

myTable
a better way to eat

Investment Proposal

Pre-Seed Fundraising Round — July 2020



A person is seated at a white table, eating a meal. The meal consists of a white bowl filled with a creamy sauce, topped with sliced bananas and a dusting of dark seeds. A silver spoon rests on the table next to the bowl. In the background, a small potted succulent in a woven basket sits on the table. The person is wearing a grey shirt and a watch. The overall scene is dimly lit, with a soft, warm glow.

IN-HOME DINING IS NOW THE PREFERRED WAY TO EAT

#theshift

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PEOPLE ARE EXPERIENCING FOOD DIFFERENTLY.

Restaurants &
Out-of-Home Dining

1990s



Food Delivery
Services

2000s



Meal-Kit Delivery
Services

2010s



Holistic In-Home
Dining Solutions

Today

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CAUSING MASSIVE SHIFTS IN THE MARKET.

\$76B

Annual Meal
Delivery Revenues

60%

Of US Consumers order
delivery/takeout once a
week

\$863B

Annual Restaurant
Revenues

40%

Meal-Kits YoY
increase in growth

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WHAT IS THE COMMONALITY?

CONSUMERS WANT ENRICHING DINING
EXPERIENCES FROM THE COMFORT OF THEIR OWN
HOME.

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A DIGITAL MARKETPLACE ALLOWING USERS TO
CONNECT DIRECTLY WITH AND HIRE A
PROFESSIONAL CHEF FOR DELICIOUS IN-HOME
MEALS.

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IN-HOME CHEF SERVICES

MEETING A VARIETY OF NEEDS.



01

MEAL PREP

Hire a Chef to prep meals for the week if you lack the time to cook every night or are just tired of cooking the same things every night.



02

DINNER EXPERIENCES

Control the ingredients your chef uses to create unforgettable restaurant-quality dining experiences in the privacy of your own home.



04

COOKING CLASS

Experience the history and knowledge of your favorite food through an interactive in-home cooking class.



03

CATERED EVENT

Find an experienced caterer for your next important event such as weddings or corporate parties.

COMPETITIVE ANALYSIS

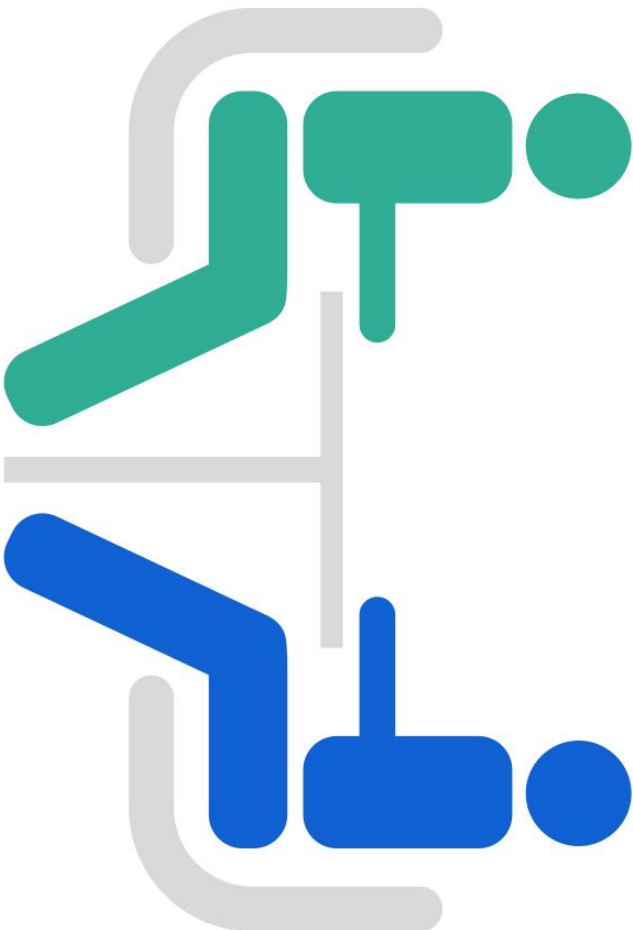
In-Home Chef Experiences

COMPANY FEATURES	MyTable	CozyMeal	Table at Home
State of the art mobile and web platforms.	✓	✗	✗
Service variety for customer selection.	✓	✓	✓
Peer-to-Peer Direct Booking	✓	✓	✗
Diner to Chef Communication (Pre-Booking)	✓	✗	✓
Everyday Affordability & Usability	✓	✗	✗
Chef Favorable Commission Structure	✓	✗	✗

Competitive Analysis

MyTable:

- 1. Flexible prices as low as \$20/hour
- 2. No sales tax
- 3. No price markups



Restaurants

- 1. Fixed per person cost
- 2. Significant markups
- 3. Variable sales tax and fees



MyTable: 3-course steak dinner for 2

Chef Cost: \$100.00
Ingredients: \$30.00
Wine: \$25.00
Tip: \$15.00
Total Cost: \$170.00



Restaurant: 3-course steak dinner for 2

Meal Cost: \$120.85
Wine: \$75.00
Tax: \$19.58
Tip: \$30.00
Total Cost: \$245.43

“MyTable has the potential to be something great – almost the natural next step to services like Butcher Box, Blue Apron, etc.”

