



Pop Up Cooking

BUSINESS PLAN

Executive Summary



We are an online marketplace where everyday people can learn how to cook and plan meals at home, with services provided by vetted professional chefs either through video call or in-person in a private kitchen. We will initially target major cities and foodie tourist destinations in Australia. We are addressing the growing problem of the modern world where people are becoming

more obese, unhealthy, depressed and don't know how to cook delicious and nutritious food at home. On the other hand, chefs at restaurants are overworked and underpaid, often cooking with cheap ingredients, providing little value and nutrition to customers. The world is also becoming more polluted and unsustainable with large scale industrial agriculture feeding us

toxic pesticide filled food from unhealthy soils. Our solution is to empower people with proper cooking skills guided by an experienced chef, and inform them of the importance of buying local and sustainable produce to support a healthier life and ecosystem. In turn, this would also be an extra desired source of income for chefs. Today people are wanting to be healthy and also love watching

cooking shows. Chefs are getting burnt out from their restaurant jobs and have little alternatives. PopUp Cooking would bridge the gap, sharing the knowledge and long term health and social benefits of cooking, a vital life skill that is disappearing, and also influence agriculture and culture around what to consume and drive sustainability, saving water, resources and the planet.

Background



PopUp Cooking evolved after a culmination of various chef experiences in helping people enjoy cooking and eating better at home, and recognising that chefs have a crucial role to play in this world in influencing what we cook and eat everyday, and not to be left undervalued behind the kitchen scenes. Our chef founder, apart from having worked as head chef at numerous top restaurants, has worked as private chef for high profile families including Angelina Jolie, grocery shopped and delivered weekly organic meals to ordinary busy working families, helped build 2 amazing cooking schools in Sydney including Williams-Sonoma's first flagship cooking school, taught classes with Neil Perry and Manu Feildel, started up his own business teaching at private homes, corporate team building events, childcares and Bondi farmer's market, as well as catering for parties and private events. Our technology co-founder has been alongside the chef on this journey, while trying to piece together and solve the real world problems of cooking, eating, health, and the environment. We all recognise that it can be a drag to find good healthy food when we eat out, or try to be diligent and plan delicious meals to cook at home, and most of us want to help the environment. PopUp Cooking is about making cooking fun and delicious food for everyone, and to empower people to take back their health and the environment. We are a 2 person powerhouse planning for global success with our combined backgrounds in food, technology and design from Asia, US, Europe and Australia.



Founders

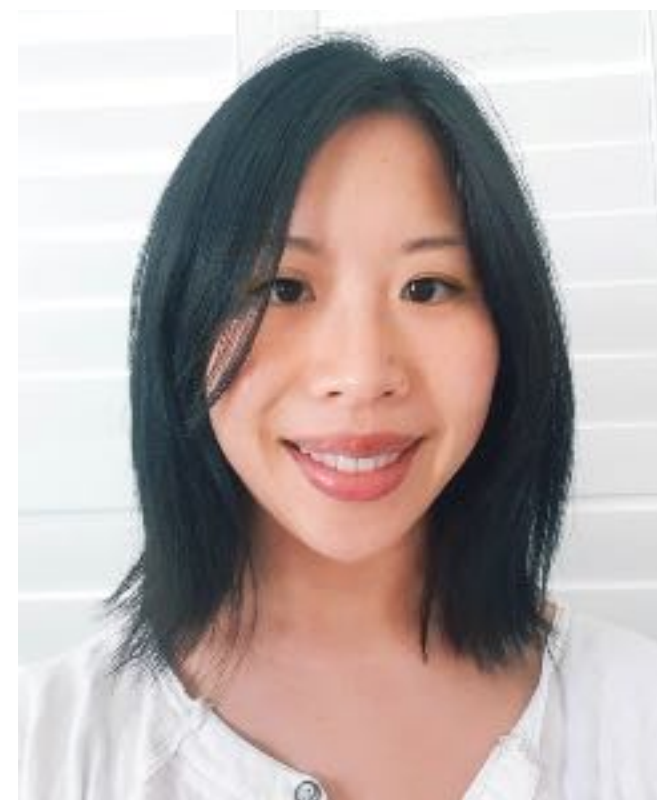
PopUp Cooking will transform the way we shop, cook and eat food towards a healthier future.

Through trials and tribulations from experimenting with various cooking schools and classes, we have finally come up with our latest business plan for a new online marketplace for cooking - almost like “AirBnB” for cooking.




