

Home Cooks

Eat Well, Support Small

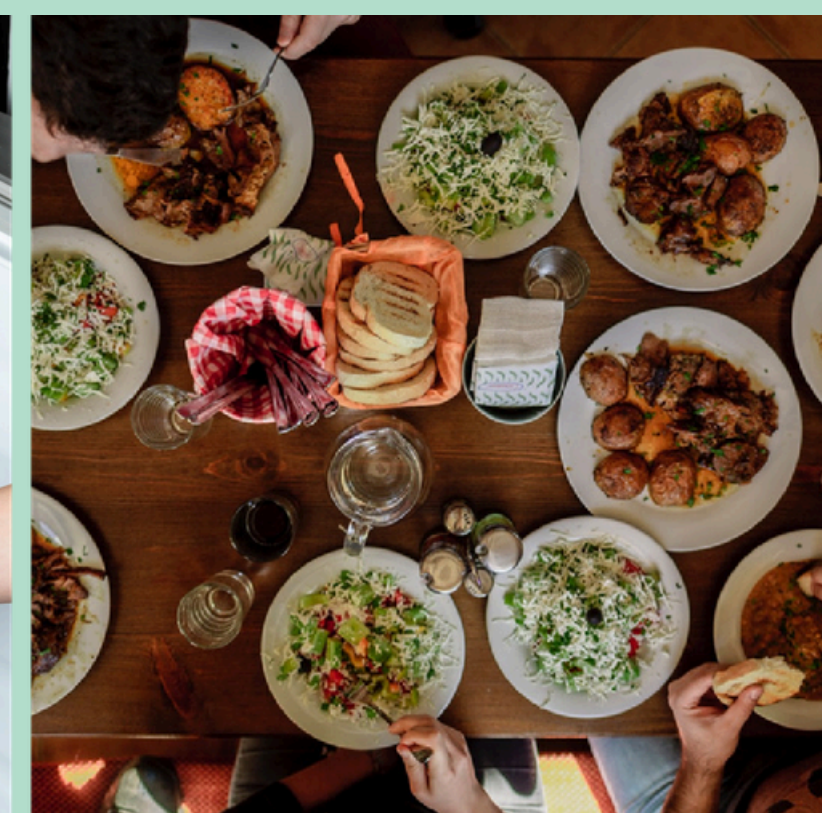


Registered Company Name: Juno Food Ltd.

Our Mission:

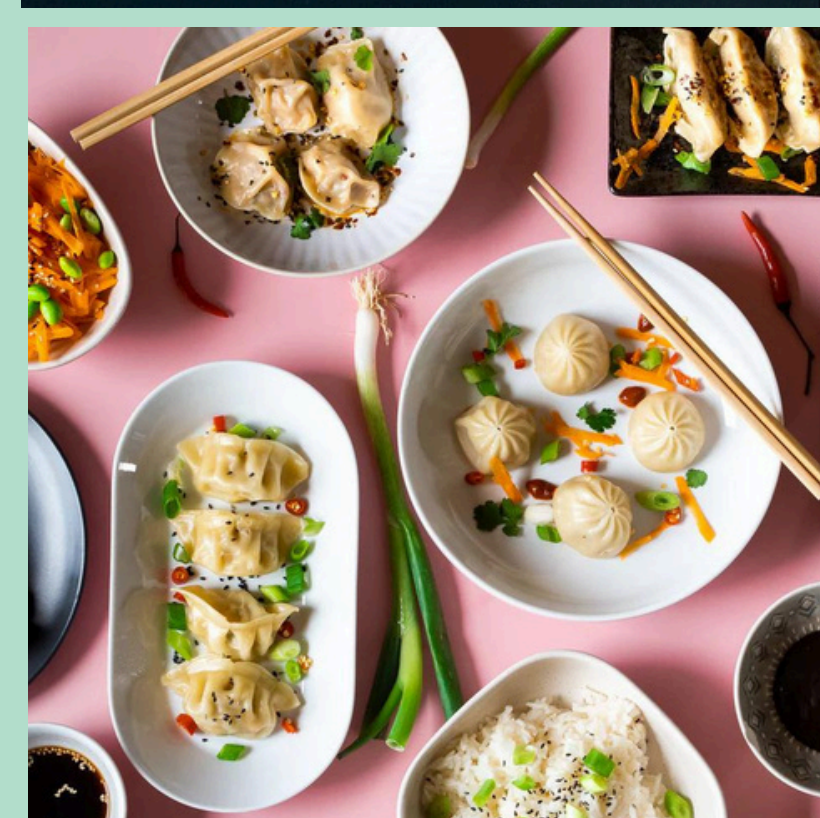
**To keep human
connection at the
heart of food
commerce.**





We are the Etsy of food

A two sided marketplace where food creators offer a large variety of high quality, low cost, pre-prepped meals.



How it works for Eaters:



1. Order:

Choose from 100s of
High Quality Pre-
Prepped Meals



2. Save Money:

Restaurant quality food
for a fraction of the cost
of a takeout.



3. Delivery:

Dropped to your doorstep
in our insulated,
recyclable packaging.
Ambient or frozen.



4. Easy Reheating:

Super convenient cooking
for the best value, highest
quality food at home.

How it works for Food Creators:



1. Easy Onboarding:

Easy onboarding with close to £0 upfront spend.



2. Create:

Develop your recipes and produce high quality dishes in bulk.



3. Outsource Logistics:

We pick up, freeze store and dispatch your dishes when they are ordered.

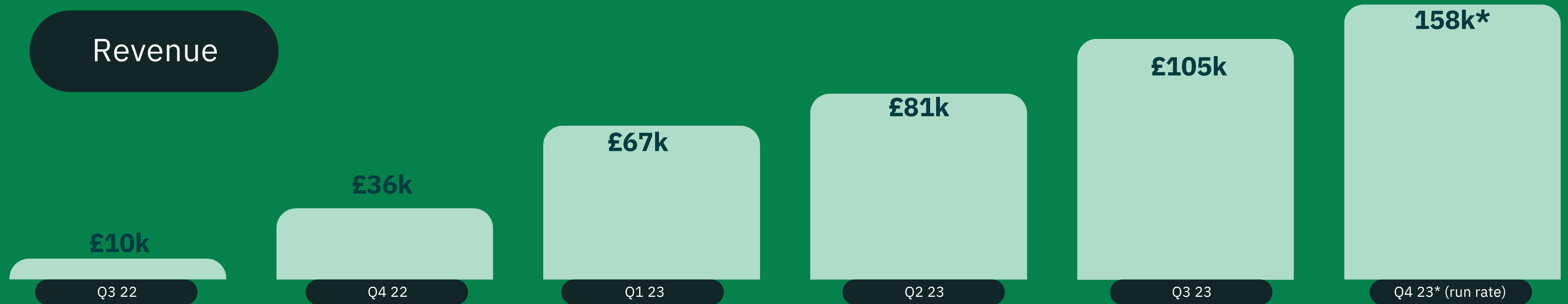


4. Sell:

Sell your food passively to tens of thousand of users and make serious money.

We are growing fast...

Revenue



6,000+
Customers

50,000+
Meals ordered

£40
Av. Basket Value

24%
Average Monthly
Growth

£40
Av. Basket Value

100+
Active Chefs

200+
Available Meals

2
Orders per
customer p/m

**The "at home"
food service industry
is broken.**

Eating food at home is:

1. Expensive

Deliveroo, Uber Eats

2. Inconvenient

Cooking from scratch, HelloFresh

3. Depressing

Ready meals etc

Ordering from HomeCooks is:

1. Low Cost

60% less than the price of a takeout

2. Convenient

3. Vibrant

100sofrestaurantqualitymeals available.



