

A platform for novice cooks & professional chefs to show their cooking skills

PITCH VIDEO INVESTOR PANEL



khal.com Jersey City NJ

Entertainment Software Food Technology Restaurant

LEAD INVESTOR



Govinda RANGARAJAN Entrepreneur and travel enthusiast

I believe that Khal has a great potential for growing very fast. Also I put a lot of trust in Samir Tendulkar's instinct and ability to make this project very successful. Also I know about his other projects which he had executed very well in the past. The cooking world needs Khal. Currently there is no platform where people who love to cook can have a dedicated cooking profile. I believe KHAL is solving that idea beautifully. I am most impressed by Khal's organic growth so far and the high engagement rates. I see a future where every chef or wannabe chef or cooking lover has a Khal profile.

Invested \$2,100 this round

Highlights

- 1 As of 10/26/2021 Khal has 157,945 users | 86,665 recipes
- 2 Cooking world needs an online community. We are a social network & professional network for cooks.
- 3 Professional Chefs can add their Khal.com profile to their bio when they apply for a job.
- 4 Cooking enthusiasts can add their Khal.com profile to their Social Network / Dating pages.
- 5 Khal.com has the best team. made up of top culinary experts, top media experts and top finance experts.
- 6 Khal.com's experienced founder has taken a company from 0 to \$9.6 million in annual sales in 4 years.
- 7 The web site is up and running. You can check it at Khal.com. The CEO is also the CTO.

Our Team



Our Team



Samir Tendulkar Founder CEO/CTO

Started a e-commerce Company in 2012 & took the business from 0 to \$9.6 million in 4 years.

Being a developer I realized there are so many places where a developer can show his/her coding skills. Almost everyone on the planet cooks. Even if it is boiling an egg. It is a real skill and there is no place to show this skill. Showing your skill makes you happy. I like to make people happy



James Ledbetter Chief Marketing Officer

* Head of Content at Sequoia Capital * Editor in Chief Inc. Magazine & Inc.com * Editor in Charge Reuters.com * Editor in Chief The Big Money * Web Editor at Fortune Magazine * Senior Editor at Time Magazine



Frank Costantino Chief Culinary Officer

* Head of Culinary Institute of New York, Master Chef 2000, 2001



Dean of Culinary Institute of New York Monroe College 2006 - Present



Lawrence Fish Chief Financial Officer

* Professor of Business Finance at NYU * Professor of Restaurant Finance at International Culinary Center * Chief Financial Officer at McCann NY



Johnna Ayres Vice President of Marketing

* VP head of Global acquisition & consumer marketing Bloomberg LP * Consumer Marketing Director at Forbes Magazine * Marketing Director Time Inc * Marketing Director People and People StyleWatch * Marketing Director Sports Illustrated



Ahmed Teirelbar Lead Developer

Over 20 years of Software Development experience in Python, C++, JavaScript,



Nikhil Tendulkar Chief Operating Officer

Started a e-commerce Company in 2012 & took the business from 0 to \$16 million in 4 years.



Mehmet Yigit Akin Intern

Worked many 24 hackathons with Samir improving Khal. Help design this Wefunder Campaign and reach out to investors



Samir Tendulkar



Samir Tendulkar

Khal.com: Show the world your cooking skills.

Khal.com is a platform where users can make profiles and show their cooking skills. It is both a social network and a professional network for cooking enthusiasts



People Love to cook and take pictures and videos of their cooking

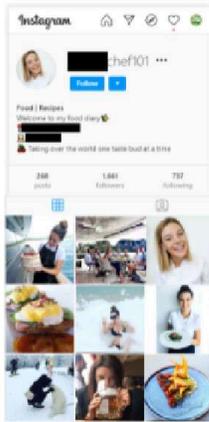
Khal has grown extremely fast in less than 6 months.

