

 KOKI

.....

*Fresh & healthy, how we like it.*

# KOKI

## WHO WE ARE



### MISSION

Koki's mission is to encourage families to spend more quality time together while simultaneously elevating the careers of local culinary specialists.

### VISION

Koki is elevating family life and the food industry by providing on-demand, in-home meal preparation from locally-sourced chefs.

*Less time cooking. More time savoring.*





Meet us at the table.



**Founder:** Tiara Miles  
**Company Size:** 5  
**Fundraising Status:** Self Funded  
**Press Contact:** tiara@kokiexperience

## HOW WE STARTED

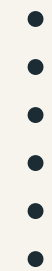
- 
- **HEADQUARTERS**
- 2045 NE 20th Street, #295
- Miami, FL 33137
- 

A vegetarian with a carnivorous partner, Tiara was tired of spending hours looking for ingredients at multiple grocery stores. Unable to find a solution to efficiently prepare multiple weekly meals for her family's split-household dietary preferences, Tiara decided to build one herself.

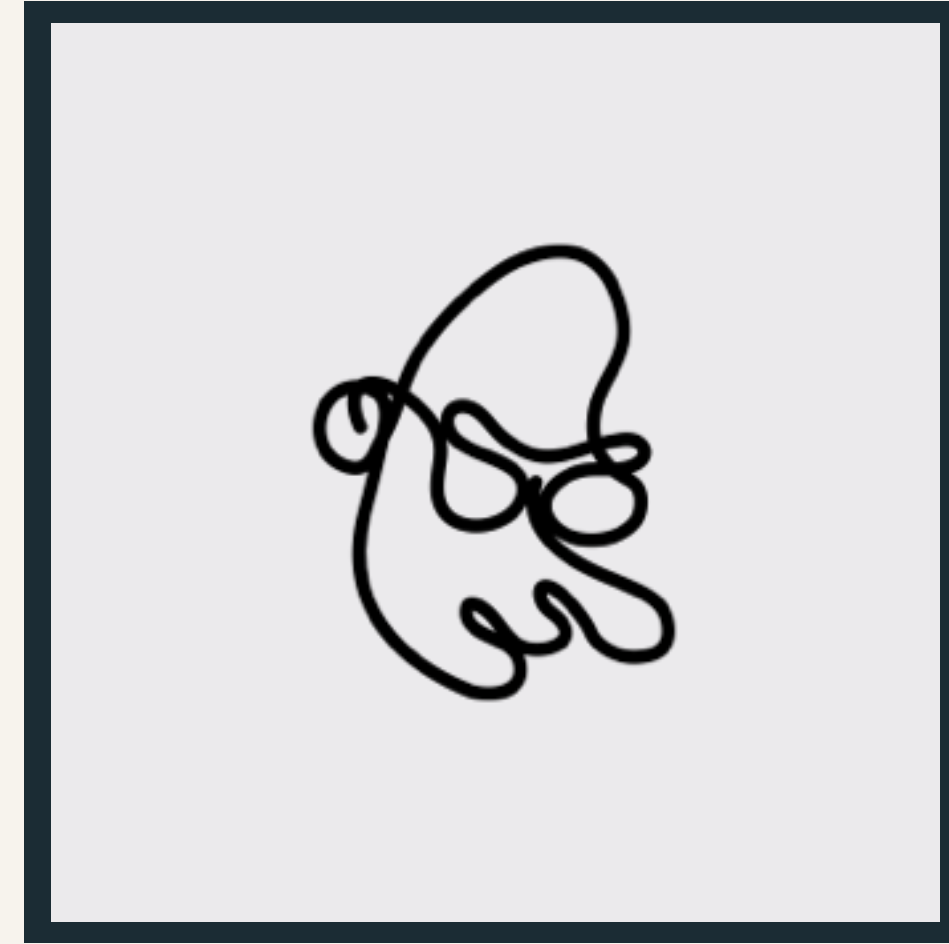
Founded in Miami, Florida, Koki was created to save you six or more hours of time each time you book. We deliver next day personal chefs to your home to prepare fresh meals for your family. Our vetted and talented chefs take care of it all — grocery shopping just for you, several entrees prepared, one same day meal served with table setting assistance, meal packing and the best part...kitchen cleanup!

# THE WINNING TEAM .....

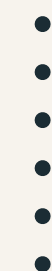
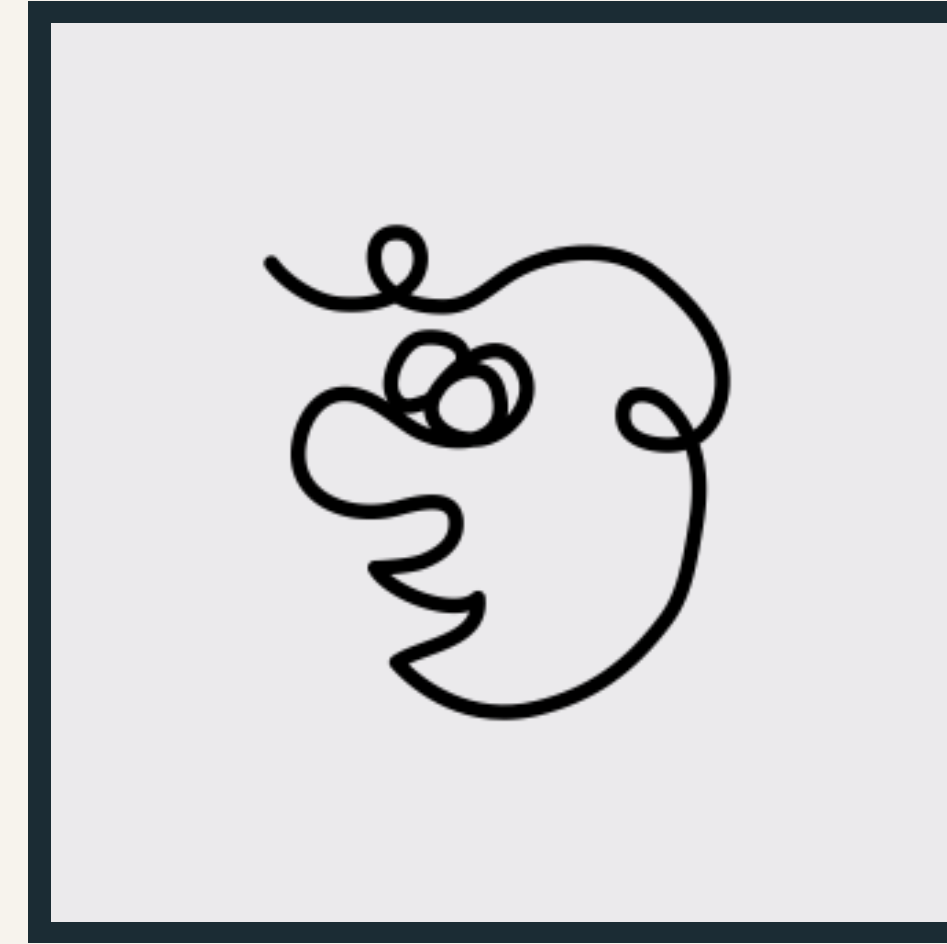
*Tiara founded Koki while working at General Electric, Appliances business, and first pitched the idea to Lauren, Kristen, and Bruce in 2018. Together we have over 7 years of combined tech and marketing experience.*



