

Exposing the world to Africa's delicious flavors through quality food products






PITCH VIDEO INVESTOR PANEL



allidoiscook.com Houston TX  

Food Retail Minority Owned B2C Ecommerce

Highlights

- 1  Bootstrapped to \$1.5M in revenue with \$0 paid ads.
- 2  Cooked approximately 26,000 meals since 2019.
- 3  Listed products in Phonecia Specialty Foods in Houston, Texas.
- 4  Built out a 2,600 sqft production facility in Houston, Texas.
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- 5 Utilizing production system to ensure consistent quality.
- 6 Multiple new products launching soon in various channels including B2B.

LEAD INVESTOR



Chinedu Akwukwaegbu

I made the decision to invest in AllIDolsCook because of their ambitious mission to transform Nigerian & African cuisine at large. I appreciate the niche focus on exposing the world to Africa's delicious flavors through high quality food products and think they will achieve high adoption rates. The Founders Tobi and Bethany are very strong with vast domain expertise, previous operating experience and a shared passion for growth. All of which I strongly believe will help drive the company forward as they scale. I have been most impressed by their organic growth so far and the high engagement rates they have been able to generate, with the resultant revenue to show for this. I am of the firm belief that this could take off as they expand on their current client base, generate new partnerships with grocery stores/chains and penetrate yet untapped markets that will appreciate high quality and delicious African food products.

Invested \$2,000 this round & \$2,000 previously

Our Team



Tobi Smith Founder

Tobi has 7 years of experience working in the food and hospitality industry. He has co-authored 2 hospitality journal articles. Tobi has a B.Sc. in Accounting from Babcock University and an M.Sc. in Hospitality from the University of North Texas.

Living in Denton, Texas, the only access to Nigerian food was a store 40 minutes away from me. Many of my friends across the USA had the same problem - "I can't find Nigerian/African food near me." As immigrants, it will mean the world to us to solve this problem and put African flavors on the pedestal it deserves to be



Bethany Oyefeso Co-Founder & Lead, Operations

Bethany is a French-trained professional chef. Before AllIDolsCook, Bethany ran a catering service, Good Eats, delivering to 20+ customers daily. She brings in 3 years of experience in recipe development and food concepts consulting.



Margaret Funmilayo Lead, Ecommerce & Customer Experience

Why AllIDolsCook?



We are exposing the world to Africa's delicious flavors by manufacturing food products delivered directly to customer doors and available in grocers.

Traction



\$1.4M

Revenue 2019 - 2021



8,000+

Orders Shipped



26,000+

Products Sold



2,600 SF

Facility Built



Since launching in January of 2019, AllIDoIsCook has shipped over 8,000 boxes, and generated over \$1.4 million dollars in revenue, all without raising any capital.

The Problems

Quality African food is difficult to find outside Africa.

There is severe **lack of representation** of African Cuisines in the Food Industry.

There is **Limited information** about African cuisine in food media.

Inconsistent service is almost a norm for the current alternatives to get African Cuisine.

The current number of African restaurants outside of Africa is **inadequate** to serve the demand for African cuisine.



AllIDoIsCook started as a blog to share how to make Nigerian food. We realized so many Nigerians and West African immigrants in the US were dealing with the lack of accessibility to quality African culinary experience.

Solution

AllIDoIsCook, making African flavor accessible

We produce a **Range of Quality** and affordable ready-to-eat African food products.

We operate an **Accessible Online Store and Omnichannel delivery** of African food products.

We run **Tech-Enabled** manufacturing of African food products for consistency.

We have a **Media** arm educating the public about African cuisine.



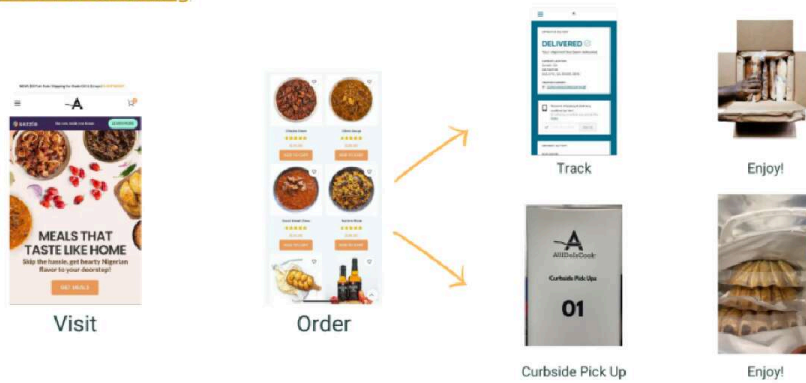
we will have **multiple production hubs** to satisfy the demand for African food.



