

cook•unity

The world's first **chef-to-consumer** platform.



Restaurants have constrained chefs for the last 100+ years.

Significant upfront capex

Limited and fixed capacity

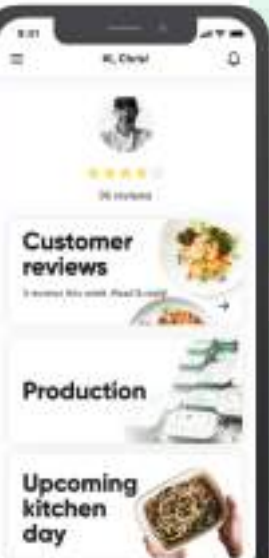
Limited geographic reach

Unpredictable demand

3-5% avg net profit margin

Dozens of business-related headaches

We are building a new culinary infrastructure to replace restaurants.



Chef OS app, reviews, and direct communication with subscribers

Kitchen with specialized equipment

Ingredients, sourcing, and packaging

Pre-existing customer base

Regional distribution

Zero business related headaches

We empower the best chefs to reach everyone, every day.

200+ chefs in Waitlist



Cedric Vongerichten

Esther Choi

Pierre Thiam

Ali Malfucci

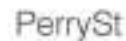
Jean Georges Vongerichten

Leah Cohen

JJ Johnson

Akhtar Nawab

Marc Forgione





Southern Fried Chicken with Buttermlashed Potatoes



Eggplant Parmigiana with garlic bread and cheese



Moroccan Chickpea Stew with Sprouted Turmeric Rice



Chia Baked Salmon cauliflower rice and broccoli rabe



Sautéed Gulf Hake Roasted Market Carrots, Lemon-Turmeric Emulsion



Kale Fritter



Tuscan Butter Shrimp



Balsamic Peach Chicken



Tamarind Glazed Baby Back Ribs



Romanesco Stir-fry Bowl



Beet Cakes with Quinoa Cashew Tabbouleh



**We unlock the
world's best food
creators and bring
their dishes to the
doorstep of the
masses.**

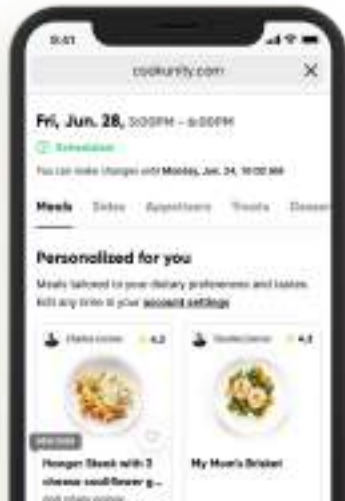


A Michelin-star at-home eating experience.

Through superior quality and ever-expanding variety, CookUnity is building the best meal subscription.

