



FIAlivr

Claw-Some Cash Cats, BISV

VIDEO CALL AN AI CHEF ANYTIME, ANYWHERE

Claw Some Cash Cats

We are passionate entrepreneurs who aim to elevate the home cooking experience for everyone.



Zitao (Tommy) D.
CEO

Extensive Startup Experience

Personal Interest in cooking



Charan S.
CTO

Extensive AI programming experience

President of Machine Learning Club



Anshay C.
COO

Experience in front-end programming and UI designing

Enjoy experiencing diverse cultures



Problem

It is difficult for inexperienced home cooks and people who just want to cook something with the ingredients and equipment they have in hand to actually have a good cooking experience

More than half of Americans struggled with most basic recipes

- Pacing, unfamiliar or difficult techniques, inaccessible ingredients and equipment, and lack of interactions

Problems with existing solutions

- Limitations in variety, high price, and incomprehension cause many to be unsatisfied by current solutions

Rising obesity rate

- From 1999 –2000 through 2017 –March 2020, US obesity prevalence increased from 30.5% to 41.9%. (CDC)



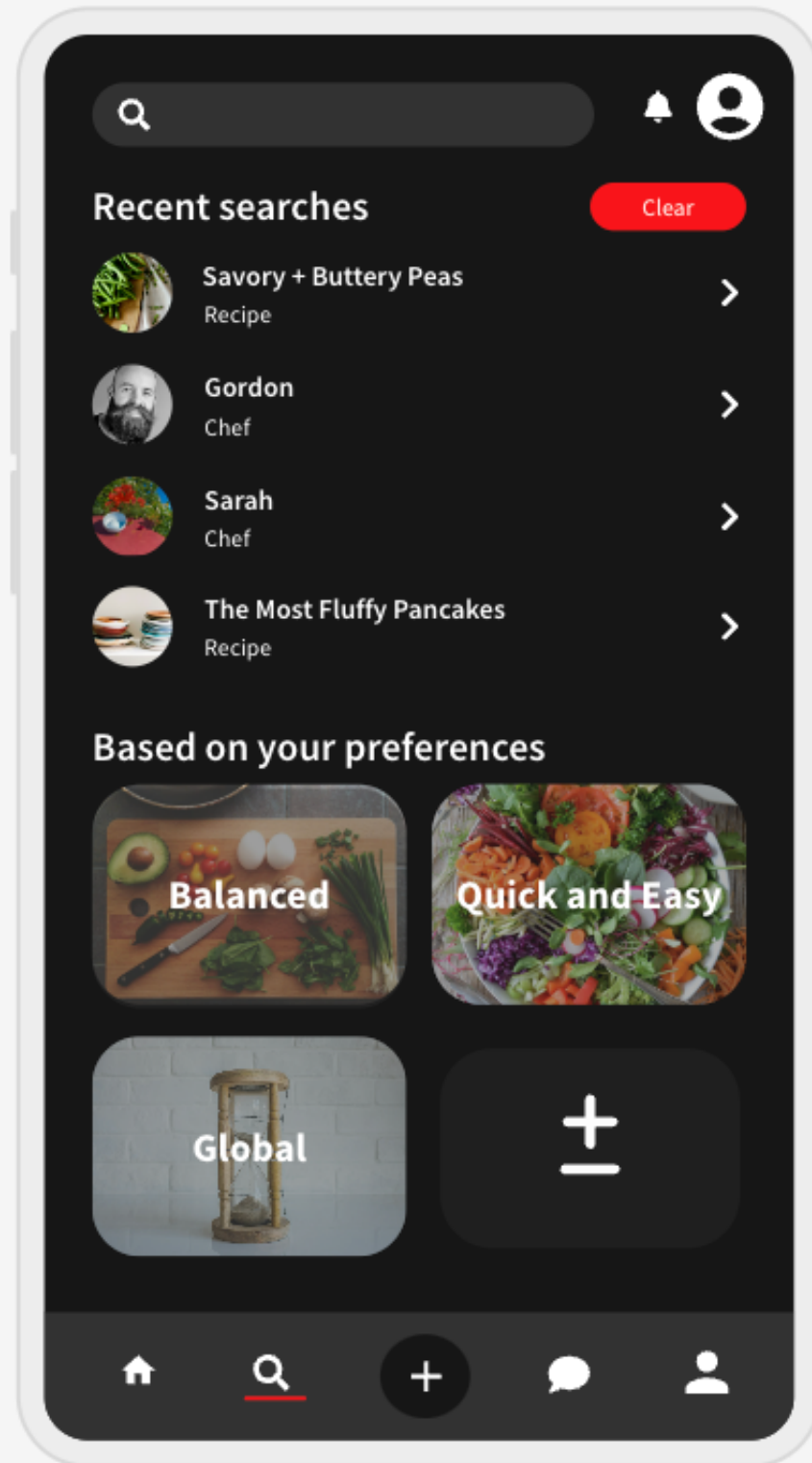
Solution:

flAlvr - Video Call an AI Chef Anytime!

Personalized AI Cooking Assistant

flAlvr is a personalized AI cooking assistant that guides users through video calls with the AI for guidance and assistance in their cooking.

FIAlvr The Service



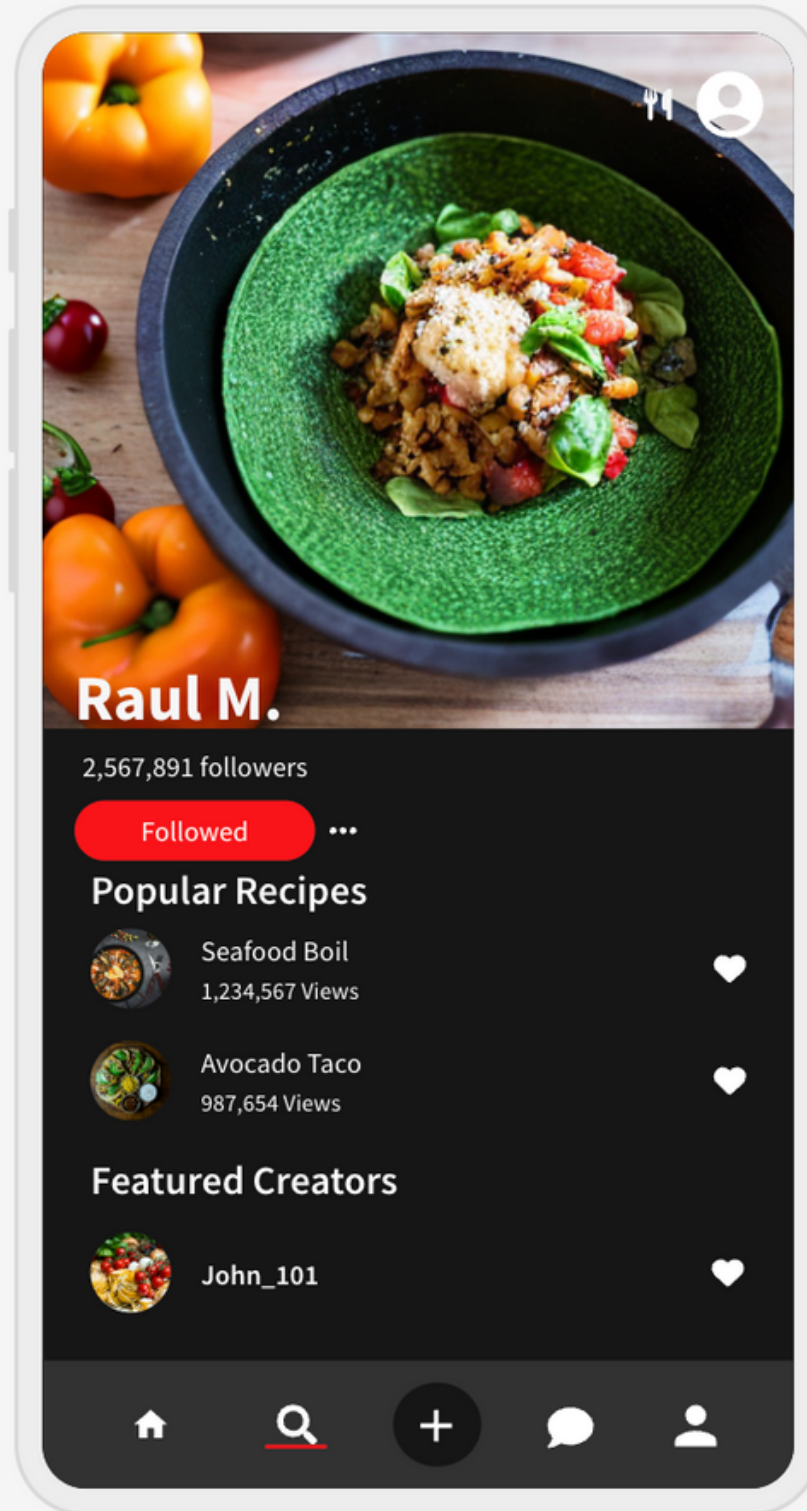
Choose a recipe

Generate a list of recipes for you to choose from based on personal food restrictions and preferences.

Select and start

An AI cooking session will begin after the recipe is chosen. **Just like a video call**, the AI will provide step-by-step guidance and real-time feedback.

FIAlvr The Service



Adjust Along

The AI will adjust the recipe and the process based on the **ingredients and equipment you have in hand and your skill level**

Community Features

Share your food and recipes with other users, and **start cooking sessions using other's recipes**

Benefits



Hassle-free
cooking
experience



Save time
from trying to
understand
tutorials



Personalization



Explore
diverse food
culture

Customer Persona

Charles Miller

Male
Age: 26
Car Mechanic
Hiking, Photography
\$50,000/year
Apple, Instagram



Frustration

Wants to stay healthy and home-cook himself but barely has any time and does not know how:

- YouTube tutorials - can't easily adjust to ingredients he has in hand; no interaction
- Hello Fresh - expensive and has limited choices of meals

Motivation

- Wants personalized coaching so that he can improve
- Wants to be able to quickly cook what he wants with healthy ingredients that he has in hand



Business Model

Freemium: Premium Users - Unlimited
Subscription + AI access; Free Users - 3
Advertisements times a month with Ads

Costs

- AI training and server maintenance
- Google Ads and YouTube Ads
- Salaries for employees
- Paying verified users for promotion
- Other marketing costs

