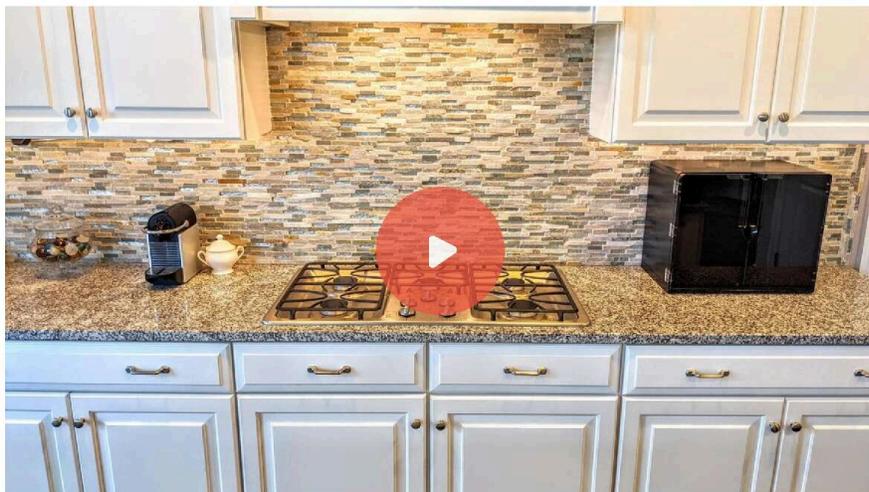


A kitchen robot and AI that allows hands-off, remote, freezer-to-oven cooking



[stop.cooking](#) Sykesville MD    

[Technology](#) [Food](#) [Hardware](#) [Cooking](#) [Artificial Intelligence](#)

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Highlights

- 1 Eating out is 325% more expensive than eating a premade meal at home.
- 2 Using SueChef twice a week instead of eating out could save consumers over \$500 a year!
- 3 Strong consumer demand as demonstrated by consumer surveys of over 550 individuals.
- 4 Our business model provides reoccurring revenue and isn't solely based on the one time product sale.
- 5 FoodTech Automation adoption has accelerated due to COVID and we're set to launch and grow quickly.
- 6 Works within the existing food ecosystem to provide food companies new market opportunities.

Our Team



Maxwell Wieder CEO and Co-Founder

Max is a systems engineer working on space systems as a contractor to NASA. His experience with system design and cross organizational communications and interactions provides a unique skill set of managing people and system design that is critical.

We started this company because we really want a SueChef in our homes. We keep fighting not only because we want a SueChef, but because we think the rest of the world will want one too (and our consumer research supports that).



Eddie Holzinger CTO and Co-Founder

Eddie works on government communication systems with a focus on secure mobility.



He has a passion for problem solving and creating resilient secure networking solutions for his customers. He strives to ensure that SueChef user data remains private.



Clayton James Consultant

Clayton has been involved in the growth and development of many companies across multiple verticals over the last 10 years. He was the founder of Lyra where he installed operations in 8 states in a year. His support will help CICI grow and flourish.



Scott D Waterfall Mechanical Engineering Contractor

I am a Mechanical Designer/Machinist with over 40 years experience ranging from photographic, medical, Gov't contracting, etc.



Guy Roberts Electrical Engineering Contractor

Guy has extensive experience in electronic design at the board and system level. His most recent position was with Zebra Technologies where he developed RFID products for industrial and retail applications.

Pitch



17 days a year: an average person's* time spent on meal preparation. That's time that we don't have. Our options?

- Eat out – too expensive
- The microwave – low quality
- Skip meals - not an option

Every alternative at-home cooking solution requires the user to physically be present at some stage of food prep.

The Problem

*making over \$75k a year

Detailed Problem





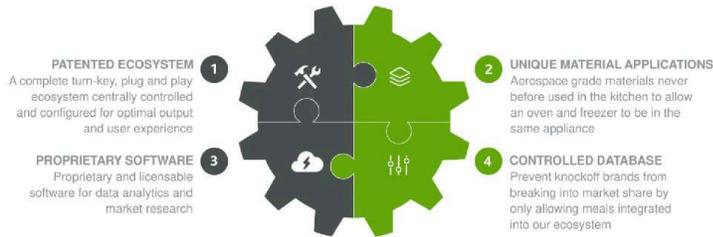
The Solution: Automated Keurig of Food

SUECHEF, a patented kitchen robot with an AI named Sue, stores multiple premade meals in a freezer and autonomously puts them in the oven without human participation.