Starting and operating a food brand is expensive and borderline impossible.

60% of food brands fail in their first year and 80% in their first five years.

As energy prices increase, recession bites and staff costs increase, this will exacerbate problems.

HomeCooks is the easiest, cheapest and most efficient way to sell food:



Get started in a week with £0 CapEx



Bulk cooking makes staff, food costs, energy, property costs super efficient



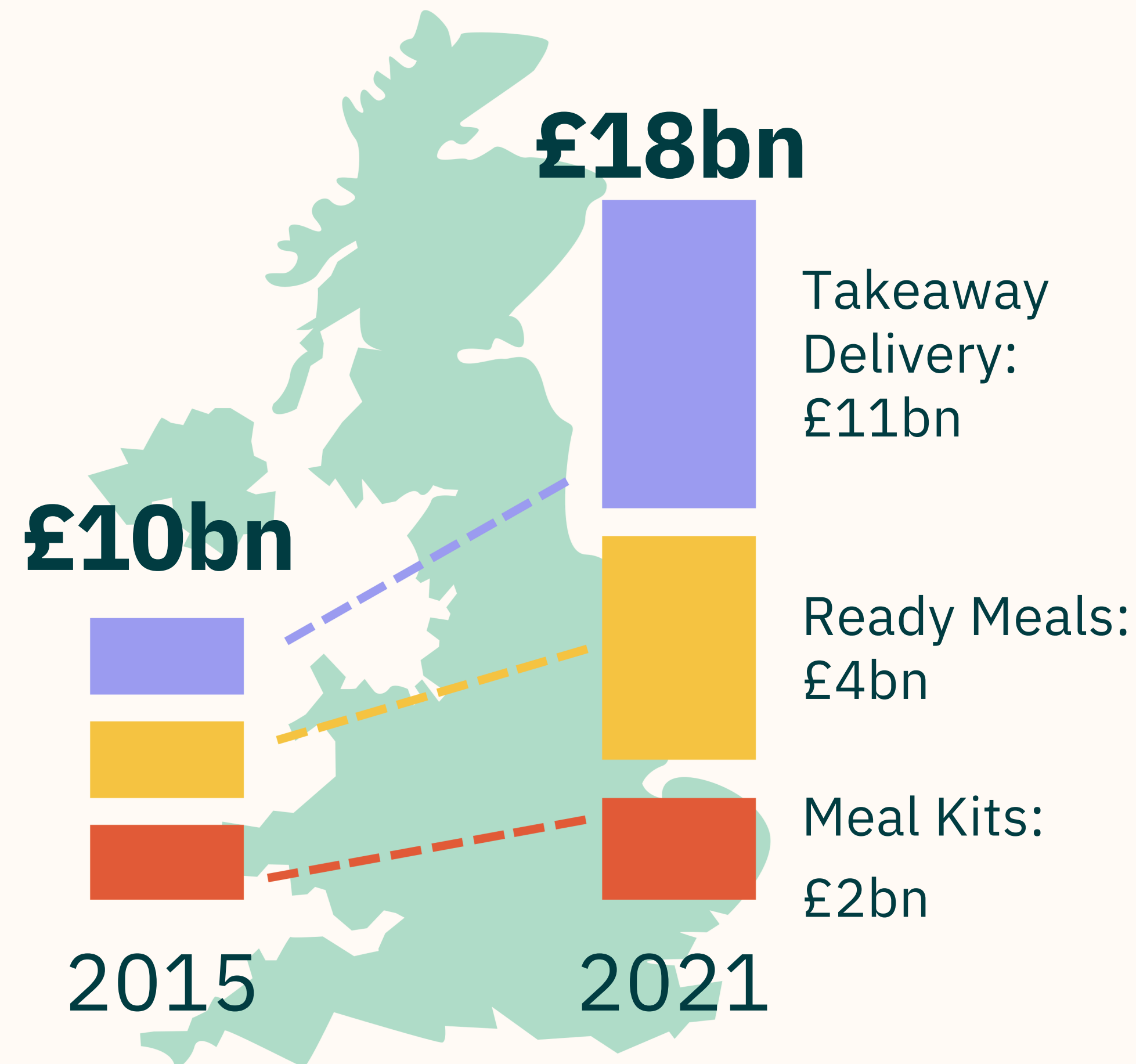
Sell food in the background while focusing on creation & development

It's why we
have 900+
food brands
on our
waiting list

The Market is Massive & Growing:

Our TAM is home food service in the UK:

....and then the rest of the world



The Global Eat at Home Market is worth

£250bn

Food Creator Marketplaces are being validated in the US:

shēf

\$20m Series A

(Andreessen Horowitz)

cook·unity

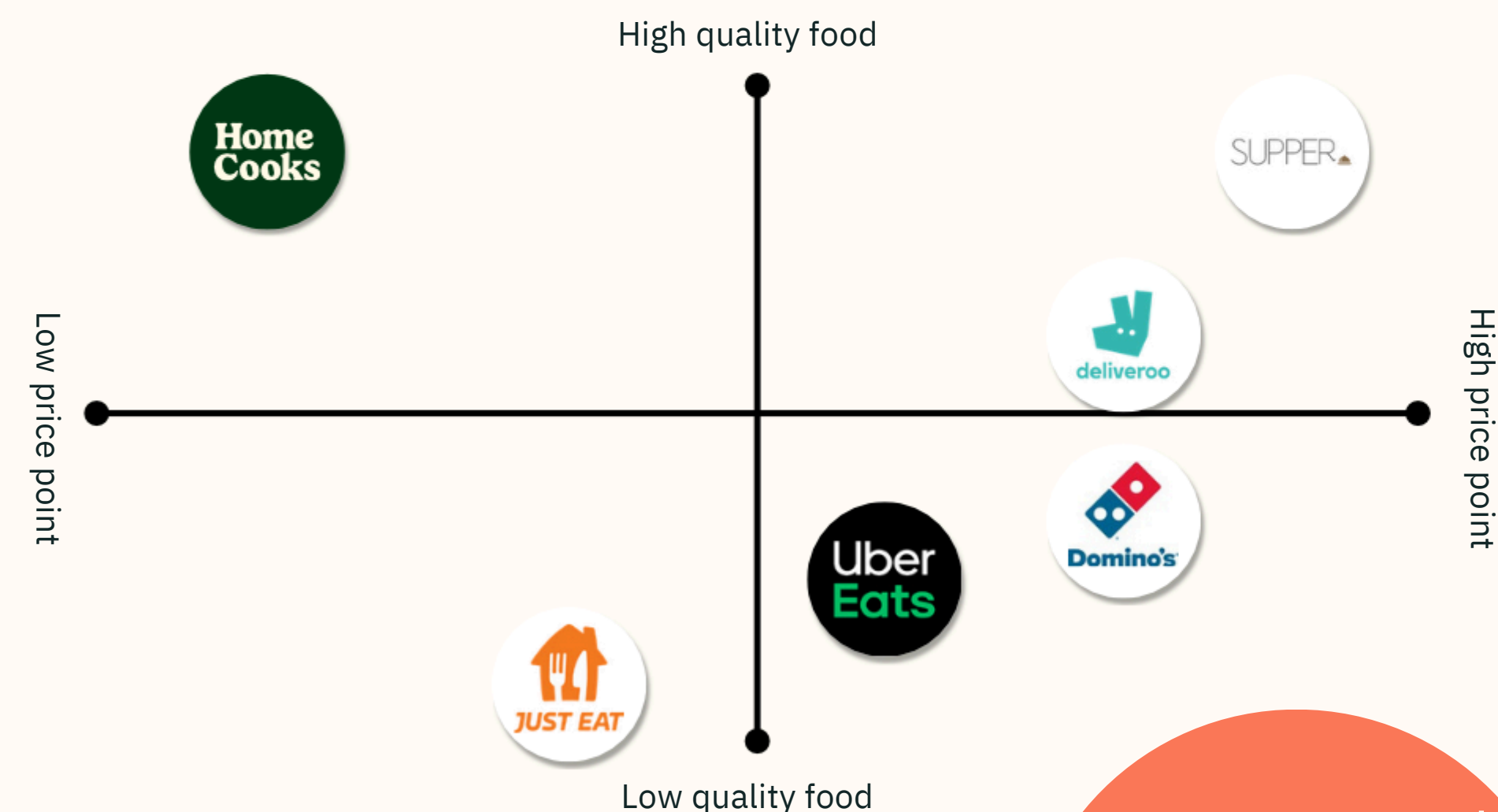
\$47m Series B

goldbelly

\$100m Series B

Food delivery platforms cannot compete with HomeCooks on Price, Quality or Coverage:

