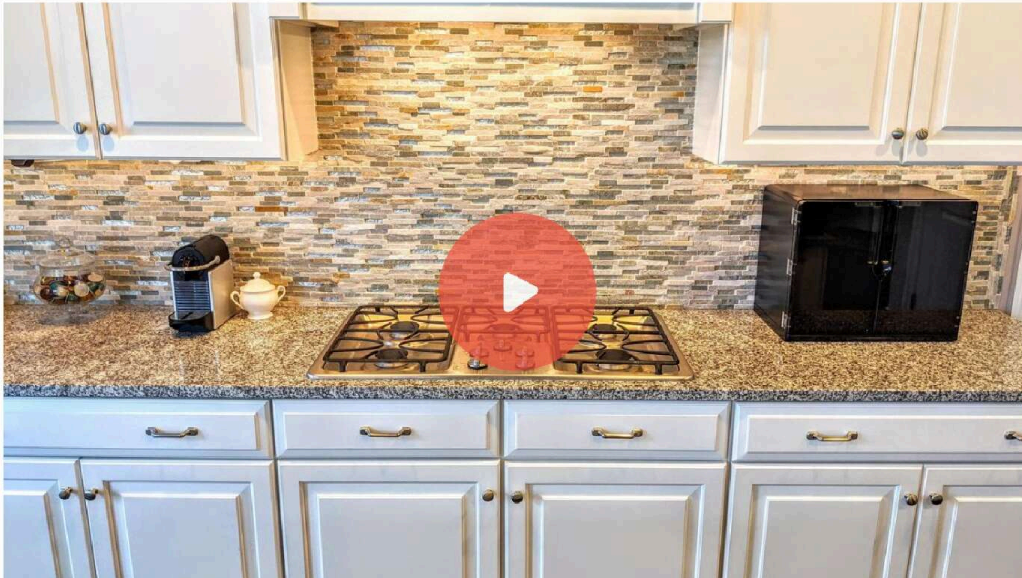


COUNTER-INTUITIVE COOKING INC.

A kitchen robot and AI that allows hands-off, remote, freezer-to-oven cooking

[PITCH VIDEO](#) [INVESTOR PANEL](#)



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Sykesville MD



Food

Technology

Hardware

B2C

Automation

Highlights

- 1 Eating out is 325% more expensive than eating a premade meal at home.
- 2 Using SueChef twice a week instead of eating out could save consumers over \$500 a year!
- 3 Strong consumer demand as demonstrated by consumer surveys of over 550 individuals.
- 4 Our business model provides recurring revenue and isn't solely based on the one time product sale.
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- 5 FoodTech Automation adoption has accelerated due to COVID and we're set to launch and grow quickly.
- 6 Works within the existing food ecosystem to provide food companies new market opportunities.

Our Team



Maxwell Wieder CEO and Co-Founder

Max is a systems engineer working on space systems as a contractor to NASA. His experience with system design and cross organizational communications and interactions provides a unique skill set of managing people and system design that is critical.

We started this company because we really want a SueChef in our homes. We keep fighting not only because we want a SueChef, but because we think the rest of the world will want one too (and our consumer research supports that).



Eddie Holzinger CTO and Co-Founder

Eddie works on government communication systems with a focus on secure mobility. He has a passion for problem solving and creating resilient secure networking solutions for his customers. He strives to ensure that SueChef user data remains private.



Clayton James Consultant

Clayton has been involved in the growth and development of many companies across multiple verticals over the last 10 years. He was the founder of Lyra where he installed operations in 8 states in a year. His support will help CICI grow and flourish.



Scott D Waterfall Mechanical Engineering Contractor

I am a Mechanical Designer/Machinist with over 40 years experience ranging from photographic, medical, Gov't contracting, etc.



Guy Roberts Electrical Engineering Contractor

Guy has extensive experience in electronic design at the board and system level. His most recent position was with Zebra Technologies where he developed RFID products for industrial and retail applications.



Brian Duffoo Director of Marketing and Sales

Experienced with relationship building, managing campaigns, and ensuring brand consistency!

Pitch





SUECHEF

A Product of
COUNTER
INTUITIVE COOKING™

An automated food ecosystem built around a smart kitchen appliance that takes the user out of the meal preparation equation

17 days a year: an average person's* time spent on meal preparation. That's time that we don't have. Our options?

- 🗣️ Eat out – too expensive (325% more)
- 🗣️ The microwave – low quality
- 🗣️ Skip meals - not an option

Every alternative at-home cooking solution requires the user to physically be present at some stage of food prep.

