



**COOKIT**  
DELIVERING HEALTH & HAPPINESS

Delivering Health & Happiness

# the team



**Ai Lim,**

(Food Science and  
Nutritionist)  
Strategic Biz Dev & Food  
Product Dev



**Isabel Tan**

(Economics & Business  
Management)  
Finance, Marketing & Sales  
Certified Food Handler



**Priyanka Kamath**

(Life Science)  
Execution & Operations  
Customer Relations

# the problem



# the problem



*Barriers to Home-Cooking → Frequent Eating out → Rise in Health Problems*



**100%** Increase in Obesity in Children (1980)



**60%** Singaporeans eat out  $\geq$  4 times per week



**80%** Prefer Home-Cooked Meals

# the solution

Empowering healthy living via pre-portioned *meal-kits*







*Personalized | Healthy | Convenient | Experiential*

# how it works



Subscription/  
One-off

 <p><b>Chicken Avocado Burgers</b> with Aioli and Green Beans</p> <p><b>620 cal</b></p> <p><b>QUICK FACTS</b></p> <p><b>Balanced Diet</b></p> <p><b>Chef's Choice!</b></p>	 <p><b>Pesto Chicken Penne</b> with Tomatoes and Shaved Parmesan</p> <p><b>650 cal</b></p> <p><b>QUICK FACTS</b></p> <p><b>Kid-Friendly</b></p>
 <p><b>Vietnamese Shaking Beef</b> over Glass Noodles</p> <p><b>557 cal</b></p> <p><b>QUICK FACTS</b></p> <p><b>High Protein</b></p>	 <p><b>Cajun-Dusted Salmon</b> with Rémoûlade and Sautéed Collard Greens</p> <p><b>530 cal</b></p> <p><b>QUICK FACTS</b></p> <p><b>Heart-Healthy</b></p>



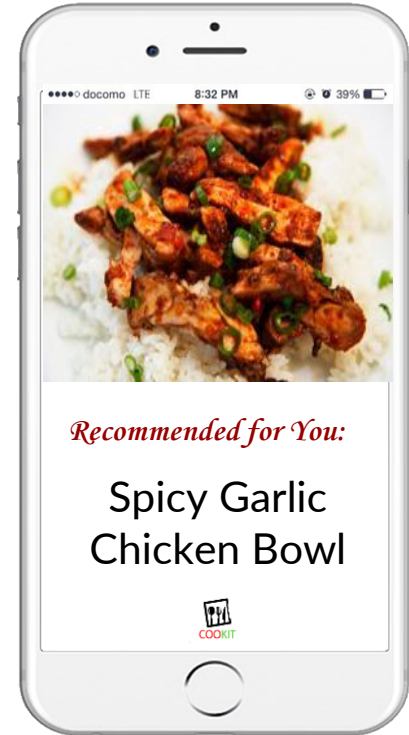
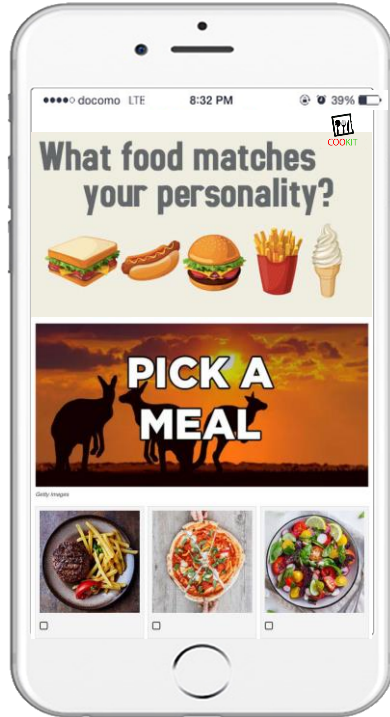
Free Delivery