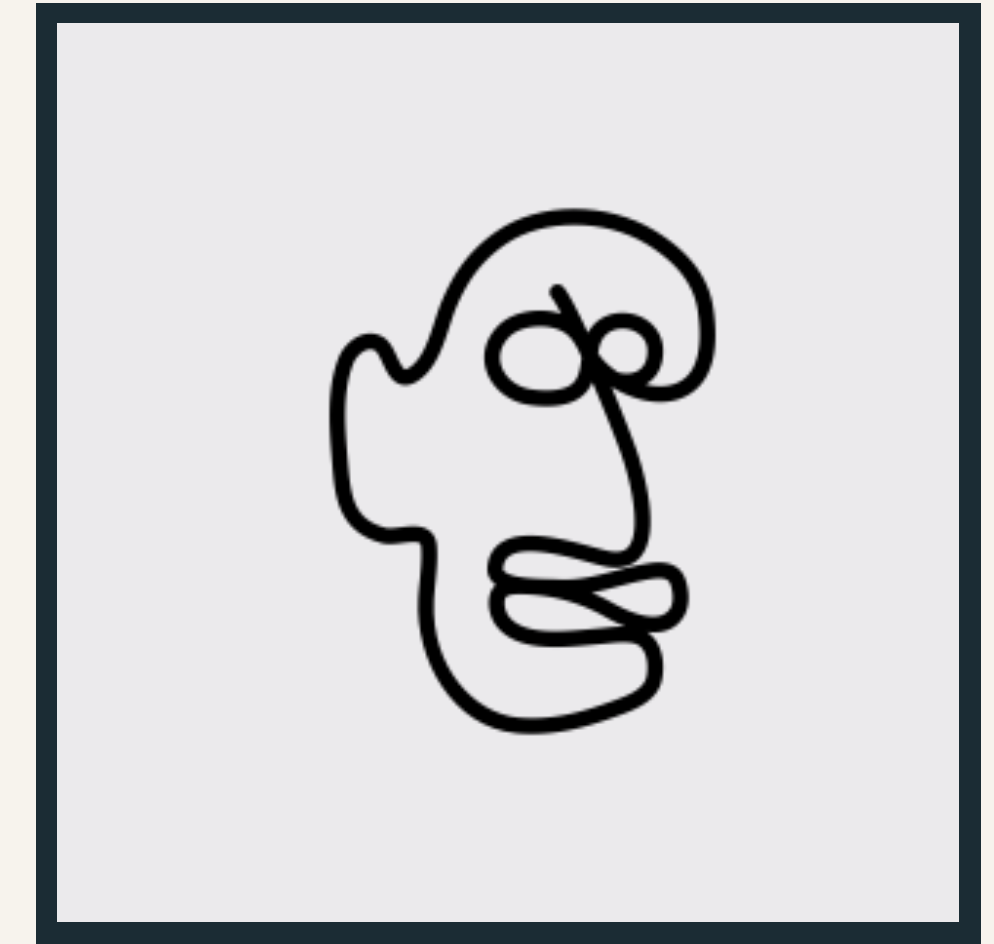
**TIARA MILES**  
Founder  
*General Electric*



**BRUCE MILES**  
Operations  
*Complex, Uber*



**LAUREN LEGETTE**  
Marketing  
*Food Network, Fast Company,  
Uber, Facebook*



**KIRSTEN SARGEON**  
Marketing  
*Stardom Media Agency*

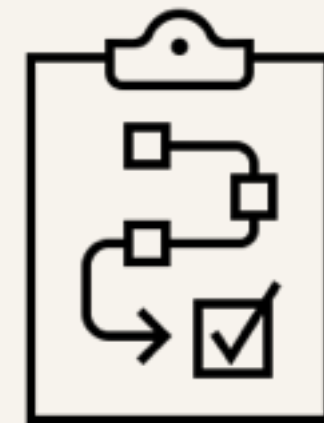


## CUSTOMER PAIN POINTS

- 1 Unsure of what to eat for dinner and limited time to find new exciting recipes.
- 2 Too much time spent planning, shopping, and cooking dinner.
- 3 Extended cooking time to customize meals for picky eaters and varying adult diets.
- 4 Lost family time cleaning up after cooking.

## THE PROBLEM

40% OF AMERICAN FAMILIES EAT DINNER TOGETHER **FEWER THAN 3X A WEEK**, OR NOT AT ALL.



9-12

Hours spent weekly planning, shopping, cooking, cleaning.



