



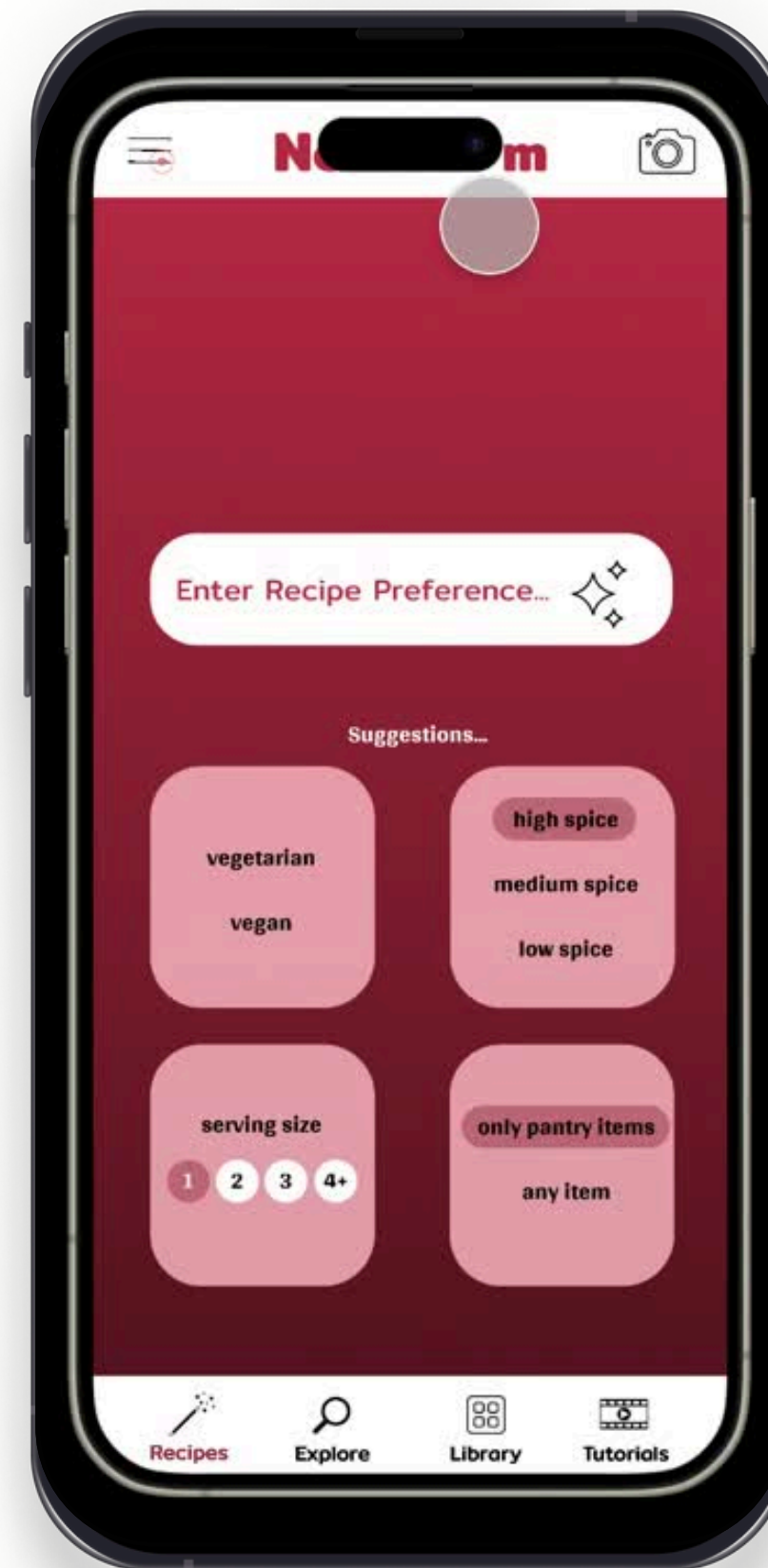
# Nom N m

**Savor The Simplicity**



# Overview

- Targets daily life exposure
- Fast and efficient recipe selection
- Catered options based on user preference