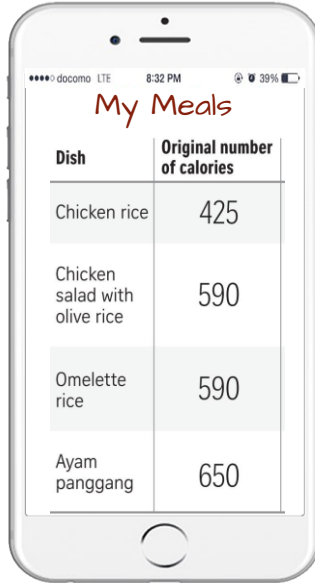
are 25 min



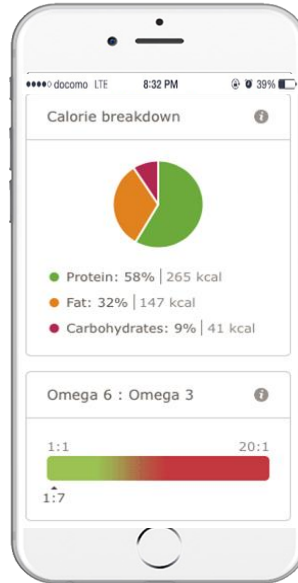
# 1. Food Preference



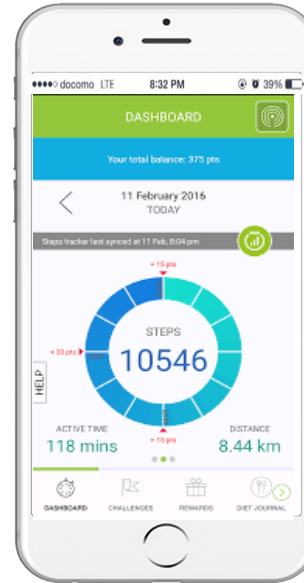
## 2. Nutritional Ratings



**Smart Voice Recognition**  
(HPB & online nutritional database)



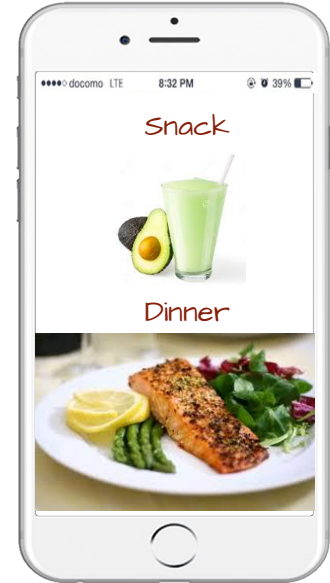
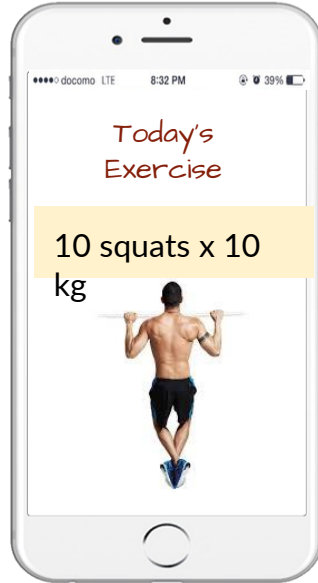
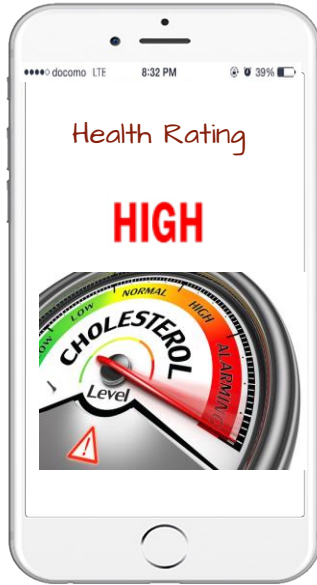
**Nutritional & Lifestyle**  
(linked to HPB Healthy 365 App, Fitbit)