\$1,011

Monthly Spend on Food At Home\*



\$124

Monthly loss on Food thrown out.



\$792

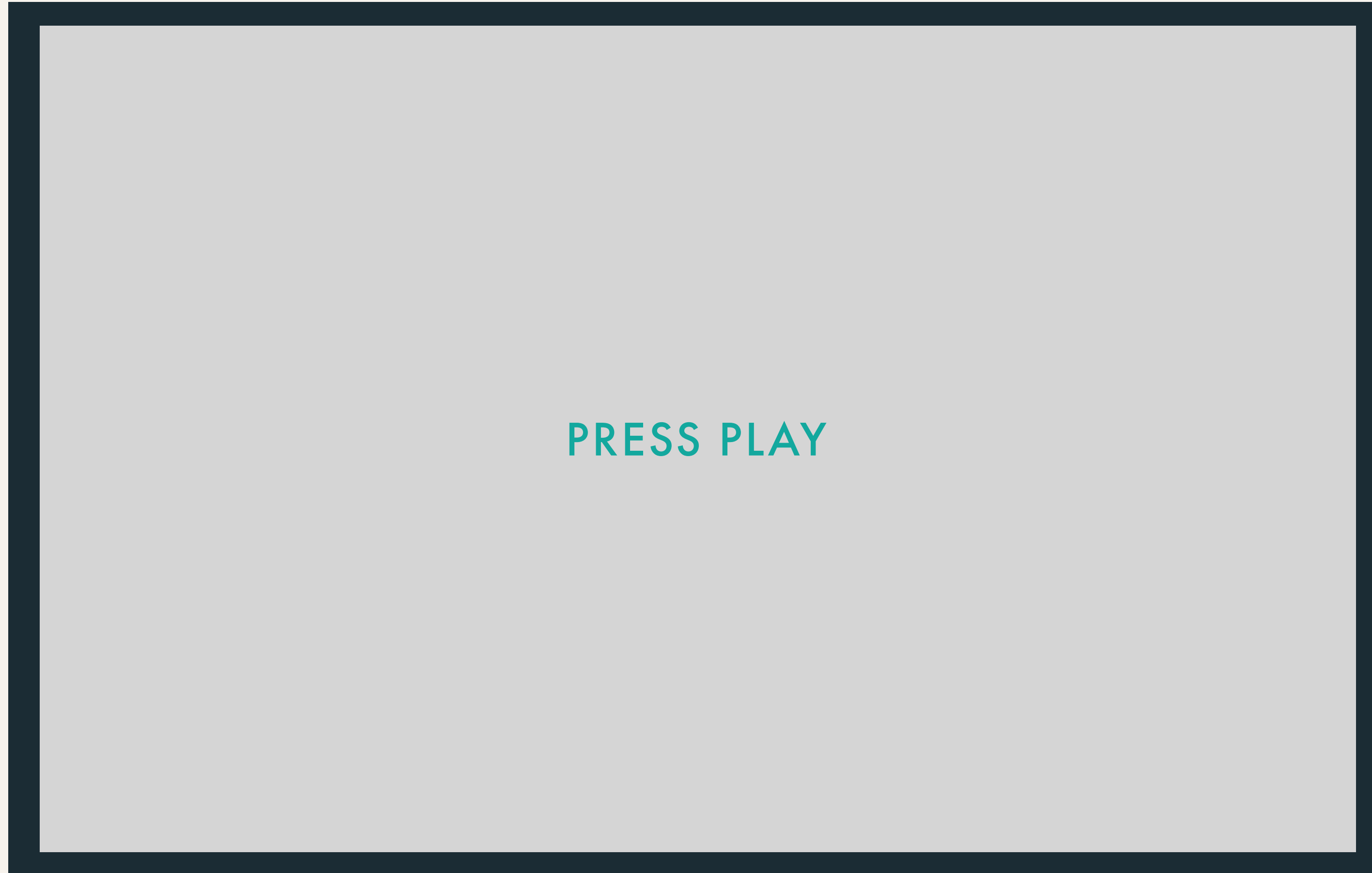
Monthly Spend on Takeout\*

SOURCES INCLUDE SPENDMENOT, USDA, PEW RESEARCH CENTER

Family of 3\*



## THE SOLUTION



PRESS PLAY

1

Book a Koki Chef to prepare personalized meals in your home at affordable prices.