AllIDoIsCook makes African cuisine accessible for customers by providing a range of quality African food products. We eliminate the burden of prepping ingredients, searching for African flavors and delivering ready-to-eat meals to customers' doorsteps all over the USA.

Customers can also find the condiments in grocery stores, and AllIDoIsCook will list its products in restaurant supply stores.

DTC Accessibility



We are making African flavors accessible as easy as ordering from a website, picking up curbside (currently only available in Houston, Texas) or tracking your order via our web app and getting it to your doorstep. We also will have these products in grocers all over the USA.

Tech meets African Flavors



For us, Tech is a very important path to making African flavors into high quality products and also very accessible. We will be utilizing all the tech enablement in each of our processes to ensure consistent products, little to zero food waste, efficient production, amazing customer experience and industry standard efficient fulfillment.

Products



Frozen Meals



Pastries



Condiments



Snacks (2023)



Beverages (2023)

top products



Ofada Stew



Pies



Rodo Crisps



Customers purchase their desired AllIDoIsCook meals and products through the company website, and these products can be picked up curbside or shipped directly to them. In the near future, we will increase our product offerings to include snacks and beverages.

Opportunity

\$456M

SOM

(1M of the 20M Potential Customers in the USA)

\$1.14B

SAM

(2.5M of the 45M Potential Customers in USA + Canada)

\$4.5B

TAM

5M of the Potential 100M Customers in North America, U.K., & E.U.

Market Depicted is an estimate of the market we will acquire across the Ethnic + Immigrant Food Market



Model

OFFERINGS

PRICING

MARGINS

CHANNELS





Frozen Meals,
Pastries, Snacks
Condiments,
Beverages

\$8 - \$35

52%



gopuff



Frozen Meals,
Pastries, Snacks
Condiments,
Beverages

MSRP

80%

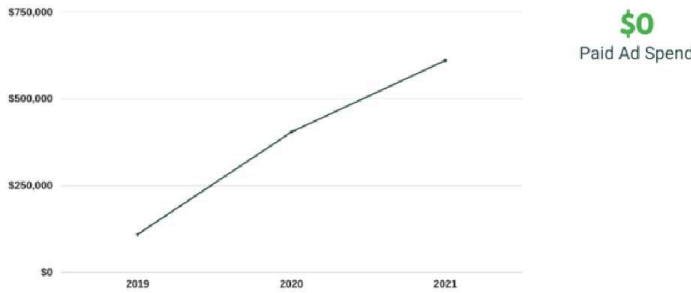


*Revenue 2019-2021 has been 100% DTC Business, B2B will open another revenue stream.



AllIDoIsCook generates revenue from B2B and B2C channels. We currently deliver direct to consumers (DTC) via UPS and plan to partner with goPuff in the near future. On the B2B channel, we are currently in Phoenicia Specialty Foods and are targeting to have our products be in HEB, Walmart, Sams Club and restaurant supply stores - Restaurant Depot and foodservice companies like Ben. E Keith, Sysco etc.

Revenue Traction



In our first official year of operation - 2019, we did \$109k in revenue, that number tripled in 2020, and in 2021 we saw a 150% growth in revenue from 2020. 2022 has been off to a great start and we can't wait to break more records this year!

Ask



Wefunder Fees
7.5%



With this raise, we will build the capacity and operational strength to fulfil grocery orders, fulfil D2C orders and explore multiple channels of distribution. We will also invest in hiring talent, marketing, adding more tech enablement to our processes and branding.

Raise Milestones



Forward looking projections cannot be guaranteed

With our Pre-seed raise, we are projecting to generate \$2M in annual revenue, sell 40,000 products, fulfill 12,000 orders, have 4 B2B customers, and be listed in 6 grocery store locations. With global attention on African Culture/Music/Food/Art/athletes, we have found the missing link is in access to the cuisine, and we are solving that.