**Motivational**



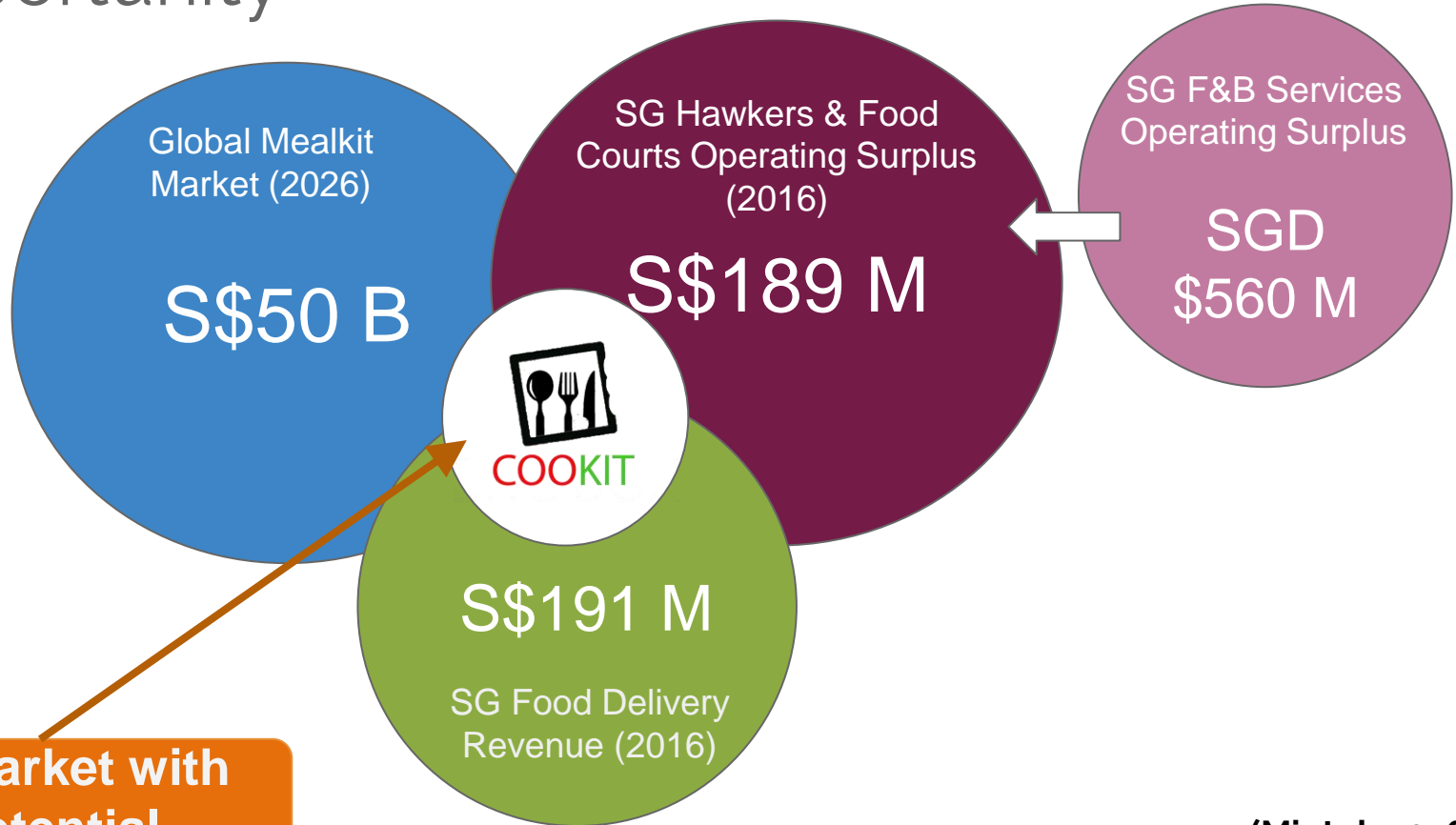
# 3. Premium: Personalized Dietician



# how we work



# the opportunity



huge market with huge potential

(Intel, 2016)  
(Singstats, 2016)