Progress as of 10-26-2021

- * Khal has 157,745 users
- * Khal has 86,665 recipes added by its users
- * Time spent on Khal is 2x that of top recipe sites



There is currently no place dedicated to show your cooking skills



A Chef's Instagram profile where her vacation pictures, pictures of her family & pets get mixed with her culinary profile

People use social network sites to add their cooking pictures. But none of these sites can be used as a repository of their cooking profile. These profiles get mixed with food photographers who take pictures with food or others who just add food pictures from the internet. You can often see people asking in the comments. "Did you make that?"

The Solution

Khal.com, a dedicated cooking profile



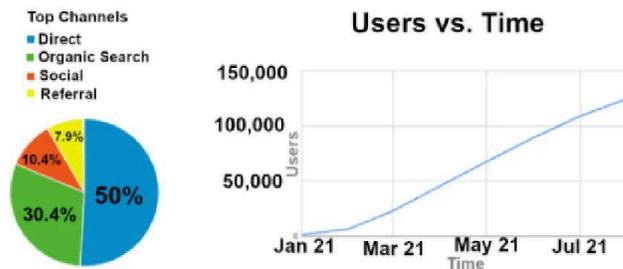


It also gives other information like

- Other people's recipe you made
- Other people's recipe you want to make
- How many followers you have
- What people have to say about your cooking
- and much more..

Growth

Khal has grown organically
with less than \$1000 spent on user acquisition



- From 35 users a day to almost 1500 users a day in less than a year (growth of 40x +)
- Almost all the traffic is organic. Khal has experienced a viral growth month over month

Who uses Khal

Khal is used by both professional chefs & cooking enthusiasts





OR



- People can add their Khal cooking profile to their Social Media
- People can use Khal to show the awesome dish they have made
- People can use Khal to get followers for vanity or for your business

And many other



Comparison Table

Competitors	Dedicated cooking profile	Culinary Centric	Earn Cooking badges & Reputations	Add pictures of how your dish came out after seeing the recipe	Save recipes you like to make later
Khal.com	✓	✓	✓	✓	✓
Epicurious	✗	✓	✗	✗	✗
AllRecipes	✗	✓	✗	✗	✓
Instagram	✗	✗	✗	✗	✓
Facebook	✗	✗	✗	✓	✗
YouTube	✗	✗	✗	✗	✓
LinkedIn	👉	✗	✗	✗	✗

The Founder

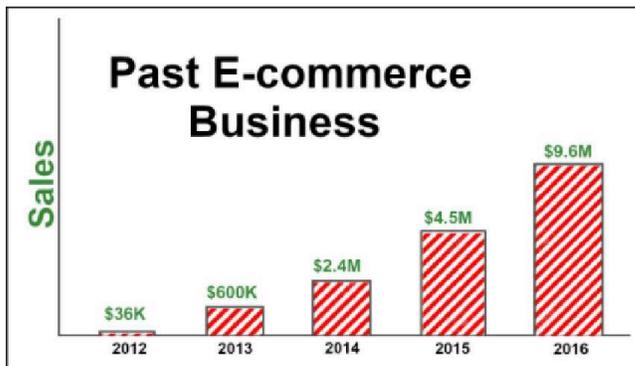


Samir giving a programming talk at Microsoft NYC



Audience at the talk

Past Success



Samir Tendulkar owned and operated a e-commerce business from 2012 to 2016

which managed more than 250,000 items it grew to 9.6MM in annual sales in 2016 and was completely bootstrapped

Covid-19



Covid-19 has made working from home a new normal. This will lead to a lot more people cooking at home. This presents a tremendous growth opportunity.

Media Attention



Khal was featured as the top 100 Social Media Startups of 2020 by the StartUp pill



Khal was featured as the top 25 cooking startups to keep an eye on for 2021 by the StartUp pill





Khal came 3rd in the Unicorn Battle Silicon Valley





Raise: \$1MM
on a SAFE note at \$20M cap
And a 20% Discount

Highlight Expenditures:

We aim to reach a million users using the \$ 1 Million

-  Culinary Influencers
-  Media and PR efforts
-  Promoting in Culinary Schools
-  Encouraging job postings on Khal
-  Marketing on Social Media & other channels
-  G&A Expenses



Let's make something big together





Downloads

[Khal Pitch Deck.pdf](#)