Roadmap



Forward looking projections cannot be guaranteed

We have big dreams to someday IPO and this is the progression of our roadmap up until that point.

Why Us?

We have the **Quality products** our customers absolutely love.

Our Online store and Omnichannel Delivery ensure anybody can get African Cuisine - **accessible!**

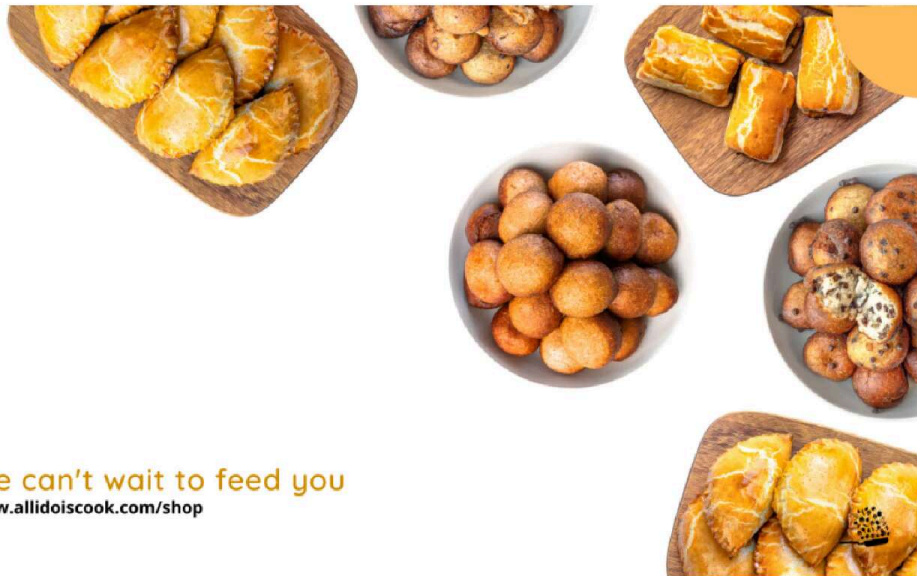
Our business is very **scalable**, which will facilitate growth and distribution globally.

Our **In-House Production** ensures each product is high quality and has the taste customers love.

Our customers attest to our **amazing customer service.**

With **increasing attention towards African culture.** This is the right time to make African Cuisines accessible.

The food industry is broken because of the glaring absence of the amazing flavors of an entire continent. Almost everyone has a Nigerian friend; you can now enjoy their favorite meals shipped directly to your doorstep!



We can't wait to feed you
www.allidoiscook.com/shop

How to Reserve

Join Wefunder by clicking 'Sign Up' in the top right corner.

Choose an amount you're comfortable with - You can commit any amount you'd like up to your legal max, from \$100 USD.

Wefunder will reserve your chosen amount. Once we complete our paperwork, Wefunder will email you to let you know it's time to sign a contract and submit a payment. If you've already funded your Wefunder Cash account, they can apply

those funds to your new investment. This helps you to invest faster.

More information on reservations can be found here: <https://help.wefunder.com/154992-linked/reservations-&-wefunder-cash-101>

International Investors: <https://help.wefunder.com/154992-linked/international-investor-guide>

Investors FAQs: <https://help.wefunder.com/#/investor/getting-started-for-investors>

FAQs

What's the maximum I am legally allowed to invest?

Wefunder calculates your annual investment limit based on the net worth and income provided upon account opening. Investment limits are for every 12 month period. Every investment in a Regulation Crowdfunding offering counts towards the annual limit. We will not let you invest more than this amount. The SEC made it pretty complicated to calculate this number, but if you're curious:

- Everyone can invest as much as \$2,200
- If either your net worth or income is below \$107k, you may legally invest a maximum of 5% of the greater number.
- If both your net worth and income are above \$107k, you may legally invest a maximum of 10% of the greater number, up to a max of \$107k.

How much you're able to invest above that depends on your net income and net worth. You can see how much you're allowed to invest by adding those two numbers under "Investor Limits" here: <https://wefunder.com/settings#account>

Do I need to be an accredited investor?

No. Wefunder allows you to invest without being an accredited investor. All you have to do is sign up and invest.

For other questions, please check out [Wefunder's FAQs](#) or contact support@wefunder.com.