

myTable
a better way to eat

Investment Proposal

Pre-Seed Fundraising Round — July 2020



A top-down view of a person sitting at a white table, eating. There are two plates of food, one with a fork and knife. A potted plant is in the background. The text is overlaid on the image.

IN-HOME DINING IS NOW THE PREFERRED WAY TO EAT

#theshift

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PEOPLE ARE EXPERIENCING FOOD DIFFERENTLY.

Restaurants &
Out-of-Home Dining
1990s



Food Delivery
Services
2000s



Meal-Kit Delivery
Services
2010s



Holistic In-Home
Dining Solutions
Today

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CAUSING MASSIVE SHIFTS IN THE MARKET.

\$76B
Annual Meal
Delivery Revenues

60%
Of US Consumers order
delivery/takeout once a
week

\$863B
Annual Restaurant
Revenues

40%
Meal-Kits YoY
increase in growth

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WHAT IS THE COMMONALITY?

CONSUMERS WANT ENRICHING DINING
EXPERIENCES FROM THE COMFORT OF THEIR OWN
HOME.

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A woman with long dark hair, wearing a black t-shirt, and a man with short dark hair, wearing a white t-shirt, are in a kitchen. They are both smiling and looking at each other. The woman is holding a red pepper mill. The kitchen has stainless steel shelves, a wooden countertop, and various kitchen items like a bowl of lemons, a pepper mill, and some dishes. A large green plant is visible in the background.

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A DIGITAL MARKETPLACE ALLOWING USERS TO
CONNECT DIRECTLY WITH AND HIRE A
PROFESSIONAL CHEF FOR DELICIOUS IN-HOME
MEALS.

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IN-HOME CHEF SERVICES

MEETING A VARIETY OF NEEDS.



01

MEAL PREP

Hire a Chef to prep meals for the week if you lack the time to cook every night or are just tired of cooking the same things every night.



02

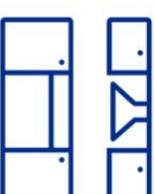
DINNER EXPERIENCES

Control the ingredients your chef uses to create unforgettable restaurant-quality dining experiences in the privacy of your own home.

04

COOKING CLASS

Experience the history and knowledge of your favorite food through an interactive in-home cooking class.



03

CATERED EVENT

Find an experienced caterer for your next important event such as weddings or corporate parties.

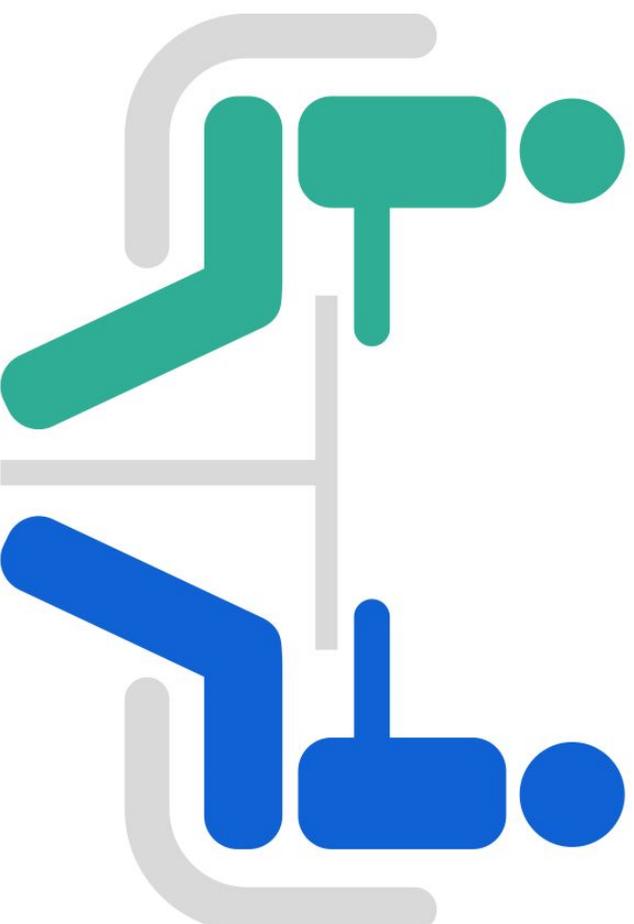


COMPETITIVE ANALYSIS

In-Home Chef Experiences

COMPANY FEATURES	MyTable	CozyMeal	Table at Home
State of the art mobile and web platforms.	✓	✗	✗
Service variety for customer selection.	✓	✓	✓
Peer-to-Peer Direct Booking	✓	✓	✗
Diner to Chef Communication (Pre-Booking)	✓	✗	✓
Everyday Affordability & Usability	✓	✗	✗
Chef Favorable Commission Structure	✓	✗	✗

Competitive Analysis



MyTable:

1. Flexible prices as low as \$20/hour
2. No sales tax
3. No price markups



MyTable: 3-course steak dinner for 2

Chef Cost: \$100.00
Ingredients: \$30.00
Wine: \$25.00
Tip: \$15.00
Total Cost: \$170.00



Restaurant: 3-course steak dinner for 2

Meal Cost: \$120.85
Wine: \$75.00
Tax: \$19.58
Tip: \$30.00
Total Cost: \$245.43

Restaurants

1. Fixed per person cost
2. Significant markups
3. Variable sales tax and fees

“MyTable has the potential to be something great – almost the natural next step to services like Butcher Box, Blue Apron, etc.”