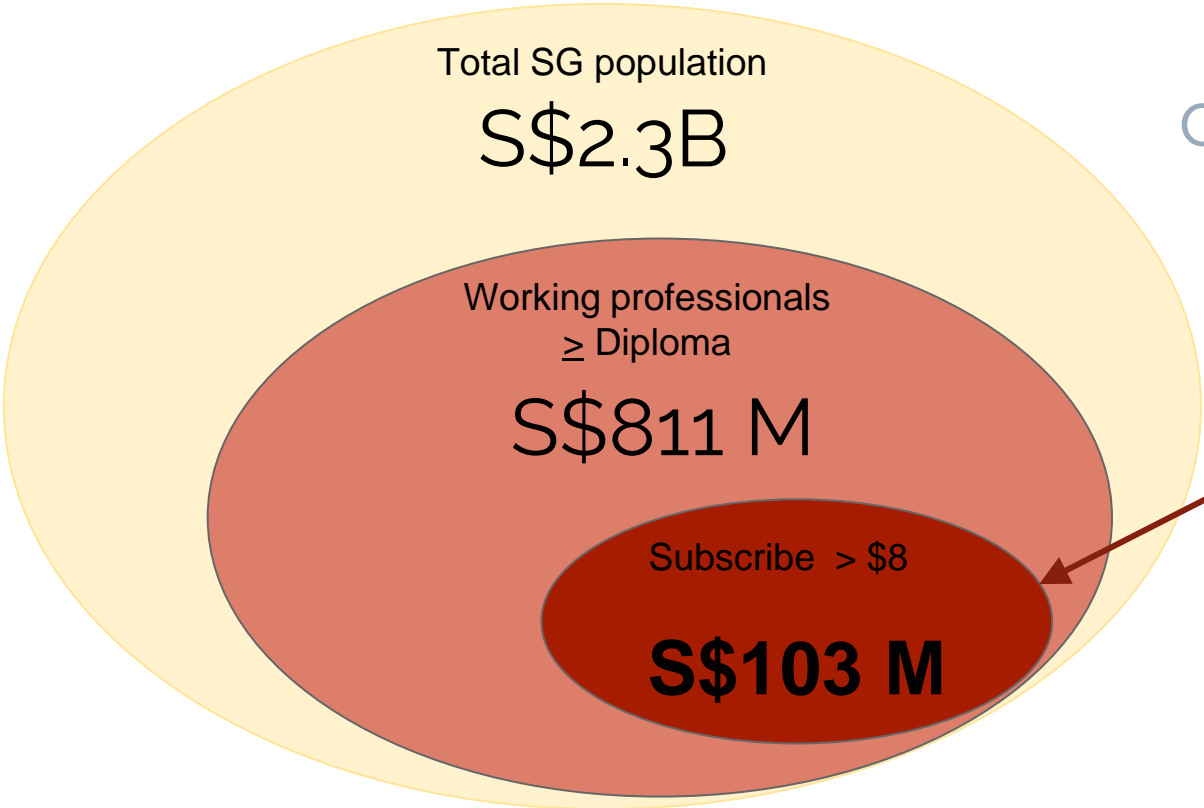
# target market valuation

45.6%

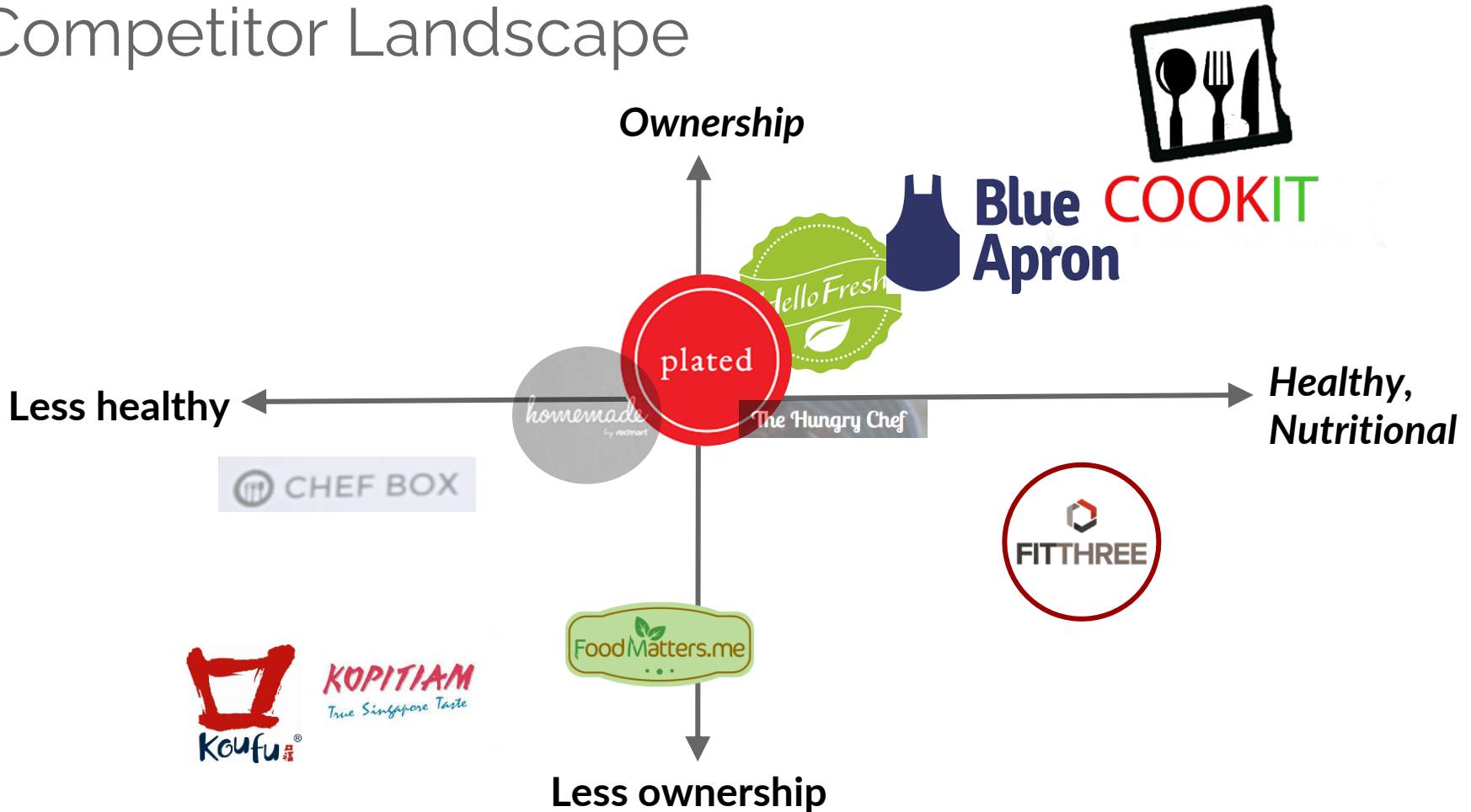
conversion rate

58% x 22%

**Based on market validation**



# Competitor Landscape



# our competitive advantages



## 1. Nutrition-focused menu



## 2. Personalised Meal Plans



# business model



## ▷ subscription-based model

(\$8 per serving)

