

FlavorUp

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Social Cooking at Home

Explore new flavors, improve
your skills, & share pictures of
your creations with friends

I  Cooking at Home

I do it 2-3 times a day

Sometimes, I Run
Underground Restaurants

I  to Explore New Cuisines

I  to Refine my Cooking Skills

But,

Complex recipes can be intimidating

I don't have time for cooking classes

I'm Not Alone...

29 survey respondents from
around the world

Interviews with Farmer's Market
Shoppers

Trending

A majority of people are cooking at home instead of eating out

A Social Cooking App can make it less isolating and more fun



Your Weekly Choice

1. Cook what you know
2. Explore new regional cuisine
3. Suggest based on what your friends are cooking

Spice/Ingredient Boxes

Spice / ingredient combos are delivered based on your weekly choice

FreshDirect or other partners will ship your new flavor combos

Hard to find laksa paste, epazote, kaffir lime leaves, etc.



Collaborate

Coordinate with friends
on dishes to make with your
new spice/ingredient boxes

Share recipes and advice on best
ways to use ingredients

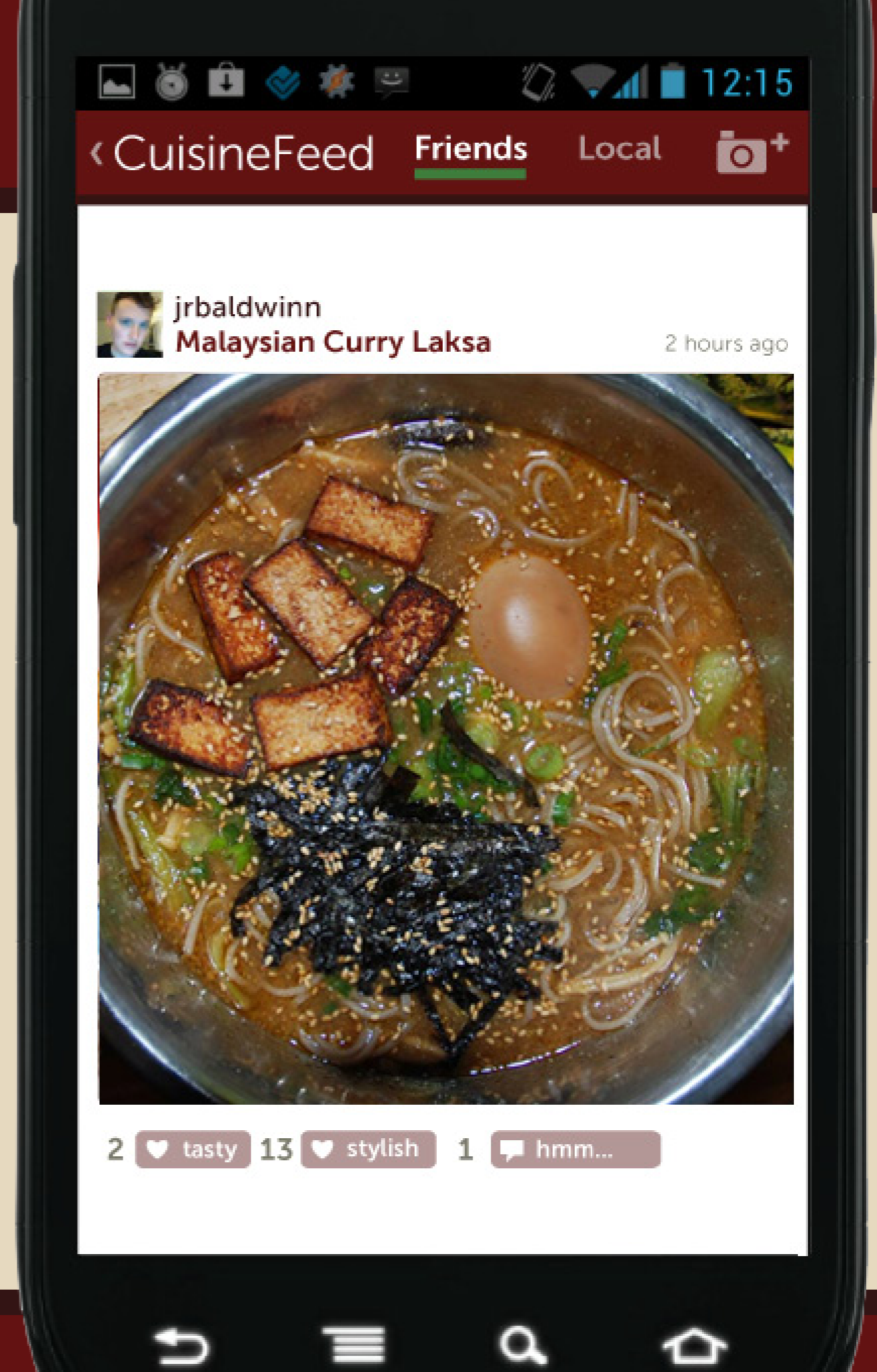


CuisineFeed

Share completed meals with friends, or browse locally



Links to recipes used



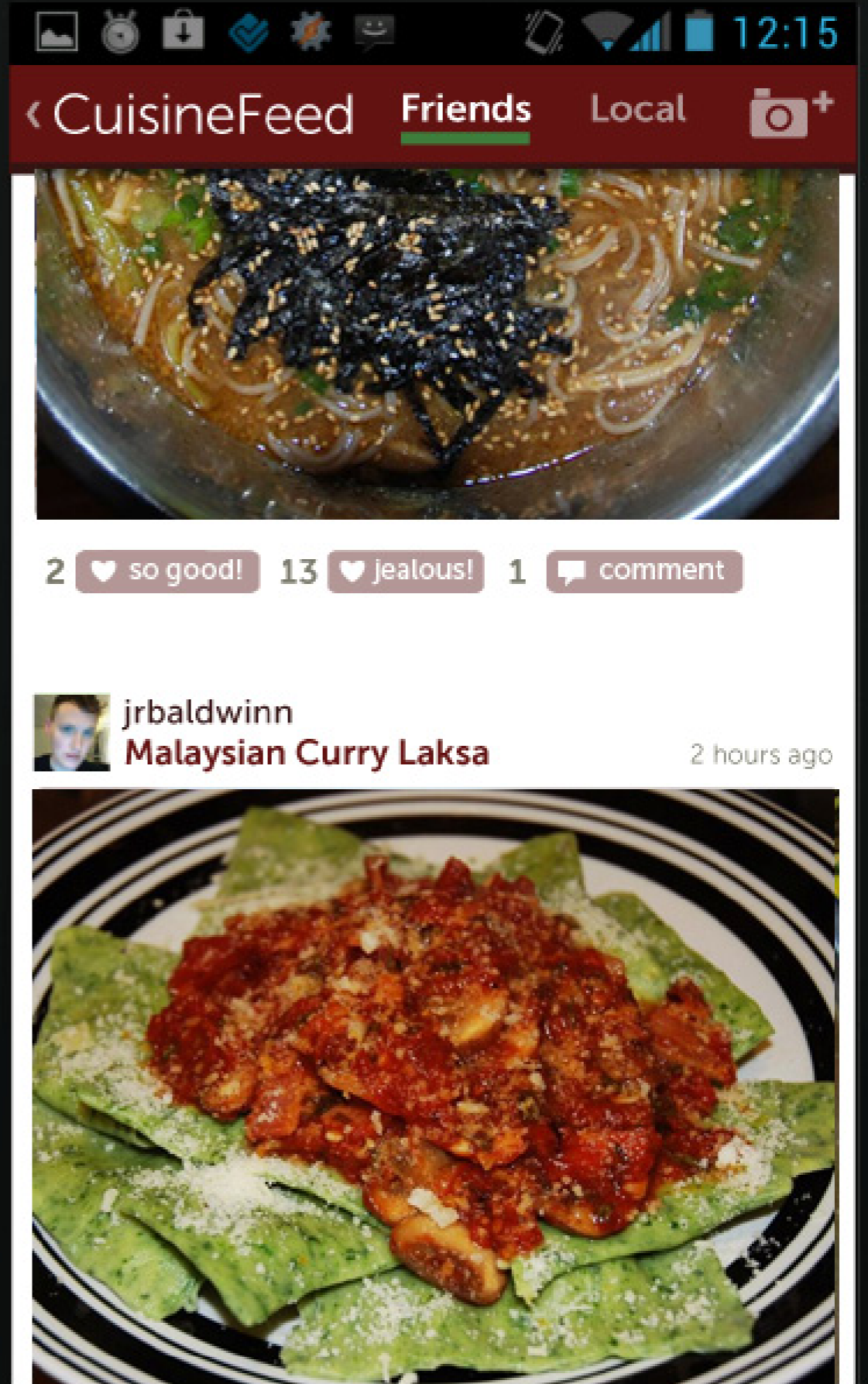
CuisineFeed

Friends can mark your

dish as “so good!”