2

Next Day Service Available

3

Local 5 Star Chefs

4

Organic Ingredients Included

5

Personalized Meals

*Explainer video here.*

# LET'S TALK TRENDS

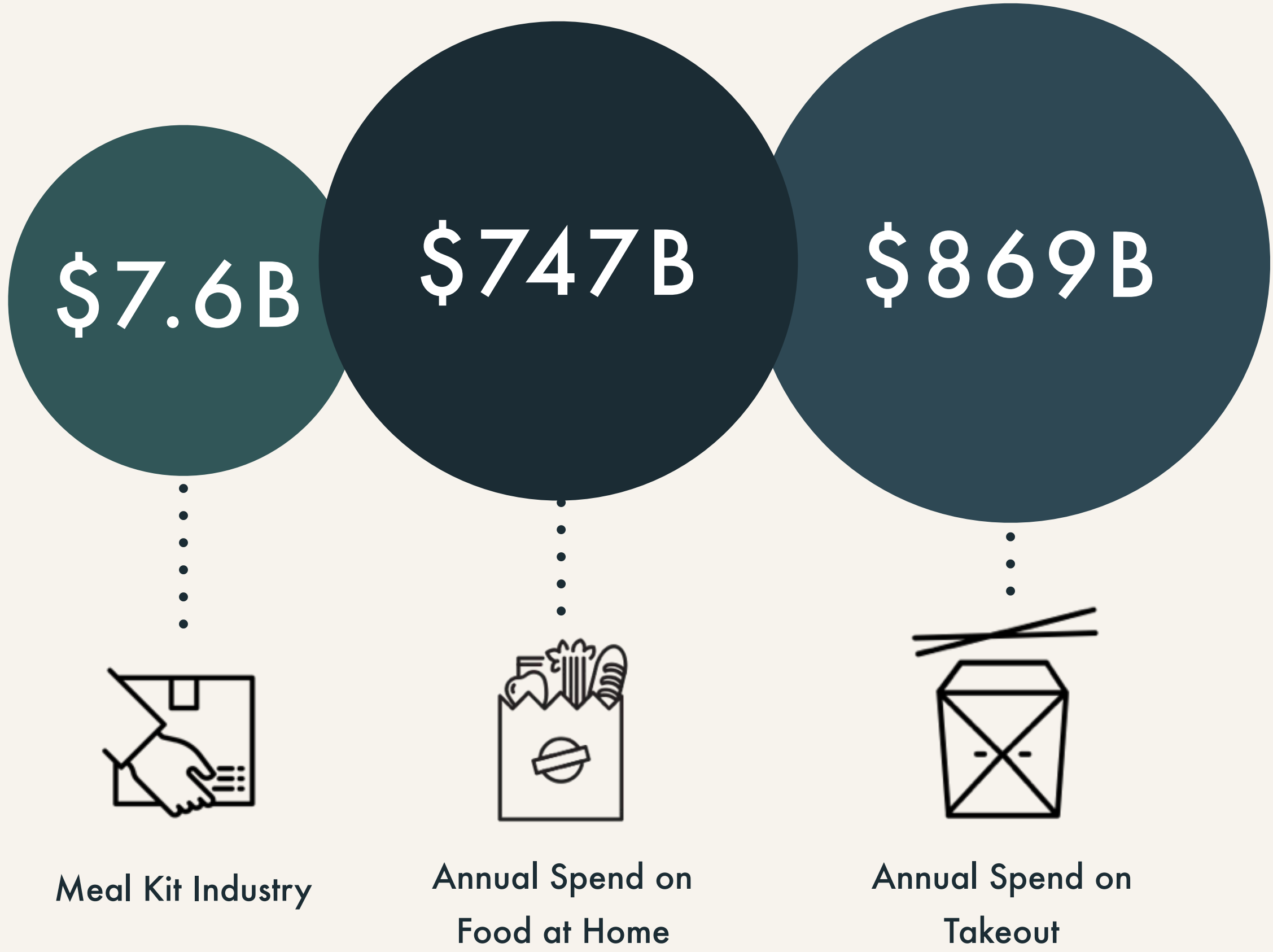
**1 IN 3** people in a household have an individualized voluntary diet.

**85%** of people will purchase an organic ingredient when grocery shopping.

**33%** of Americans use an online-only grocer app for grocery deliveries.



# LET'S TALK DOLLARS & CENTS



SOURCES INCLUDE PEW RESEARCH CENTER, RESENDES

# MARKET COMPETITION





○  
○  
○ **USP KEY-POINTS**

- Access to local 5-star chefs
- Done-for-you grocery shopping service
- Meal prepping and packing
- Complimentary kitchen cleanup

# THIS IS WHY SO MANY CHOSE KOKI

	KOKI™	BLUE APRON	FRESHLY	UBEREATS
FULLY COOKED FRESH MEALS	✓	✗	✓	✓
PERSONALIZED BY A CHEF	✓	✗	✗	✓
ORGANIC GROCERIES	✓	✗	✗	✗
NEXT DAY BOOKING OPTION	✓	✗	✗	✓
COMPLIMENTARY KITCHEN CLEANUP	✓	✗	✗	✗
MEAL PREPPING & PACKING	✓	✗	✗	✗

## KEY SERVICES

1

Weekly Family  
Homemade Meal  
Planning

2

Dinner + Dinner Plus  
Experiences

3

Brunch Experience

4

Grocery Shopping &  
Kitchen Cleanup  
Included

### IN HOME PERSONAL CHEF WEEKLY FAMILY HOMEMADE MEAL



Cost to Customer: ~\$328/week  
Household Size: 2-5 persons

For families in need of fresh healthy homemade meals. Four dinner meals are included, chef prepared in your home and personalized for your family.

### IN HOME DINING DINNER & BRUNCH



Cost to Customer: ~410/experience  
Dinner Size: 2-10 persons




We offer two dinner service experiences. Both options are great for entertaining friends, family, or colleagues for a nice chef prepared dinner in your home.



## CUSTOMER BASE

*“I want to spend more time on the things that matter to me most.”*

They're looking to save time, money and energy when it comes to feeding themselves and their families.

-  Light User
-  Moderate User
-  Heavy User



WORKING PARENT



Gender: Male & Female  
Age Range: 35-60  
Marital Status: Married/Divorced  
Education: College or >  
HHI: > \$120k USD



STAY-AT-HOME MOM



Gender: Female  
Age Range: 28-60  
Marital Status: Married  
Education: High School  
HHI: High Salary Partner



YOUNG PROFESSIONAL/HOST



Gender: Male & Female  
Age Range: 25-40  
Marital Status: Single  
Education: College  
HHI: > \$100k USD



THE CHEFS - POWERED BY  
GIG COMMUNITY



*Koki means “Chef” in the Sudanese language — as a community focused business, we believe in taking a global world view approach to loving on our chefs and customers.*

WORK WHEN YOU WANT AND MAKE  
EXTRA MONEY IN YOUR DOWNTIME.