STEP 1

Personalize your meal plan



STEP 2

Weekly SMS presents rotating menu with 200+ options

STEP 3

Ready-to-eat meals delivered to your door weekly and ready in 2 minutes

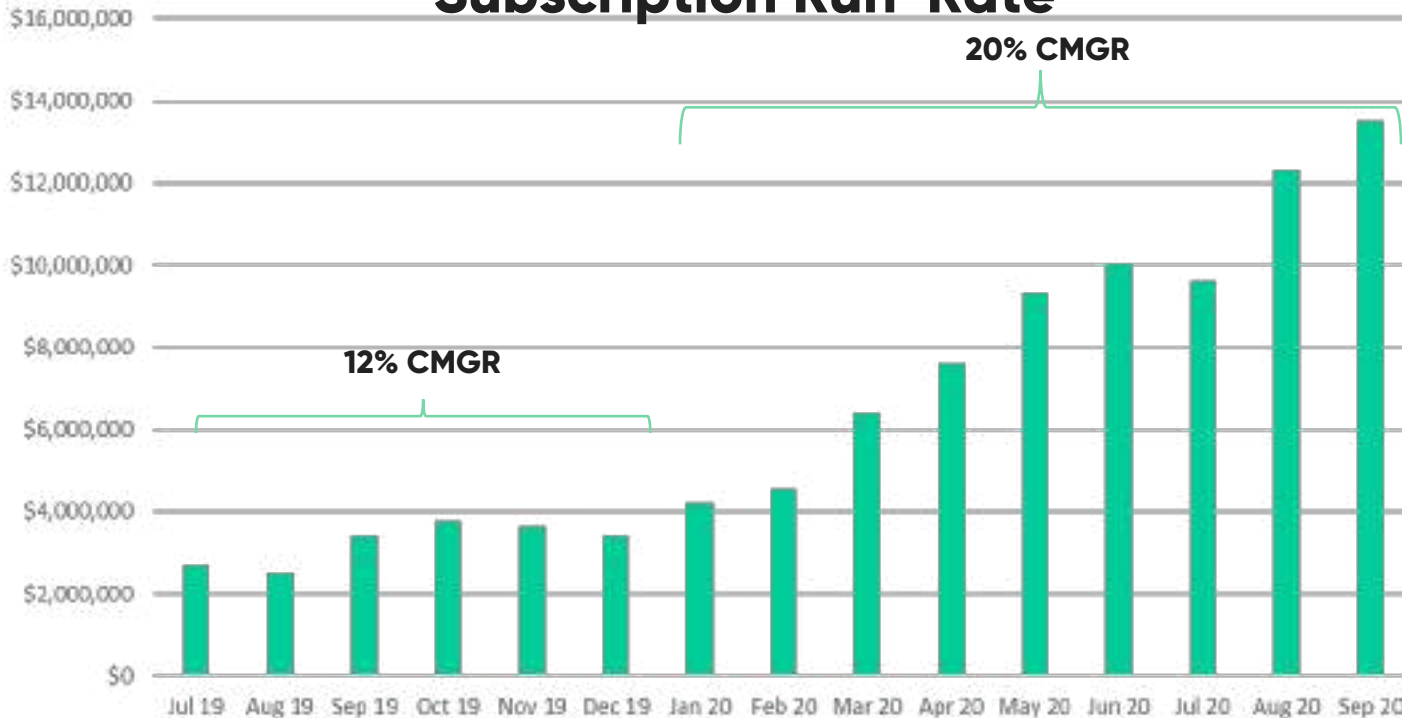


STEP 4

Share feedback directly with the CookUnity chef who made your meal

Rapidly growing subscriber base.

Subscription Run-Rate



January 2019:

Pre-seed led by Collaborative of \$1.4M round

July 2019:

Full implementation geographic expansion with longer shelf life

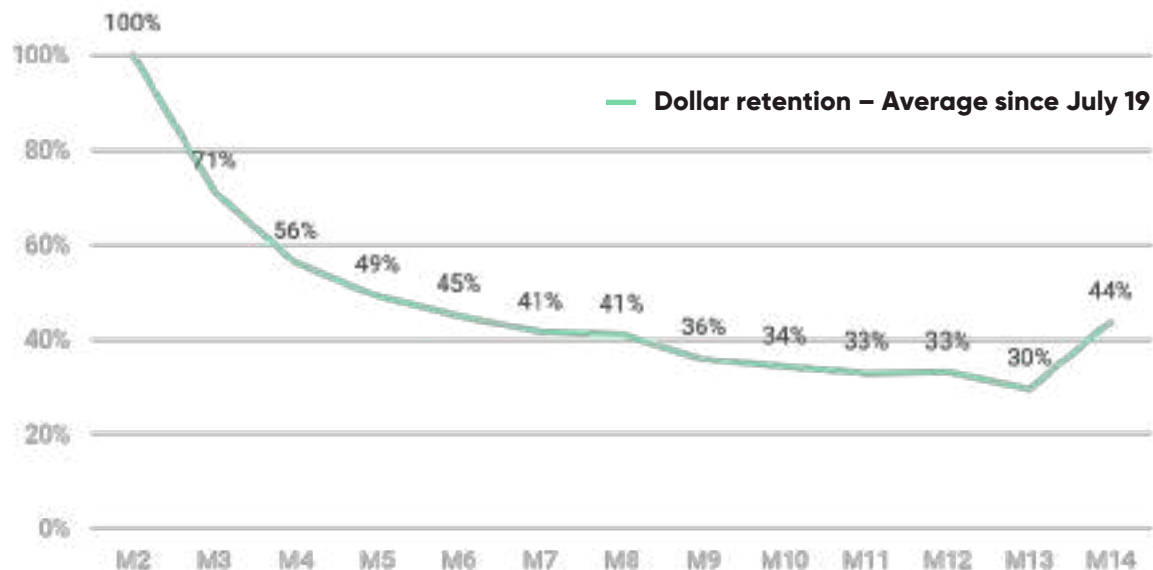
December 2019:

Seed round led by IDCV of \$6M

Oct 2020 (partial):

\$16.5M run-rate

Fuels ever-increasing variety and retention.



of dishes per week

April 19	80
April 20	150
July 20	220

FRESHLY



Number of dishes per week	30	20
12 month retention	19%	11%

CookUnity became the backbone of our customers' fridge.