## Home

Edit Preference

## Reciepes

Tinder Interface

## Explore

Search Recipes

## Library

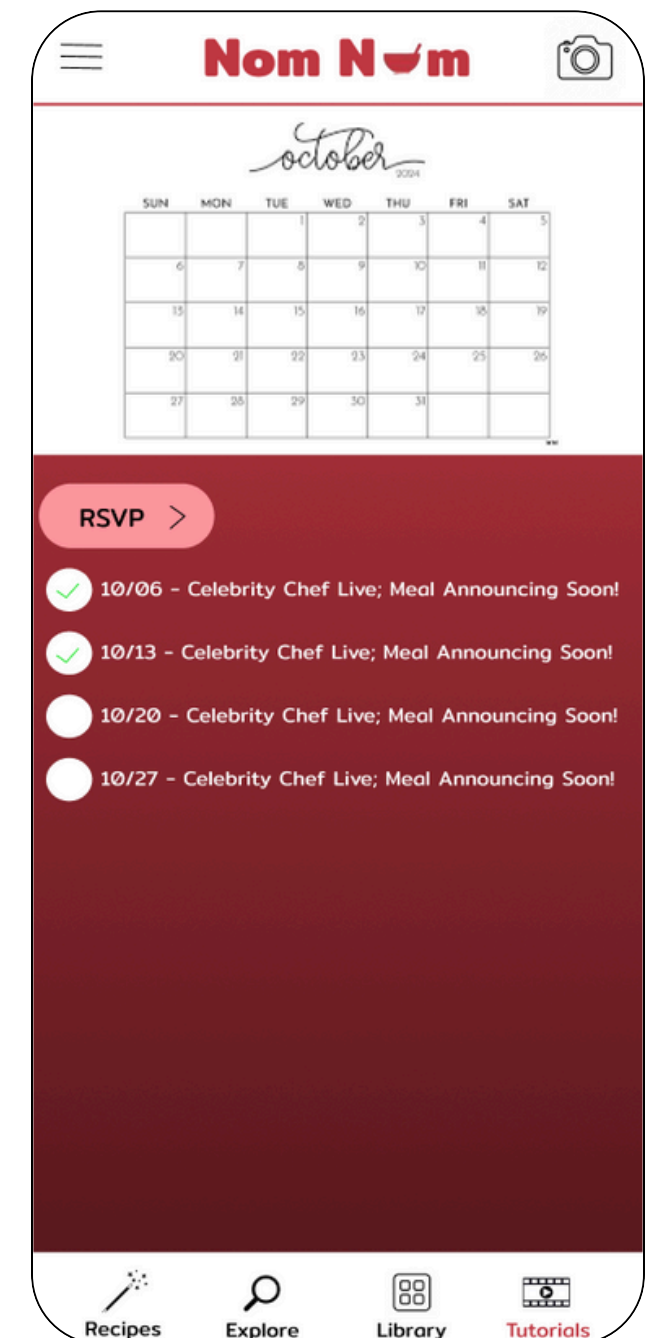
