

SafeCook

By: Andy Lo
Chaitanya Prasad
Jake Lee
Panya Wongsenakhum
Thanawat Kaewka





Cooking fire in US / year

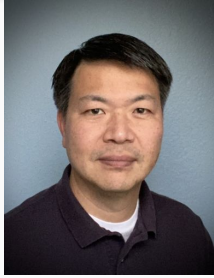
500 deaths,

5,540 injuries

\$1.2B loss

One incident every **3.5** mins.

The SafeCook Team



Panya

Chief Executive Officer
27 years in product development
19 granted US patents



Andy

Chief Marketing Officer
25+ years in customer service &
technical marketing



Thanawat

Chief Technology Officer &
Food Safety Officer
18 + years software architect
10 + years in food establishment
business



Jake

Chief Operating Officer
30+ year in product R&D, 20+ patents

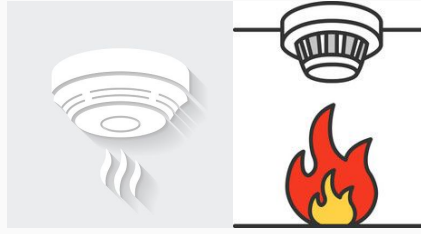


Chaitanya

Chief Product Officer
19 years in product development, 11 patents



What's out there



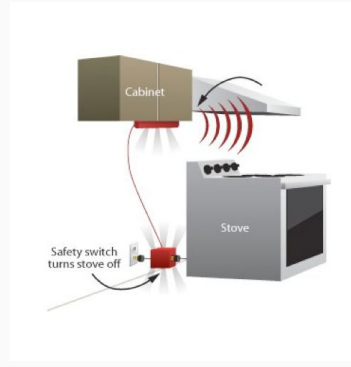
Smoke and Fire detectors



\$



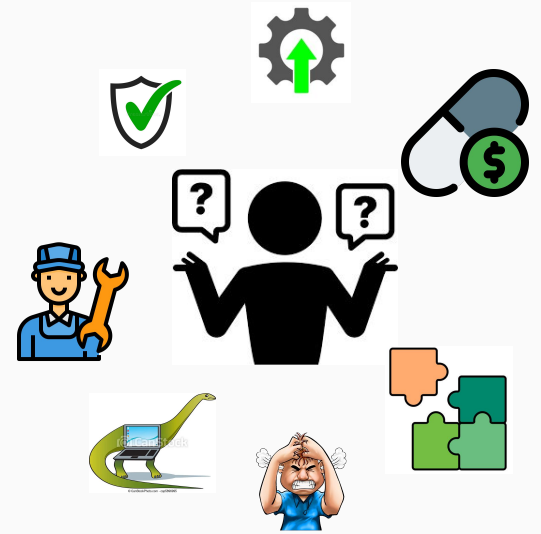
Proximity sensor and shut off \$\$\$



Smoke detector and shut off sw \$\$\$



selbman.com/magazine/08/08



Customers Survey

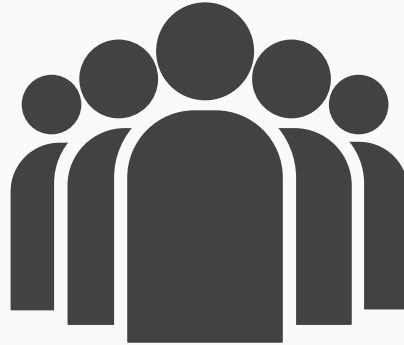
Looks integrated with
kitchen
(6/6)

Easy to install
(5/6)