37% of our subscribers have spent > \$1000 in first 12 months.

	\$ spend	Meals
Jacqueline Brogan	\$38,664	2,366
Harrison Davies	\$22,127	1,274
Daniel Shapiro	\$20,762	1,389
Mallika W	\$19,730	1,647
Shelley Singh	\$18,954	1,512
Gregorio Morales	\$18,011	1,434
Robert Miller	\$17,291	1,351
Gibran Cruz	\$17,196	1,553
Marguerite Stemerding	\$16,338	1,436
Laurence Koret	\$16,208	1,172
Rochelle Cohen	\$15,830	956
Dina Faenson Varous	\$15,716	1,266
Sophia Aslanis	\$15,069	1,255
Roman Paprocki	\$14,714	1,574
Hariharan Iyer	\$14,610	1,391

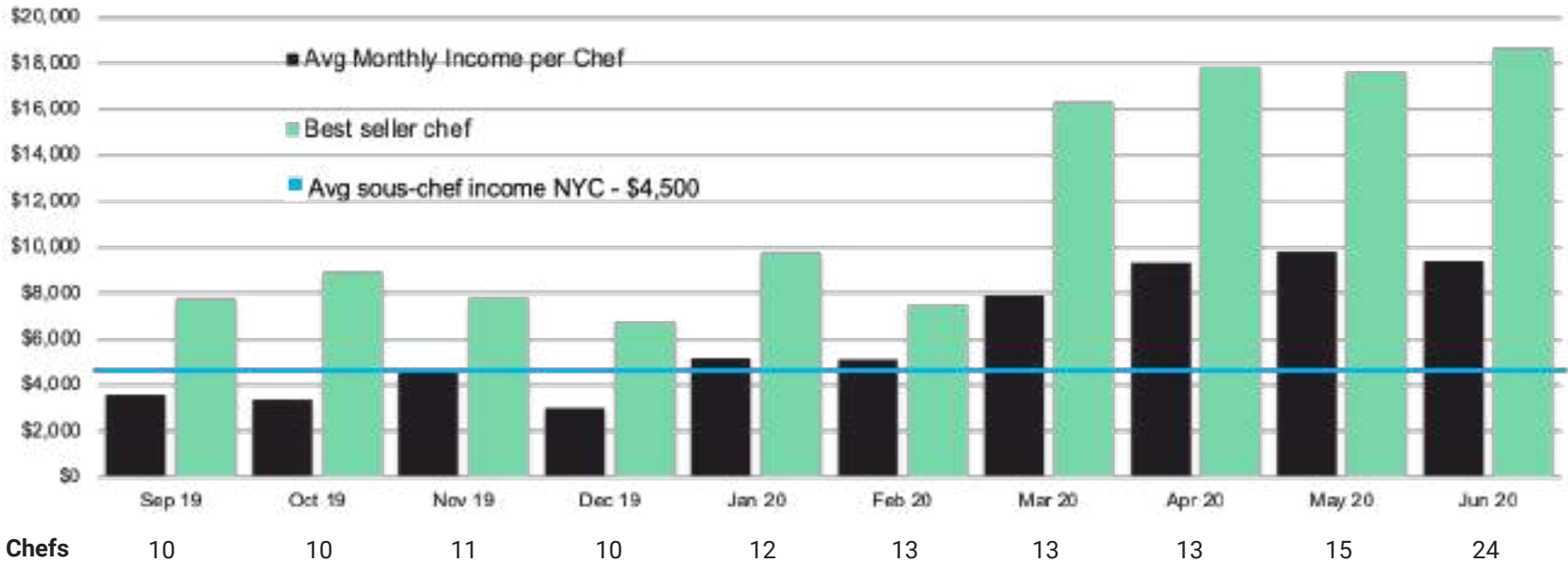
"CookUnity is much better than takeout. And it's healthy for you and much more sophisticated." **Rebecca, DC area, mother of 3**

Connecting independent chefs with foodies is really really cool. I always tell people I have private chefs cooking my meals." **Gregorio, couple, UWS**

"I choose CookUnity over Seamless because it is closer to what I would actually cook" **Emma, Hoboken 28.**

"I like that it feels home-cooked, and healthier than a restaurant. I'm able to see who is cooking each meal, the list of ingredients, and the nutritional facts." **Debro, Brooklyn Heights, mother of 1**

And more money in chef pockets.