\$35

Flat Rate Pay Per  
Booking Avg. Rate  
Per Hr + Tips



3X

Avg. Bookings/  
Month,  
1099 Status,  
> Fulltime



10+

Average Years  
of Experience  
Per Chef



100%

100% Clean  
Background  
Check Required

# CHEF ACQUISITION STRATEGY

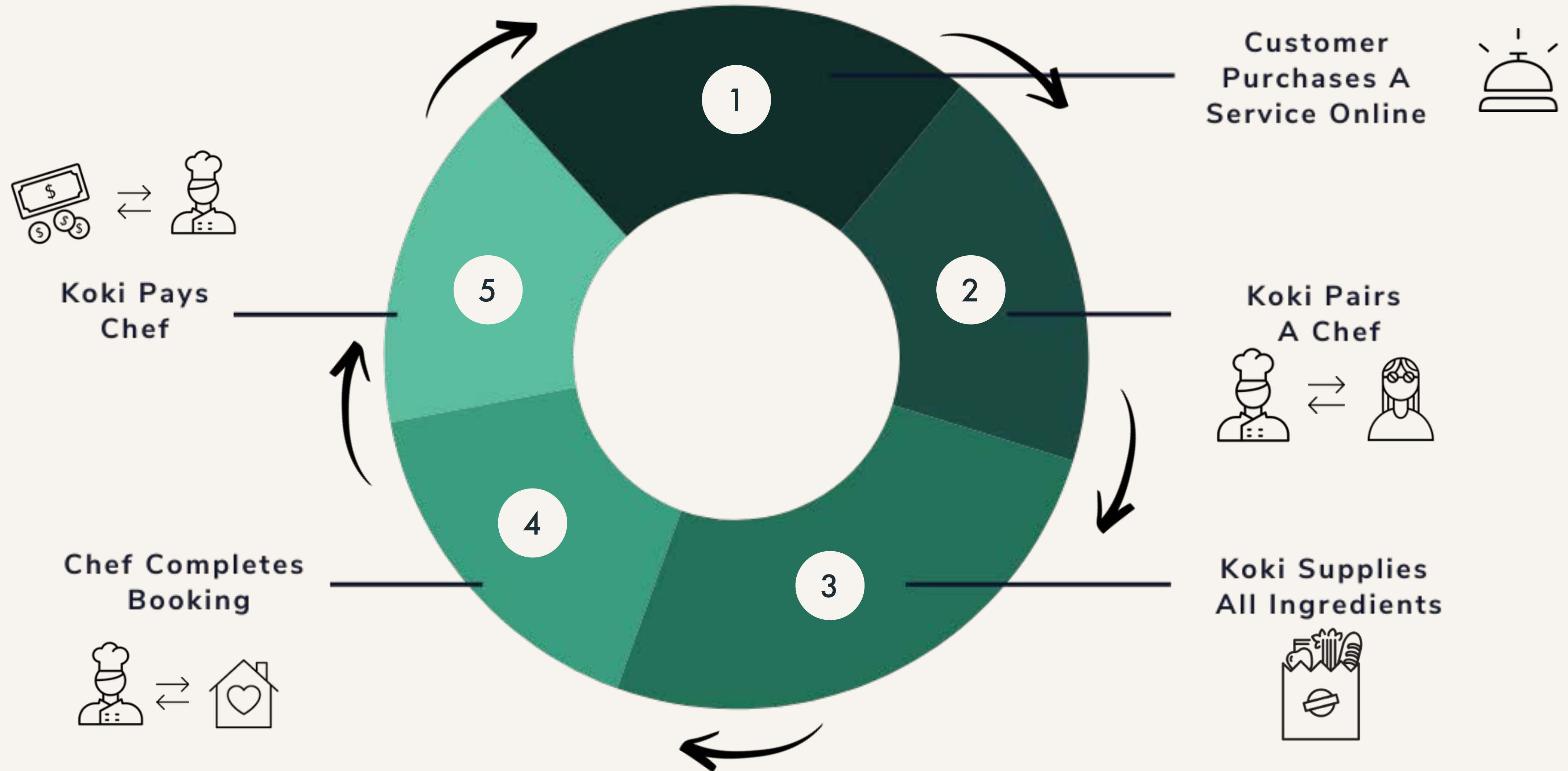
## OUTREACH & LEAD GENERATION

- 1 INTERNAL REFERRAL PROGRAM
- 2 JOB BOARD SITES
