



PRE-SEED INVESTOR DECK

Healthy family dinners, without the planning

For dual-income and single-parent households who want home-cooked dinners without the weekly scramble.

120

Paying households, Austin, since March

68%

Six-week retention

\$94

Average weekly order value

Raising \$750,000 pre-seed

PROBLEM

It's 6:15pm. Kids are hungry. Dinner isn't decided.

Parents want a healthy, home-cooked dinner most nights, but lack time to plan, shop, and cook something kids will eat.

Without a better answer, the default is takeout, frozen food, or the same few easy meals on repeat.

12%

Lower childhood obesity risk when dinner is home-cooked three or more nights a week

24%

More healthy eating at the same weekly frequency

WHY NOW

The category is growing fast, and buying has gone mobile



14.5%-17.8%

Projected annual growth in the global meal-kit category through 2034, across three industry reports



77%

Of residential meal-kit purchases already happen on mobile apps

A large, expanding market is now being bought through phones and apps, not desktop searches or print catalogs.

SOLUTION

A guarantee no other meal kit makes

If a child won't eat the recipe, the household gets a credit or a free swap, automatically.



Child-tested, with a fallback

Recipes are checked with real kids before they ship.



One-tap swap

A curated menu replaces a browse-everything catalog.



Scales to the household

One plan feeds the whole family, no doubling recipes.

From box to table in four simple steps

01



Choose your weekly plan and household size

02



Pre-portioned, child-tested ingredients arrive weekly

03



Cook dinner together in about 30 minutes

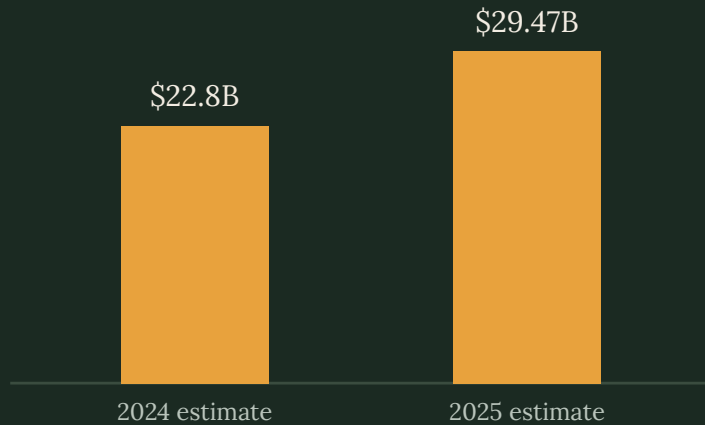
04



Not working? Swap the recipe in one tap

MARKET

A large global category, still largely unclaimed



Global meal-kit market size, two industry reports, base years 2024 and 2025. U.S.-specific sizing has not been published.

Estimates vary by source, and none break out U.S. or metro-level sizing yet. Our near-term focus: three U.S. metro areas.

\$67B-\$129B

Projected global market size by 2034, across the same reports, shown here as vision, not a proven figure

A weekly subscription, plus a growing retail channel



\$94

Average weekly order value per household



Recurring direct-to-consumer subscription revenue



Emerging co-branded retail revenue through supermarket partners

Households pay a weekly subscription; two supermarket chains have signed letters of intent for a co-branded retail box.

Reaching families where they already shop and scroll



Direct to consumer

App and website subscription, built on the Austin playbook.



Co-branded retail

Two supermarket chains have signed letters of intent.



Local launch push

Community and social marketing in each new metro.



\$15,000 budgeted for launch marketing in each new metro

TRACTION

A real, paying business already running in Austin

120

Paying households since March

68%

Six-week retention

\$94

Average order value

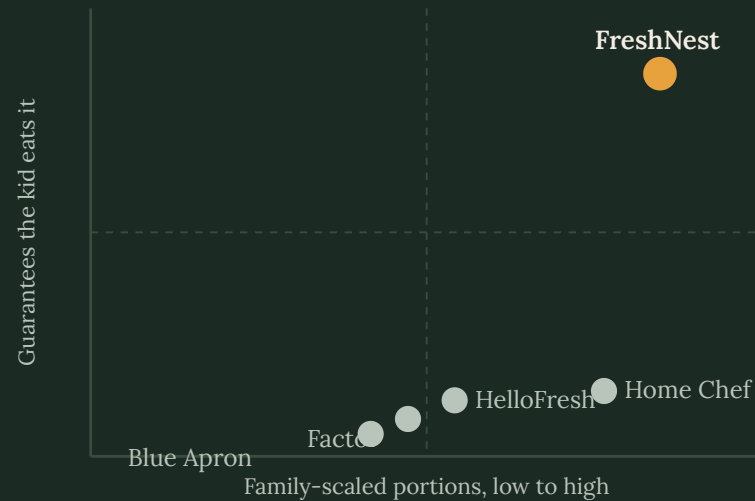
2

Supermarket letters of intent

Next: prove the same retention and economics hold in two new metros within 90 days.

COMPETITION

Everyone matches the basics. No one guarantees the kids eat it.



HelloFresh, Home Chef, Factor, and Blue Apron already deliver pre-portioned, family-scaled, app-controlled dinners. None guarantee a child will eat the meal.

Home Chef already offers a Family Plan, so scaled portions alone are not a lasting edge. The child-approval guarantee is.

Positioning based on FreshNest's review of public competitor offerings, not a magnitude comparison.

TEAM

Operators who have built this before



Dana Okoro

Founder and CEO

Ran category buying for a national grocery chain for eight years.



Marcus Hale

Cofounder and Head of Operations

Built the cold-chain fulfillment network at a regional meal delivery company.



Priya Raman

Head of Culinary

Test kitchen lead who developed kid-tested recipe lines for two retail brands.

THE ASK

Raising \$750,000 to open our second fulfillment site



\$750,000

Pre-seed round

Funds a second fulfillment site and grows the recipe team, building on our Austin pilot and two-metro expansion already underway.

✓ Second fulfillment site ✓ Recipe team growth

A separate sub-\$50,000 budget already funds our current two-metro launch.

Bring dinner back home with us →

This document is a starting point built from your research. It is not legal, tax, or financial advice. Consult a qualified professional before acting on it.