

A mobile app that helps people cook using food they only have on hand.



whatz2eat.com Palm Desert CA  

Female Founder Consumer Goods B2C Mobile Apps Food Tech

LEAD INVESTOR



Stephanie Minor

I invested in Whatz2Eat because of their ambitious mission to help people around the world create better meals for the people they love and share life with. The app provides a solution to a problem that so many people face every day —What should we eat? The company has a strong monetization plan to produce scalable, recurring, and diversified revenue streams from day one. Not only that, the app saves time, stress, and food waste. It is a product that could be a go-to tool for millions of people.

Invested \$20,000 this round & \$5,000 previously

Highlights

- 1 🌟 Millennial + Gen Z tech Beta testers - 93% said they would use the app daily.
- 2 ✅ Dataset consists of 1M+ verified recipes already.
- 3 🌐 Virtual Cloud Pantry with real time inventory updates.
- 4 "Food Image to Recipe" tech is 99% accurate with thousands of ingredients.
- 5 😊 Founder has over twenty years experience in the food industry.
- 6 64% of Millennials + Gen Z use smartphones while cooking and want to become better cooks.
- 7 📺 As seen on ABC, CNBC, CBS, Fox News & Market Watch.

Our Team



Richard DeRose Founder, CEO

Rich is continuing his entrepreneurial journey to bring to market and establish Whatz2Eat as a market leader. Has built and scaled two compliance companies and a nonprofit organization. Decorated U.S. Navy Veteran, Published Author and closet chef.



Deirdre DeRose President, Co-Founder

20+ years in the food industry with experience in food product engineering, sales & distribution and sound knowledge of food markets, industry trends and demographics. Affiliate companies include Vanlaw Foods & La Salsa Industries.



Juan Guzman Chief Technology Officer

Talented designer & software engineer responsible for our full tech stack and delivering a superior UI, UX experience while managing a team of 18+ developers. Successfully designed and built 25 products in multiple industries.



Steve Aust Chief Strategy Officer

Steve has 30 years of solid business experience. He has raised over \$100M in Venture Capital for companies such as Home Shopping Network, Vision Quest, 2Extreme Sports. Ranked Top 100 Networkers for 12 years running with over 250K Distributors.



Dr. Sarabjot Singh Anand Chief Data Scientist

Sarabjot specializes in data mining and developing technology algorithms in areas such as recommender systems, diver monitoring, cross & upselling products in retail and churn predictions. He has published 90 Academic papers on data mining.



Joe Hipple Lead Investor Relations

CEO/Founder of F.E.A. Strategies Group, assisting company's in evaluating ideas, strategic planning, funding and launching operations. Joe has raised over \$380M for startups and mid-size companies.



Noah Gresham Director of Technology

As an entrepreneur, Noah has been building businesses for 25+ years, concentrating on disruptive technologies and business models using enriched Data Insights, Artificial Intelligence, Block Chain and Data Science.

Whatz2Eat... Where Food Meets Tech





Kitchen Chaos Is A Real Problem.

Let's quantify the issue a bit:

- Three out of five Americans say whatever foods are in the refrigerator & pantry will determine what's for dinner.
- On average, households have 135 food items in the kitchen.
- The average person only knows how to cook five different meals or less.
- 58% of Americans say they cook between 3-6 days a week. (That's a lot of repeat dinners).
- We spend, on average, 75 minutes searching the web for meal ideas, trying to decide what to cook.



Our product is a pain killer, not just a vitamin!





Today's culinary challenges demand new solutions.

With time at a premium and the ever-increasing price of food items, consumers are looking for new tools that can help them manage grocery lists and food budgets and to better utilize their ingredients more efficiently to prevent food waste and stretch their dollars further.