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Three Pronged Revenue Model

Commission on Transactions

1. 15% commission
2. Avg. \$21 per order (MyTable earnings)
3. Users do business on our behalf

Chef Subscription Packages

1. Paid subscription model
2. Chef Dashboard, Market Analysis & Forecasting, Growth Support

Corporate Partnerships

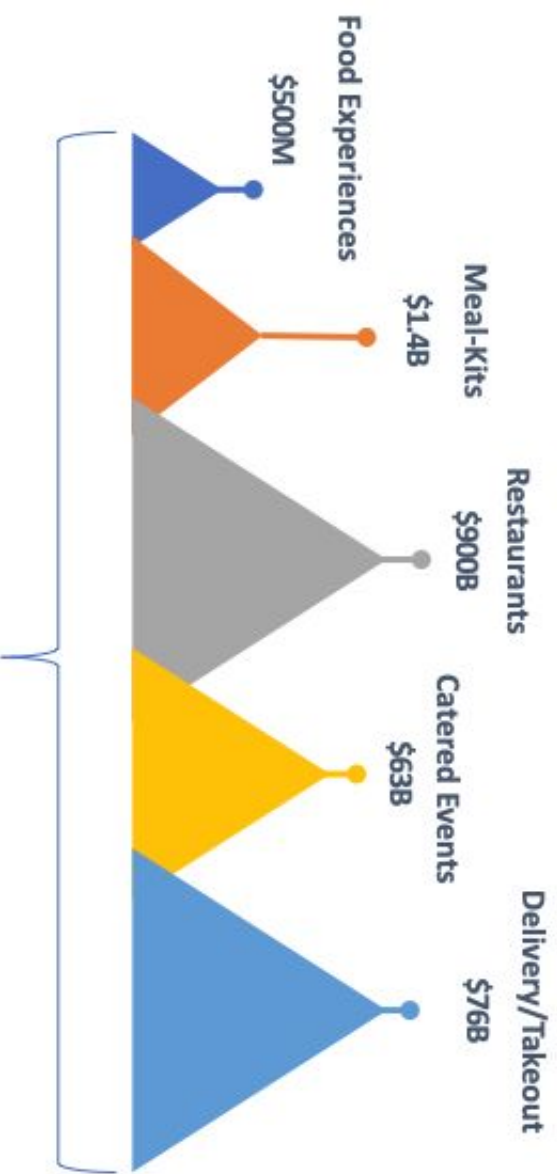
1. "Open Marketplace" allows for continuous brand involvement
2. Leverage Alternative Brands for Marketplace Value-Adds

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General Market Assumptions

Total Addressable Market

Food Service Industry
\$1T










SERVICE OBTAINABLE MARKET

Food Service Industry

\$100B

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<div><div>100</div><div>Completed Orders</div></div>	<div>User BETA Program</div> <div><div><div><div>1. 6-month timeframe (June – December 2019)</div><div>2. No marketing or ad spend allowed</div><div>3. Serviced only in operating markets of NYC, Boston, and Fairfield County, CT</div></div><div><div>Goal: To clearly understand the need of our users in order to implement platform and company improvements needed for scale.</div></div></div></div>	<div>Key Notes</div> <div><div><div></div><div>\$5K+ in billings</div></div><div><div></div><div>Service & Use Case Variety</div></div><div><div></div><div>Majority became repeat customers</div></div><div><div></div><div>User Concept Validation</div></div><div><div></div><div>Scalability in progress</div></div></div>
<div>2K</div> <div>Total Chef Applicants</div>		
<div></div> <div>80%</div> <div>Retention Rate</div>		

The MyTable Executive Team



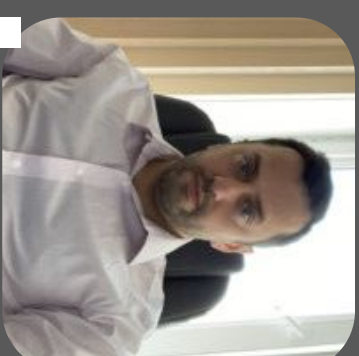
Matt Kelly
Founder & CEO

Strong and dedicated leader with knowledge and experience in research, market analytics, customer experience, and sales.



Bryon Cai
CFO

Seasoned veteran in the start-up industry spear-heading multiple acquisitions and successful exits from roles held as CFO/COO.



Igor Nikolaev
CTO

Technology professional with extensive experience in mobile and web development. Also Founding Partner of a full-stack development agency.

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