

Wireless Power - Smart Kitchen Counters and Cordless Appliances



kitchenery.us Tampa Florida

LEAD INVESTOR



Dhyey Vaghani

Kitchenery has a forward-thinking approach to IoT and smart home technology. I love the deep technical ability of this team and bootstrapping DNA. Their proven and patented wireless power transfer technology for small kitchen appliances not only enhances the user experience but also opens up new opportunities for SaaS models: data collection and analysis. Their smart connectivity capabilities enable seamless integration and control of multiple appliances, creating a truly connected and efficient kitchen environment. Additionally, the Kitchenery's long-term focus on data analytics allows for a deeper understanding of consumer usage patterns and preferences, leading to even more personalized and innovative products in the future. I believe that Kitchenery's technology will play a major role in shaping the future of smart kitchens. I invested in Kitchenery because of their innovative wireless power transfer technology for small kitchen appliances, which has the potential to dramatically change the way we use and interact with our kitchen appliances. They have developed proven cordless tech and now the team is preparing for GTM in the recreational and hospitality industries.

Invested \$25,000 this round

Highlights

- 1 2,000 RVs lost to fires each year Kitchenery solves that problem.
- 2 Strategic conversations ongoing with large B2B customers (e.g. \$500K deal w/ major RV manufacturer).
- 3 Backed by STANLEY+Techstars accelerator.
- 4 B2B and B2C model. Hundreds of customers on our waitlist, with \$0 marketing spend.
- 5 Total addressable market of \$3 billion (600K RVs * \$5,000 spend on kitchen appliances per RV).
- 6 California recently passed law (Jan 2023) to ban natural gas appliances due to safety concerns.
- 7 Exec team have combined 20+ years experience in consumer hardware industry.

Our Team



Akshay Bhuva Founder & CEO

Visionary. Wide range of experience: Research on nano-polymers to working in the commercial automobile and plastics industry. M.S Entrepreneurship: University of Tampa B.S Mechanical and Materials Engineering: Washington State University

Kitchen is one of the spaces which gets the most of foot traffic, its the heart of everyone's home and it is so important to make this space accessible, aesthetically pleasing and a socially welcoming space. Kitchenery was formed to bridge the gap in technology, innovation and cooking experience.



Agustin Mendez Co-founder & CTO

10+ Years of Hands-on Hardware development and tech commercialization in the Aerospace Industry.



Andrew Collier Director of Corporate Partnerships

- 10+ years in B2B sales with expertise in business development, enterprise account management. - \$5M+ enterprise accounts management - Ayla Networks



Paulo Cezar Lopes Sa Business Operations Associate

In charge of Kitchenery's PR, Outreach, and Blog Strategies. Streamlining the company's communications and investor Relations. B.Sc. International Business & Entrepreneurship.

The problem: Current kitchen countertops and appliances are antiquated

The Old Way

- Requires Power Cords**
- Space issues. Need to be within reach of outlet.
- Collect grease,germ,viruses
- Look ugly and take up kitchen space

Wastes Energy

Kitchens could reduce 70% energy usage while cooking if utilizing a smart inductive system

Environmental Harm

Gas is the number one

RV Kitchens are crowded and unsafe

A core market where the old kitchen counter feels unstable is RVs, boats, motorhomes, and other locations where space is limited and every inch counts.



RV and VANS

- Space is limited - every inch counts
- Remodelling and retrofit: RVs and Vans with a kitchen is expensive costs between (\$7000 and \$15000)
- 2000RVs are lost to fire each year





Introducing Kitchenery Smart Kitchen Counter tops and Cordless Appliances

- Morden Kitchen Space that is safer, cleaner and smarter
- Hardware, software, IoT



Wireless Power Transfer Technology (WPT) Integration Services to Kitchen Appliance Brands & Manufacturers. Recuring hardware: Per Device WPT module sale. SaaS: Data Monetization + AI based simulations on energy, product and consumer trends

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Our technology will eliminate the need and use of power cords in kitchen appliances, give users an efficient way to use their kitchen cabinet space and further provide multifunctional use of their kitchen countertop. Kitchenery makes everyday cooking SAFER, SMARTER, and CONVENIENT.