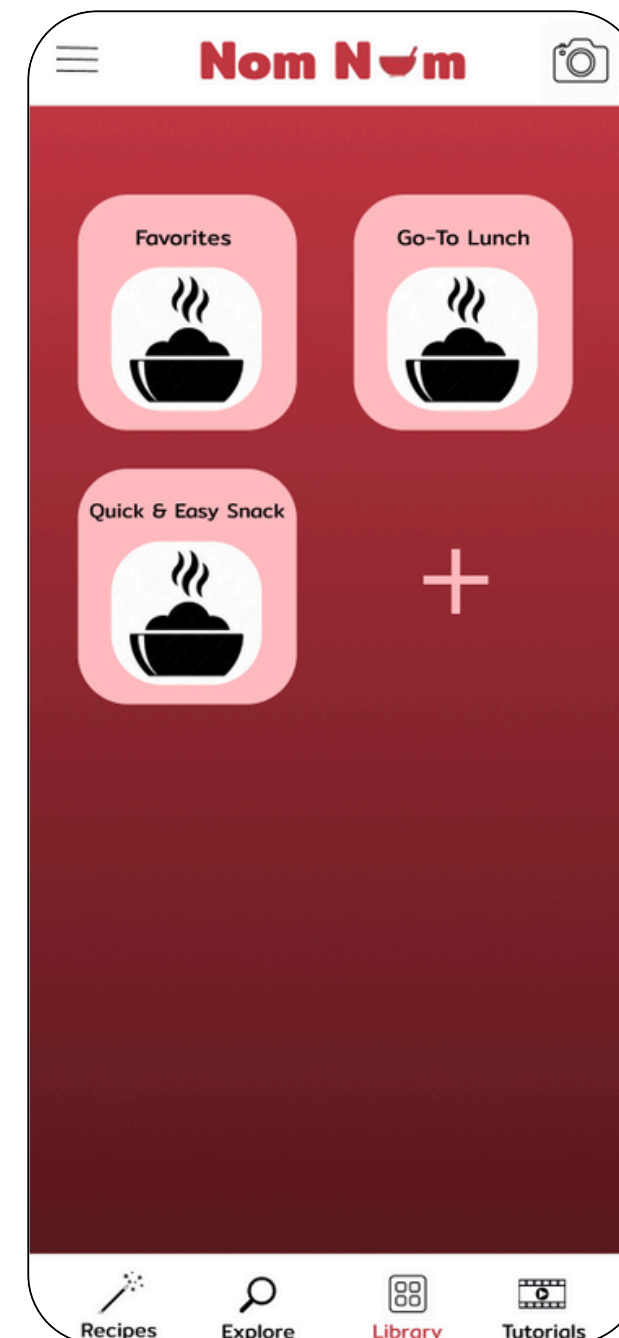
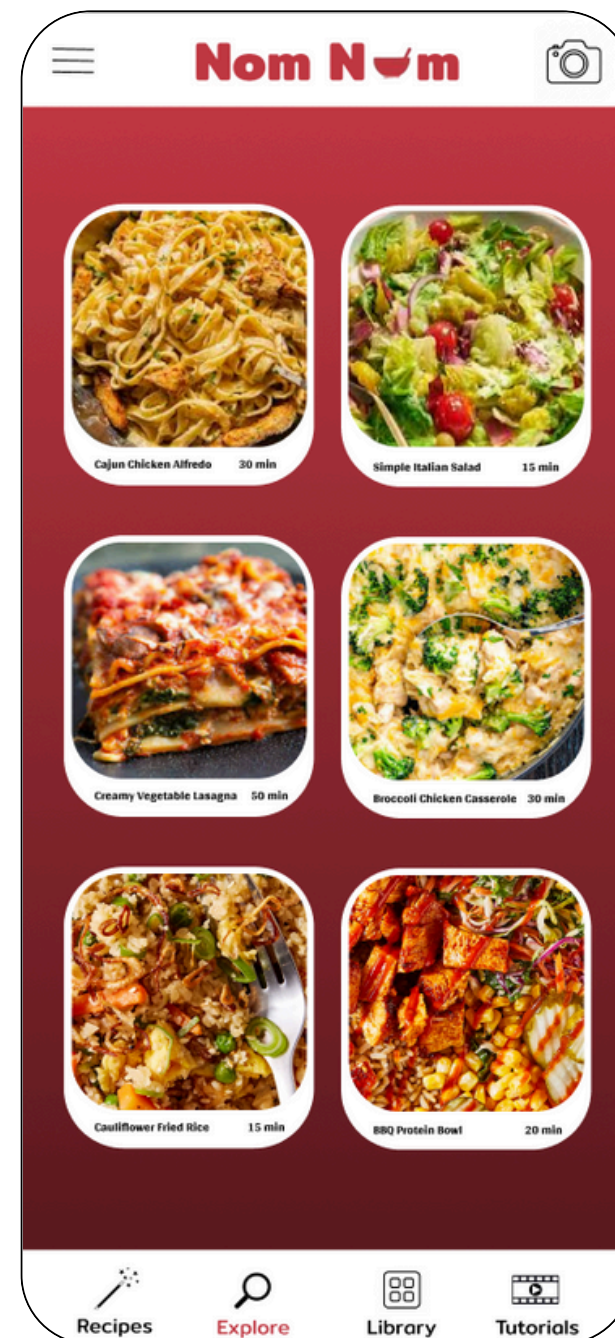
Saved Recipes

