

KitchenStart Pitch Deck

Book time to cook and prep at local restaurants and commissary kitchens



KitchenStart
Cook anywhere!

Team

Digitally Savvy Culinary Entrepreneurs



Mark E. Chiles
Founder & CEO

Technology Executive with branding, marketing, digital ecosystems, and software engineering experience, having built the largest energy media platforms in the world over the last 10 years at Hart Energy.

Profile: <https://www.linkedin.com/in/markechiles>



Chris Hill
Co-Founder

Chef, Entrepreneur and Author, Chris is an affluent consultant in the food world, having been a restaurant owner, pragmatist and TEDx speaker.

Profile: <https://www.linkedin.com/in/chefchrishill>



Problem

Availability is an important issue for upstart catering and food truck business.

Expense to build a commercial kitchen.

No easy way exists to book a commercial, permitted kitchen or become a host.

Solution: A web platform where restaurants, catering companies and commissary kitchens can rent out their space to host personal chefs, food trucks and small business caterers



Save Money
when starting



Make Money
when hosting



Share Culture
local connection to the
city's food culture



Market Validation

**Chris Hill - Chef, Restaurateur,
Author**

Food Incubators

In speaking with Chris and reading his books, it shows that there's a significant piece of the food market that's missing - a way for smaller upstarts to enter the market without deflating the already small restaurant margins