Metropolitan Hubs



Average Meal Price on Deliveroo:

£9-£15

Our chefs are incentivised to offer

There is a clear gap in the price + quality proposition when

Non- Metropolitan Hubs

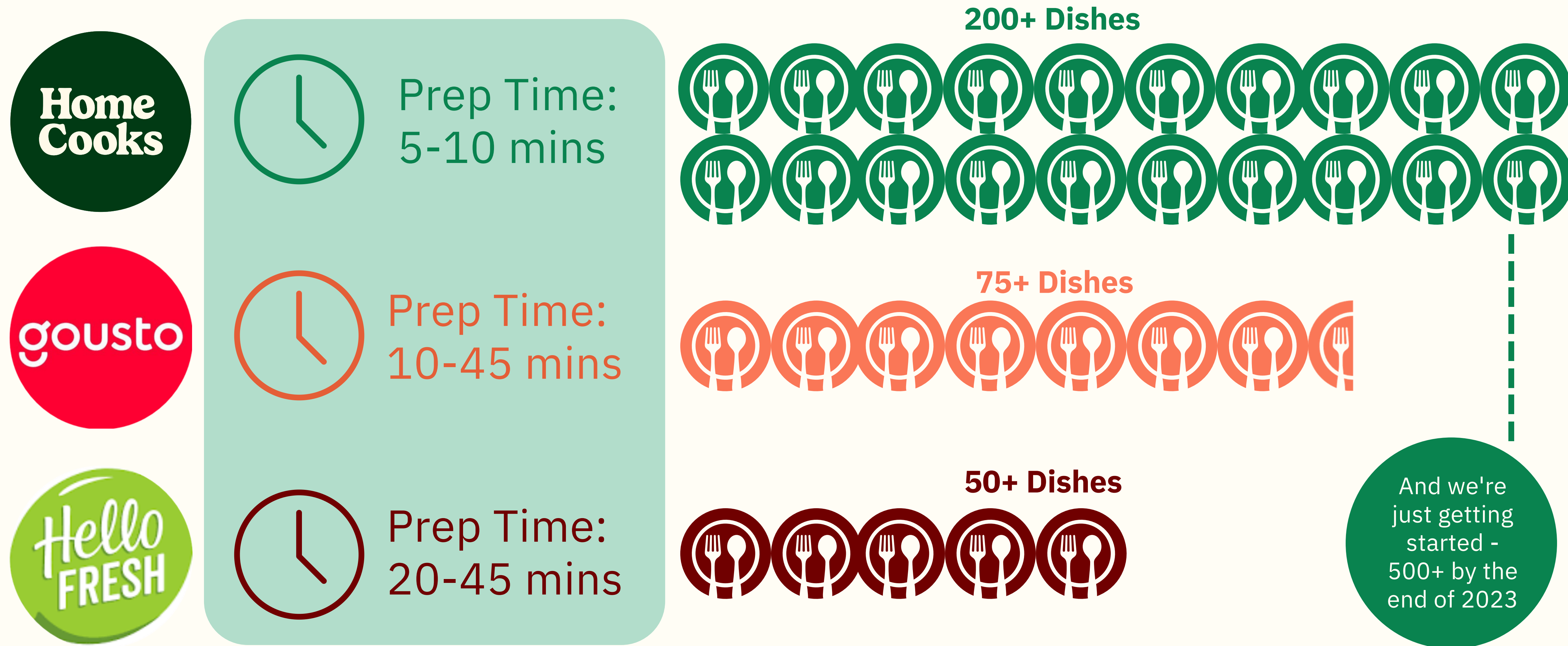


Average Meal Price on HomeCooks:

£5-£8

Outside metropolitan hubs

Meal-kit platforms cannot compete with the Variety and Convenience offered on HomeCooks:



Limiting food waste from start to finish



Orders in Advance:

Chefs know what they need to make well in advance, so they only order the ingredient they need.



Smart Ordering:

HomeCooks scales chefs up slowly - we only order what we know will sell.



Frozen Storage:

Food is stored under frozen conditions, increasing shelf life and reducing wastage likelihood.



Small Batch Cooking:

Chefs batch cook 1-2 dishes at a time, so ingredient ordering is easy and efficient.

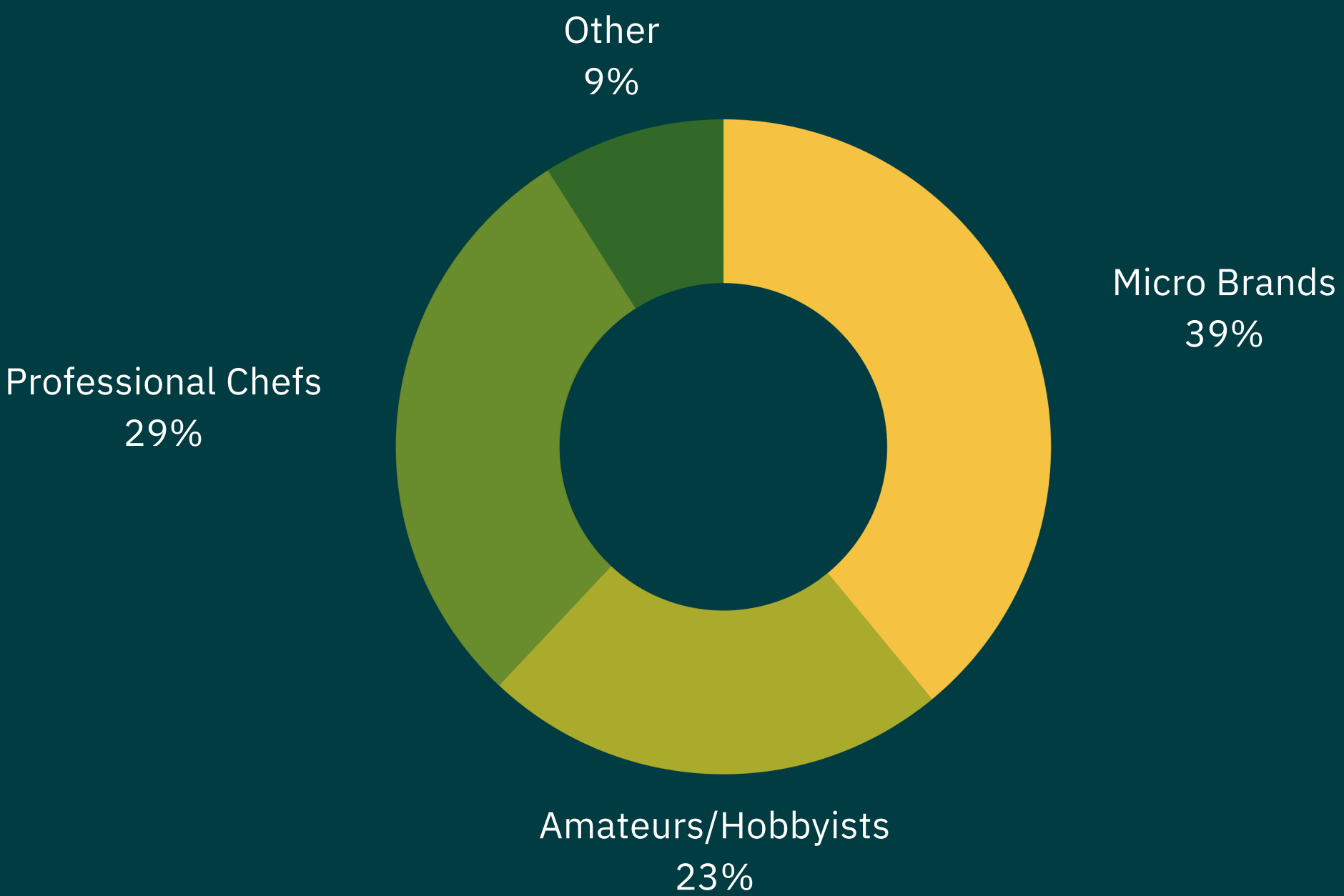
£1bn+ food wasted in the UK food service industry per year.