## ▷ one -off

## ▷ premium

(personalized meal plans)



# streamlining supply chain & operations



**August 2018 (~1 Yr)**



**WHOLESALE**





# go-to-market strategy



company  
collaboration

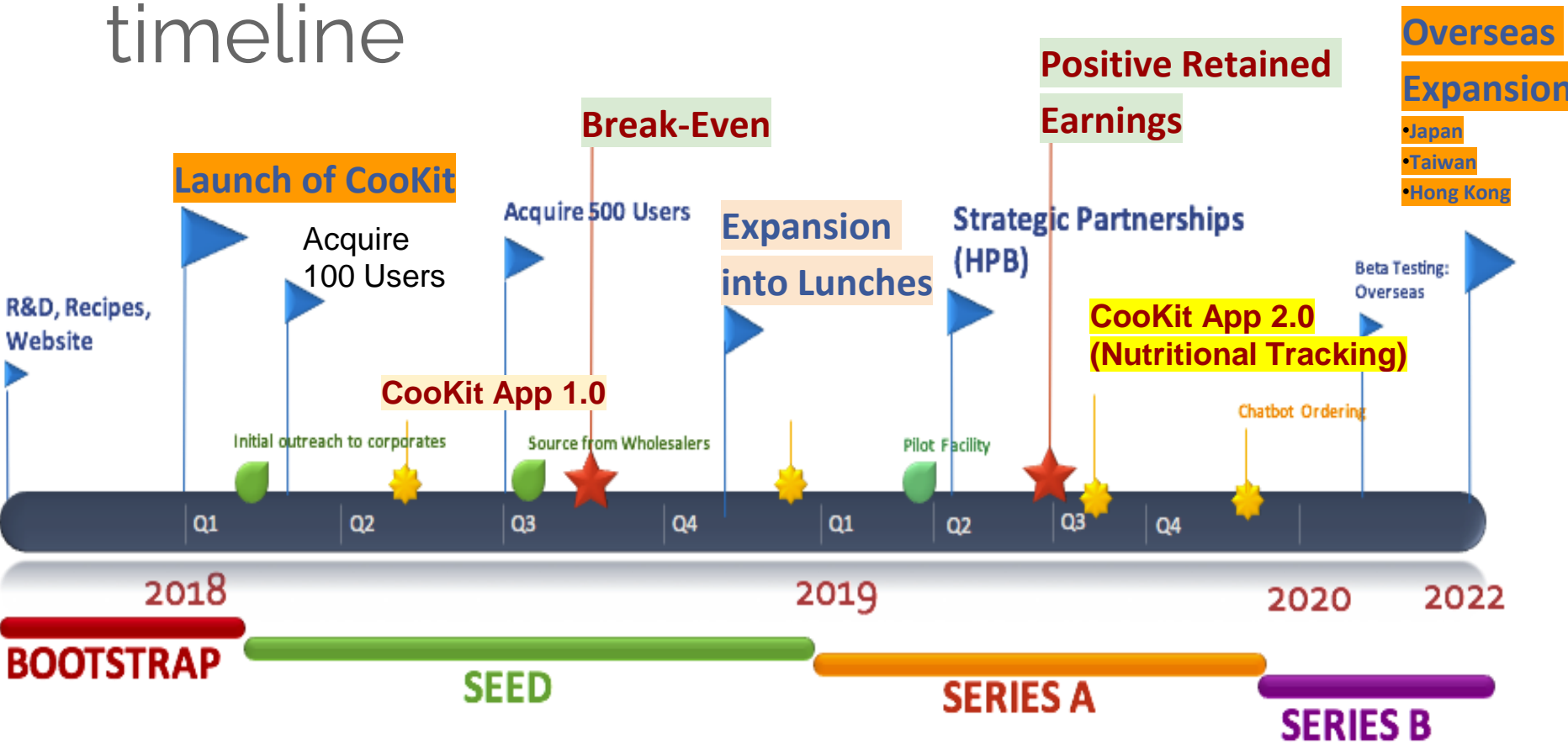


guerilla marketing:  
influencer marketing

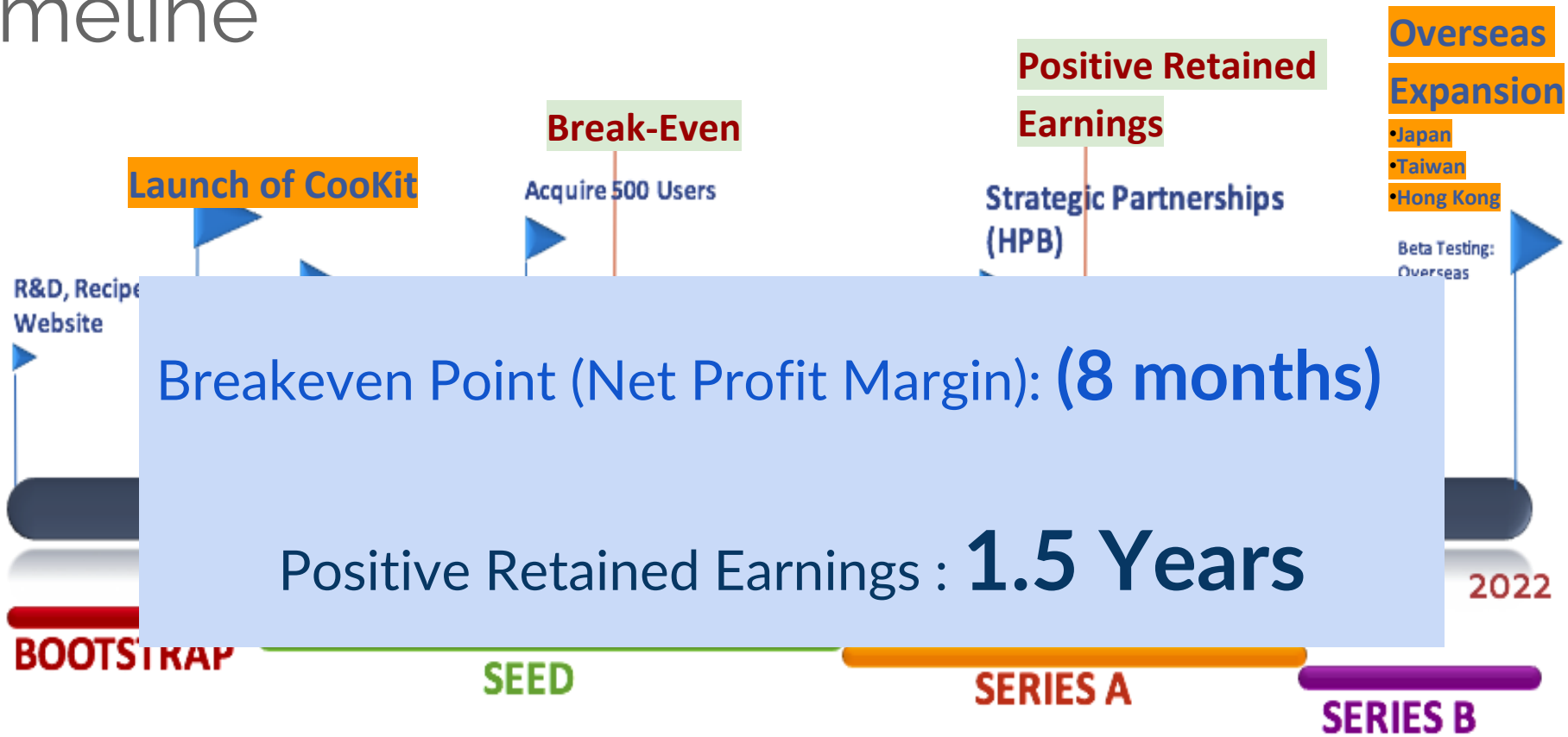


user experience

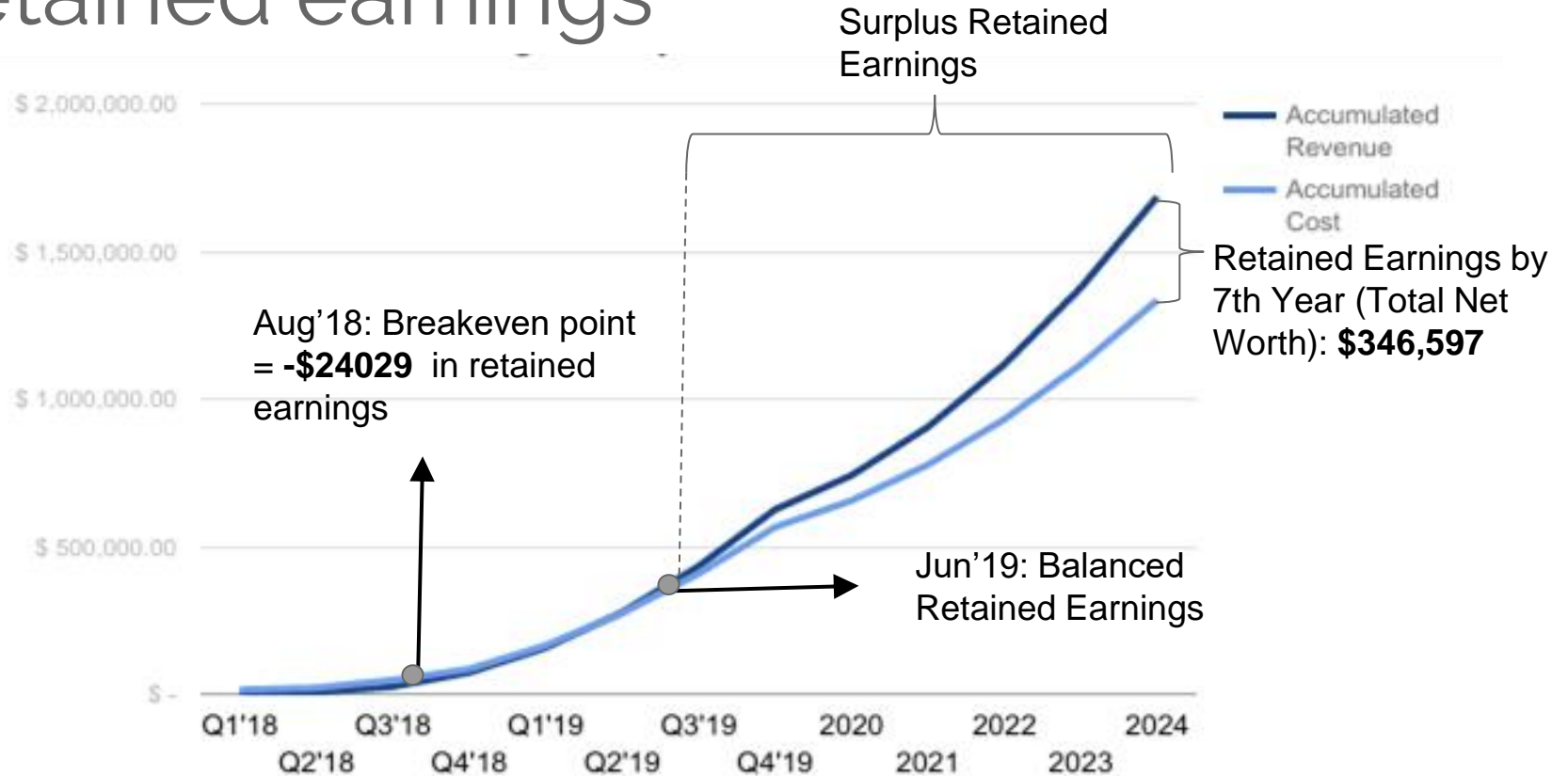