## Tutorial

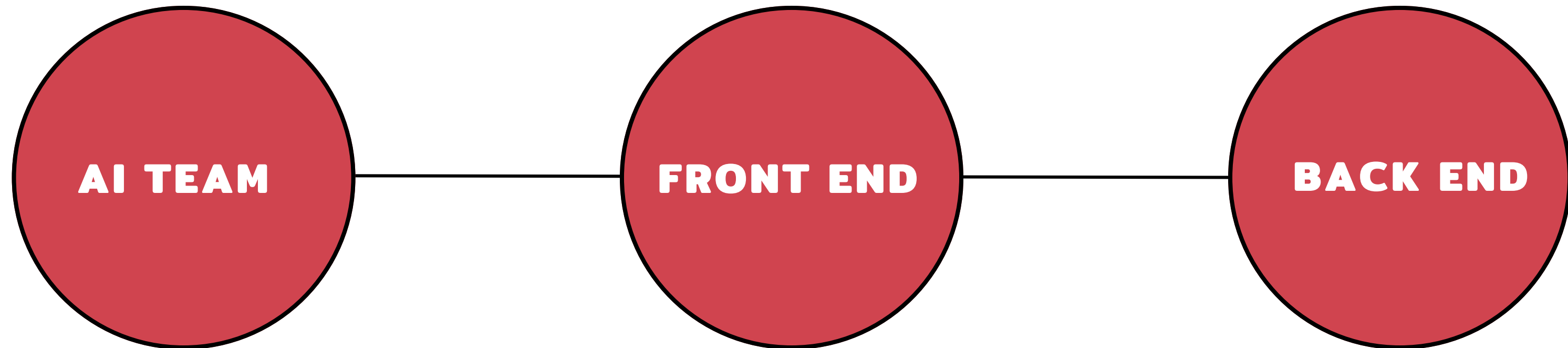
Classes

Calendar

# Features



# Teams



Trains and finetunes a  
Machine Learning model  
to accomplish recipe  
generation

Develops UI/UX Interface  
and implements design  
techniques

Develops fluid feature  
functionality and  
integrates API calls and  
links data storage to app

# Launch Plan

**NOVEMBER 2024**

- Finalize UI/UX interface with designer consultants
- Marketing - Start social media marketing on app features
- Frontend & Backend simultaneously develop

AI Team:

- Collect large training datasets for recipes and finetune different models - GPT, Google T5, BERT
- Choose the best ML model and continue finetuning

**JANUARY 2025**

- Launch on App Store and Play Store
- Implement all channels of marketing

**OCTOBER 2024**

- Acquire seed round funding

**DECEMBER 2024**

- Connect all parts - frontend, backend, AI
- Test app thoroughly for bugs and resolve issues



# Market Audience & Customer Acquisitions

"I'm a foodie at heart, but my schedule is packed. What resources are out there for finding meals that fit my busy lifestyle?"

- Young Adults (18-35)
- Urban/Suburban
- Foodie Interests
- Digitally Engaged

Word of mouth marketing

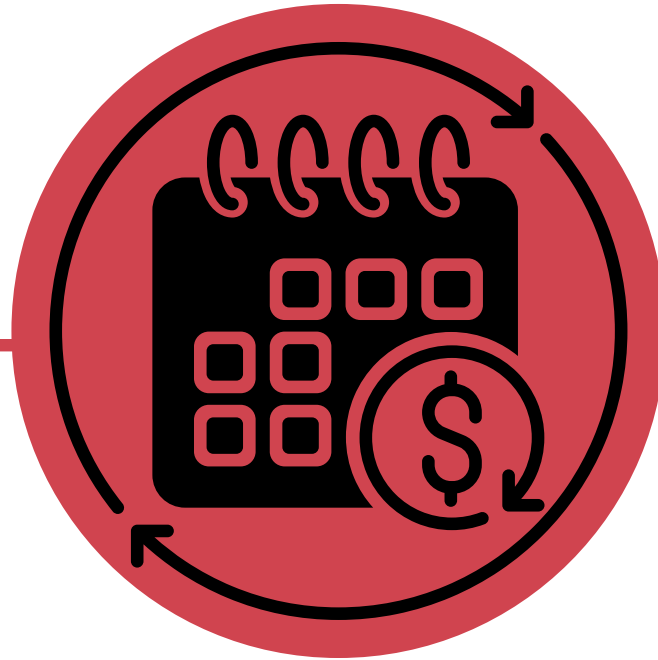
- 1.Brand Ambassadors
- 2.Campus Chef Networks
- 3.Influential Restaurants/Bakeries