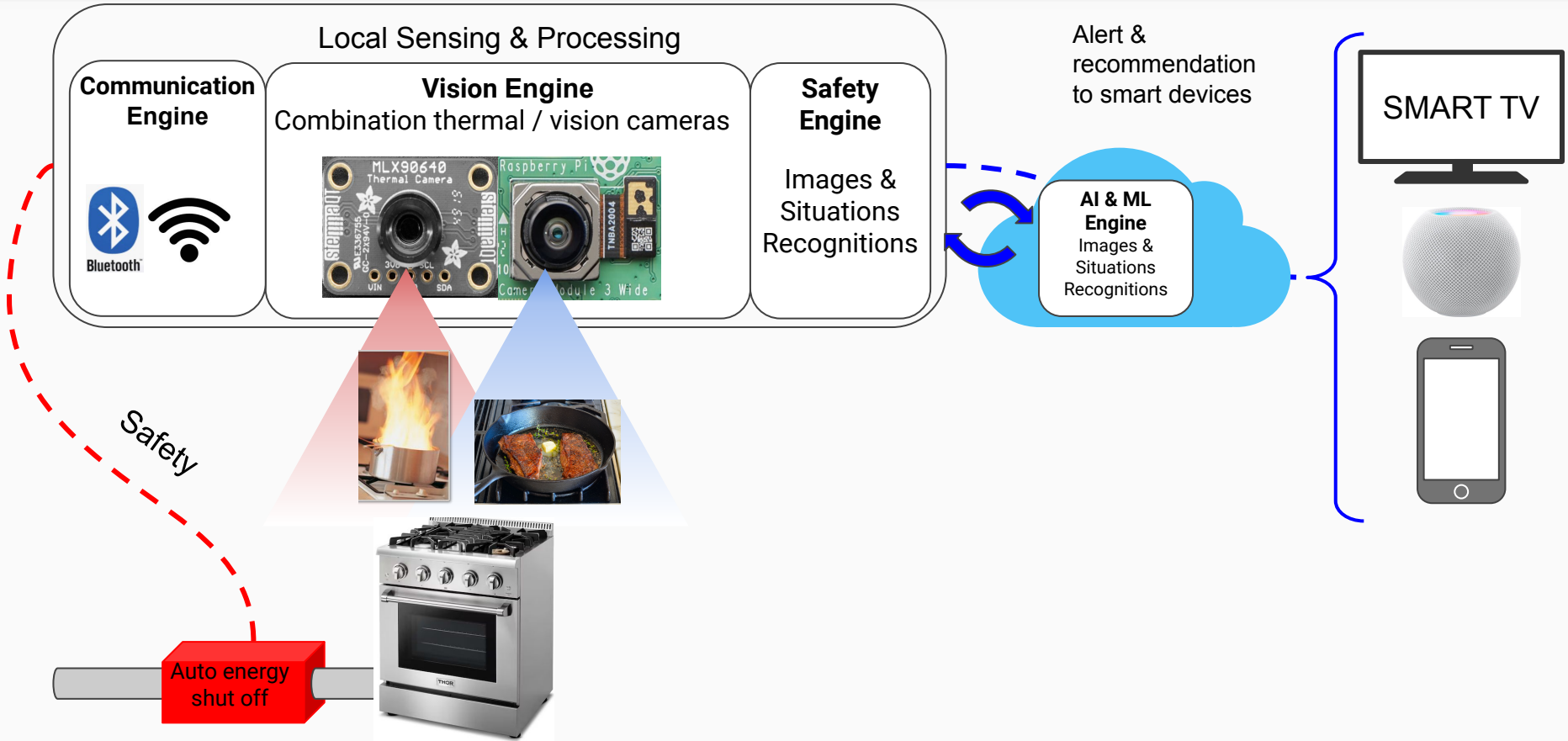
Multiple
functions
(4/6)

Reduce
insurance cost
(2/6)

Bundle
package
(1/6)



