CookGuide
A cooking assistant at your fingertips

Problem

Millions of Americans have trouble in the kitchen. They lack the time and resources to develop their home cooking skills. Alternatives like “Eating Out” or “Ordering In” are not sustainable economically and health-wise. Additionally other “Meal in a Box” solutions significantly lacking in features and variety.

Solution

1. Discovering Recipes
   - Web Recipe Parser
   - Custom recipes
2. Scheduling Meals
   - Create meal plans
   - Nutrition Analytics
3. Food Ordering & Delivery
   - Reads meal plans for day of delivery
   - Amazon Fresh
4. Meal Preparation Instructions.
   - Alexa guided instructions
   - Instructional videos

Future Plans

- Online Ordering Affiliate Program
- Polish for Deployment
- Quality Assurance & Testing
- Launch

Customer Worth

Amazon Associate Revenue
- Amazon offers 1% of the value of a user’s cart at checkout
- Assume 1 user/household
- 122M households in U.S.
- 25% own Alexa → 30.7M
- 27% have Prime → 8.3M
- 36% cook daily → 3M users

Subscription Revenue
- The average American spends $4,200 on groceries per year
- $42 per year
- $54 per year
- $1 per month
- $12 per year

Market

3M users

Team
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