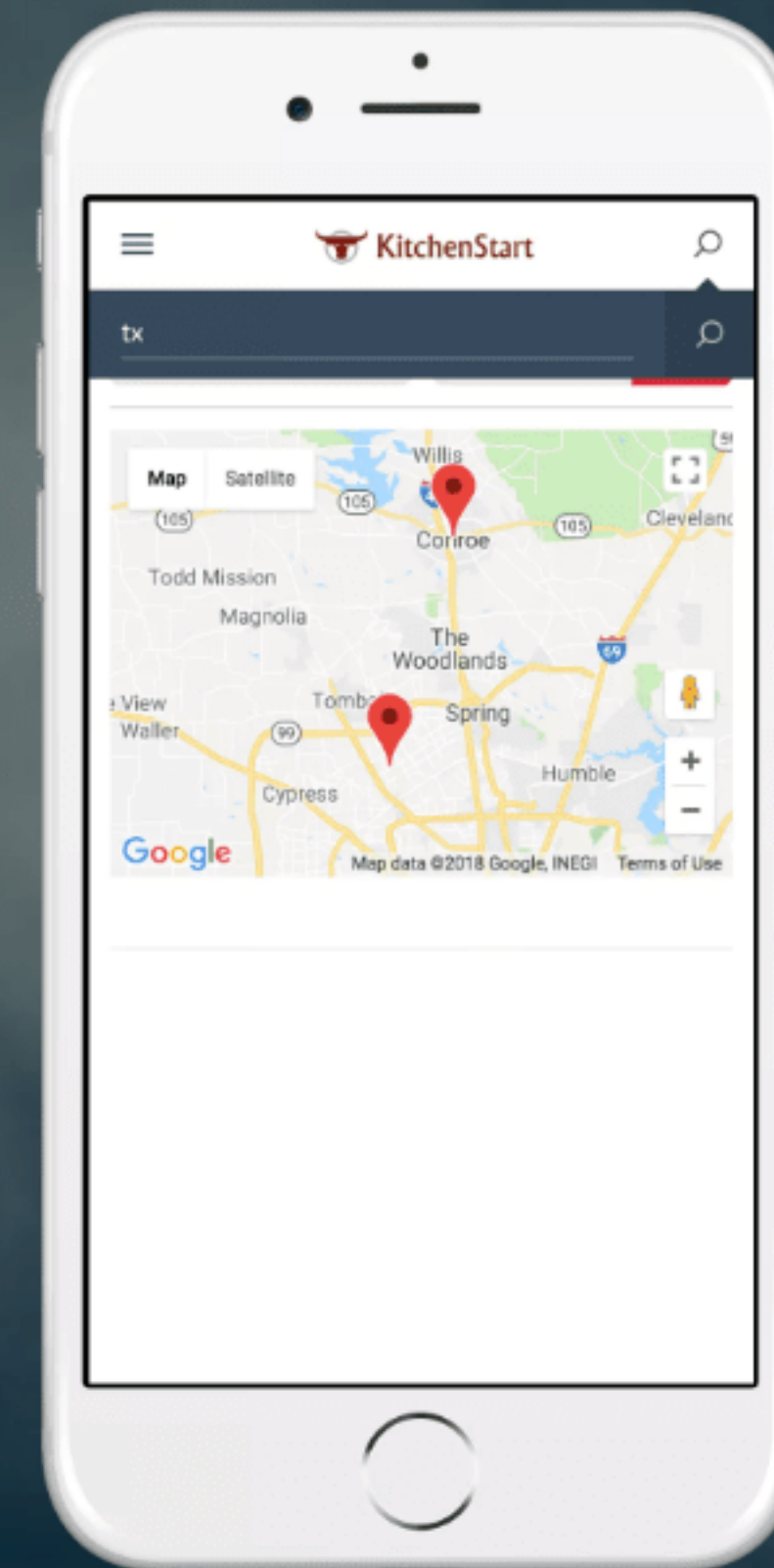
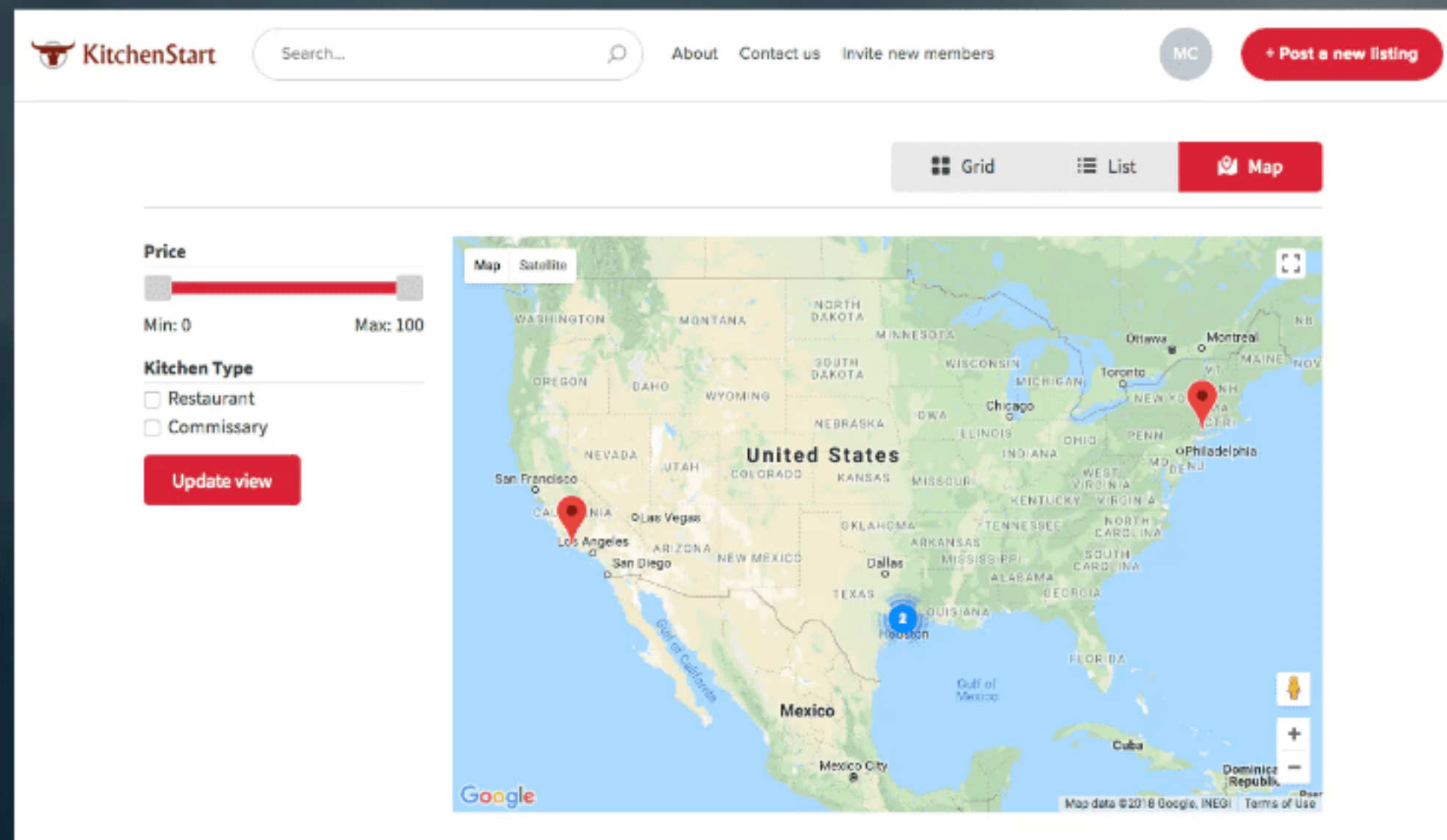
Like Techstars for technology startups, there are several Food Incubators starting, where upstarts need commercial kitchens for their success



