM strategies

= **£24k**

3. Commission 60 recipes to publish video creation

= **£6k**

4. UI/UX Designer

= **£48k**

5. Promotion/Advertising/Social Media

= **£80k**

6. Database, Machine learning setup, running costs & Web admin area

= **£50k**

7. 7% contingency

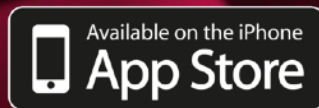
Total = £300k

Funding payments can apportioned in 3 equal payments during the 12 months. A progress report will be provided at the end of each payment period.





KITCHIN



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