CookUnity vs on demand

Case study:

Wayan by Cedric Vongerichten

4 Wayan signature meals from Cedric
in CookUnity = **\$58.7**

Same 4 Wayan signature meals from
Cedric in Caviar = **\$118.04**

Wayan		View Menu
Pay \$0 Delivery Your first delivery fee is on us. ✓ Applied		
Roasted Cauliflower	x 1	\$18.00
Crispy Baby Back Pork Ribs	x 1	\$27.00
Solo Ayam	x 1	\$18.00
Yellow Chicken	x 1	\$22.00
Delivery Instructions		Clear
<input checked="" type="checkbox"/> I'd like a no-contact delivery.		
<i>I'd like a no-contact delivery. Please leave the food at my door and text/call me when it's here.</i>		
Restaurant Instructions		Add
Subtotal		\$85.00
Tax		\$7.54
Service Fee		\$12.75
Delivery Fee		Free
Courier Tip		\$12.75
Total		\$118.04

Chris Ratel **without CookUnity.**



Studied culinary arts and committed his life to food

Sous-chef for restaurant
\$40-55k a year working at night

Working as a private chef
for families making \$40-70k hustling to get customers

Chris Ratel with CookUnity.



This dish is full of amazing flavors and I will order this again and again I love it !

Tanesha · 04/17/20



So good, I had to get 2 of em

Kwashi · 02/07/19



Chef
Chris
Ratel



Making \$18,000 a month running his own business

Selling 8,000 meals a month

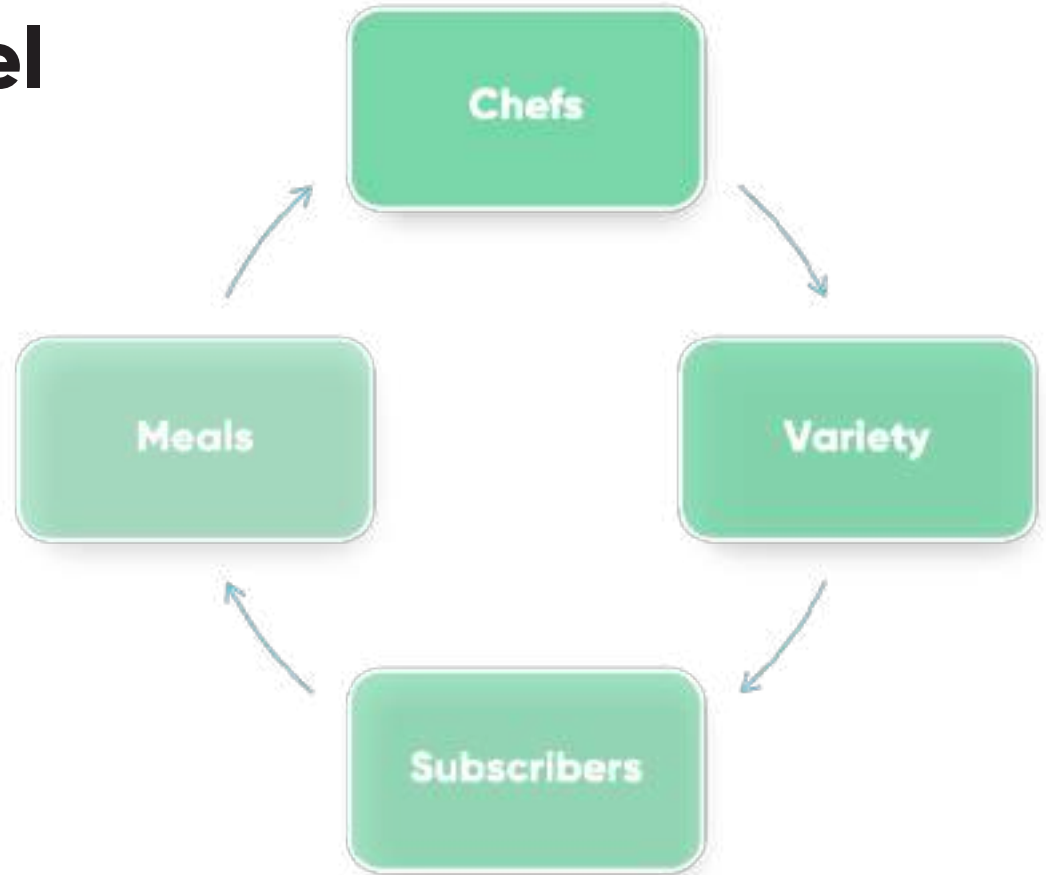
4.4 stars and >6,000 reviews

Employs a sous-chef named Earl

Only works during the day

Creative control over his recipes

CookUnity flywheel is working in the NorthEast.