A typical restaurant will see 5% of their food costs wasted due to operational inefficiencies.

Our Food Creators make serious money:



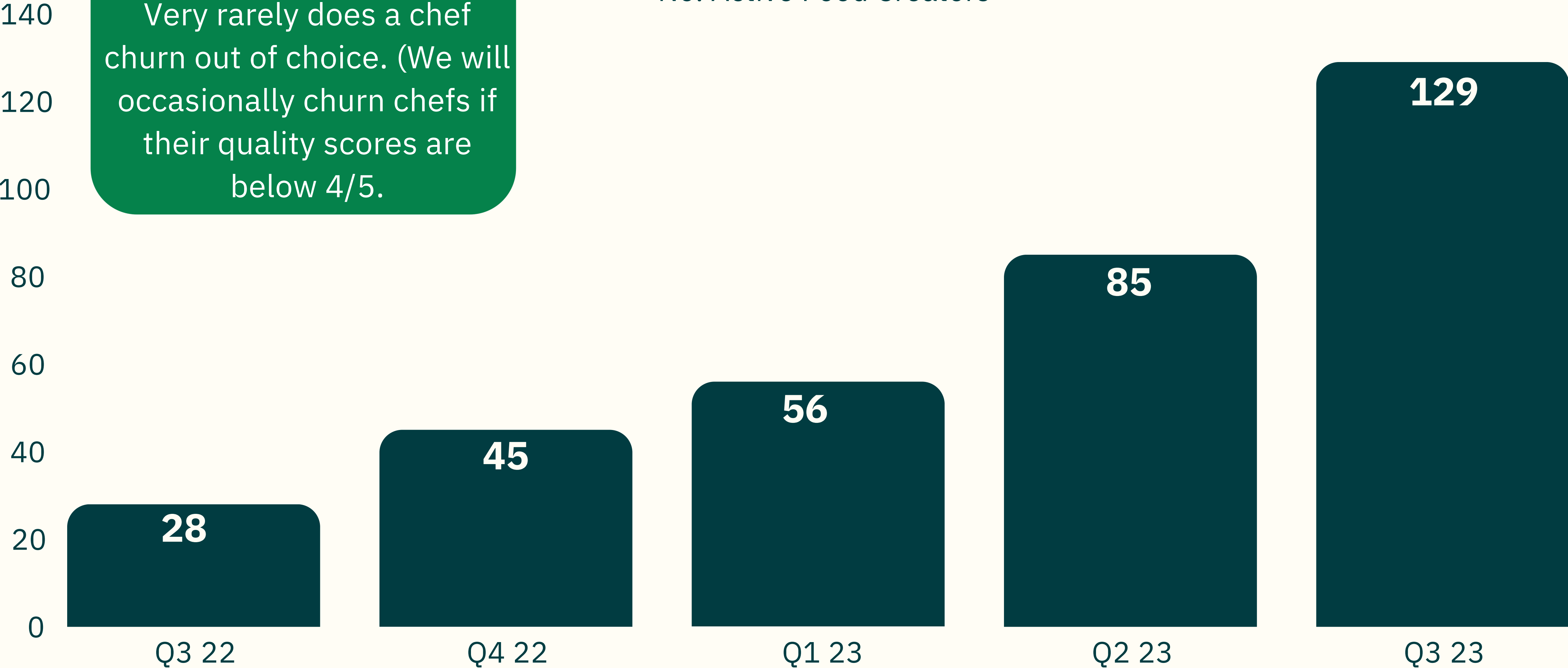
We have 3 main types of food creator. Together there are 500,000 of them in the UK.



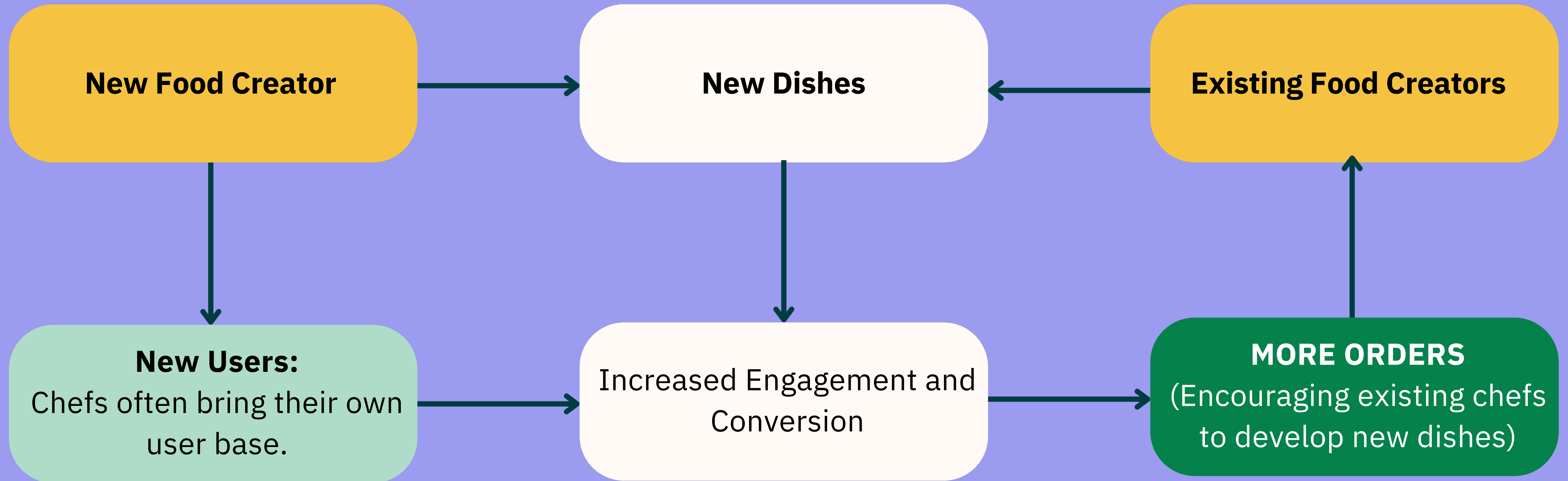
Food Creator growth is fast:

■ No. Active Food Creators

Low Churn Rate
Very rarely does a chef churn out of choice. (We will occasionally churn chefs if their quality scores are below 4/5.