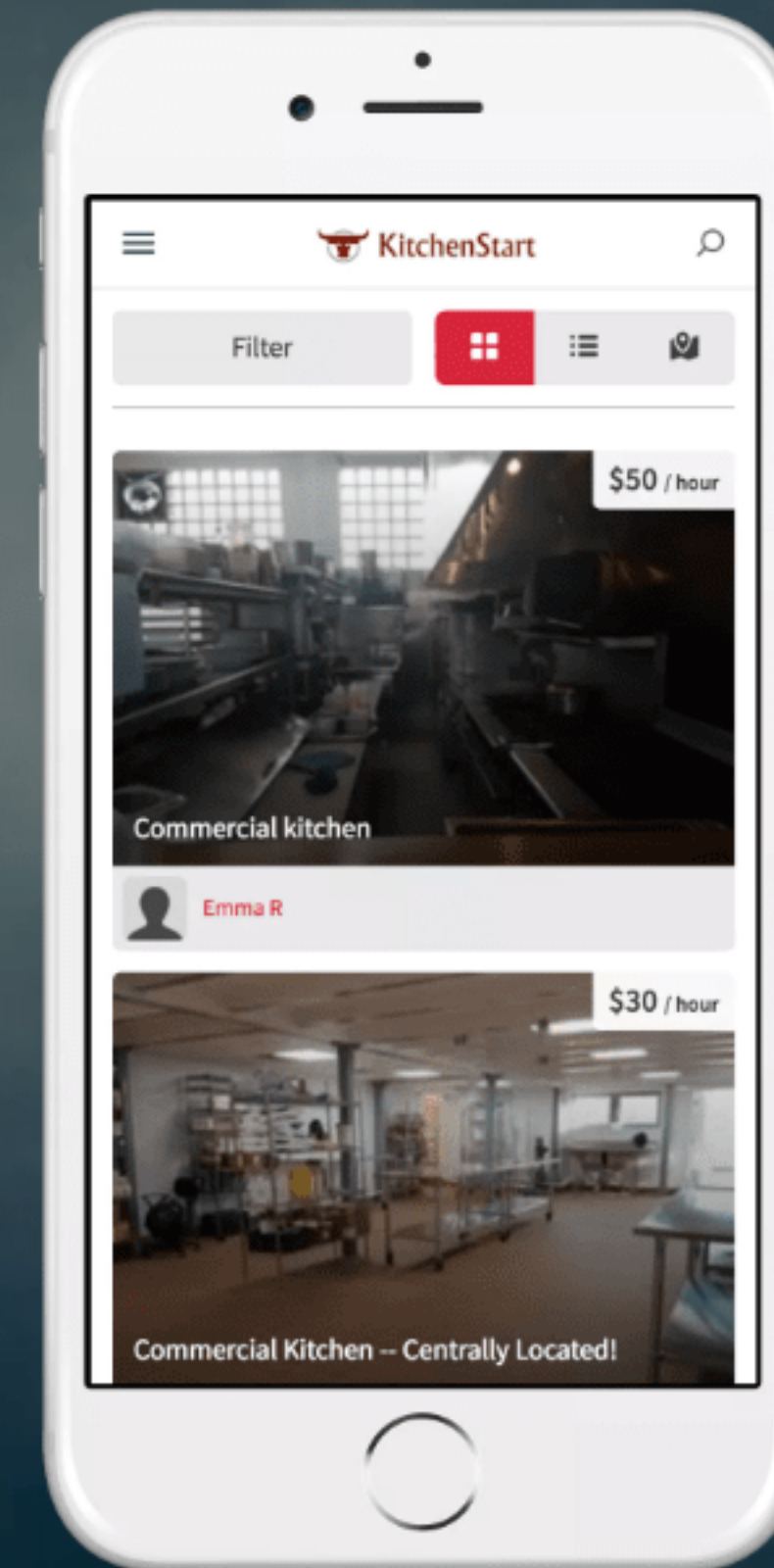
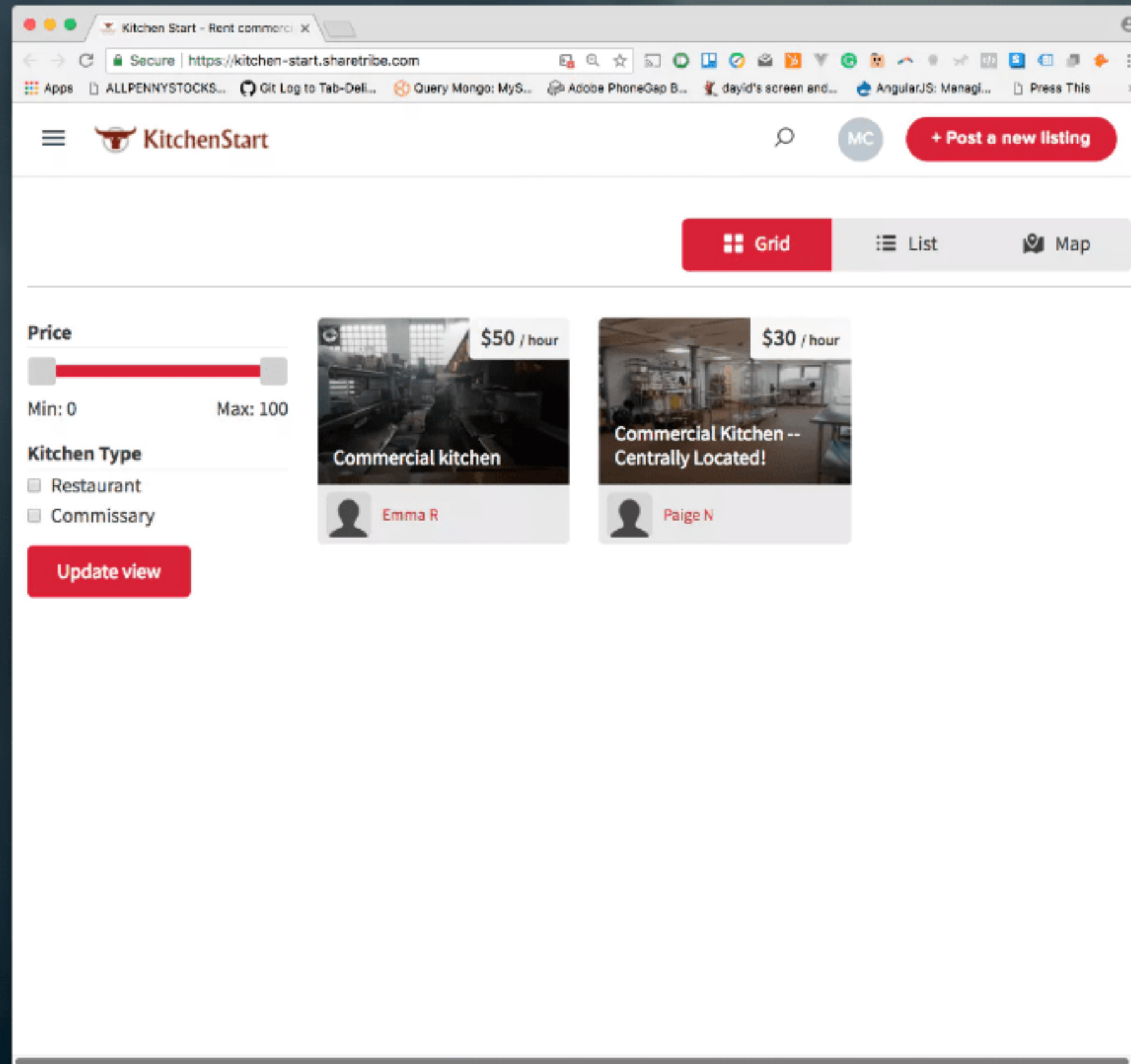
Product