Chefs are a part of **the brand.**



High margin, asset light.

High gross margin with low capital needs allow us to easily expand geographically and invest in fueling the variety flywheel.

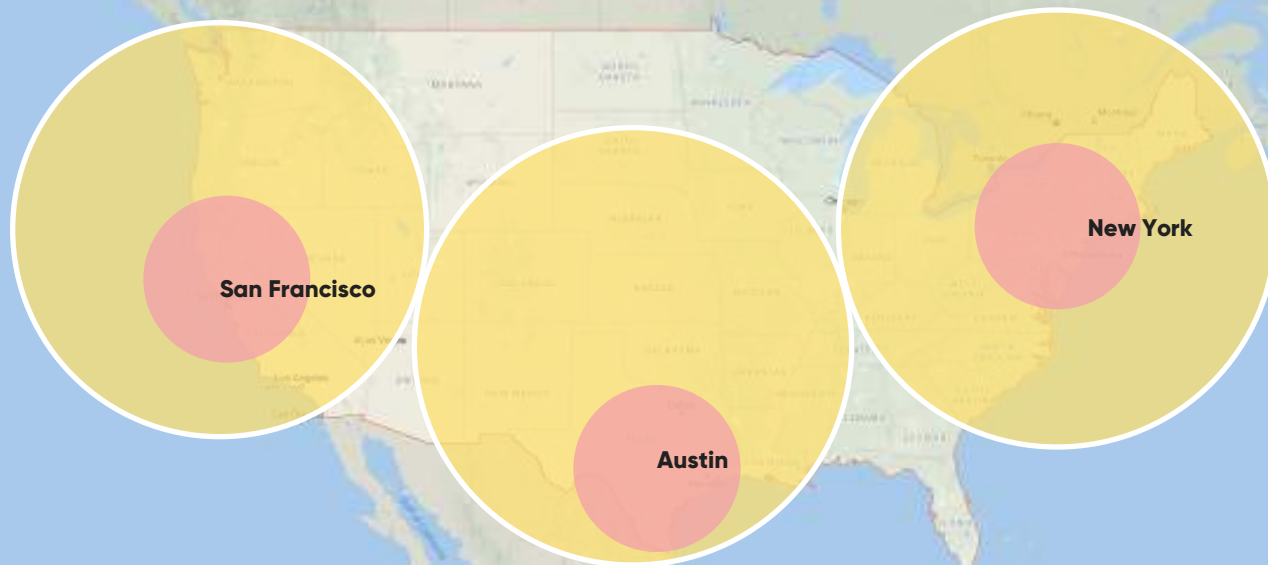
Today = \$10M ARR

\$100M ARR

New City total investment		
Kitchen CAPEX	\$514,000	\$3,360,000 DEBT FINANCING
Total chefs cooking per week	24	120
Unit economics		
Net revenue per order	\$84	\$89
COGS	\$52	\$45
Gross Margin	39%	50%
Operating Cost	\$13	\$10
Contribution Margin	24%	38%

Next step is to build nationwide presence.