Julien Vasseur – Executive Chef

Born and bred in France with 18 years of chef experience, starting with culinary school training in France, then working his way up top kitchens in Switzerland, to travelling around the world to Australia and California working as a private chef for elite families. Eventually settling down in Sydney, he worked at some of the best restaurants, and then helped start up two of the best cooking schools in Sydney, and now finally starting his own global online cooking school venture with a mission to contribute to a more sustainable world.



Karen Yung – Head of Product

Technology, design and wellness guru, with 20 years of experience working with some of the best brands, ad agencies and tech start-ups in LA, NYC and Sydney. Design graduate of Cornell University and currently Principal Product Designer at Service NSW, she is an expert at crafting brilliant human centred experiences for digital products. With hopes for everyone to stop eating crap food, destroying themselves and the world, she is masterminding the whole PopUp Cooking product experience, hoping to connect with consumers and chefs on an emotional level and drive their behaviour to cook and eat towards a greener and healthier planet.



Global Market

Modern countries are facing increasing rates of obesity, heart disease, cancer, depression with health care costs on the rise. People are cooking less, buying more convenience foods and eating out more. Climate change, drought and pollution are growing global epidemics. There is a strong correlation between diet, disease and environment. How can we help reverse this?



HEART DISEASE

The leading cause of death in Australia. Diabetes also puts you at risk for heart disease. On average 1 in 20 Australians have heart disease, and the risk increases to 1 in 4 over the age of 75.

<https://www.heartfoundation.org.au/about-us/what-we-do/heart-disease-in-australia/cardiovascular-disease-fact-sheet>



OBESITY

1 out of 4 children in Australia are overweight compared to 1 out of 3 children in America, with high risk of developing type 2 diabetes early on

<https://www.smh.com.au/lifestyle/obesity-rates-soar-in-australia-a-global-survey-reveals-20140528-394s4.html>



DIET IS THE MAIN CAUSE/CURE

A diet with lots of vegetables and fruits can prevent and reverse obesity and heart disease. Grass fed meat also lower risks of disease compared to grain fed meat.

<https://foodrevolution.org/blog/heart-healthy-foods/>



Planet Impact

The biggest contributor to our water footprint is our diet. Just to get a sense of how much water goes into growing and processing what we eat, here's a list of the water footprint for some common foods.

<https://www.latimes.com/food/dailydish/la-dd-gallons-of-water-to-make-a-burger-20140124-story.html>

1 burger = using...

HOW MUCH WATER
DOES IT TAKE TO
PRODUCE 1 BURGER?

3140 litres of water

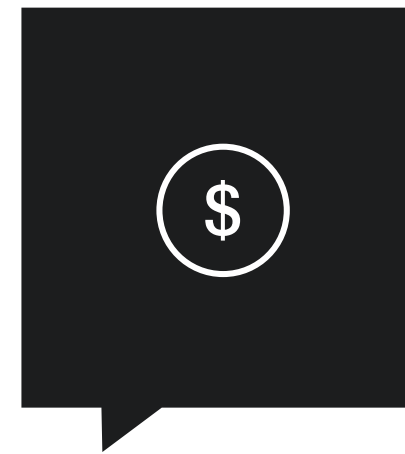
THAT'S LIKE TAKING
63 FIVE MINUTE
SHOWERS

<https://www.weforum.org/agenda/2019/02/this-is-how-much-water-is-in-your-burger/>

Reality of Eating Out

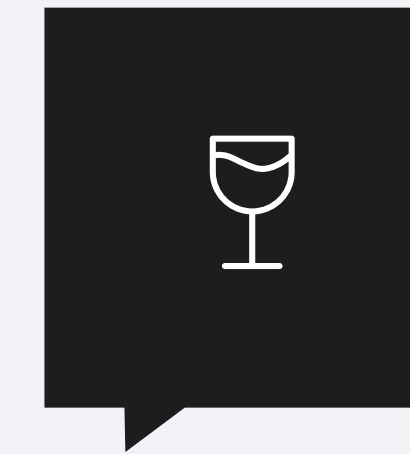
Chefs really deserve to be paid more

These are statistics from real chefs we know working in Sydney. Chefs are generally underpaid and after 10+ years of experience a head chef is getting paid minimum wage. Can you imagine them enjoying their jobs? Most chefs get burnt out and don't really have many other career options. With PopUp Cooking chefs can set their own rates and feel valued like having their own business. Restaurants complain of a shortage of chefs in both Australia and the US, and we wonder why?