- 3 ORGANIC & PAID DIGITAL ENGAGEMENT

## THE INTERVIEW PROCESS



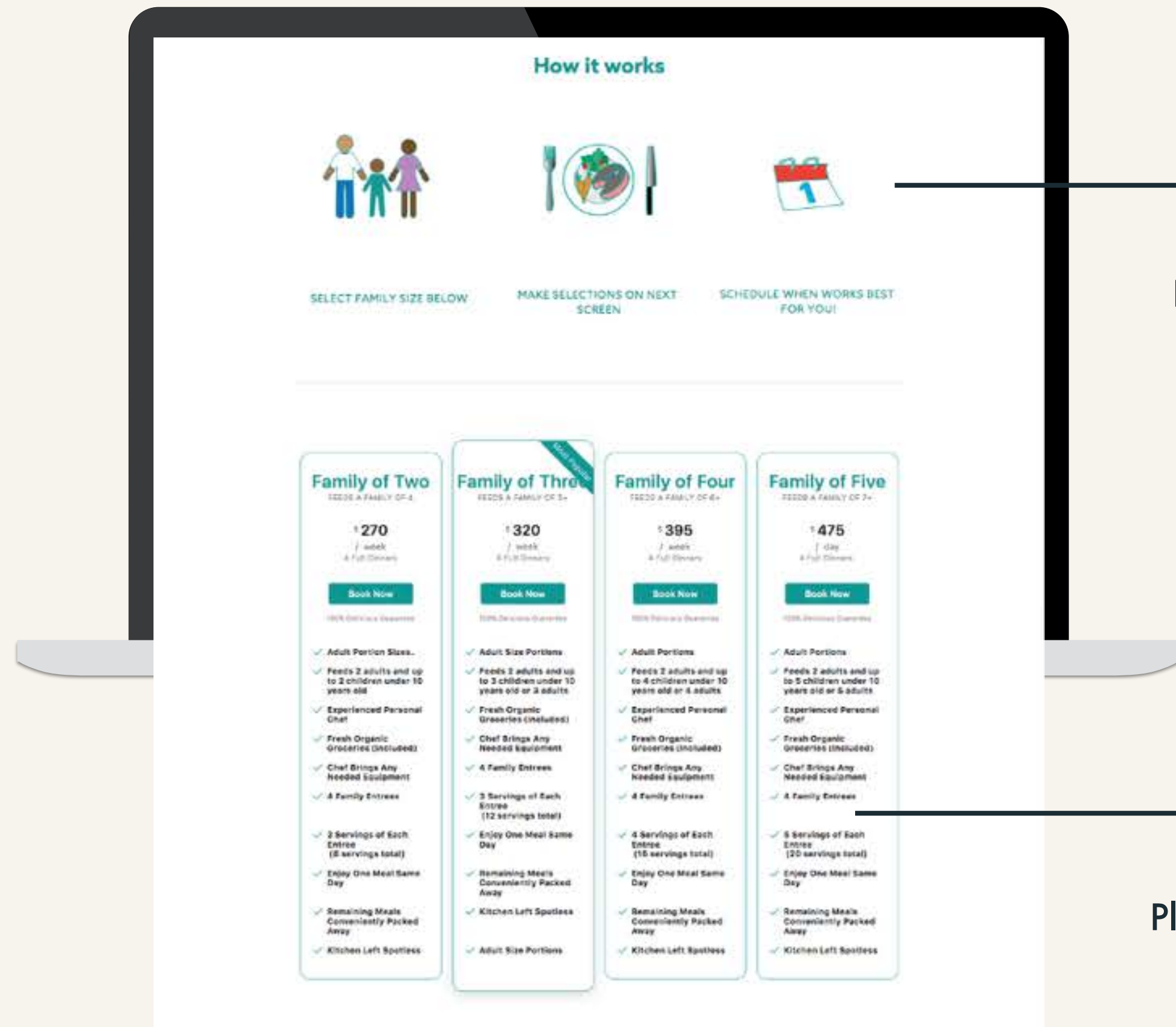
# BUSINESS MODEL





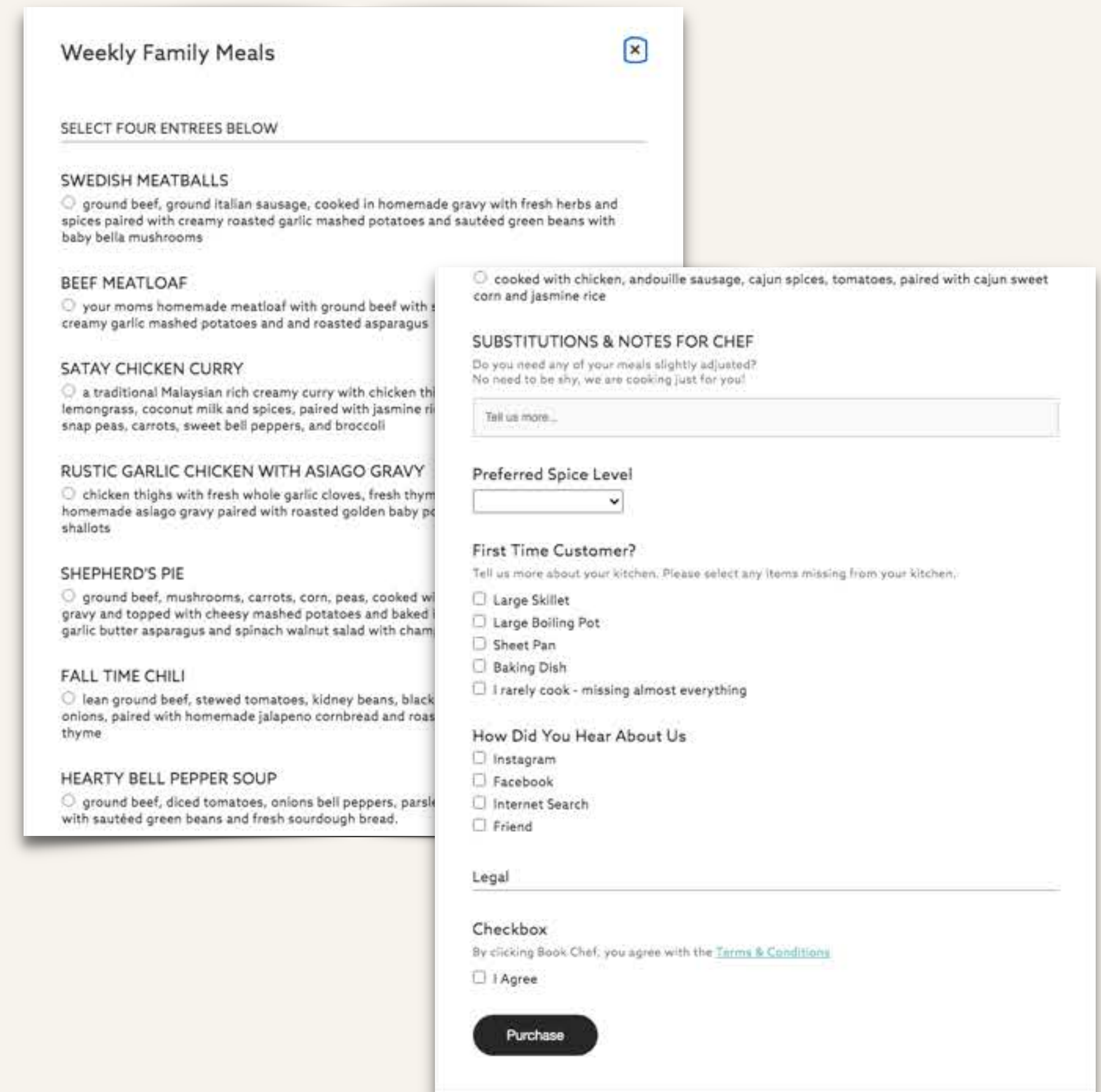
# THE KOKI EXPERIENCE NOW

Web based booking experience at [kokiexperience.com](http://kokiexperience.com)



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# THE FUTURE OF KOKI™ . . . . .