MVP SafeCook 1.0: Safe Your Home and Sear Your Perfect Steak



Easy Installation in 3 Steps

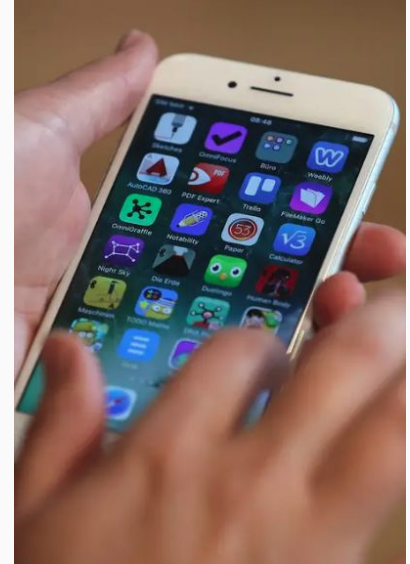
1
































2



3

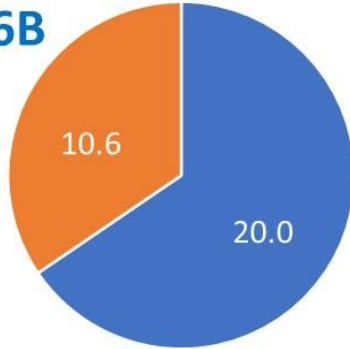


Competitors

	 SafeCook SafeCook	 iGuardStove [®] Cooktop Monitor	 iGuardStove [®] Gas Range Monitor	 Stove Guard
Sensor Input	Vision Engine (Thermal + Camera)	Motion (1-15min)	Motion (1-15min)	Heat
Price	\$299/399	\$499	\$575	£359.99
IoT standard integration	    			
Automatic Shut-off	 (Electric and Gas)	 (Electric cooktops)	 (Gas cooktops)	
Automatic Monitor and Mobile App Integration	  	 (proprietary WiFi)	 (proprietary WiFi)	
Smart Home Compatible	   			

Business Opportunity

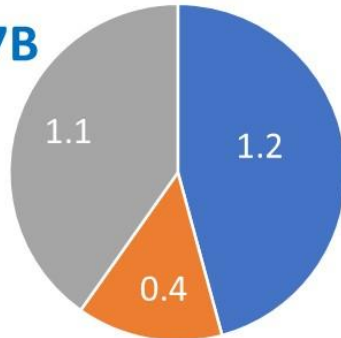
TAM: **\$30.6B**



■ Owner homes w/ Cooking App.
■ Renter homes w/ Cooking App.

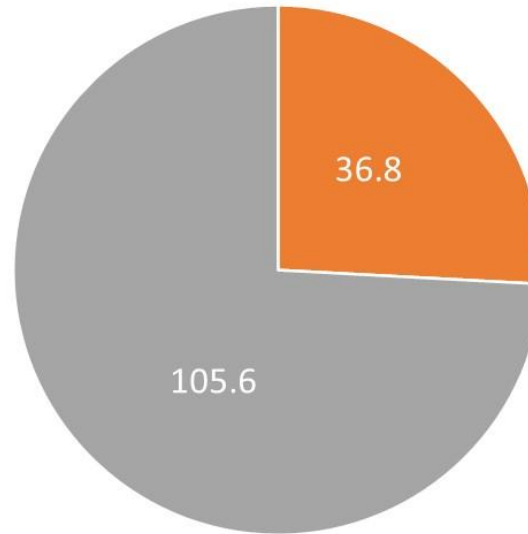


SAM: **\$2.7B**



■ Owner homes w/ Cooking App. & Seniors
■ Renter homes w/ Cooking App. - Airbnb
■ Renter homes w/ Cooking App. - Apt. Complex

SOM: **\$142.6M**



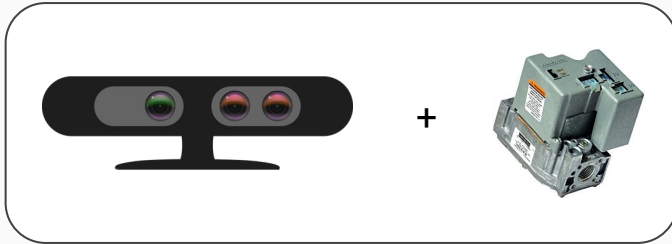
■ Renter homes w/ Cooking App. - Airbnb
■ Renter homes w/ Cooking App. - Apt. Complex

10% penetration rate

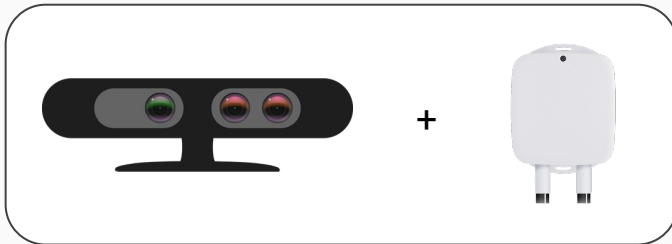
Phase 1

SafeCook Devices

- Gas cooktop \$399



- Electric cooktop \$299



SafeCook Apps (Basic)