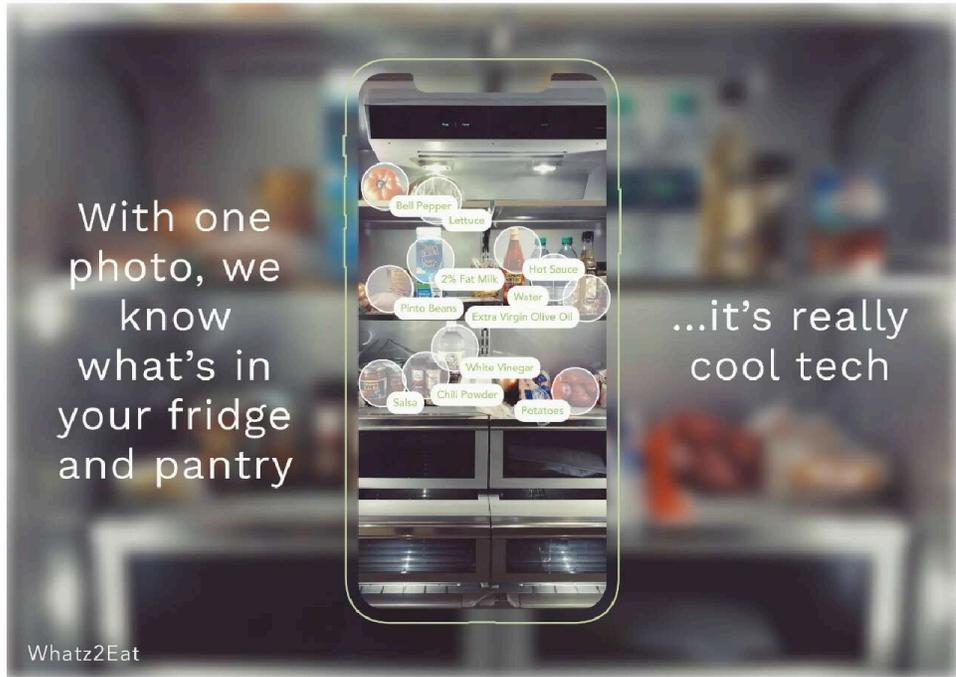
Here's how the app works:

1. Meal time! You tap into the app.



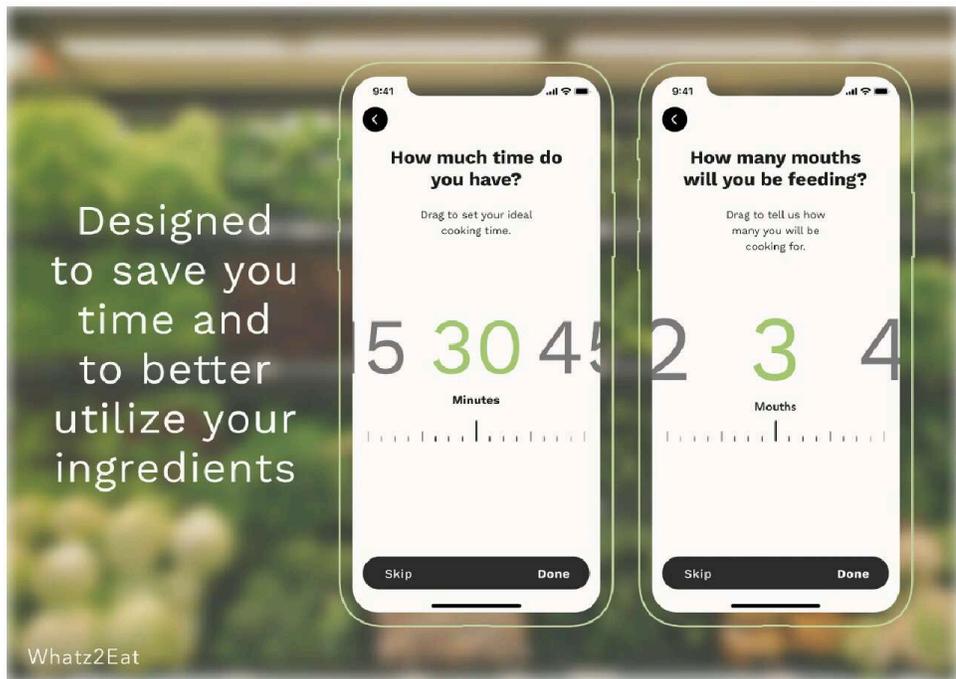


2. You scan or take a snapshot of your fridge & pantry.



3. You choose your meal specs.

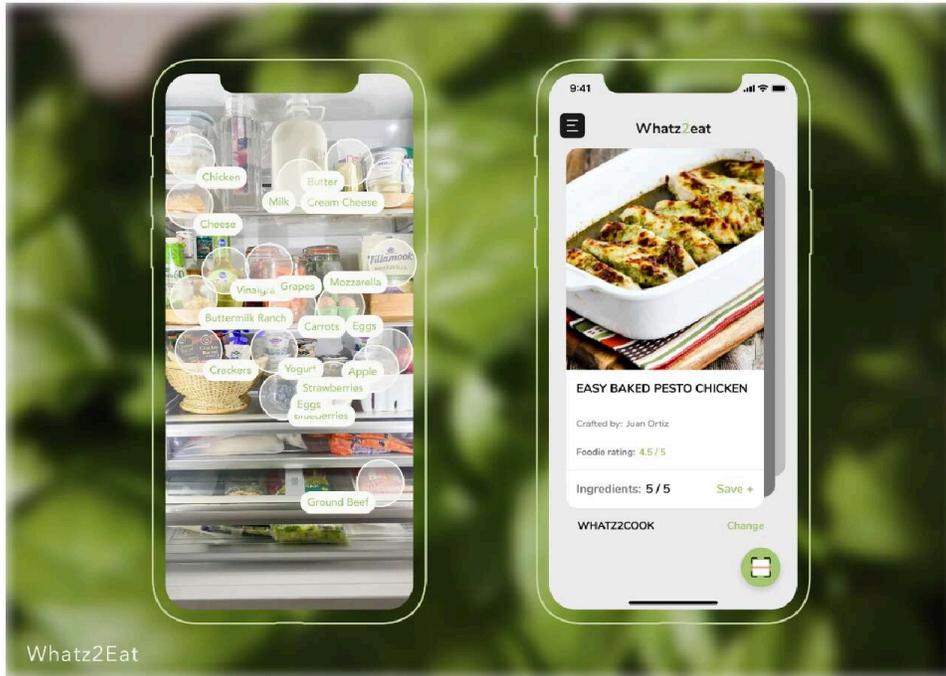
Tinder-style screens so you can simply swipe left or swipe right to indicate when you need to eat and how many guests will be joining you.



4. Time to cook.

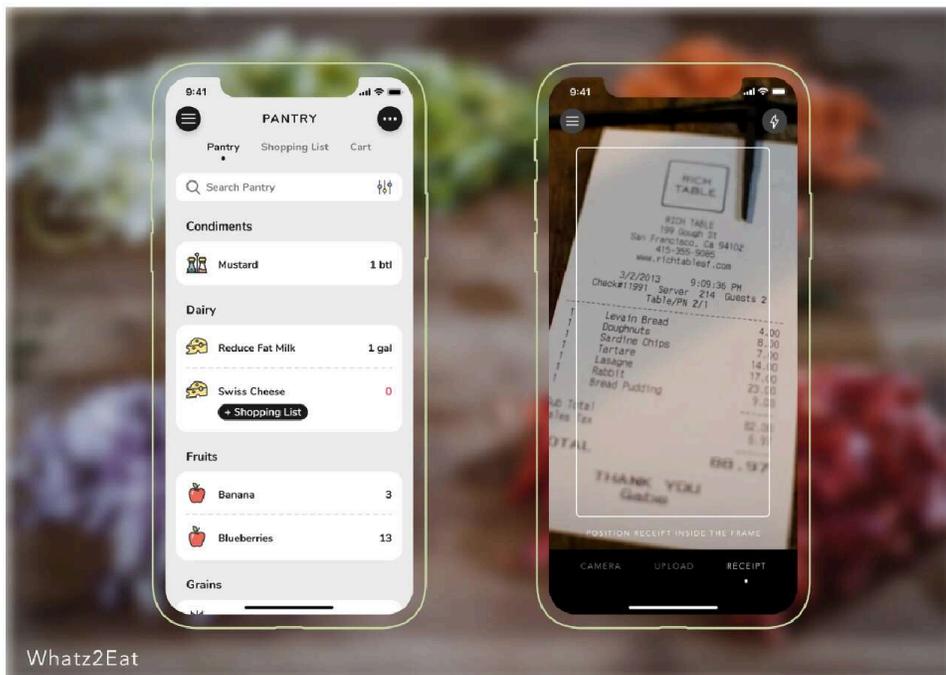
We'll curate five meal ideas at a time for you to choose from while assuring you have all the

ingredients to make it. These suggestions will get even more tailored to your taste buds the more you use the app.