# timeline



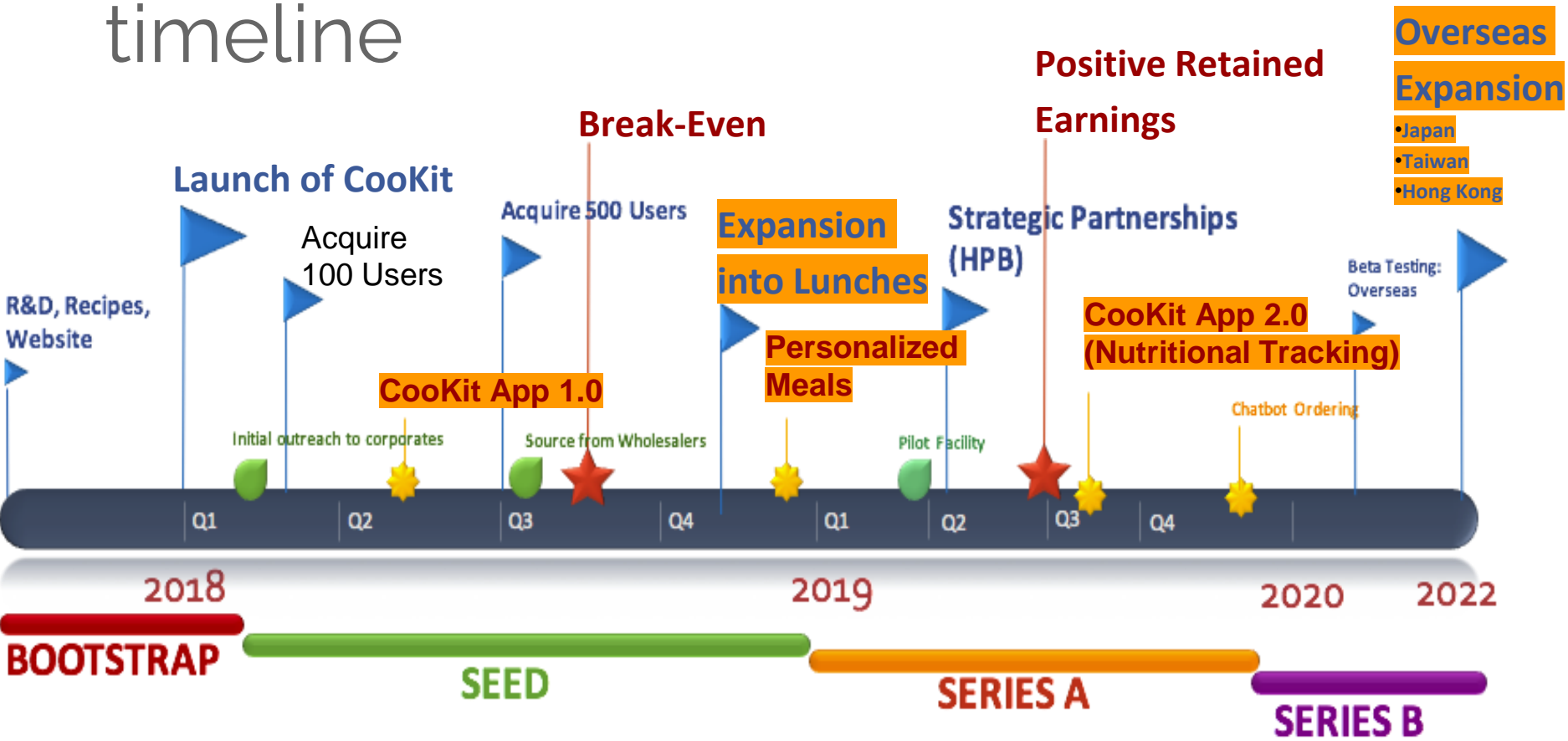
# timeline



# retained earnings

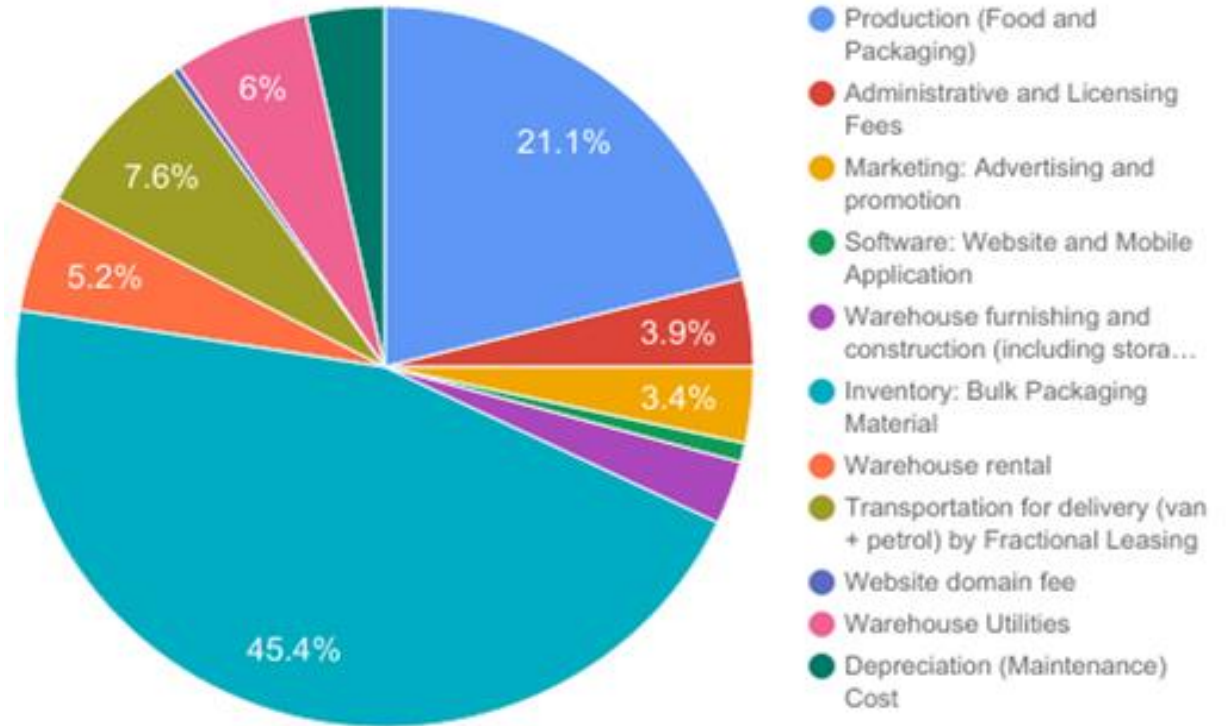


# timeline



# funding requirements and use of funds

**\$50 K**



Capital Projection: \$24030 coverage requirement

# Empowering healthy living via pre-portioned meal-kits



[cookitsingapore.strikingly.com](https://cookitsingapore.strikingly.com)