

MeSu

NOT YOUR AVERAGE SOUS CHEF

ELPP Fall 2022 : Team 7

Wednesday December 7th, 2022

Datong Chen, Jeremy DeBerg, Ray Donohoe, Jaswanth Gummadi, Oleg Khoruzhiy



ELPP Team 7

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Datong Chen 
CFO/ Co-Founder



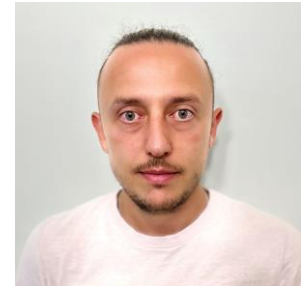
Jeremy DeBerg 
CIO/ Co-Founder



Ray Donohoe 
CEO/ Co-Founder



Jaswanth Gummadi 
CTO/ Co-Founder



Oleg Khoruzhiy 
COO/ Co-Founder

Farm-to-Trash Can

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The MeSu Approach

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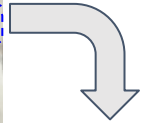
How Does MeSu Work?

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Scan to Free App

Receipt/ Barcode



Collect/ Input Data

Grocery Chain
Store location
Date/ time
Loyalty program
Food items
Pricing

Manual entry/
product scanning to
grab expiry dates

Analyze and track

Food items
purchased

Pantry levels

Expiry dates for
perishables and non-
perishables

Recipe ideas

Based on expiry and
pantry contents

Recommend best
place to purchase
missing items

Links to books/
websites

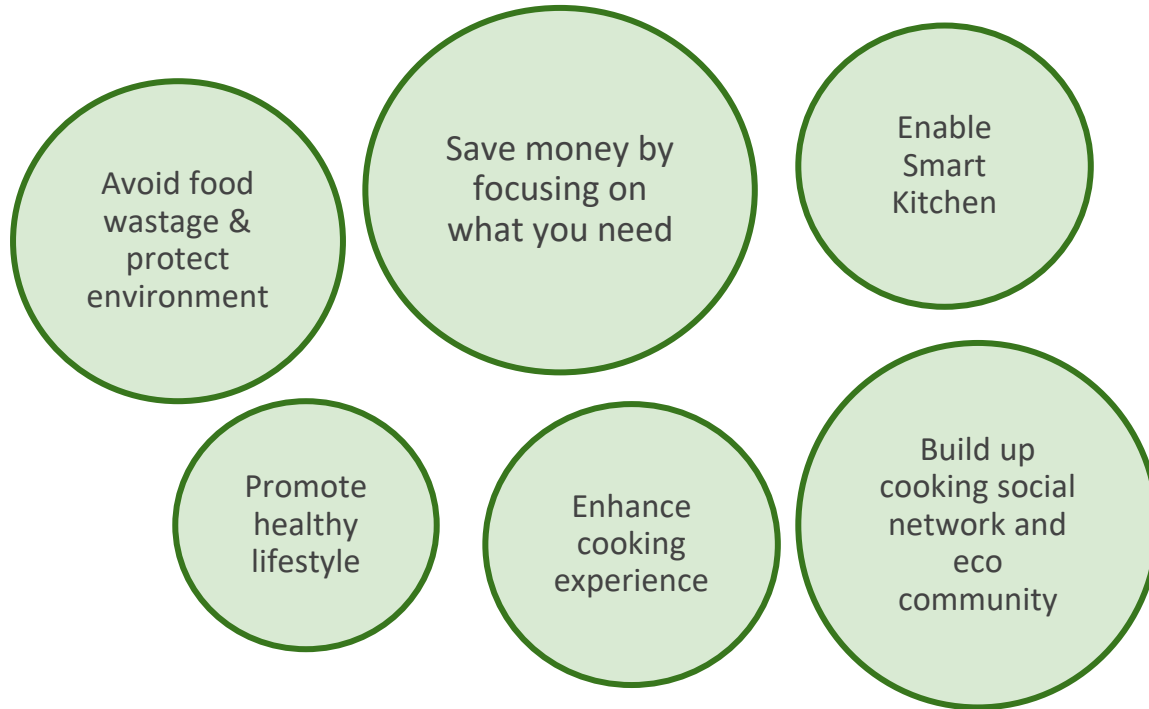
Track & Plan

Food/ materials
removed from food
cart when recipes
used

MeSu - Global Benefits

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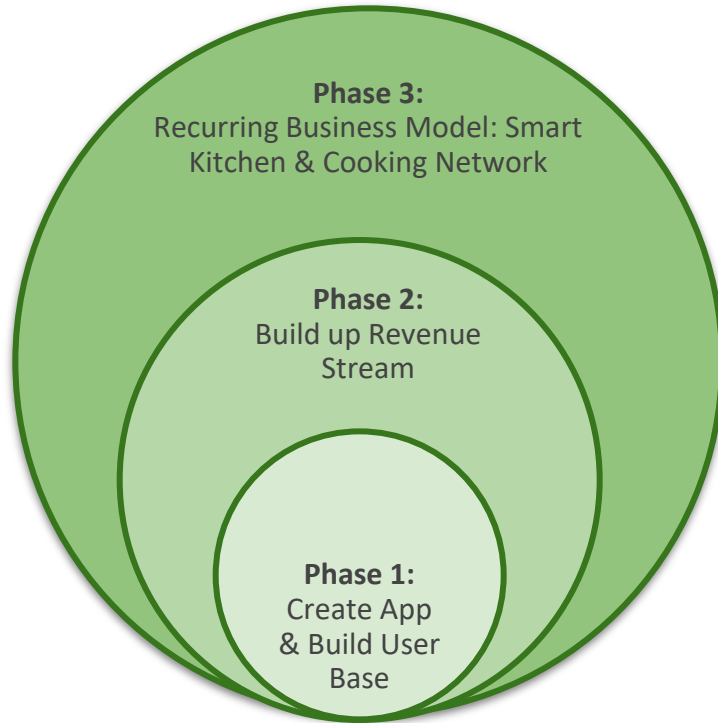


MeSu is a gamechanger for everyone!

The Go-To-Market Strategy

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Phase 3: Recurring Business Model

- Kitchen Automation
- Cooking Network
- AI/ ML for n+2 appliances
- Voice Interface

Phase 2: Build up Revenue Stream

- Shopping planning
- Pantry inventory Mgt, Search, Recommendation
- Cooking assistant
- User preferences

Phase 1: Build User Base

- Create easy to use free App
- Target Millennials & Gen-Z
- Socialize the App
- Collect user data/behavior
- Initial feedback and improvements
- Incentivize usage

Revenue Streams - Advertising

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Targeted ads space for :

- Food & beverage (\$240B)