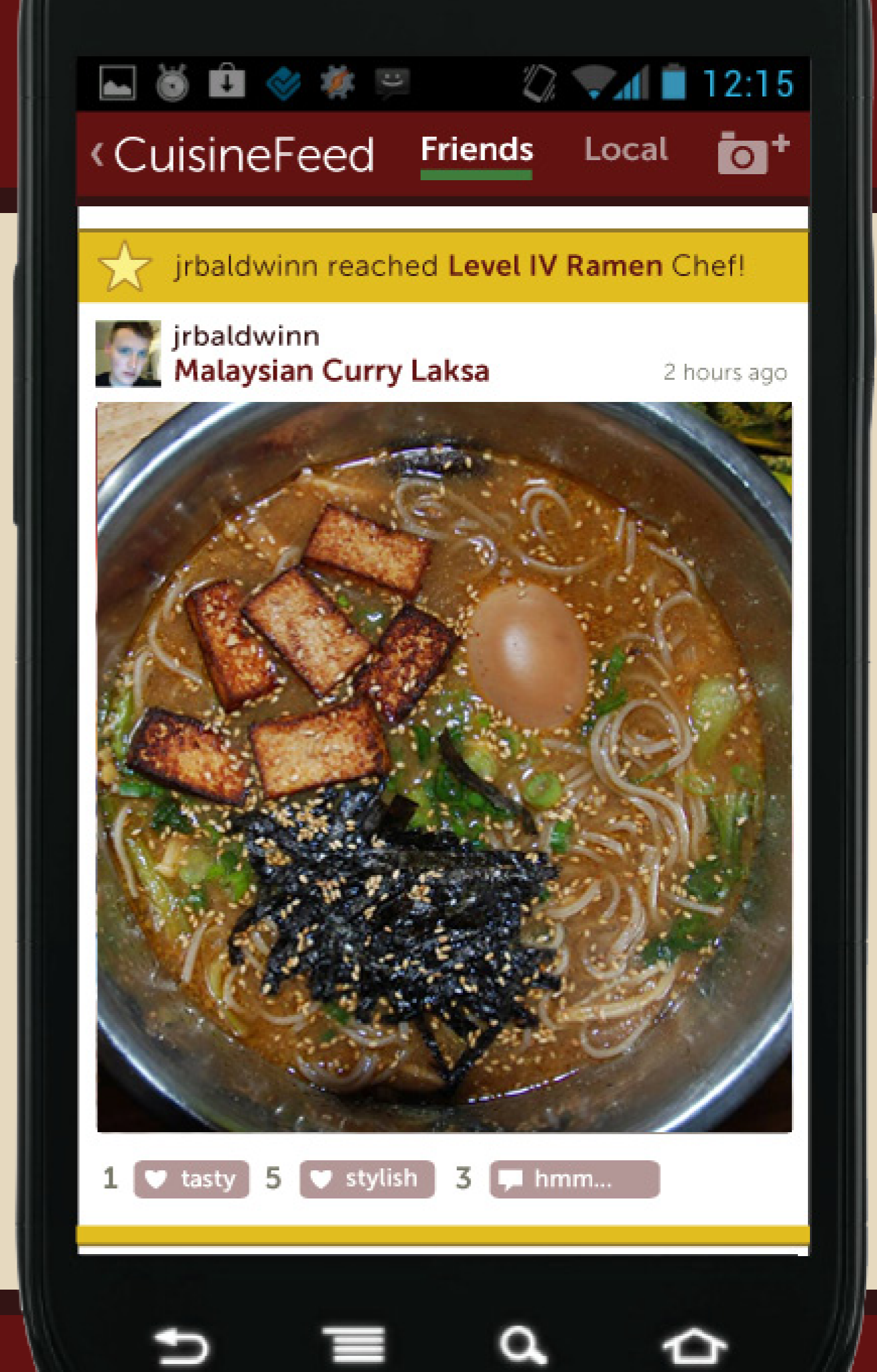
“jealous!” or post

a comment