New creators & dishes drive orders



This powerful and robust network effect increases the defensibility and fast scalability of the model.

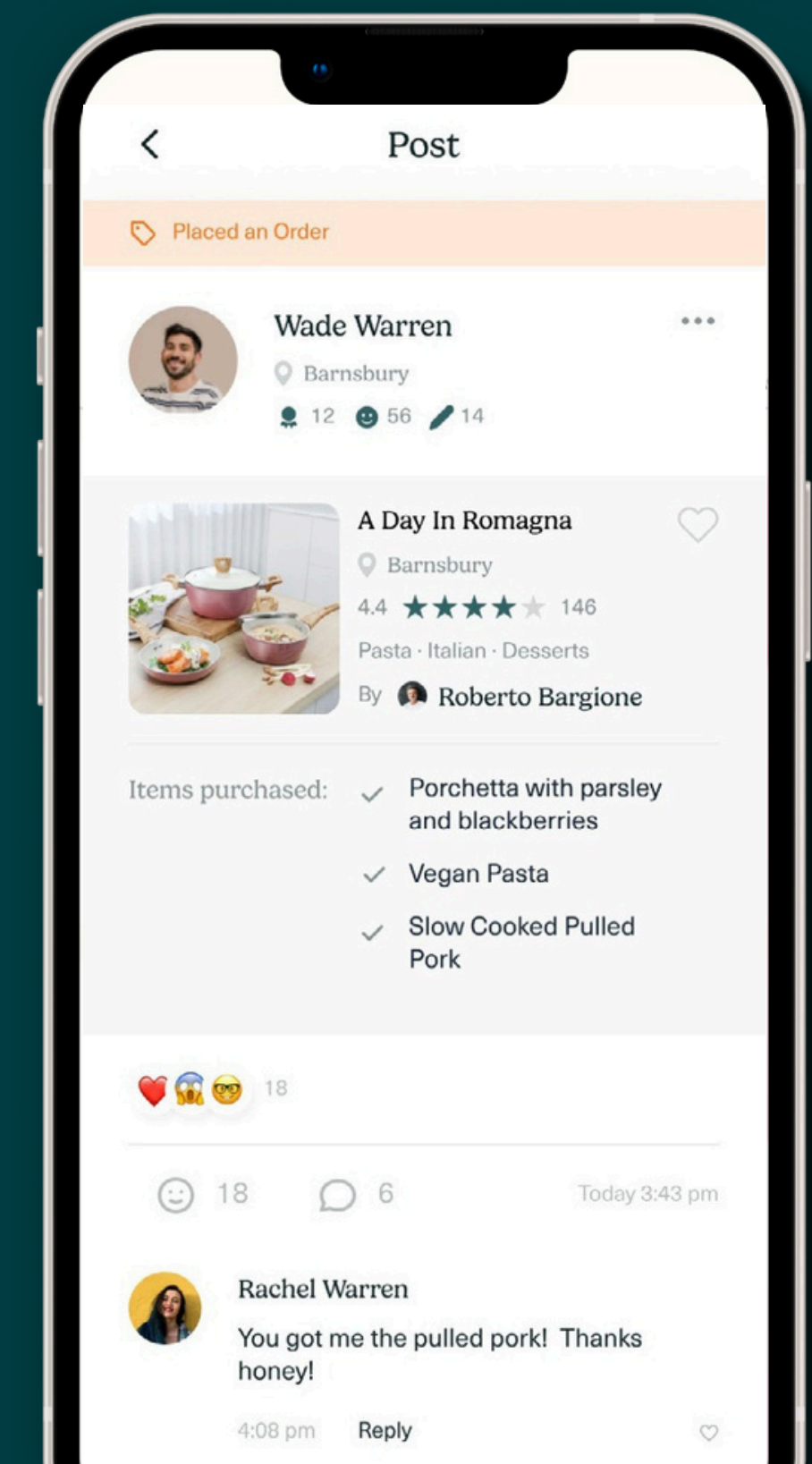