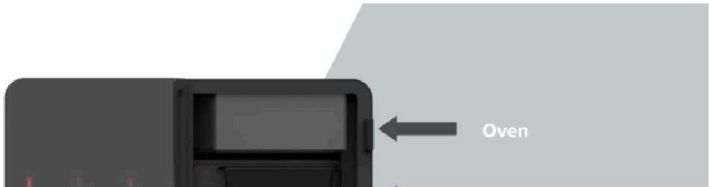
The Problem

*making over \$75k a year

Detailed Problem



Source: Data was collected from the following survey link on survey monkey with an N=544: <https://www.surveymonkey.com/r/P6Q8Y3K>



Freezer with multiple meals



Bottom of oven is an elevator

The Solution: Automated Keurig of Food

SUECHEF, a patented kitchen robot with an AI named Sue, stores multiple premade meals in a freezer and autonomously puts them in the oven without human participation.

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The Secret Sauce: A Proprietary Platform



A video of SueChef in action can be found here:

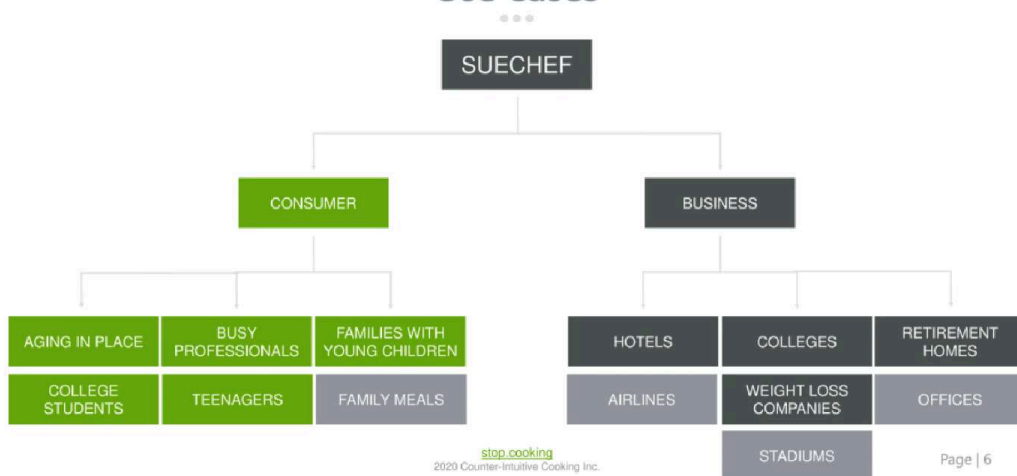
<https://Stop.Cooking/watch>

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Future SueChef versions

Use Cases



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Market: The Busy Professional

Initial and Secondary Target Markets

Single Occupant Households
Ages 25-44
Upper two quartiles earners
4M people

Seniors
Ages 65+
Assisted living/Nursing home
3.5M people

FROZEN FOOD
Data from 2019 for 100K, 2016 for 500K

SMART KITCHEN APPLIANCES
Data from 2020



SOM
0.25% end Year 5
~\$50M entrees/snacks
4.1% CAGR
3rd party familiar brands

SOM
5% end Year 5
~\$50M D2C unit sales
21% market CAGR
Ecosystem "cornerstone"



Additional Income: Data sales B2B, professional consulting services for conducting market research

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Our Business Model: A Phased Approach

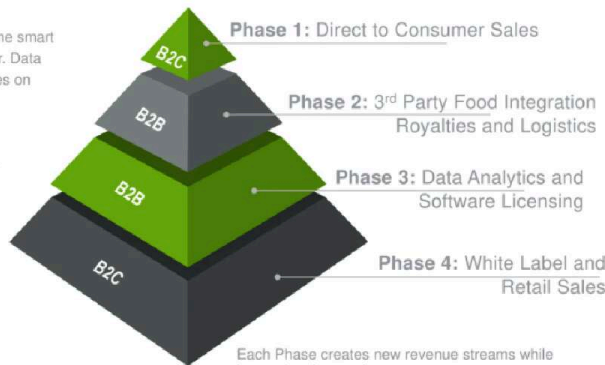
Multiple Sources of Income

Software-enabled hardware company using in-home smart hardware to provide convenience for the consumer. Data collected can be used to help guide food companies on targeted marketing and consumer trends.

Phase 1: Hardware sold to the consumer will form the Keystone for our ecosystem. Leasing and financing options available.

Phase 2: We curate the experience while collecting data. We generate recurring revenue through royalties on meal sales and logistics fees from online sales.