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Three Pronged Revenue Model

Commission on Transactions

1. 15% commission
2. Avg. \$21 per order (MyTable earnings)
3. Users do business on our behalf

Chef Subscription Packages

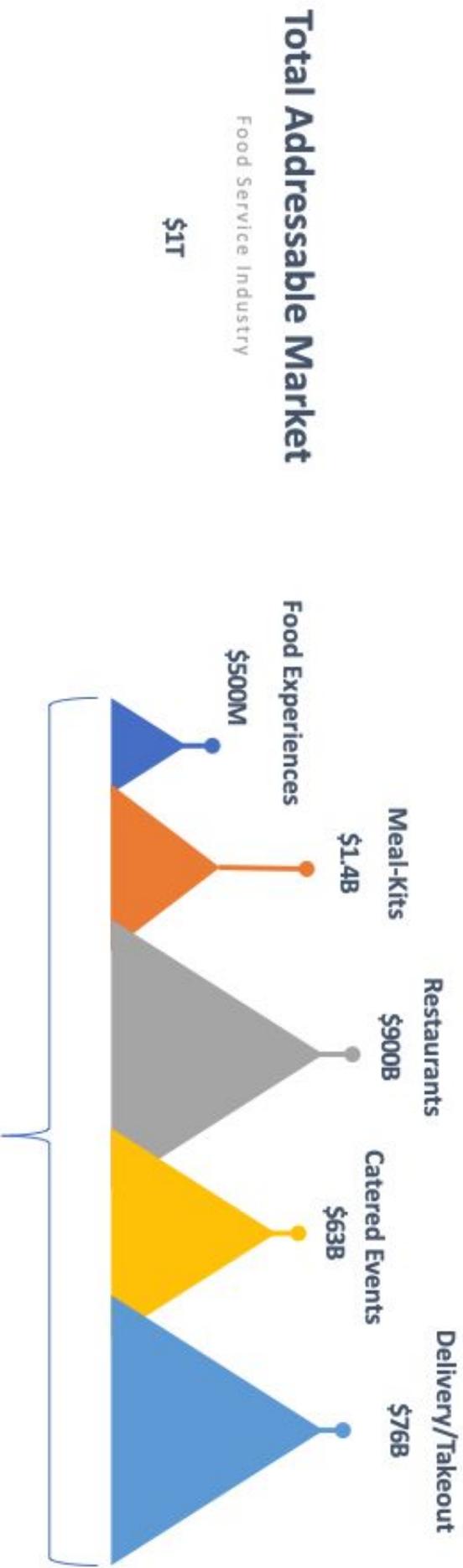
1. Paid subscription model
2. Chef Dashboard, Market Analysis & Forecasting, Growth Support

Corporate Partnerships

1. "Open Marketplace" allows for continuous brand involvement
2. Leverage Alternative Brands for Marketplace Value-Adds

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General Market Assumptions



Total Addressable Market

Food Service Industry

\$1T

SERVICE OBTAINABLE MARKET

Food Service Industry

\$100B





100
Completed Orders

2K

Total Chef Applicants



80%
Retention Rate

User BETA Program

1. 6-month timeframe (June – December 2019)
2. No marketing or ad spend allowed
3. Serviced only in operating markets of NYC, Boston, and Fairfield County, CT

Goal: To clearly understand the need of our users in order to implement platform and company improvements needed for scale.

Key Notes



\$5K+ in billings



Service & Use Case Variety



Majority became repeat customers



User Concept Validation



Scalability in progress

The MyTable Executive Team



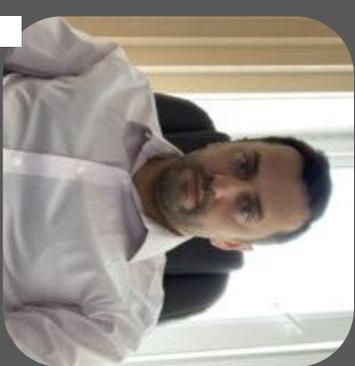
Matt Kelly
Founder & CEO

Strong and dedicated leader with knowledge and experience in research, market analytics, customer experience, and sales.



Bryon Cail
CFO

Seasoned veteran in the start-up industry spear-heading multiple acquisitions and successful exits from roles held as CFO/COO.



Igor Nikolaev
CTO

Technology professional with extensive experience in mobile and web development. Also Founding Partner of a full-stack development agency.

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