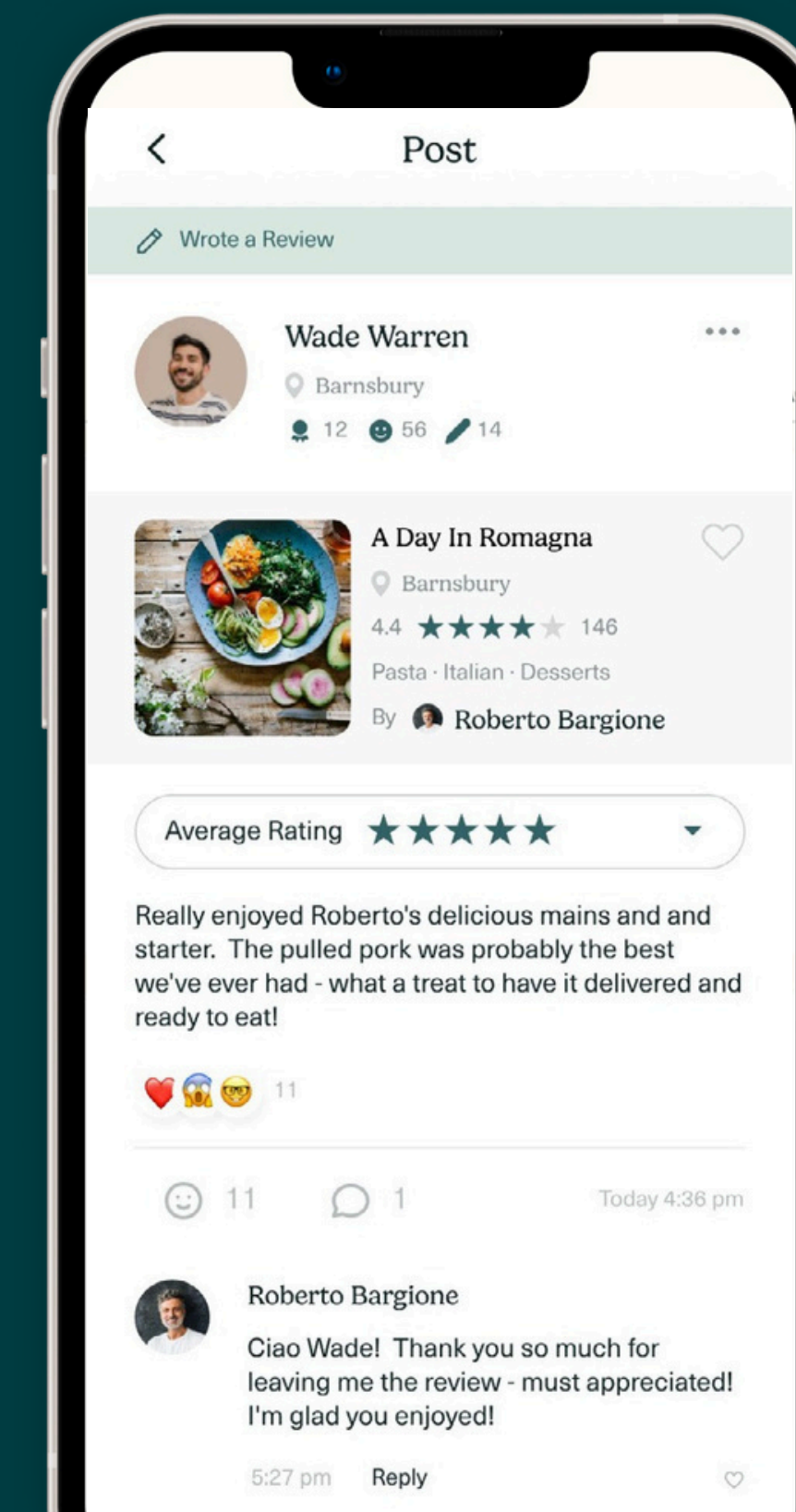
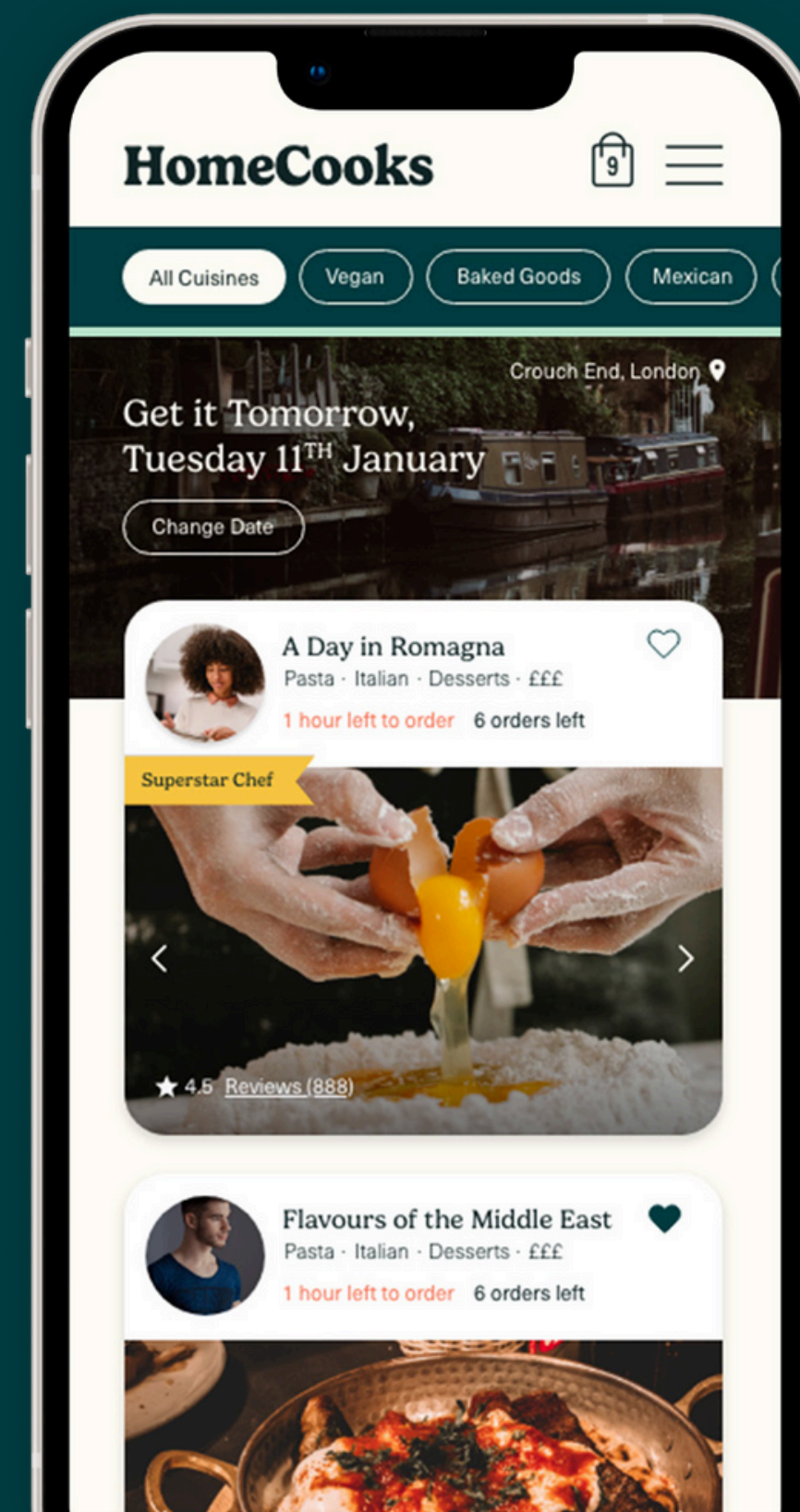
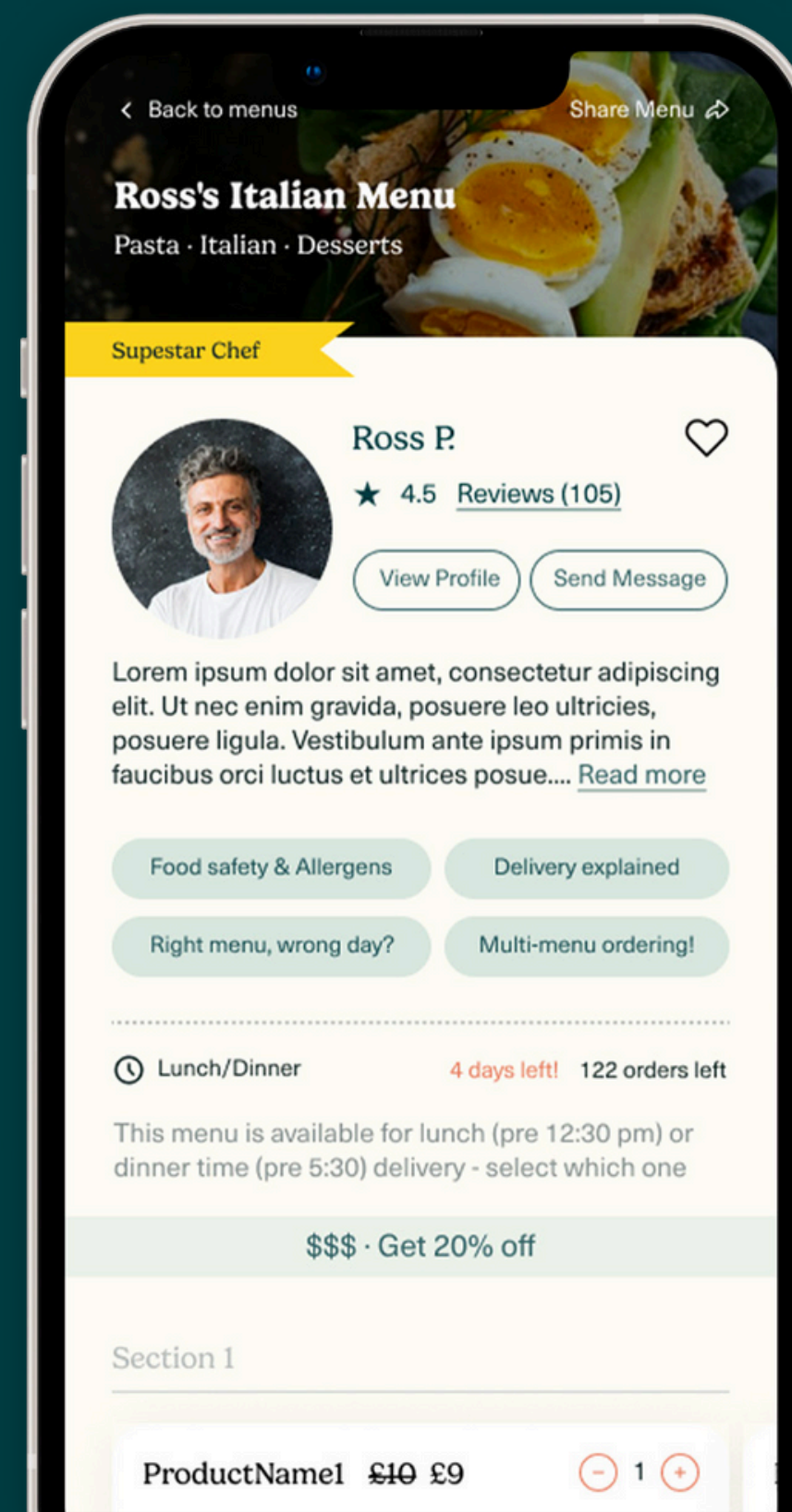
We are building social features to further increase defensibility, engagement and virality.

