

Curico Recipes

“One Byte at a Time”

Curious Cows



MEET THE TEAM



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THE PROBLEM

- 4/5 customers pick new menu items (USDA)
- Lack balance with health and diet pref./restrictions.
- 55% of food expenditure from eating out (USDA)

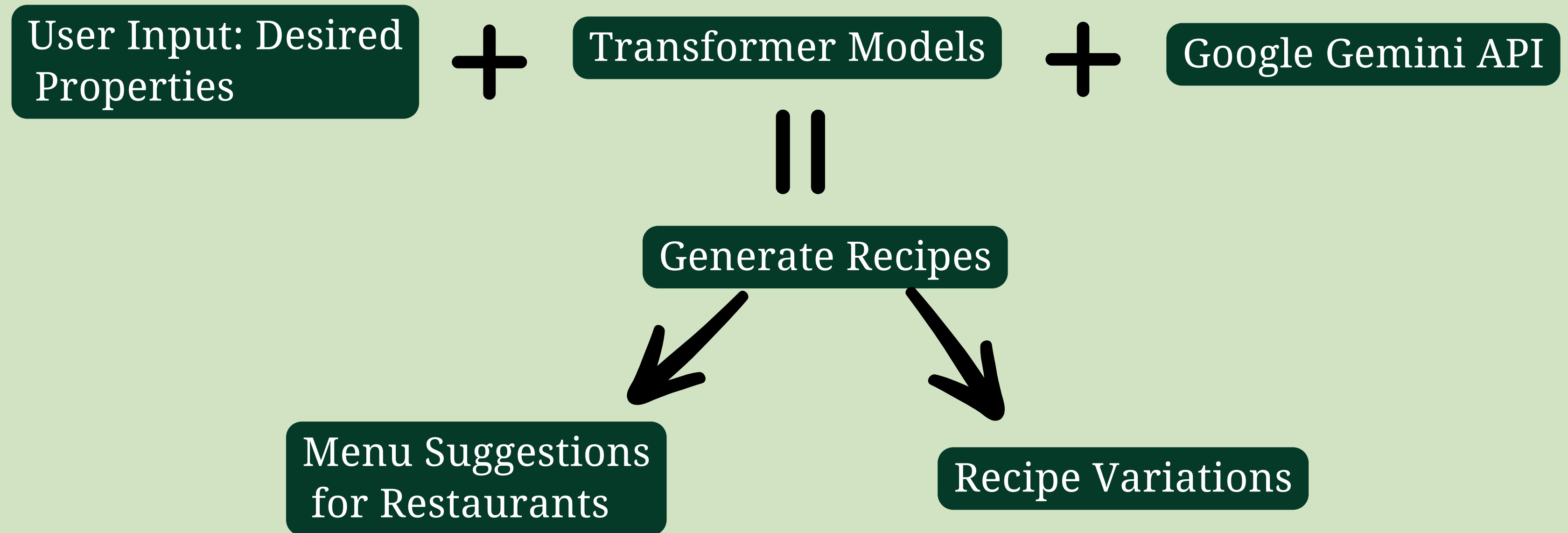




SOLUTION

an AI model that...

generates new recipe ideas and original flavor combinations





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Generate New Recipes

I'm Feeling Lucky

Included Ingredients

☆ Honey *(Sponsored)*

Tofu

Dish

Entree

Flavor Profile

Medium Sweetness

Diet Preference

High Fiber

Price Point (\$-\$\$\$\$)

\$\$

Include another ingredient

Excluded Ingredients

Eggs

Peanuts

Almonds

Almond Flour

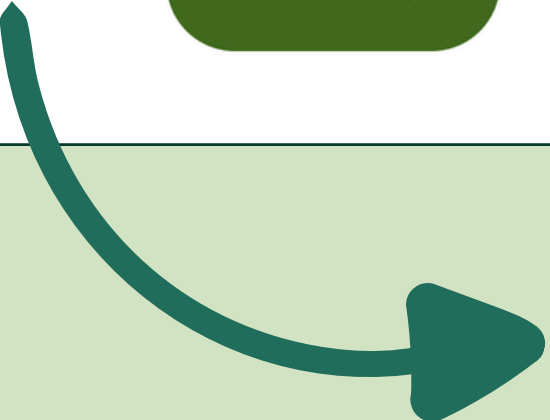
Peanut Butter

Dietary Restrictions

Lactovegetarian

Exclude another ingredient (10 left)

Generate Recipes



PROTOTYPE



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We've Got Your Recipes!

Recipe 1: Glazed Shrimp

Ingredients

Honey

Shrimp

Green Onions

Soy sauce

...

Instructions

1. Heat a pan over medium-high heat

...

Download icon

Recipe 2: Glazed Tofu Rice Bowl

Ingredients

Honey

Tofu

Brown Rice

Corn

Green Onions

...

Instructions

1. Heat a pan over medium-high heat

...

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Recipe 3: Glazed Tofu Nuggets

Ingredients

Honey

Tofu

Almond Flour

...

Instructions

1. Heat a pan over medium-high heat

...