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The Secret Sauce: A Proprietary Platform



A video of SueChef in action can be found here:

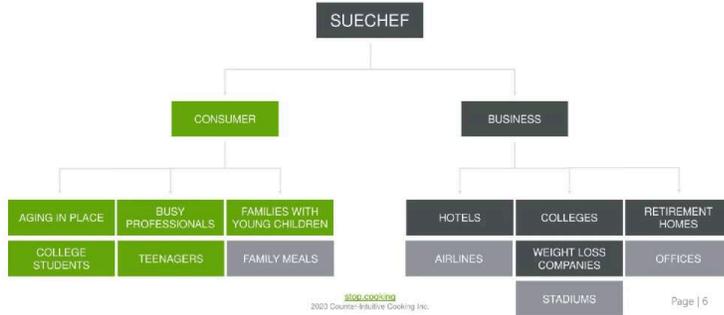
<https://Stop.Cooking/watch>

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Future SueChef versions

Use Cases



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Market: The Busy Professional



Additional Income: Data sales B2B, professional consulting services for conducting market research

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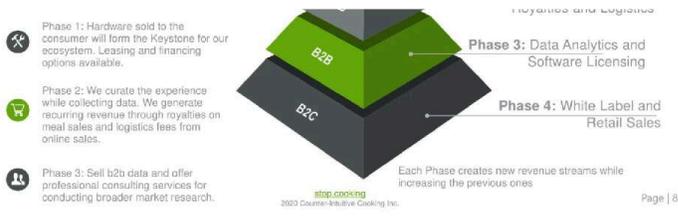
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Our Business Model: A Phased Approach

Multiple Sources of Income

Software-enabled hardware company using in-home smart hardware to provide convenience for the consumer. Data collected can be used to help guide food companies on targeted marketing and consumer trends.





SueChef Survey Results



Source: Data was collected from the following survey link on survey monkey with an N=165: <https://www.surveymonkey.com/r/55DT56K>

Marketing and Sales

Current SueChef

SueChef V1
Singles/Senior Citizens/Students
Makes one large meal at a time. Could be used for a date.



Future SueChefs

SueChef V2&3
Couples/Families
Makes multiple meals at a time. Makes larger meals big enough for a family.

Office SueChef Breakrooms
Pay and order your meal from your desk, get a notification when its ready, and go to the breakroom to pick it up.

Sales Team

Direct to Consumer
A team dedicated to social media marketing and direct sales.

Commercial Team
Retail and white label sale oriented. Will also focus on Hotel, University, and Weight Loss company sales.

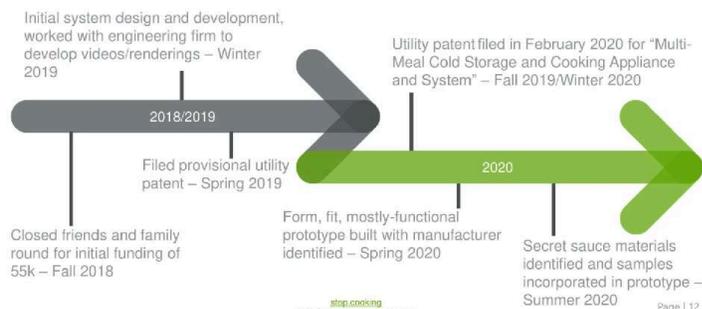
Software Sales
Sales force focused on software licensing and consumer data sales to name brand 3rd party food companies.