Chefs create profiles and menus empowering them to build a local brand.

Eaters explore a wide variety of menus and order food to be delivered to their door.

Eaters and chefs can directly message each other and interact with community content.

Eaters can view what other people in their community are ordering, influence and engage with them.



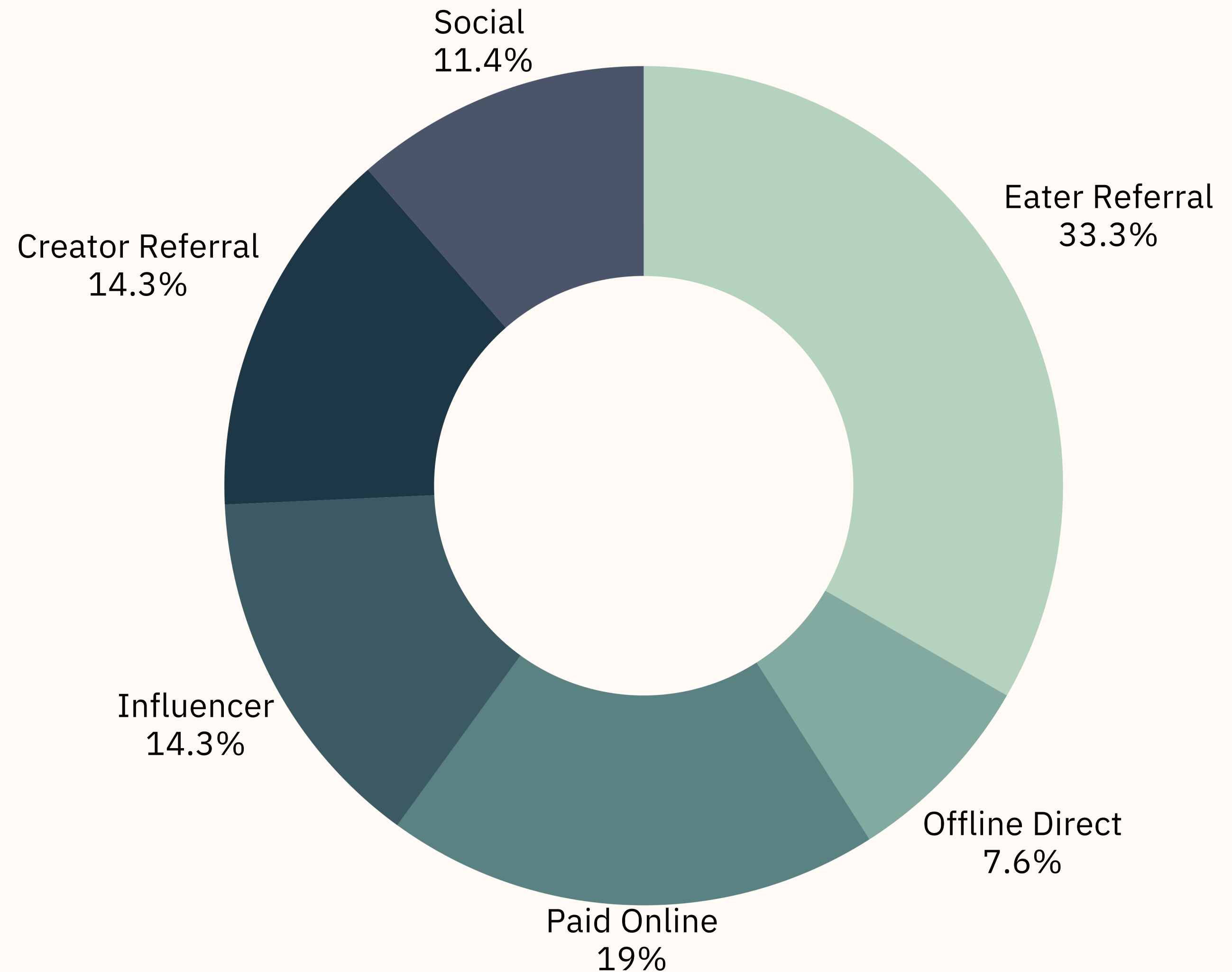
We have a healthy multi channel acquisition mix that sees a quick user payback

Network effects give us a competitive advantage

Our chefs are heavily incentivised to direct their own customer bases to HomeCooks, so they can grow their brand nationally.

This subsidises our CPA.

Which is much healthier than traditional meal kit companies.



A founder and team with 20+ years of success (and failure) in Food Tech

Investors and Advisors



SpeedInvest



Love Ventures



**Daniel
Murray-Serter**
Founder,
Heights



**Laurens
Grojendijk**
Founder, Just Eat



Leonard Picardo
Founding Team,
Deliveroo



**Islington
Council**



Josh Magidson

Founder, CEO

Founded onlinetakeoutmarketplace Eatstudent, later
acquired by JustEat. Later founded Zing Zing, which
grew to the largest Chinese food delivery chain in the

UK

Team



**Alex
Waddingham**
Partner Growth -
Ex Abel & Cole



**Nick
Collins**
Operations Lead
Ex Yo Sushi



**Selin
Erkut**
Community



**Charlotte
Litman**
Product



**Dusan
Koutny**
CTO (non Exec)



**Miao
Chen**
Head of Growth

Where do we go from here?