- Local stores and services (\$142B)
- Kitchen, home products, plus finance

Daily Active Users (DAUs) using the App

- ~30 mins/day app usage during cooking
- ~200 impressions/app/day
- ~20 clicks/leads per week through shopping planning, recommendations and search

Revenue targets

- \$124 - \$260 per active user/year
- **\$124M - \$260M from the 1st million DAUs**



MeSu Financial Projections

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	Y1	Y2	Y3	Y4	Y5
Daily Active Users (DAUs)	1000	100,000	500,000	1.2 M	2.5 M
Revenue (M\$)	0	19.2	96	230	480

MeSu has a clear path to grow big

Limited Competitive Landscape

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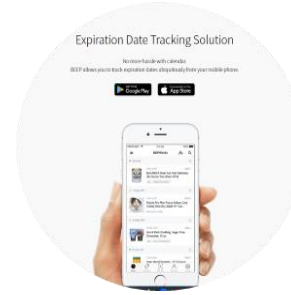
Fridgely

Fridge & expiry date tracking, recipe search. App not intuitive. Limited scope.



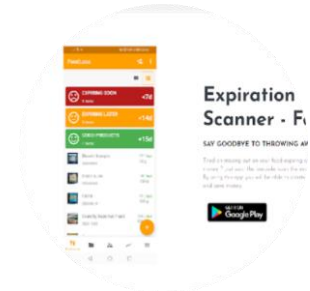
Olioex

Donate/ borrow/ items locally. Limited to food sharing, limited scope.



Beepscan

Expiration date tracking. Limited freeware, no shopping planning or cooking assistant.



Foodless

Expiration date tracking. Limited freeware, no shopping planning or cooking assistant.

No current offering will match the opportunity and consumer experience of MeSu

The MeSu Investment Ask!

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Start up target fund of \$1M

We will be able to achieve in 12 months:

- Get the help need to launch MeSu App to the market
- Acquire the first 1,000 users
- Advertisement contracts for \$100,000

MeSu - Not Your Average Sous Chef

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We are a revolutionary Ecosystem for food

- We save food, money and our environment
- We promote better cooking and healthier eating
- We see a path to develop a SmartKitchen and Cooking Network ecosystem
- We see \$124M - \$260M revenue per year from the 1st million DAUs

We're not just your average food tracking App

- We save you money, help the environment, and be the Sous Chef to your Master Chef

Come join us, are you in?

Thank You!

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