Search by city




Review listings



Book it!

 KitchenStart

Commercial Kitchen -- Centrally Located!



\$30 per hour

Number of hours:


Book Kitchen

Edit listing

Close listing

Move to top of homepage


Show in the next newsletter



Everything you need is included! Flexible renting options including hourly, daily, weekly, monthly and yearly rent.


Equipment Includes:

- 4 convection ovens
- 24 burner catering stoves
- 136" Charbroiler
- 2 heavy duty fryers
- 1 RG Robot Coup

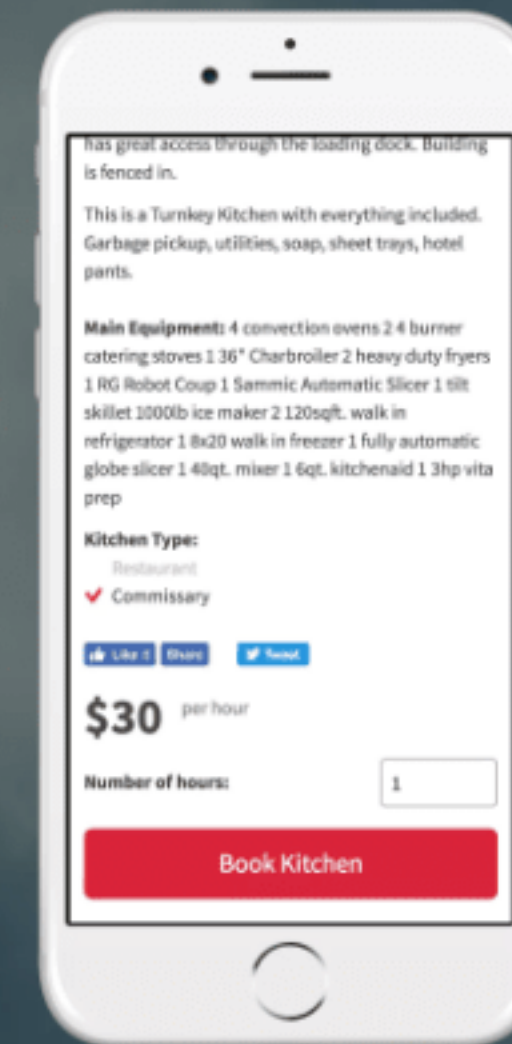
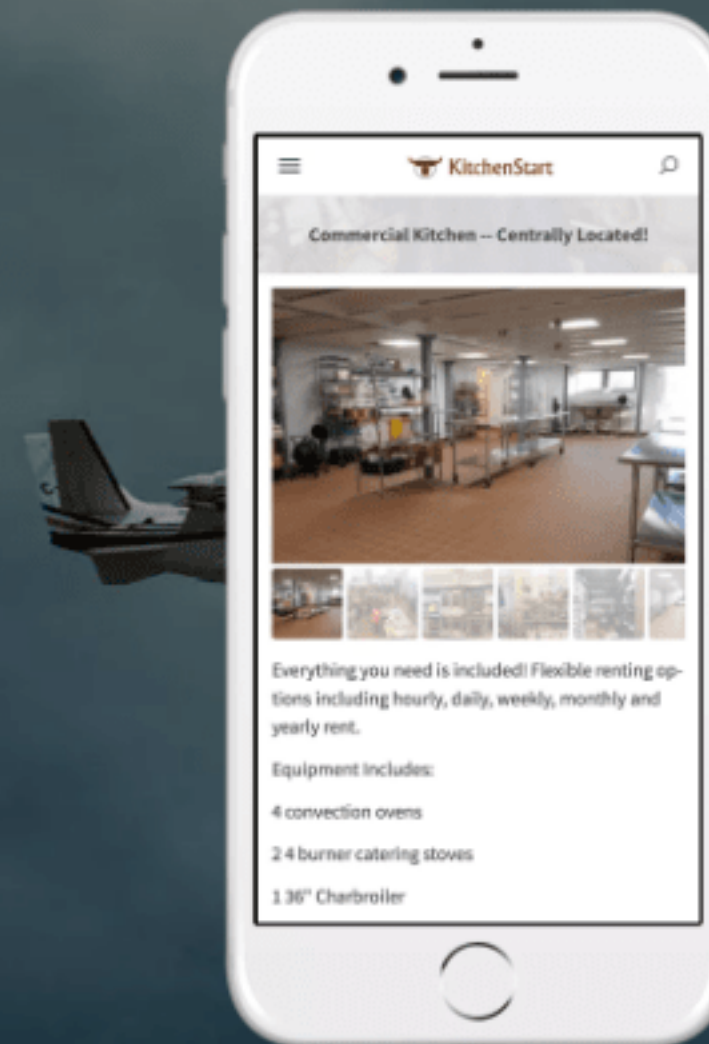