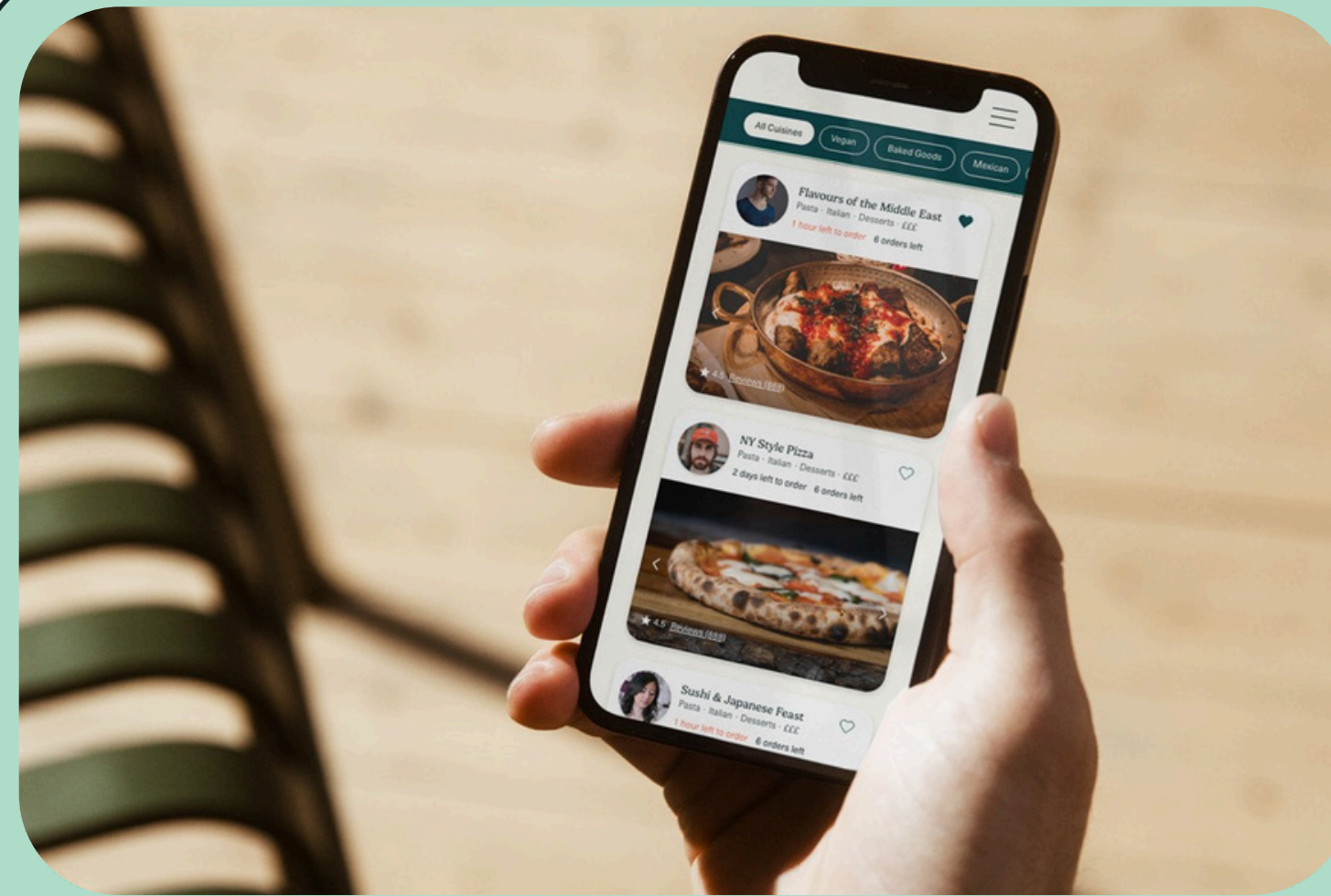
Our three areas of focus for the next 12 months:



UK Growth

£150k monthly revenue
By Q2 24

500 Active Meals
By Q4 24



New Tech Releases

- Social Feed
Q3 2024

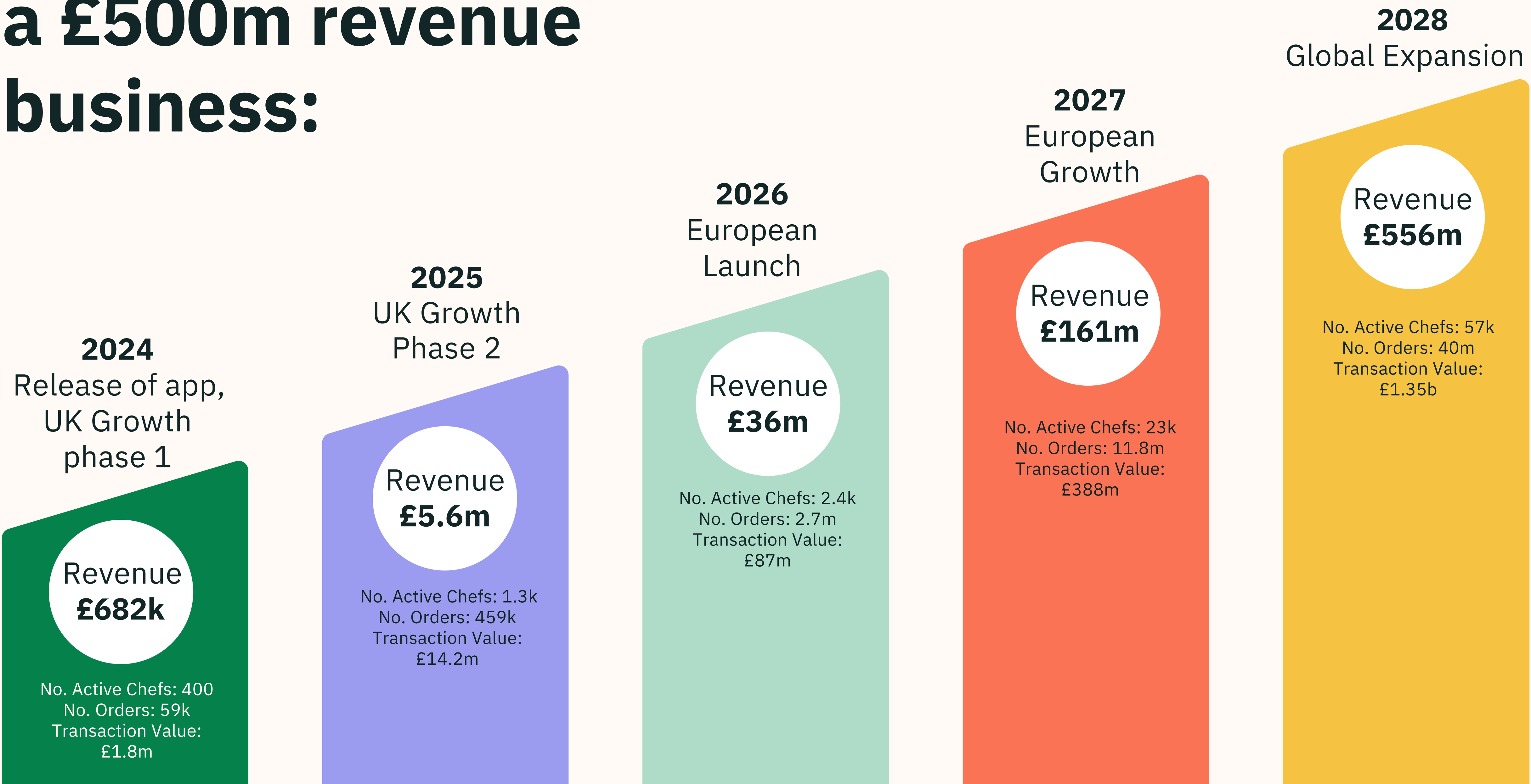
App Release
Q2 2024



Team Build

- 5x Key Hires
In growth, tech and product,
ready for Series A

Our route to a £500m revenue business:



**This is
Feel Good
Food**



Social Impact

EMPOWERING CHEFS: The food delivery economy is mainly powered by minimum wage workers. Long hours, zero-hour contracts, and poor working conditions are rife. We turn this on its head, by allowing chefs to make more money working from home and doing what they love.

NO LONGER A MAN’S WORLD: According to the ONS 17% of chefs in professional positions are female. Professional kitchens are notoriously a male-dominated environment but at HomeCooks 70% of our chefs are female.

EQUAL OPPORTUNITIES FOR FOOD ENTREPRENEURS. It is often capital and time-intensive to launch a food concept. Even most dark kitchen opportunities cost money. At HomeCooks, any food entrepreneur, regardless of background, can launch their food business with almost no upfront costs or commitments.

CONNECTING LOCAL COMMUNITIES: HomeCooks isn’t just about buying and selling food. We bring communities together - like-minded foodies, local chefs and other local businesses. Through the power of the community, we’ve seen some amazing local social efforts launch. From sending meals to vulnerable people, to raising money for local school events, to supporting/helping the chefs themselves.

COMPOSTABLE PACKAGING: We require all our chefs to use compostable and recyclable packaging (we have a deal in place with BioPack to supply them).

ZERO FOOD WASTE: Our chefs inherently waste less food than a traditional on-demand food business due to orders and volumes being known a few days in advance. Our frozen storage solutions means that much less food is wasted in comparison with traditional food operations.

There's No Place Like **HomeCooks**

For further information,
get in touch at josh@homecooks.app

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