5. Maintain your Virtual Cloud Pantry.

Users can keep a running inventory of their ingredients by storing them in their own personal, virtual (cloud) pantry. The Whatz2Eat app can also update your food inventory list automatically with a simple scan of your grocery receipt.



6. Snag any missing ingredients.

Missing ingredients? No problem; we leverage the competitive landscape of delivery services and grocery stores, so you have choices - putting the buying power back in your control. We enable access to multiple shopping and delivery options right from the app.

SHOP & DELIVERY OPTIONS

IN ONE APP

Our Target Users

The Whatz2Eat App is uniquely geared towards helping home cooks to culinary professionals seamlessly make delicious meals with no guesswork and little human interaction.

Solutions For All Levels Of Cooking

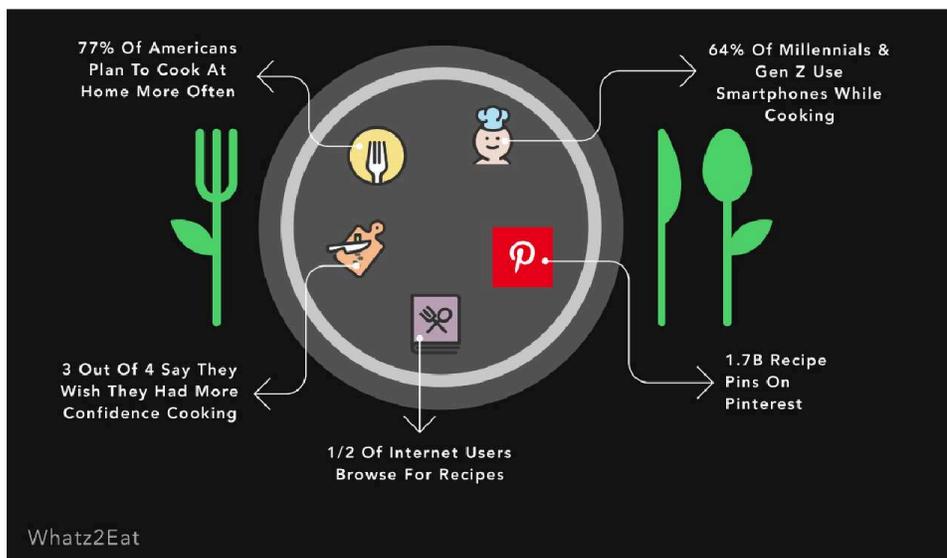
- Time-strapped parents who need food on the table now
- College students who want to use their limited food items efficiently
- Fitness fanatics who demand healthier diets and track nutritional values
- Aspiring cooks who want to gain knowledge and improve their culinary skills
- Culinary professionals who want a platform they can share their creations with

Whatz2Eat

Why Now?