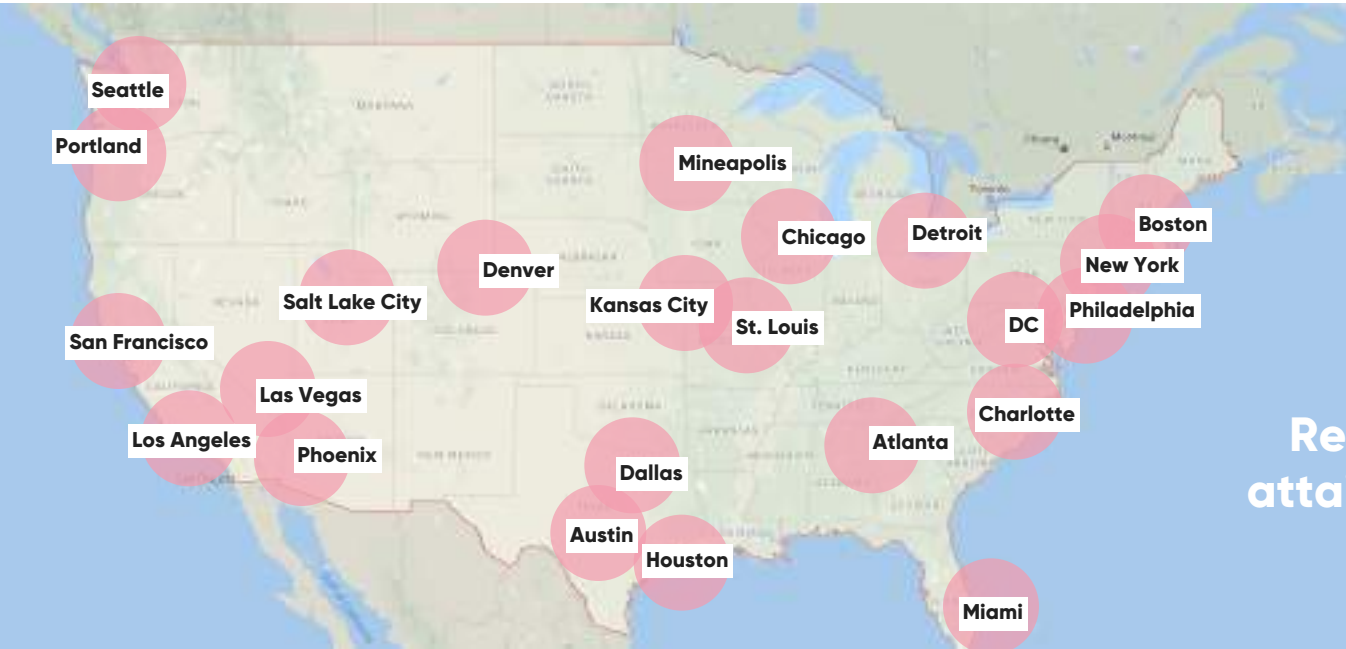
We need 3 kitchens to serve 200 million urban and suburban Americans



Revenue
attainable
of 1B+

Owning the best chefs **in America.**

In a second phase we will develop 20-25 culinary hubs to aggregate fragmented supply in the most vibrant culinary hubs



Revenue
attainable
of 5B+

Platform for chefs that reimagines the business of cooking.

**Consumer trust as a nationwide brand + owning the best chefs in America
= opportunity to open the marketplace for all chefs and amateur cooks.**



**Revenue
attainable
of 10B+**

Experts in food, logistics and tech.



Mateo Marietti
Founder and CEO

Former founder and CEO of Grupo Pop (food delivery company) in South America. Scaled to 600 employees and 26 locations across 4 countries.



Dan Storms
CPO

Former product leader at Updater, The Knot, Originate, Angie's List. First class of Techstars NYC. Founder NY Product Conference. Cornell CS.



Clara F. Quiroga
Head of Finance

Former founder of Styleclub (wellness service provider marketplace) in South America. Former investment banker at Raymond James.



Nalina Sarma
Head of Design & Brand

Former design leader at Sullivan NYC, Updater, Originate as well as a number of top New York digital agencies, advertising agencies, product consultancies and at start-ups.



Chad Tibbetts
Head of Operations

Former Director of Culinary Operations at Good Uncle. Former Director of Food Safety and Supply Chain at Aramark. MBA Fordham University



Astrid Mirkin
Head of New User Acquisition

Former UberEats in Argentina as employee #2 leading GTM and Sales. Former Head of Youtube ads for SMB in NY.

We're adding fuel to our vision.

Raising \$10M

Existing investors include



IDC Ventures



Collaborative Fund



People Fund



Marcos Galperin
Founder and CEO
Mercadolibre.com



Javier Olivan
VP of Growth at
Facebook



Oskar Hjertansson
Founder and CEO
Cornershop.com



Martin Varsavsky
Serial entrepreneur
with 6 exits



Weihua Yan
Co-founder and
CTO Diapers.com



Matías de Tezanos
Serial entrepreneur
with 4 exits



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Eggplant Parmigiana with garlic bread and cheese

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