Head Chef

A head chef working at a top restaurant in Sydney makes \$100k annually and works 70 hours a week which equates to \$20/hour equal to minimum wage in Australia.



Fine Dining

Dinner at a nice restaurant in Sydney would easily cost \$100 per person where actual ingredients would cost approx \$10-15 per person



Solution

Source Food Responsibly

Help shape sustainable agriculture and feed ourselves with healthy food

Cook at Home & Eat Healthy

Learn and practice to shop, cook and eat at home and reap the benefits



Money for Chefs & Farmers

Pay our local chefs and farmers instead of pharmaceuticals and industrial agriculture

Healthy People & Planet

We are what we eat. Heal yourself and the planet through eating responsibly

Our Services



1

Cooking Classes

Private/in-home cooking classes listed by chefs on the platform that will be taught either in their own kitchen or the customer's kitchen.

2

Virtual Live Classes

Cooking classes also provided by the chef to the customer but via a video (Zoom) call so the customer can follow and ask questions and interact like in a real class with lots of personal attention. These classes can take place anytime and also save time.

3

Celebrity Chef Classes

Celebrity chefs are also encouraged to join the platform to list classes whether in-person or virtual. They would be marketed differently and would probably be very popular.

4

Private Chef

Customers can hire private chefs to cook and serve meals at their private home or venue

5

Team-Building

Customers would be able to plan and book team-building classes, hens classes, private group classes with a particular PopUp Chef and we could even help source a venue

6

Customised Meal Plans

Customers can hire a chef to provide a customised meal plan for them according to their needs. The chef can also include a virtual cooking class on-going live chat help to accompany the meal plan service.

Timeline

1 MAR
2020



Soft Launch

Finish website and prototype to be viewable and functional to the public



Onboard Chefs

Start inviting and training interested chefs to get on board and list services



Initial Customers

Start testing with our first customers to try out services with our chefs

Timeline to Launch



Pitch to Investors

Get funding to refine website technology, branding and create marketing campaigns



Start Promotions

Initial target market will be Sydney to Newcastle/Hunter Valley area



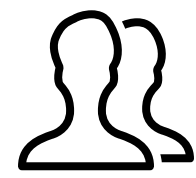
Official Launch

Continue improving our website and market to rest of target Australian areas

1 OCT
2020

Our Goals 1st Year

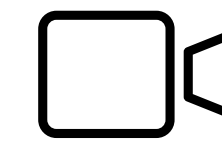
(CONSERVATIVE ESTIMATES)



CUSTOMERS

Market reach to major cities and tourist destinations in Australia of 20 million people and target to capture 10k of customers.

10K



COOKING CLASSES

10k of customers to purchase on average 3 of our services to equal 30k in transactions. That's average of 3 services per week per chef.

30K



CHEFS

Market through our chef networks to recruit 200 chefs across Australia's major cities and tourist destinations to list services.

200



REVENUE

Transaction average \$100 x 30k, revenue equals \$3m. We charge 5-10% commission, with the rest going straight to the chefs and food producers for ingredients.

\$3M

2nd Year Goals

Double Australian Revenue and expand globally

Because half our business model is based on virtual video call cooking classes, we can easily expand globally from the first year with customers and chefs that can join our platform from anywhere in the world. We plan to gradually expand our physical chef services network globally to N. America, East Asia, Western Europe and New Zealand in the 2nd year of operation through marketing and organic growth with a conservative estimate of worldwide combined revenue to be \$16M.