\$10.99/
month

GTM Strategies

Advertisements on Google and
YouTube

Celebrity chef and food critic
endorsements

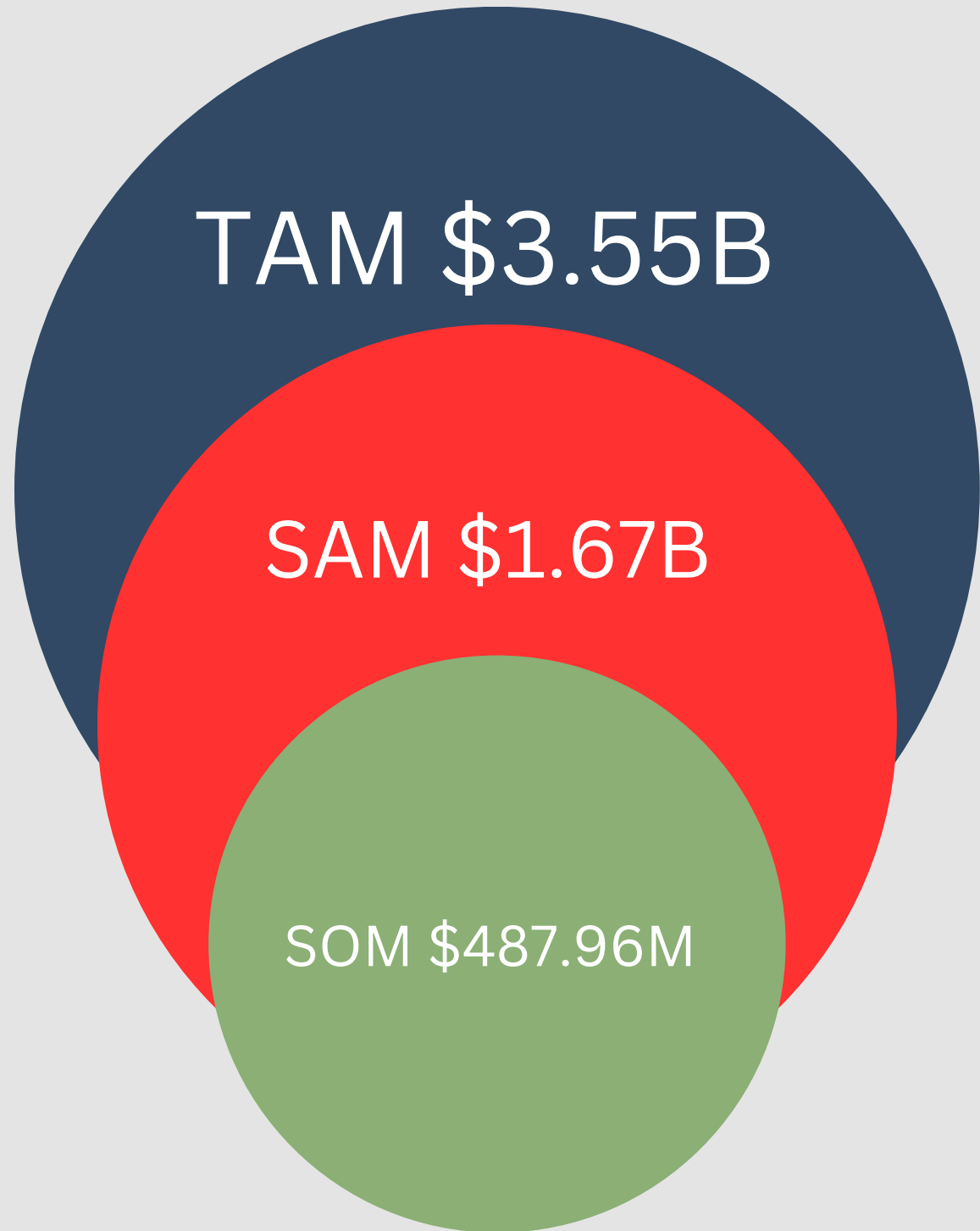
Promo codes for promotions on
other platforms

Promotions in local farmers'
markets





Market Size



**539 Million
Addressable
Users**

$539M * 5\%$ (percentage of Premium users) * $\$10.99$ Monthly Premium Cost * 12 Months = $\$3.55B$

References

- Tasty has 539M global viewers across its social media
- The top five visited food and recipe sites in the US (Allrecipes, Food Network, Delish, Taste of Home, and Parade) have accumulated over 253 million visits from September to November 2023
- Hello Fresh & Blue Apron have in total of 3.7M active subscribers in the US (Premium users reference)



Competition

Features	fIAIvr	YouTube tutorials	In-person classes	Recipe Sites	Meal-Kit Delivery
Price	Free or \$10.99/month	Free with Ads	~\$89.99/session	Free to ~\$4.99/month	~\$11.49/serving
Personalized Coaching	✓		✓		
Adaptability /Flexibility	✓				
On - Demand	✓	✓		✓	✓
Creator Community	✓	✓		✓	