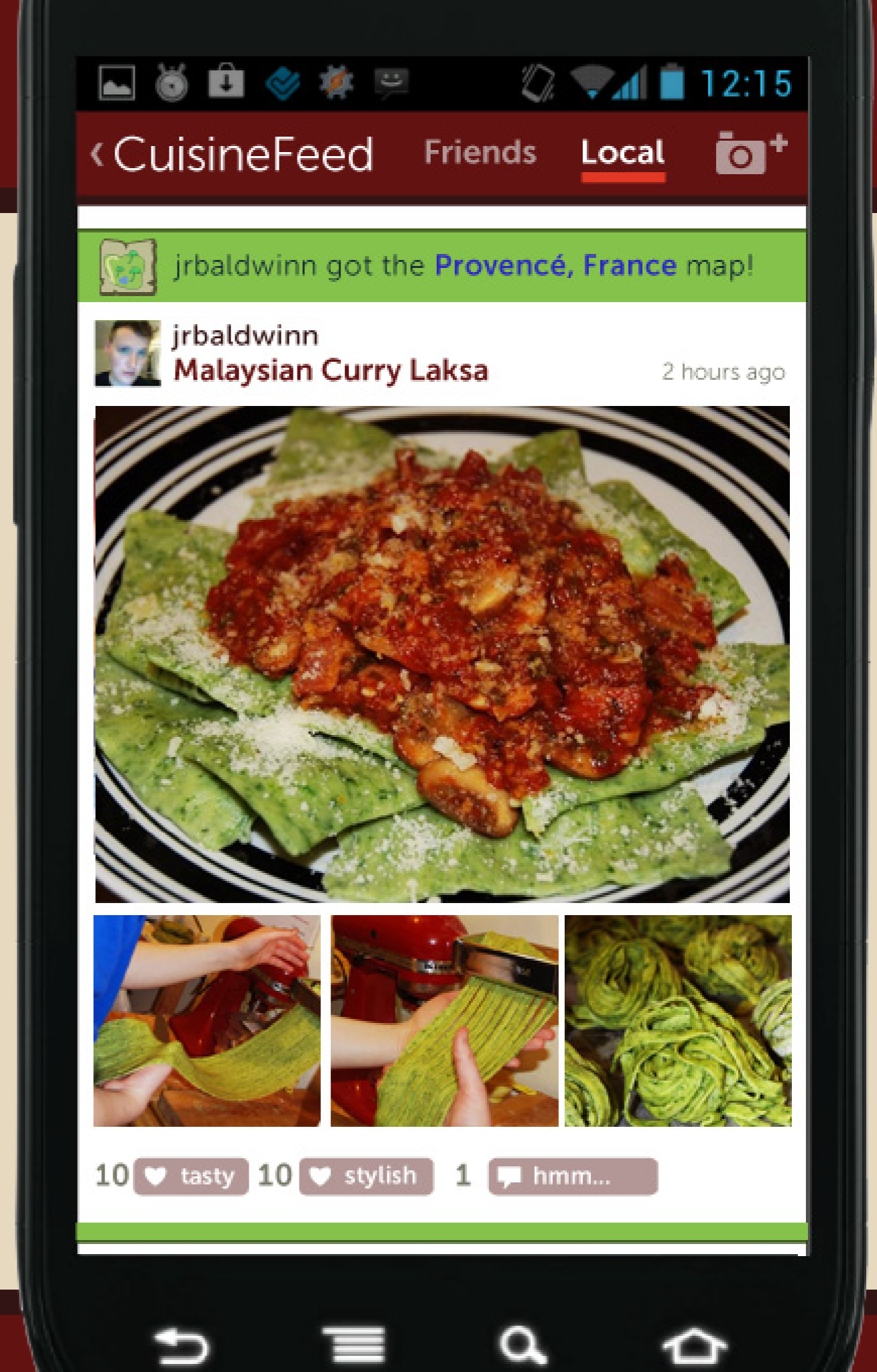
CuisineFeed

Collect Stars for cooking gradually more complex dishes.