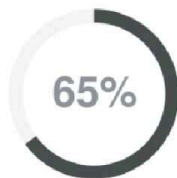
Phase 3: Sell b2b data and offer professional consulting services for conducting broader market research.



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SueChef Survey Results



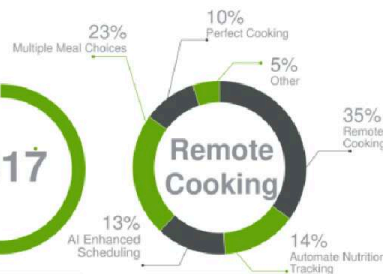
Respondents in our target market who would buy a SueChef



64% of Men and 67% of Women in our target market would buy a SueChef



Average expected purchase price among those who would purchase a SueChef



Primary Motivation to buy a SueChef

Source: Data was collected from the following survey link on survey monkey with an N=165:
<https://www.surveymonkey.com/r/5FJ75GK>

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Marketing and Sales

Current SueChef



SueChef V1
Singles/Senior Citizens/Students
Makes one large meal at a time. Could be used for a date.



Future SueChefs



SueChef V2&3
Couples/Families
Makes multiple meals at a time. Makes larger meals big enough for a family.



Office SueChef
Breakrooms
Pay and order your meal from your desk, get a notification when it's ready, and go to the breakroom to pick it up.

Sales Team



Direct to Consumer
A team dedicated to social media marketing and direct sales.



Commercial Team
Retail and white label sale oriented. Will also focus on Hotel, University, and Weight Loss company sales.



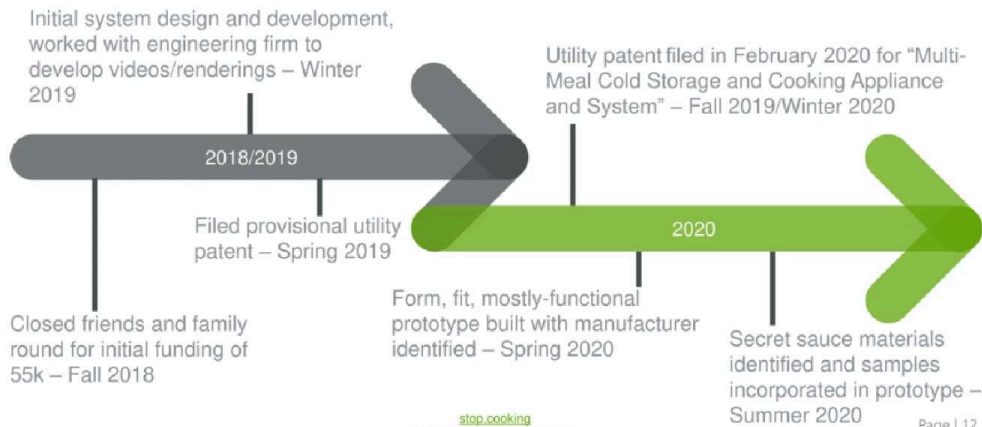
Software Sales
Sales force focused on software licensing and consumer data sales to name brand 3rd party food



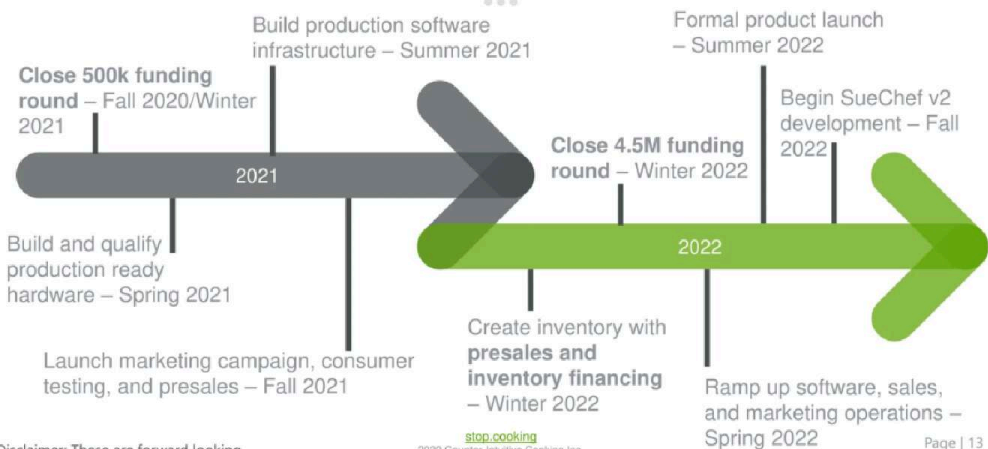
Why SueChef

Features	SUECHEF	TOVALA	june	MELLOW	Suvie
REMOTE ROBOTIC COOKING	✓	✗	✗	✓	✓
No food prep or cleanup	✓	✓	✗	✗	✗
Meal options on-the-fly	✓	✗	✗	✗	✗
Familiar 3rd-party brand food	✓	✓	✗	✗	✗
No subscription	✓	✗	✓	✓	✓
AI enhanced experience	✓	✗	✓	✗	✗
Long-term cold storage	✓	✗	✗	✗	✗