Paige N

Contact



Open in Google Maps





Market Size

1

Million +

Restaurants in the US
Total Available US Market

16

Million +

Restaurants Globally
Serviceable Available Market

100

Thousand

Expected Bookings
Share of Market

10% of available US market in 3
years

*source: Fine Dining Lovers - <https://www.finedininglovers.com/stories/chef-restaurant-facts-figures/>



Business Model:

we take a 10% commission on each transaction

\$390

MILLION DOLLARS

**Projected Bookings with
KitchenTime**

10% of Available US Market
Creates another \$354M to
Kitchen Owners

\$7.50

AVERAGE FEE

**\$25/hour
for 3 hours**

\$39

MILLION DOLLARS

**Revenue
Projected by 2021**



Market Adoption

EVENTS

target events monthly

- Margarita, Tequila and Taco Festival
- Food Truck Festivals

PARTNERSHIPS

cheap/alternative word-of-mouth

- Food + Tech Connect
- Food Blogs
- Orbitz

ONLINE MEDIA TARGETING

- Social Networks
- Craigslist Ads
- Influencers
- Email Marketing



Competition



Competitor

AFFORDABLE



OFFLINE TRANSACTION



ONLINE TRANSACTION



Competitor



EXPENSIVE



Competitive Advantage



First to Market

for transaction-based temporary housing site



Host Incentive

they can make money over thefoodcorridor.com



List Once

hosts post one time vs. daily on craigslist



Ease of Use

search by price, location & check-in/check-out dates




Profiles

browse host profiles, and book in 3 clicks



Design and Brand

memorable name will gain share of mind



Financial

What we are looking for:

\$500K 30% 12

Angel Round

Equity

Months runway

initial investment opportunity

offering

- product-market fit
- customer development
- early marketing efforts
- profitability

Thank you for your time!
Let's build something great together!



KitchenStart
Cook anywhere!