Competitors

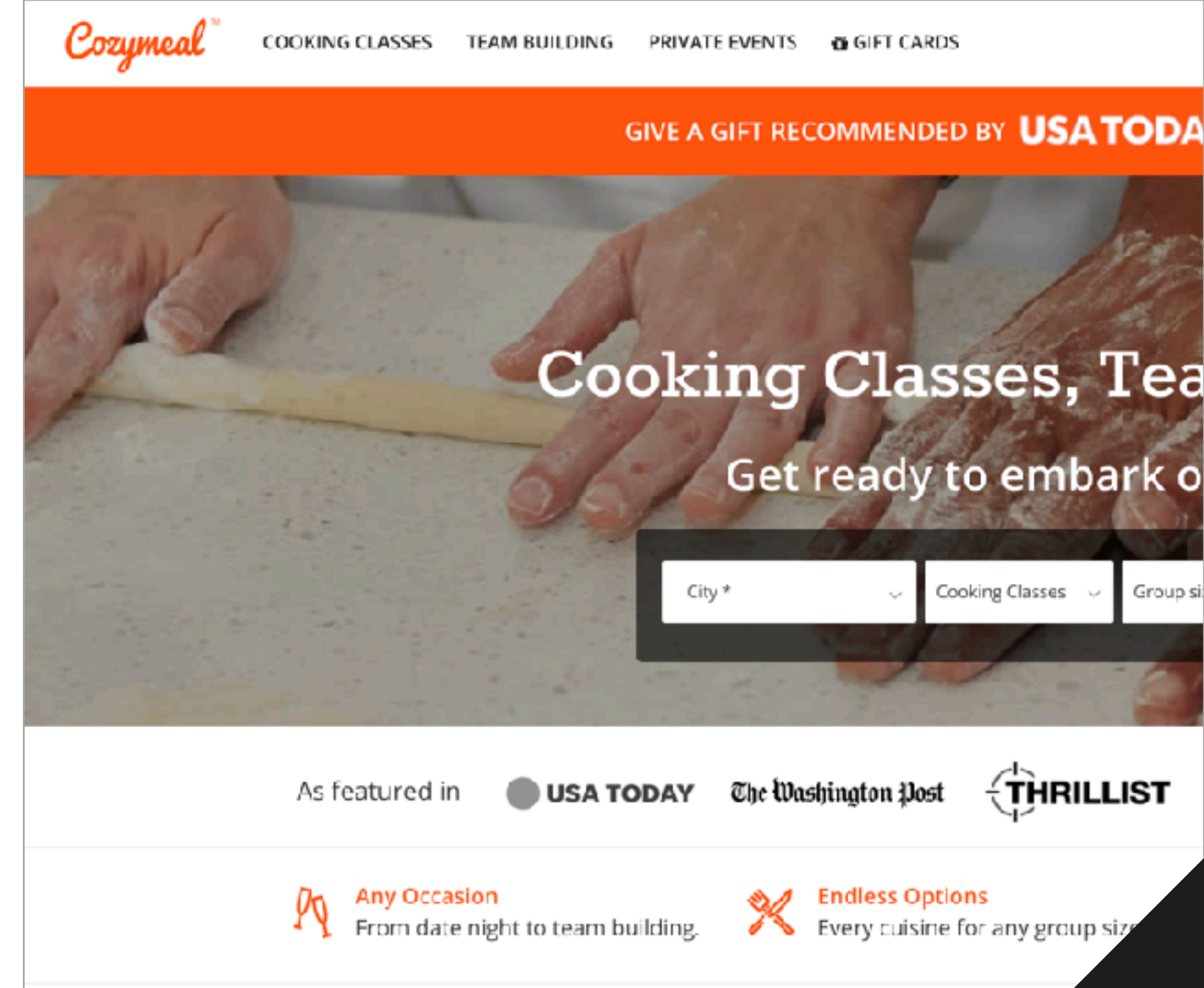
POPUK COOKING

PopupUp Cooking has a similar business model to Cozymeal except in addition we will provide the capability to do live virtual video call classes and provide customised meal plan services which are all highly desired. Our mission for social good and promoting a more sustainable world also gives us a market edge. The fact that Cozymeal has been so successful, paves the way for a very strong market for us to follow and tap into. Another competitive advantage we have is that we will be able to target more niche markets here being physically located in Australia and being more familiar with the market behaviour. Cozymeal also takes a 20-30% commission from sales. We hope to charge a much lower commission at 10%, giving back to chefs and farmers as much as possible. We also hope to beat them to market launch in Australia as they are expanding here soon and globally.

COZYMEAL

In the coming year (2019-2020), Cozymeal will expand to 30 more national US cities and 20 international markets. While the company won't provide details, a rep confirms the company was profitable in 2018 in the range of several million dollars. Growth rate tops 100% year-over-year. <http://cozymeal.com>

<https://www.fastcompany.com/90314775/can-this-at-home-chef-booking-platform-redefine-luxury-dining>



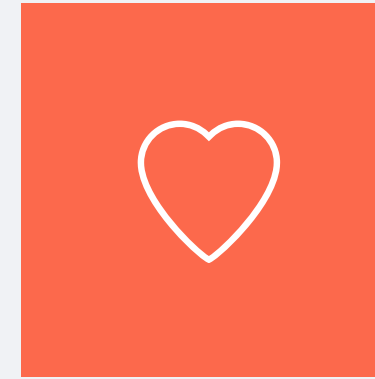
CHEFIN

Chefin is a start-up that is more of a private chef only platform based in Sydney/Melbourne without cooking class services. They have shown to be profitable with a valuation of \$2.5M. <https://chefin.com.au/>

Additional Reading

We can protect our health and planet by taking action with each meal we choose to eat. Let's get cooking!

