



SAMIR TENDULKAR

Founder

We are a community
of cooking enthusiasts
and professional chefs

THE PROBLEM



People Love to
cook to show
their cooking
skills



No place dedicated
to show your
cooking Personal
life gets mixed with
cooking profile



Many cooking
websites don't let
you interact with
their recipes

THE SOLUTION... ..KHAL



A dedicated place
to show your
cooking skills.

This is your
cooking profile
online



See recipes from all
over the world. Or
20 ways to make
your favorite dish



You can interact
with the recipes.
Add it to your “I
want to make this”
or “I made this” list

Huge Potential

- » In 2016 food was the most photographed subject on Instagram. 438,921,588 food photos on the platform*
- » 22 % of Americans have posted photos of their home-cooked meals on social media in the last six months

**37%
Americans
are
Passionate
About Cooking**

**US does
5.9 hours
of
cooking
per week**

Market Size

- » **22 %** of Americans posted photos of their home-cooked meals on social media. while **44 %** of those in the “millennial” age range admitted they have done so in the same time frame.
- » **41%** of Americans visited food and cooking websites. This goes up during seasonal peaks
- » Cookbook sales for the first six months of 2018 were **21 %** higher. Roughly 17.8 million cookbooks were sold in the United States

Source: <https://www.nielsen.com/us/en/insights/article/2014/recipe-for-success-86-million-americans-visited-food-and-cooking-websites/>
<https://www.nbcnews.com/business/consumer/recipe-success-cookbook-sales-survive-shift-digital-media-n900621>
<https://www.foxnews.com/food-drink/cooking-survey-says-americans-prefer-to-find-recipes-on-social-media-rather-than-cookbooks>

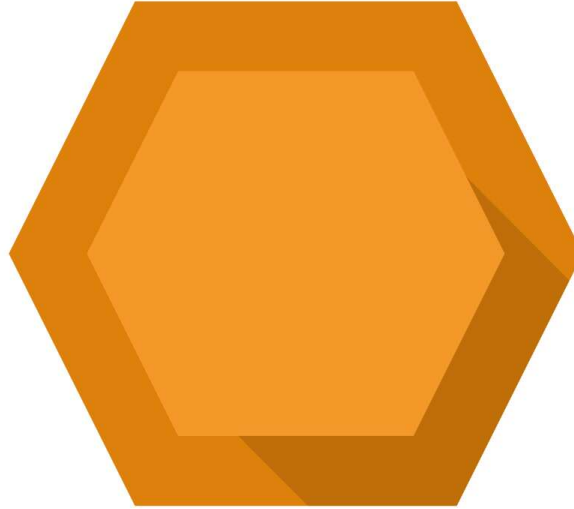
Management Team



SAMIR TENDULKAR

Founder
at Khal

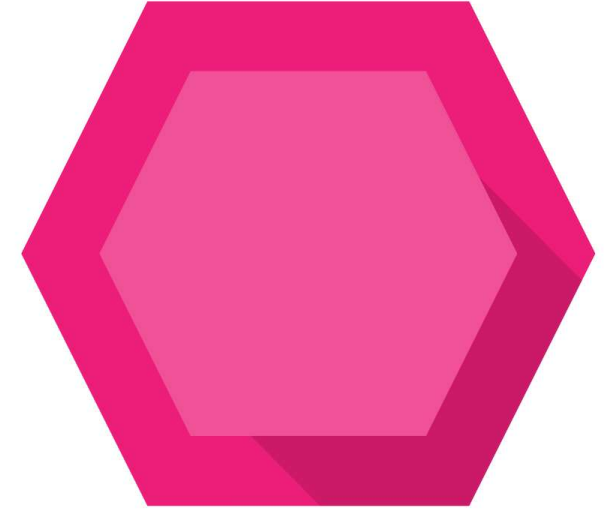
Worked at @Eli Lilly,
@Convergys Co-Founder @ Samir
Tendulkar LLC with over 16 million
in revenue



SOME NAME

Some Position
at Khal

Some Qualification



SOME NAME

Some Position
at Khal

Some Qualification

Business Model



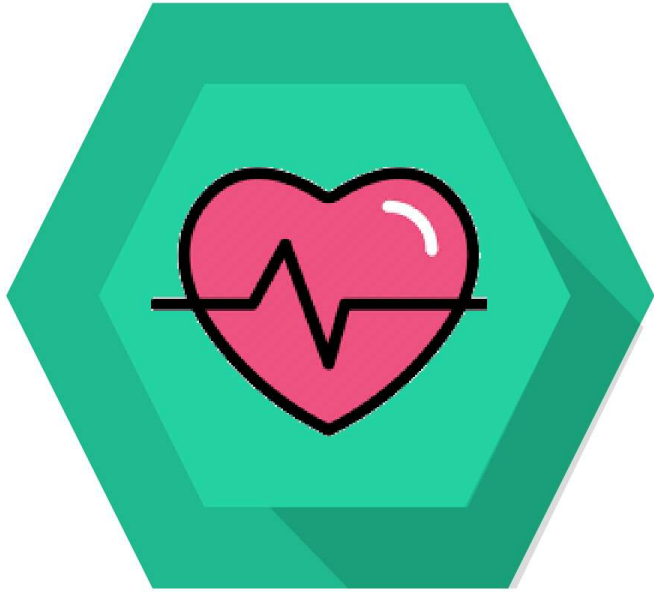
Getting as many people as possible to join the platform. We collect data of the people joining which can be used to advertise



Users can offer tastings for their recipes. We plan to charge a commission on the tastings



Achievements



The development is complete and our product is live



We currently have recipes from all over the world on our platform. We plan to get more international recipes in here



Self-Funded The Founder CEO/CTO Samir Tendulkar, has covered all pre-seed costs, proving we truly believe in the product we built.

Target Raise & Allocation



Raise: Up to \$1M
on a SAFE note at \$20M cap
12-24 month runway

Highlight Expenditures:



7-10 Influencers



viral marketing campaigns



Public Relations and Media



G&A Expenses

THANK YOU