CuisineFeed

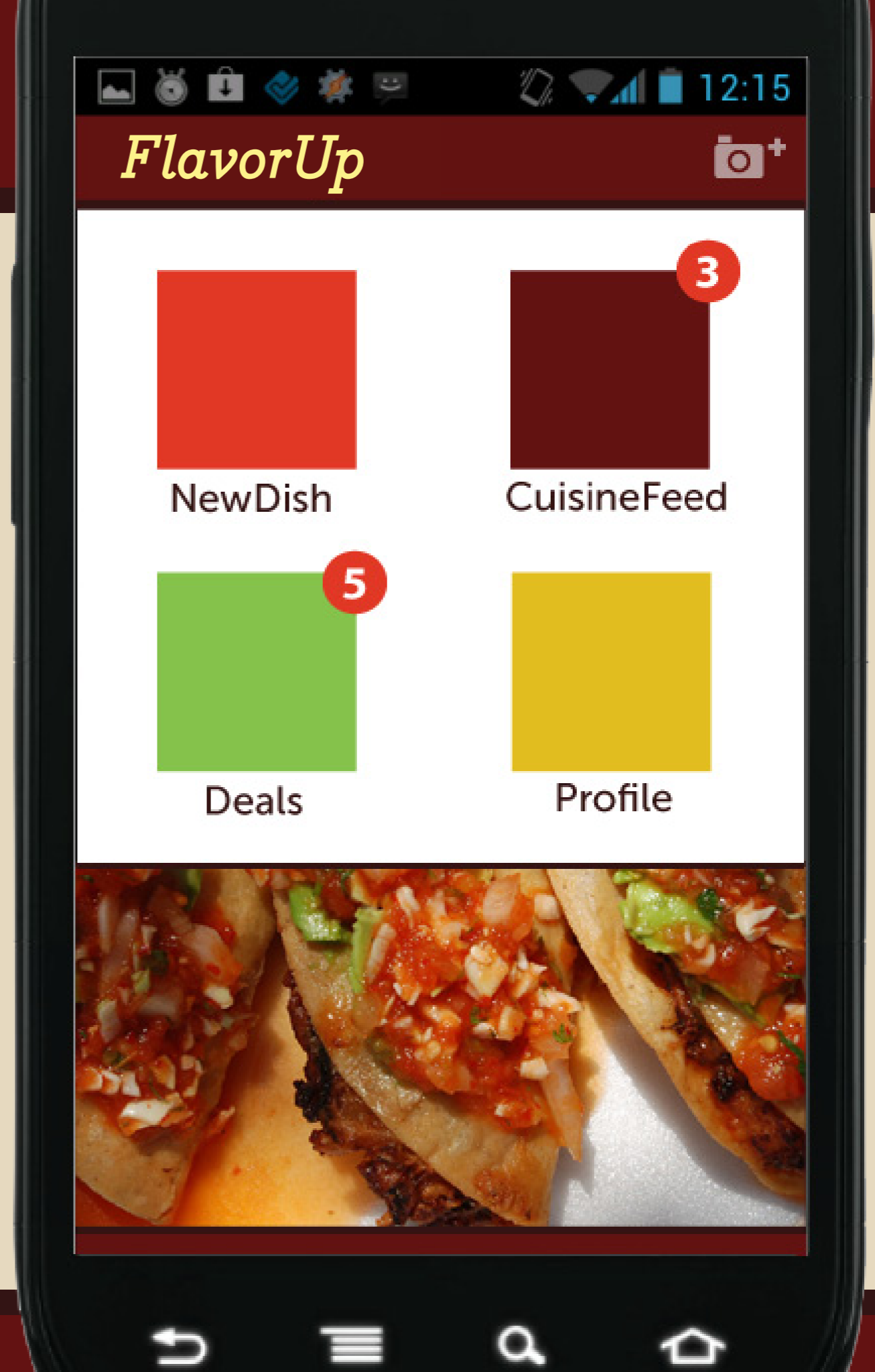
Collect map pieces for exploring different culinary regions



Deals

The More You Level Up:

Special discounts on
cooking utensils & spice/
ingredient boxes



The Future

Cooking is Cultural & Social:

Integrate with Pot Lucks,
Underground Restaurants,
Progressive Dinners

Top Users can Submit Original
Recipes for use in FlavorUp

Thank You

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