Current Status



Use of Funds



Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales	0	2,548	24,624	95,911	100,079
Active Users	0	2,384	22,408	69,924	127,937
Avg. Meals per User per Month	6	6	6	6.5	6.5
Total Revenue	\$-	\$1,349,481	\$16,772,447	\$57,477,901	\$105,413,507
Gross Margin	0.00%	12.61%	33.53%	44.87%	44.25%
EBITDA	\$(471,350)	\$(3,208,357)	\$(778,711)	\$9,951,066	\$24,785,417
EBITDA Margin	0.00%	-237.75%	-4.64%	17.31%	23.51%

According to our financial projection, we will reach monthly profitability (GAAP) prior to end of year 3 and annual profitability by year 4. Our first 18 months will draw on capital prior to product launch. **Total of 194K units sold by the end of year 5.**

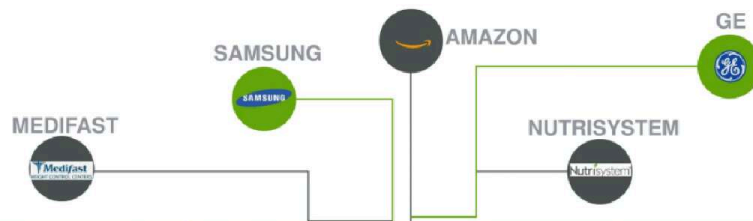
Disclaimer: These are forward looking projections and are not guaranteed

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Exit Strategy – Merger or Acquisition

Potential acquisition companies include, but are not limited to:



Company	Price	Revenues	P/S Ratio	Year	Acquirer
BRAVA Oven	Undisclosed	5,000 customers	-	2019	Middleby
Yummly	\$100M+	~\$10M	10x ++	2017	Whirlpool
Home Chef	\$700M	\$250M	2.8x	2018	Kroger
Anova	\$250M	\$31M	8.1x	2017	Electrolux
Whisk	Undisclosed	~\$8M	-	2019	Samsung

Experienced Management Team

MAXWELL WIEDER CEO

Hardware and Systems Engineer. Works on rockets for NASA and dreams of space age autonomous cooking.



CLAYTON JAMES CBO

Business and Finance. Works on multiple start-ups and dreams of never cooking again with SueChef.

EDWARD HOLZINGER CTO

Software and Cyber Security Engineer. Works on secure mobile phones and dreams of making a meal with one.



BRIAN DUFFOO DIRECTOR - MARKETING AND SALES

Marketing and Sales. Works on account management and marketing in pharmaceuticals ensuring brand consistency.

Our management team has a combined **7 degrees** from Johns Hopkins University

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Diverse Extended Team

SCOTT WATERFALL CONTRACTOR - MECHANICAL



JOE WHITE ADVISOR - TECHNOLOGY

AND MANUFACTURING
Mechanical designer and machinist with
experience medical and government.

GUY ROBERTS
CONTRACTOR - ELECTRICAL
Extensive experience in electronic
design at the board and system level
most recently with Zebra Technologies.

DARRYL ZAWADA
CONTRACTOR - PCB LAYOUT
Senior PCB layout technician on space
systems for a government contractor.



SVP and GM, Zebra Technologies (ZBHA)

ALISON BODOR
ADVISOR - FOOD
President & CEO, American Frozen Food
Institute

PHIL GARFINKLE
ADVISOR - MANUFACTURING
CEO and President, NewSight Reality
Venture Advisor, Gabriel VP

Our contractors have over 80 years of
manufacturing and engineering experience

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Our advisors have provide a wealth of experience
across our multiple verticals

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In Summary

...

What Makes SueChef a Winner?

- 1 SueChef reduces the amount of time people spend on meal preparation by removing them from the equation by cooking remotely
- 2 SueChef provides dine out quality and on-the-fly meal optionality of take out at the price of eating in
- 3 SueChef has a built in freezer so that meals don't need to be decided ahead of time
- 4 SueChef allows meal companies to get detailed consumption data passively and much cheaper than they currently can
- 5 SueChef automatically tracks macronutrients allowing people to finally track diet and exercise entirely autonomously



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