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- 1 Customer Account With Detailed Dietary Notes
- 2 Personalized Meal Selection Page
- 3 Add Select Grocery Store Items To Skip Your Grocery Store Run



- 1 See Availability In Real Time
- 2 Detailed Confirmation Of Chef With Picture, Name, Professional History
- 3 Push Notifications
- 4 Real Time Service Tracking
- 5 Subscriptions
- 5 Backend (Chef Availability Captured)

# FRONTEND PROCESS

How it Works:



## CHOOSE YOUR EXPERIENCE

Pick between family meal options, or intimate Dinners from our uniquely curated menus. Need a substitution, no problem!

## SELECT PARTY SIZE

Let us know how many people you want to spoil, this way the Chef prepares enough food for everyone to enjoy.

## SCHEDULE CHEF

We work on your time. Schedule day and time for chef to arrive.



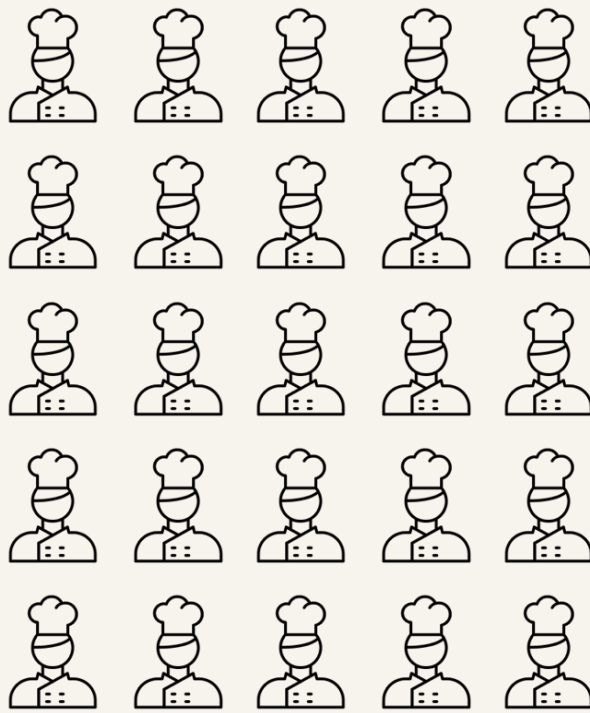
# BACKEND PROCESS

How it Works:



TRACTION

..... 3 out of 4 new users book their second Koki within 2 weeks of their first experience.