MARKETS



RV Industry Opportunity

TAM = \$3B

- Average cost of RV = **\$170,000**
- RV Kitchen = **\$15,000**
- RV Kitchen Appliances = **\$5000**



Boat Industry Opportunity

- Minimum price of high end Boat / 35ft & above = **\$350,000**
- Boat Galley = **\$20,000**



Tomorrows World Predicted Kitchener's technology in 1989

Extreme Innovation in the Kitchen Space

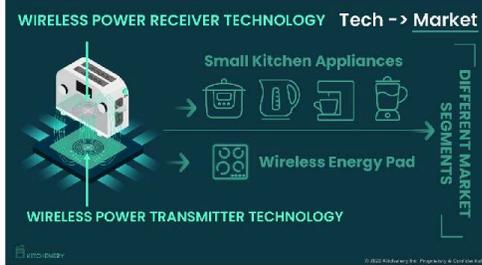
- Cordless Appliances
- Minimalistic Design

Kitchener Smart Wireless Tech

- 40% More Energy Efficient*
- ZERO Emissions

* hybrid induction cooking compared to traditional gas & electric cooking

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Core team

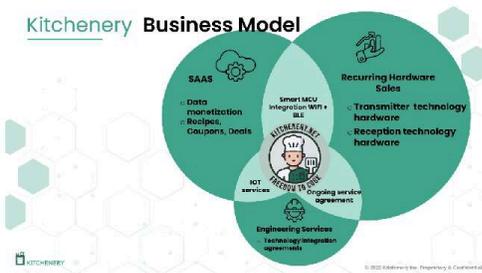
Andrew Collier Director of Corporate Development	Akshay Bhuya CEO Product	Agustin Mendez CTO Hardware	Chris Parnides Legal & IP Partner Purdue Law, IIA
Jude Carr General Counsel Attorney	Paulo Cozar Business Operations Associate	Ryan Dramos Business Development Associate	Max Cohen Sales Associate
Colin Jackson Investment Counsel Partner	Lowell Noyes Investment Counsel Partner	Ben Lippin Community Board Chairman	

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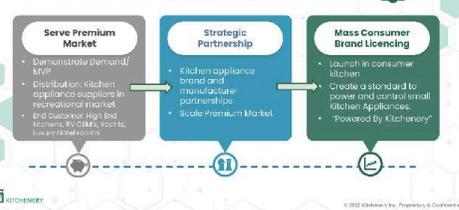
Strong Technical and Business Operations Team!



Kitchener Advisors are leaders in Corporate America and in scalable start-ups space!



Business Strategy in a Nutshell



Target Market Segments



People have started travelling in their own little Private Spaces!

RVs owners drove

2B Miles

In 2021

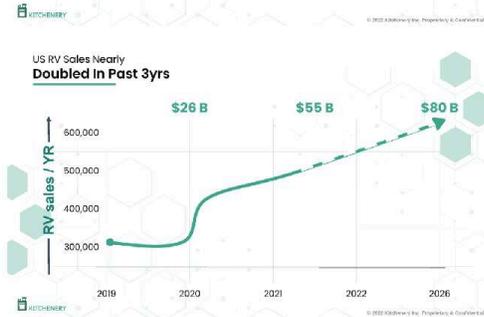
Need for Accessible Kitchen On The Go!

Imagine squeezing in a full-sized kitchen on the back seat of your car?

Market Opportunity: Recreational Vehicle Industry

RV Industry Market Size	Total number of RV sales in 2021	Total number of Luxury RV sales in 2021	Market Size Growth Rate
\$48.1bn	600,000	150,000	15%
↓ TRAVEL	↓ Competitive Advantage	↓ Class-A & B: Rising demand for	↓ Rise in no. of campgrounds:

WITH COMFORT Advantage customized RVs - personal use Traction from Tourism Industry



Forward looking projections cannot be guaranteed. **Source-1: Fortune Business Insights**, **Source-2: IBIS World**



Global Kitchen Appliance Market Size: \$270Bn

Kitchen Appliance market in the U.S.:YR 2021



Driving Value With Smart Connectivity & Data

KEEPING CONSUMERS INFORMED ABOUT THEIR BEHAVIOR

ADVANCED ANALYTICS AND PRODUCT LIFECYCLE MANAGEMENT FOR OUR BRAND & MANUFACTURING PARTNERS

- Appliance warranty record
- Appliance usage history & prediction
- Personal cooking trends
- Power consumption analytics
- Usage analytics
- Cooking recipe history

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Conceptual Smart Connectivity Services

Driving Value With Simplicity: AI based ingredient ordering system

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Conceptual Smart Connectivity Services

KITCHENERY SPARTAN INCUBATOR

STANLEY techstars_

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Kitchenery is part of STANLEY + Techstars accelerator

Kitchenery Product Demo at STANLEY+Techstars HQ

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KITCHENERY POWERED BY PEOPLE AND COMMUNITY

THE UNIVERSITY OF TAMPA SPARTAN INCUBATOR

StanleyBlack+Decker techstars



Revolutionizing and Improving people's lives with **Extreme Innovation** in the cooking space!

✉ power@kitchener.net www.kitchener.us

Kitchener: Freedom to Cook!