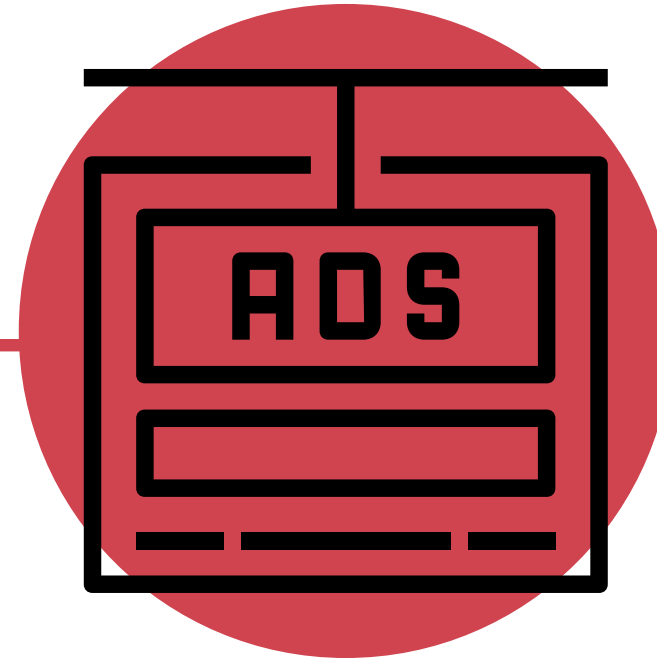
# MARKETING & SALES

1. Local focus (Texas)
2. National expansion (SEC)
3. International expansion

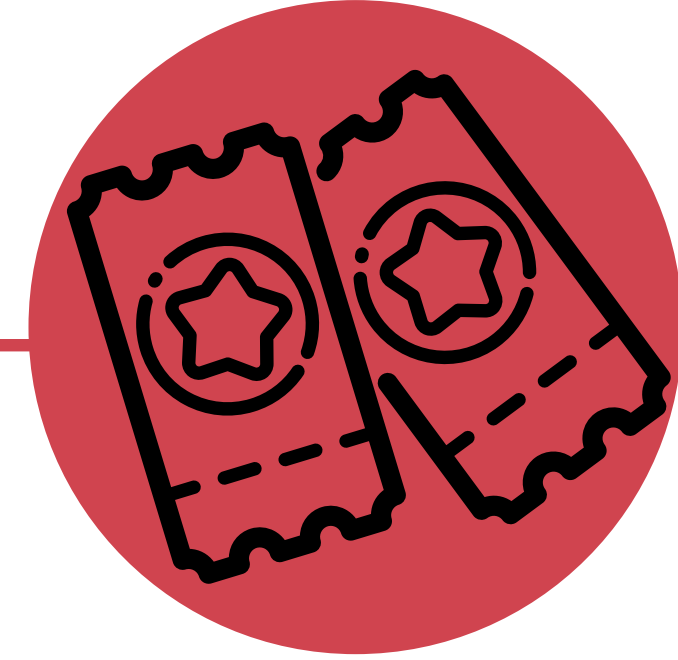
Landing Page + Website Subscription	\$36.25	Per Month
App Store Optimization	\$500.00	Per Month
SEM	\$10,000.00	Per Month
Content Marketing	\$1,500.00	Per Month
Public Relations	\$500.00	Per Month
User Acquisition Cost	\$0.45	Per New User
Marketing Intern	\$12.00	Per Hour
Marketing Full-Time Monthly Salary	\$83,197.00	Per Year
Marketing Full-Time Salary	\$6,933.08	Per Month