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Regenerate

TARGET MARKET

- Chain restaurants
 - Ideal Consumer: made-to-order recipes
 - Open to trying new recipes (for larger consumer base considering diet pref./restrict.)
 - New flavor combinations (e.g., seasonal demand)
 - Balance between money for R&D and vetting expertise

COMPETITOR ANALYSIS

HelloFresh

- Convenience
- Low cost
- Ease of use



- Lack of variety
- Not integrable with existing ingredients
- Not useful for restaurants
- Lack of quality control



CuriCo

- Greater variety
- Ingredients and diet preferences specified
- Larger Scale (commercial)
- Convenient and cost efficient

- AI advancement threats
- Needs steady database expansion

EXPANSION PHASES

Partner with smaller chain restaurants for initial recipe development consulting

Short term

Middle term

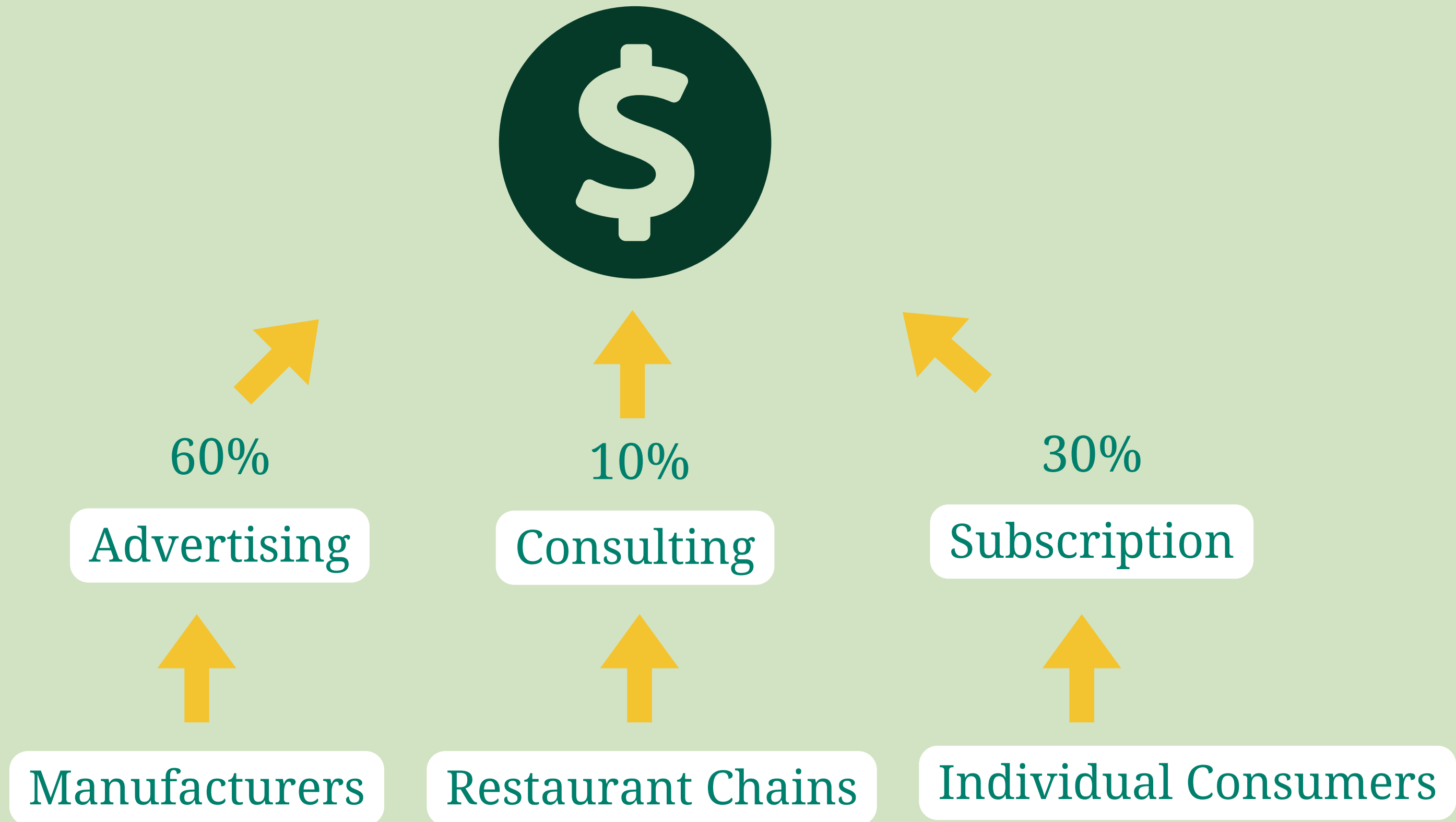
Long term

Broaden reach to national food chains and international markets

Convert into mobile app
Expand to individual consumers and promote through social media and food bloggers



BUSINESS MODEL



POTENTIAL COLLABS

INFLUENCERS

Sponsor Food Bloggers to advertise CuriCo to general audiences

NGOS

Collaborate in ESG events

GOVERNMENT SECTORS

National Honey Board sponsorship -
Having honey as a suggested ingredient

BRANDS

Brand sponsorships -
Having the brand's product as a suggested ingredient

THANK YOU
FOR LISTENING!

curiCo