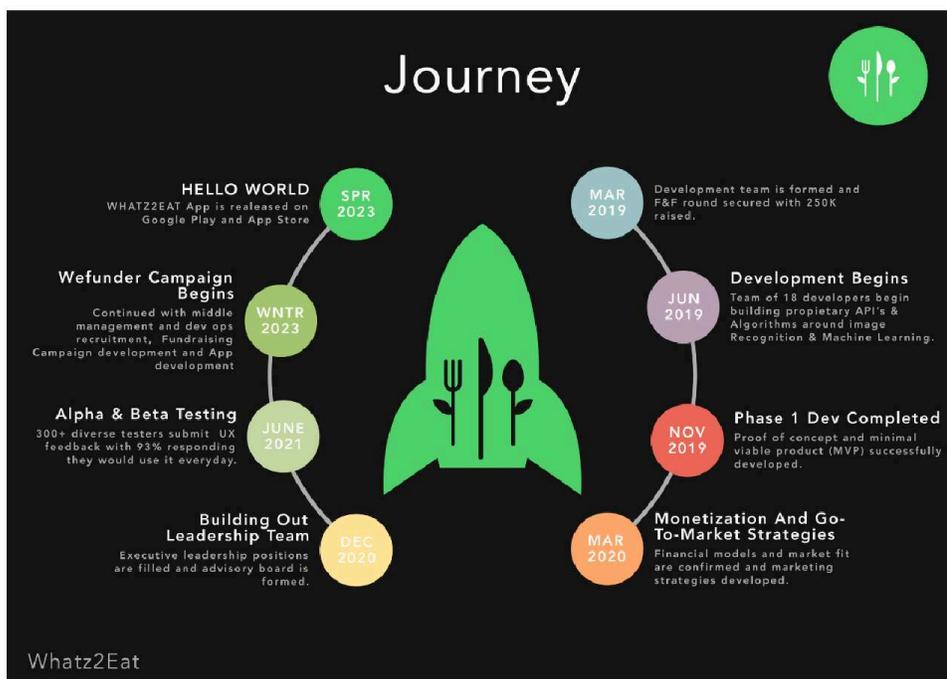
Today, 7 of 10 adults are accessing food content online an average of 3X a week, and three-fourths of these cooks are using the phones and ipads in the kitchen. We recognize that by leveraging the power of smart technologies like our phones and tablets, we can put an exceptional tool into millions of hands.

Why Now



Key Milestones

Our team of Data Scientists and Engineers built our first prototype ready for testing in five months from scratch.



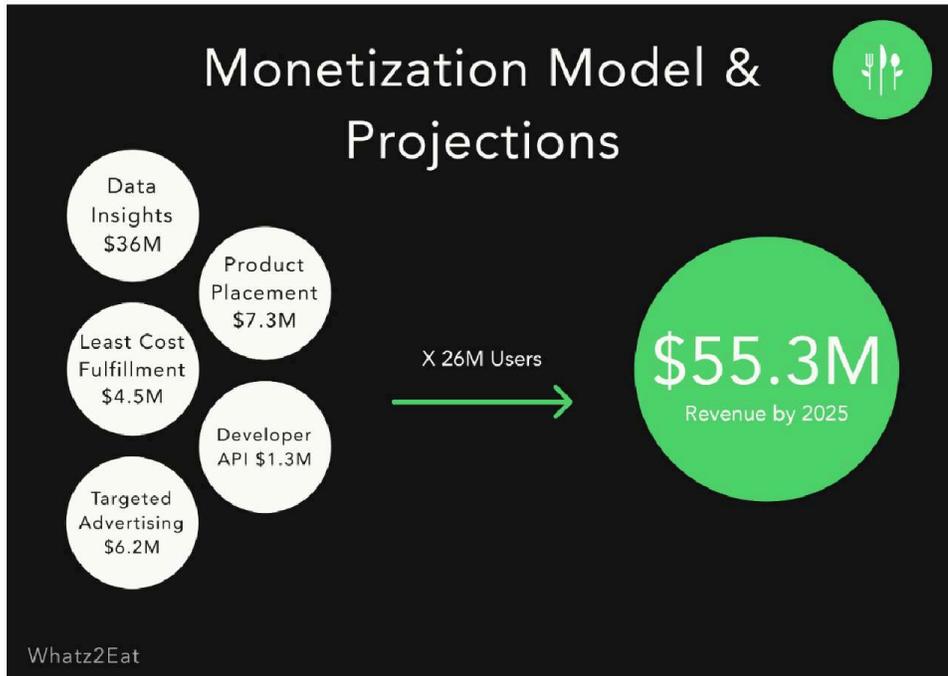
Our Business Model

We have a modern-tech leveraged business model with strong monetization strategies and a clear, aggressive roadmap to profitability. We believe our revenue models will yield major returns for our investors with opportunities in:

- Paid Product Placement
- Least Cost Fulfillment
- Grocery Ordering
- Delivery Services