Subscriptions



Advertisements



Live events

# Financials

## Cost Structure

App development

Tech Maintenance

Marketing and  
General Expenses

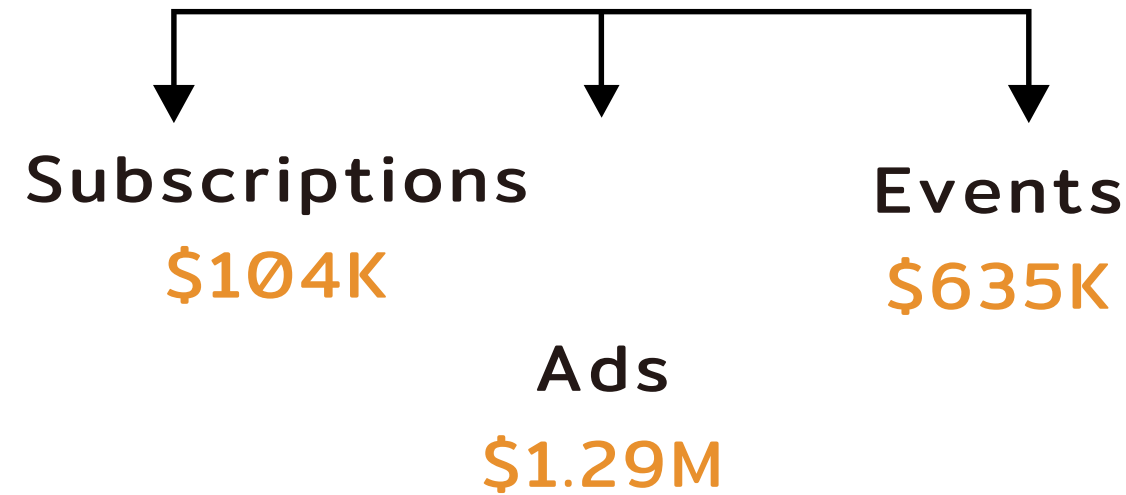


# Financials

Net Income

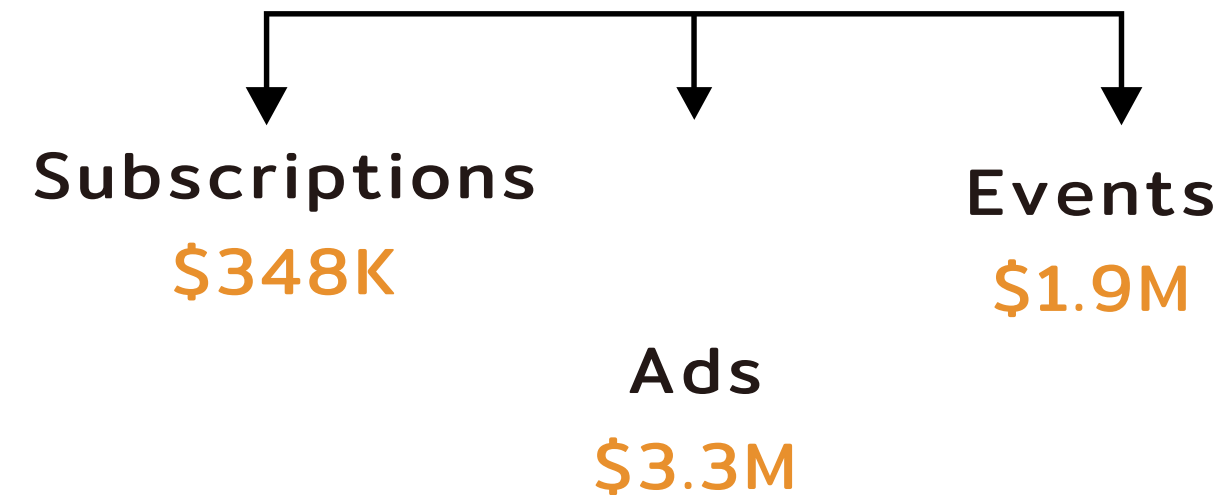
**\$611K**

Year 1



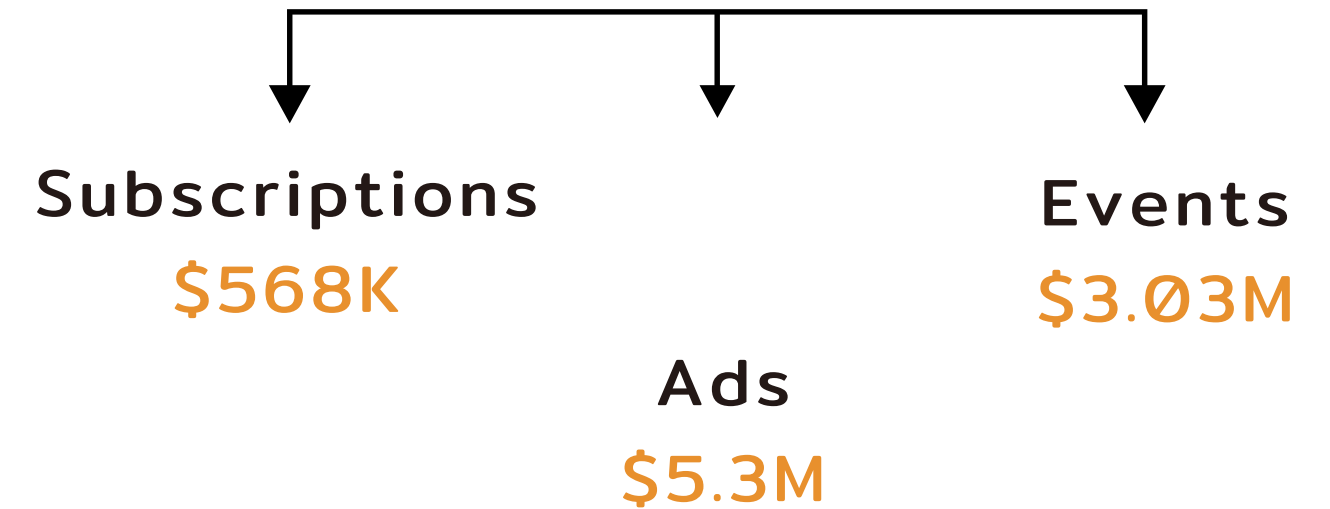
**\$2.56M**

Year 2



**\$4.04M**

Year 3



**Total Costs**  
**\$1.4M**

**Total Costs**  
**\$3M**

**Total Costs**  
**\$4.8M**

Revenue heavily depends on CPM, session time, marketing budget, and conversion rates.

# Competitor

HELLO  
FRESH



- Costly
- Limited Customization

PAPRIKA



- No Recipe Community
- Steep Learning Curve

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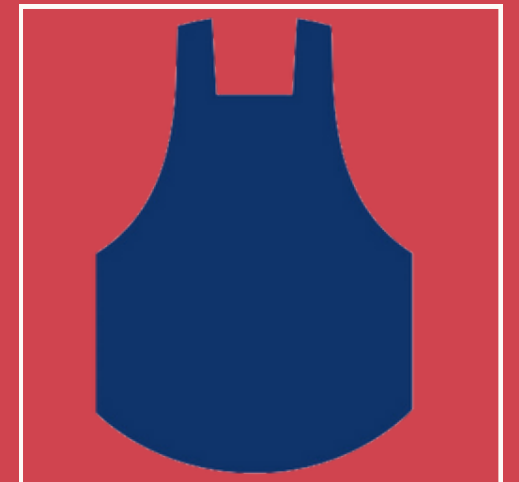
- Freemium method with discount for students
- Community driven
- Tinder-interface
- Personalized and integrated ads
- Community driven recipes

YUMMLY



- Overwhelming Random Amount of Ads
- Confusing Interface

BLUE  
APRON



- Limited Variety
- Major Food Waste





**Wellsley Moore**

**CEO**

Culinary Industry Experience



**Sophia Castaneda**

**COO**

Documents, schedules, and organizes everything in our team naturally, background in Chemical Engineering



**Marilia Gabr De Melo Silva**

**CFO**

McKinsey & Co. Intern with a background in international business



**Anshu Siripurapu**

**CTO**

Previously made several apps and has a background in Computer Science



**Trey Carrillo**

**CMO**

Master of Science in Marketing



**Doreen Otaru**

**CBO**

Experience as a marketing intern, with a background in Film and Advertising.

# **INVESTMENT**

**Ask - > \$600,000**

**For the first 7 Months**