# of Koki™ Chefs



Avg. Spend Per Customer

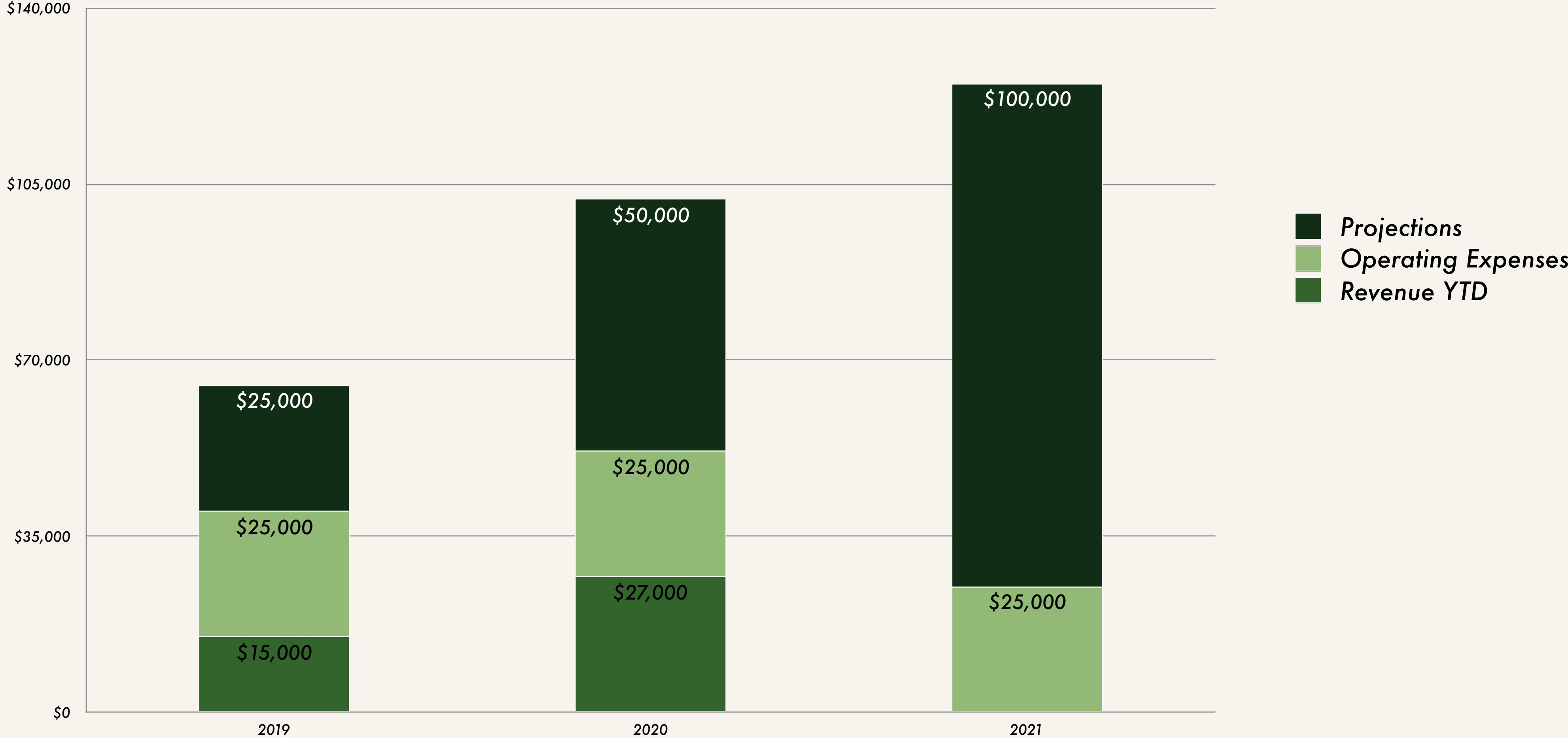


Average Customer Lifetime Value



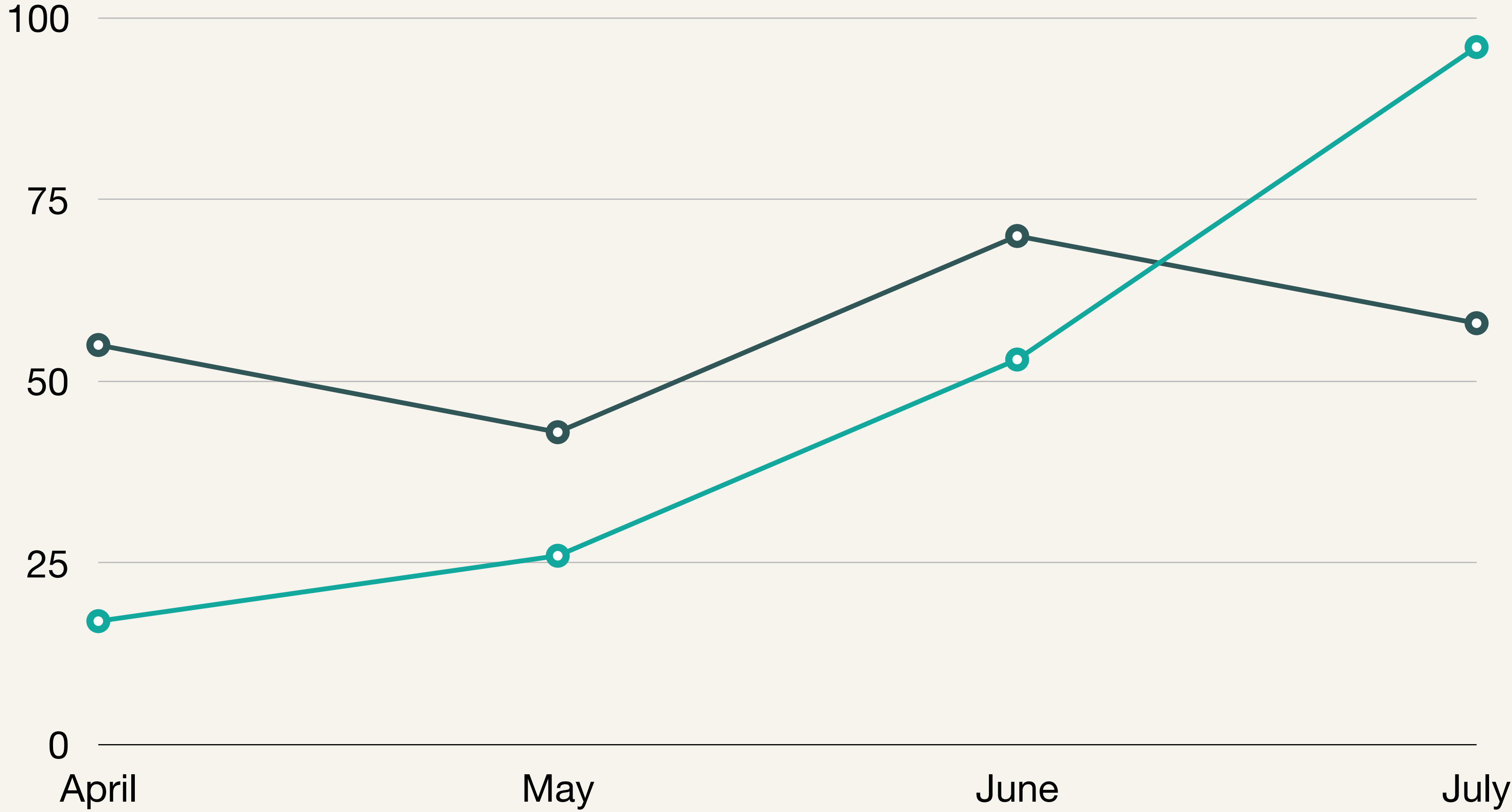
#of Orders

# FINANCIALS





# GROWTH & PROJECTIONS





THE ASK

KOKI

THANK YOU FOR  
YOUR TIME.

We want you to join the Koki family as an investor.  
We are seeking a friends and family round of \$100K.

WE ARE ASKING YOU FOR \$10K FOR .5%

LIVE LIFE FULL



@KOKIEXPERIENCE  
[KOKIEXPERIENCE.COM](http://KOKIEXPERIENCE.COM)

THE KOKI™ EXPERIENCE

2045 NE 20th Street, #295  
Miami, FL 33137

CONTACT US

+1 (305) 671-3211  
[info@kokiexperience.com](mailto:info@kokiexperience.com)







## KEY SERVICES: COST

The Weekly Family Meal Service, our signature service is ideal for families who spend \$250-\$400+ per week on food.

Each booking includes 4 family size entrees.

Chef and groceries included.

### WEEKLY FAMILY MEAL SERVICE (PER WEEK)

FAMILY OF TWO	FAMILY OF THREE	FAMILY OF FOUR	FAMILY OF FIVE
\$270	\$320	\$395	\$475

### BRUNCH SERVICE

GROUP OF SIX	GROUP OF EIGHT	GROUP OF TEN
\$330	\$400	\$500

### DINNER SERVICES

GROUP OF SIX	GROUP OF EIGHT	GROUP OF TEN
\$330	\$400	\$500

### DINNER PLUS SERVICES

GROUP OF TWO	GROUP OF FOUR	GROUP OF SIX	GROUP OF EIGHT	GROUP OF TEN
\$250	\$385	\$540	\$720	\$900

## MARKETING



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