Moats

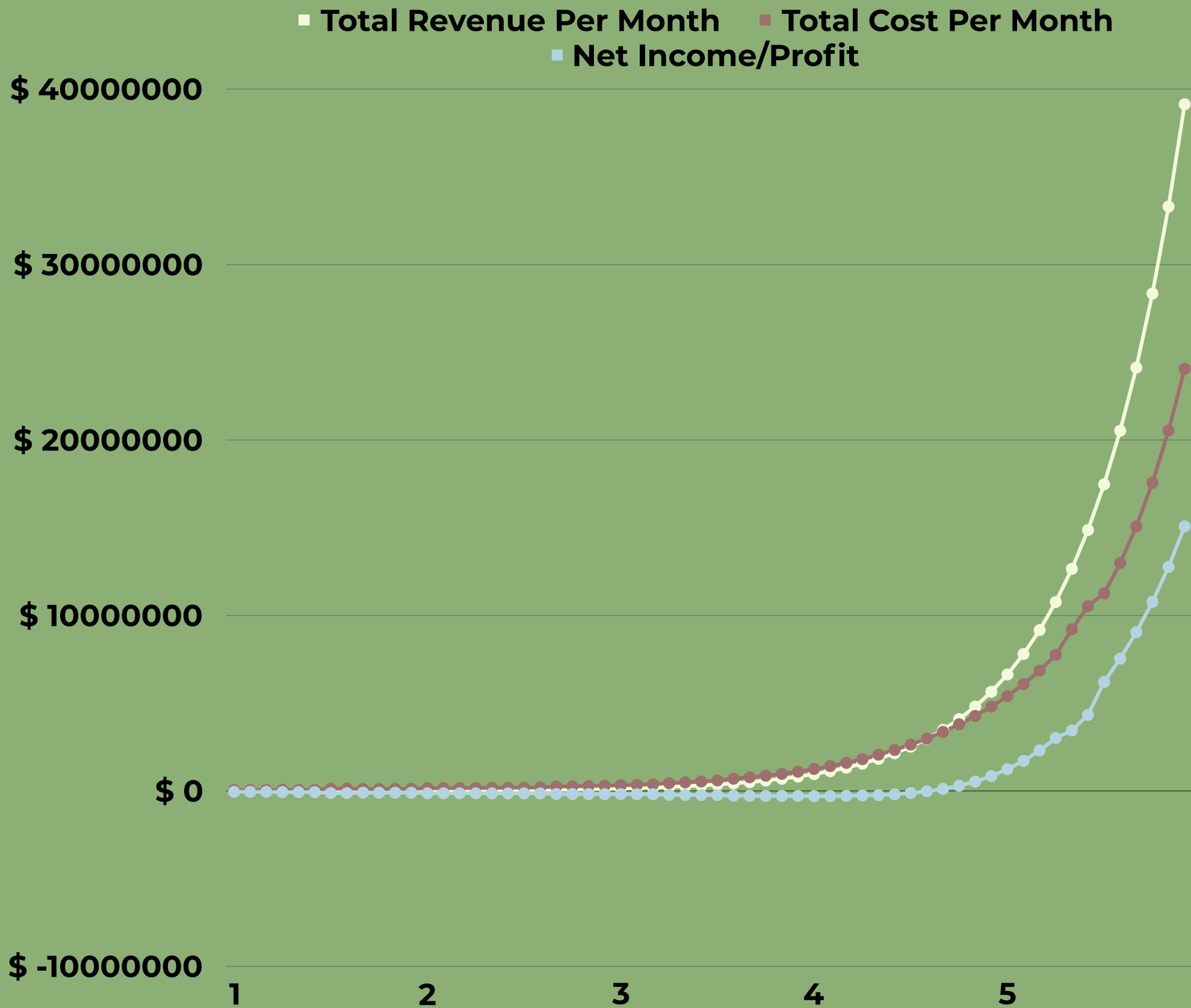
Unprecedented Interaction Ever In Cooking

Personalized & Adjustable Recipes

High Scaling Potential



Financial Projection



Break Even Month

Month 45

Cash Positive Month

Month 52

Year	1	2	3	4	5
Revenue	\$ 66,838	\$ 676,862	\$ 4,687,645	\$ 32,464,532	\$ 224,834,812
Operating Profit Margin	-1,504%	-268.1%	-61.2%	0.2975%	34.461%
Net Profit Margin	-1,513%	-276.9%	-70.06%	-8.54%	25.622%
Gross Profit	\$ 30,226	\$ 300,143	\$2,078,653	\$ 14,395,825	\$ 96,553,799
Net Income	-\$1,008,909	-\$1,871,510	-\$3,281,493	-\$2,770,429	\$ 57,606,922



Personalized Interactive AI Cooking Assistant

Video call a chef anytime, anywhere

Community&Promo Code Strategy

Building the best recipe platform

Freemium; \$3.55B TAM

High scaling potential & competitive
advantages



flAIvr

Video call an AI chef anytime,
anywhere