- **Free** web and mobile apps
- Remote access, notification



Go To Market Strategy

Target Customer	Strategy	Channels & Partners
<p data-bbox="162 314 544 410">Large Apartment Complex Residents</p>	<ul data-bbox="716 317 1147 410" style="list-style-type: none"><li data-bbox="716 317 1147 410">▪ Negotiate for high level endorsement	 <p data-bbox="1309 252 1750 503">Logos for Chandler Property Management, Real Property Management, and TrueDoor Property Management.</p>
<p data-bbox="220 658 504 751">AirBnB Rental Owner</p>	<ul data-bbox="705 658 1190 805" style="list-style-type: none"><li data-bbox="705 658 1190 696">▪ Run adv. on AirBnB<li data-bbox="705 707 1190 745">▪ Safety Feature Listing<li data-bbox="705 756 1190 805">▪ Listing fee reduction	 <p data-bbox="1479 663 1750 778">Airbnb logo.</p>

Phase 2

SafeCook Plus

- **Analytic:** Energy/gas usage
- **Convenience:** Cook to exact temperatures such as searing steak, cooking half boiled egg
- **Food safety:** Food safety hazard warning
- **Lifetime warranty:** Extend 1-year product warranty to a lifetime warranty
- **Free trial** for 1 month after that \$9.99/month or \$100/year

subscribe



Phase 3

SafeCook Platform

- Ecosystem
- Third party devices
- Platform integrations
- Data Collections for targeting