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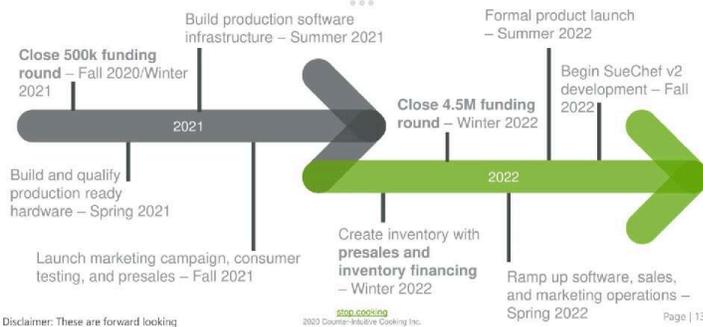
Why SueChef

Features	SUECHEF	TOVULO	June	MELLOW	Suvie
REMOTE ROBOTIC COOKING	✓	✗	✗	✓	✓
No food prep or cleanup	✓	✓	✗	✗	✗
Meal options on-the-fly	✓	✗	✗	✗	✗
Familiar 3rd-party brand food	✓	✓	✗	✗	✗
No subscription	✓	✗	✓	✓	✓
AI enhanced experience	✓	✗	✓	✗	✗
Long-term cold storage	✓	✗	✗	✗	✗

Current Status



Use of Funds



Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales	0	2,548	24,624	95,911	100,079
Active Users	0	2,384	22,408	69,924	127,937
Avg. Meals per User per Month	6	6	6	6.5	6.5
Total Revenue	\$-	\$1,349,481	\$16,772,447	\$57,477,901	\$105,413,507
Gross Margin	0.00%	12.61%	33.53%	44.87%	44.25%
EBITDA	\$(471,350)	\$(3,208,357)	\$(778,711)	\$9,951,066	\$24,785,417
EBITDA Margin	0.00%	-237.75%	-4.64%	17.31%	23.51%

According to our financial projection, we will reach monthly profitability (GAAP) prior to end of year 3 and annual profitability by year 4. Our first 18 months will draw on capital prior to product launch. Total of 194K units sold by the end of year 5.

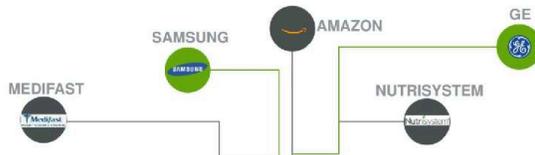
Disclaimer: These are forward looking projections and are not guaranteed

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Exit Strategy – Merger or Acquisition

Potential acquisition companies include, but are not limited to:



Company	Price	Revenues	P/S Ratio	Year	Acquirer
BRAVA Oven	Undisclosed	5,000 customers	-	2019	Middleby
Yummly	\$100M+	~\$10M	10x ++	2017	Whirlpool
Home Chef	\$700M	\$250M	2.8x	2018	Kroger
Anova	\$250M	\$31M	8.1x	2017	Electrolux
Whisk	Undisclosed	~\$8M	-	2019	Samsung

Experienced Management Team

MAXWELL WIEDER

CEO
Hardware and Systems Engineer. Works on rockets for NASA and dreams of space age autonomous cooking.



EDWARD HOLZINGER

CTO
Software and Cyber Security Engineer. Works on secure mobile phones and dreams of making a meal with one.



CLAYTON JAMES

CFO
Business and Finance. Works on multiple start-ups and dreams of never cooking again with SueChef.



JOE WHITE

ADVISOR - TECHNOLOGY
SVP and GM, Zebra Technologies (ZBRA)



ALISON BODOR

ADVISOR - FOOD
President & CEO, American Frozen Food Institute



PHIL GARFINKLE

ADVISOR - MANUFACTURING
CEO and President, NewSight: Reality
Venture Advisor, Gabriel VP



Our management team has a combined 6 degrees from Johns Hopkins University

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Our advisors have decades of experience across our multiple verticals

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In Summary

What Makes SueChef a Winner?

- 1 SueChef reduces the amount of time people spend on meal preparation by removing them
- 2 SueChef provides dine out quality and on-the-fly meal optionality of take out at the
- 3 SueChef has a built in freezer so that meals don't need to be decided ahead of time



from the equation by cooking remotely



4

SueChef allows meal companies to get detailed consumption data passively and much cheaper than they currently can

price of eating in



5

SueChef automatically tracks macronutrients allowing people to finally track diet and exercise entirely autonomously



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