- Sponsored Video Content
- Data Insights
- Freemium Subscription Model

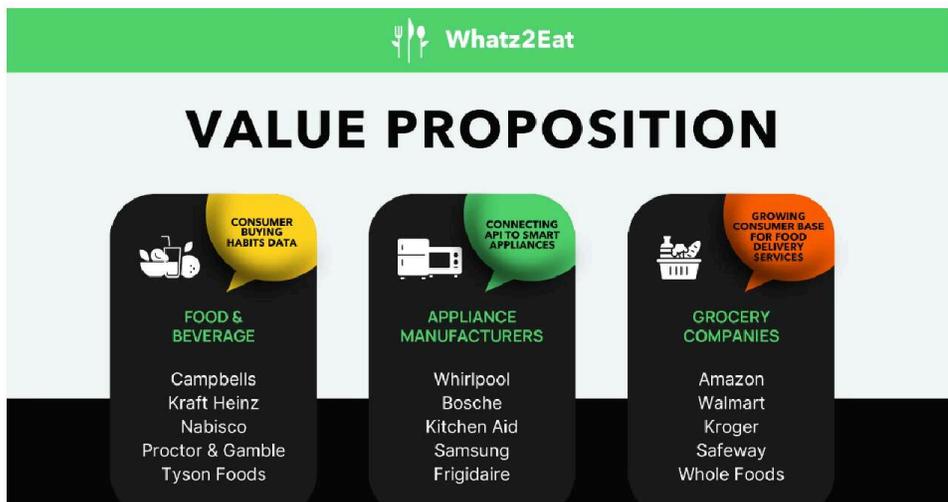
We leverage protected Intellectual Property (IP) consisting of proprietary algorithms and APIs documented and structured around Artificial Intelligence (AI), Augment Reality (AR), Machine Learning, Natural & Conversational language, and Image Recognition. We'll have scalable, recurring, and diversified revenue streams from day one. Monetization strategies built around internal and external strategic platforms designed to maximize revenue from our targeted demographics.



Forward looking projections cannot be guaranteed.

Our Value Proposition

We have identified multiple growth pathways that could result in significant ROI for our investment partners, given our growth projections and financial modeling.



DRIVING BRAND AWARENESS AND LOYALTY WITH NEW GENERATIONS

Meet the Founders

We are a husband and wife duo who set out on this venture out of our own kitchen experiences. We knew that we were far from alone in lacking the culinary confidence and skills to match and use the ingredients in our own kitchen. Making a meal decision is a daily struggle - especially for those that can't cook. Our goal is for Whatz2Eat to become a no-brainer kitchen essential, providing users with a solution to kitchen chaos.



Experienced, Growth Focused Leaders

Our C-Level team consists of high-level marketing and business development execs complimented by web/app engineers, designers, and data scientists with extensive experience in managing complex tech projects with corporate brands worldwide.

Meet the Team



Richard DeRose
CoFounder, CEO
...
25 Years Corporate Leadership



Dede Callanan
CoFounder, Business Dev.
...
20 Years Food & Beverage Industry



Juan Guzman
CoFounder, CTO
...
10 Years Successfully Launching 25+ Products



Noah Gresham
CEO Tatra Data
...
Whatz2eat Advisor



Dr. Sarabjot Singh
Leading Data Scientist
...
Whatz2eat Advisor



Steve Aust
Chief Strategy Officer
...
Whatz2eat Advisor

Whatz2Eat

Join us!

Whatz2Eat is the next stage in how people access, choose, and cook delicious meals without any guesswork. We have the team, the solution, a beautiful product, and soon - the traction. If you are as hungry as we are to help people around the world create better meals for the people they love and share life with, join us.

From one simple scan of your refrigerator, freezer, and pantry...

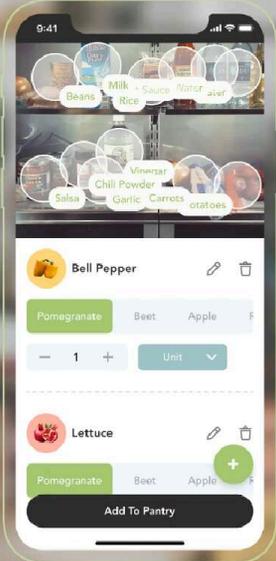
We know what you have

•

We know what you can create

•

Your own personal kitchen assistant



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