Market Expansion

Home Insurance

hippo

PROGRESSIVE



Supermarkets

SAFEWAY



COSTCO
WHOLESALE

Walmart+



SPROUTS
FARMERS MARKET

Business Partners

Kitchen Appliances

WOLF

VIKING

LG

Home Builders

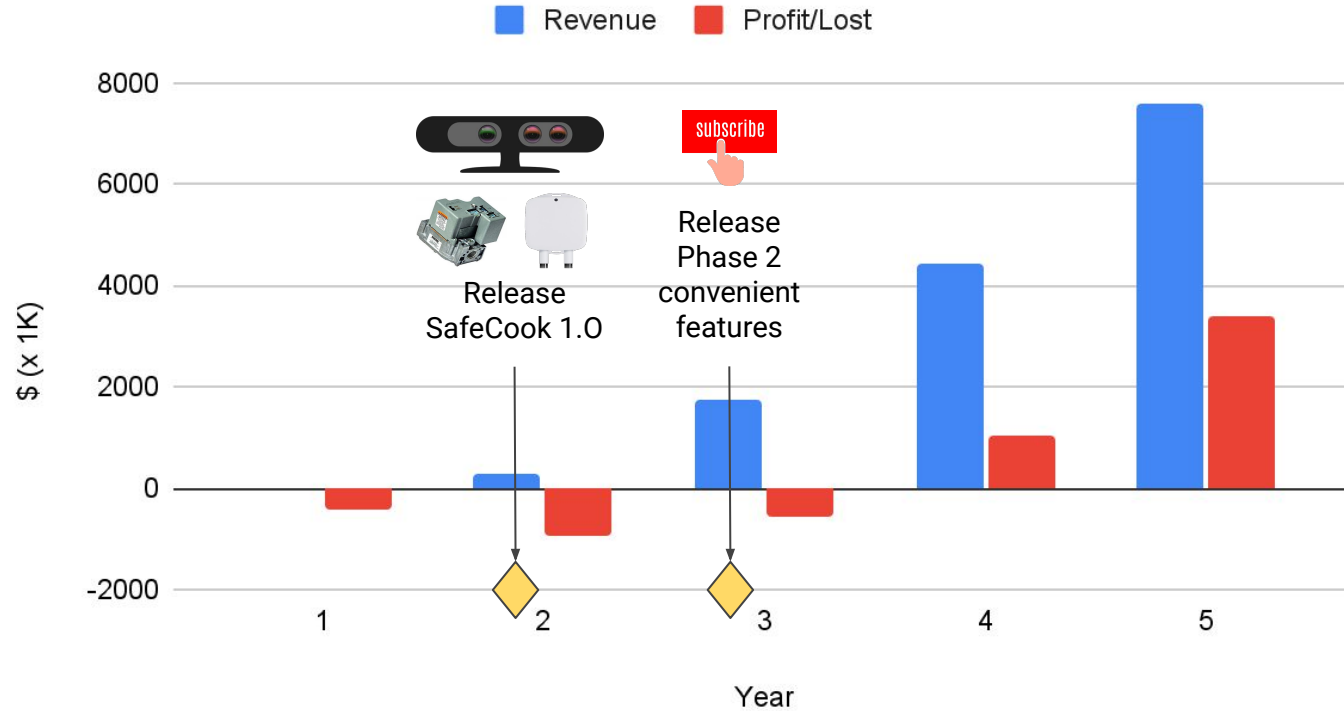
LENNAR

kb
HOME

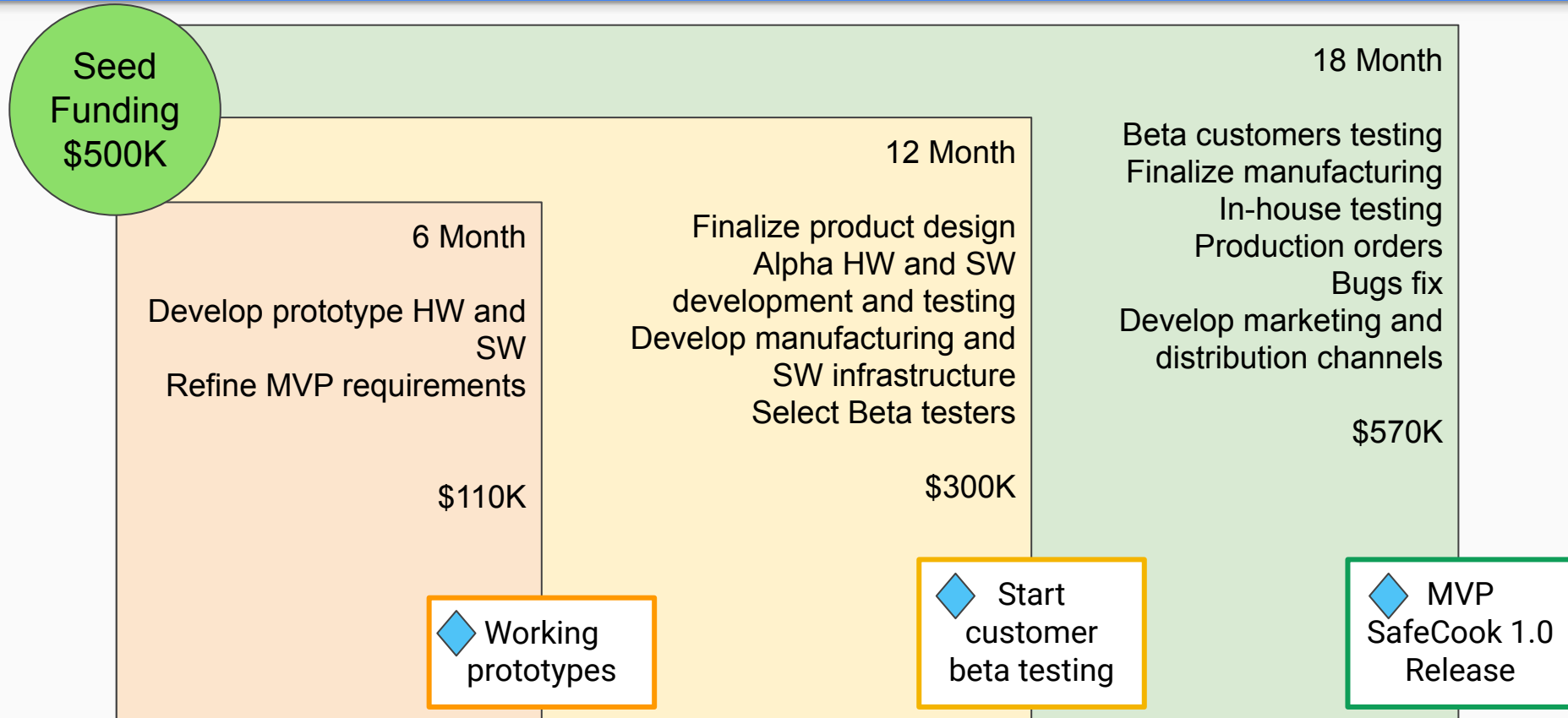
taylor
morrison.
Homes Inspired by You

Financial and Release Roadmap

SafeCook Projections



The Ask and Where does the \$ go?



Thanks!

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