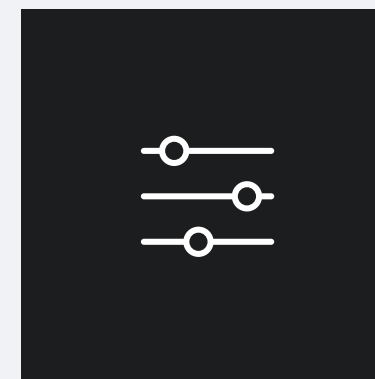
"Few climate solutions of this magnitude lie in the hands of individuals or are as close as the dinner plate."



Home Cooking: Good for your health

"Can you imagine if you went to your primary care doctor's office for cooking classes? What if your visit included time spent planning meals, discussing grocery lists and the benefits of home cooking, and learning culinary techniques? Hard to believe it, but time in the kitchen can be as valuable as medication for some people with diabetes."

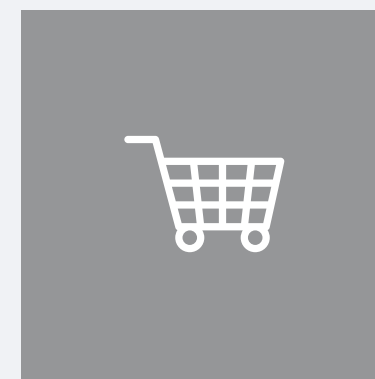
<https://www.health.harvard.edu/blog/home-cooking-good-for-your-health-2018081514449>



Kitchen Confidential: The Health and Social Benefits of Home-Cooked Meals

"Research finds that people who eat home-cooked meals on a regular basis tend to be happier and healthier and consume less sugar and processed foods, which can result in higher energy levels and better mental health. Eating home-cooked meals five or more days a week is even associated with a longer life."

<https://www.fix.com/blog/perks-of-home-cooked-meals/>



Why Consumers Should Buy Organic Food

"Non-organic food often contains harmful hormones and pesticides. Pesticides are poisonous — by nature, they're designed to kill. Pesticides can cause neurological problems, cancer, infertility, nausea, vomiting, diarrhea, allergies and asthma, wheezing, rashes, and other skin problems, ADHD, birth defects and more."

<https://www.thebalancesmb.com/reasons-to-buy-organic-food-2538039>



Eating Plant-Based Diets Can Play a Huge Role in Limiting the Effects of Climate Change

"Between rapidly improving products, research at top universities, venture capital investment, and mounting consumer interest, experts expect markets for nonmeats to grow rapidly. Omnivorous chefs are making the case for eating widely and with pleasure without meat. Making the transition to a plant-based diet may well be the most effective way an individual can stop climate change."

<https://bioneers.org/eating-plant-based-diets-can-play-huge-role-limiting-effects-climate-change-ze0z1709/>

Documentaries to watch



The Game Changers (on Netflix)

Presented by James Cameron, Arnold Schwarzenegger, Jackie Chan, Lewis Hamilton, Novak Djokovic and Chris Paul — a revolutionary new film about meat, protein and strength
<https://gamechangersmovie.com/>



The Need to Grow

Rosario Dawson's award-winning documentary offers hope and solutions in a dire time for our planet and civilization. Chefs and local farmers work together to influence culture and the diversity of produce and local agriculture
<https://www.earthconsciouslife.org/theneedtogrow>



Cowspiracy (on Netflix)

Learn how factory farming is decimating the planet's natural resources and why this crisis has been largely ignored by major environmental groups. Executive producer Leonardo DiCaprio. <https://www.cowspiracy.com/>



Feel Rich: Health is the New Wealth (on Netflix)

A film about the hip hop community movement to feel rich through health and wellness featuring iconic artists
<https://www.netflix.com/au/title/80128689>



Thank you!



“Life’s too short for bad food.”

JULIEN VASSEUR

