

Home Cooks

Eat Well, Support Small



Registered Company Name: Juno Food Ltd.

Our Mission:

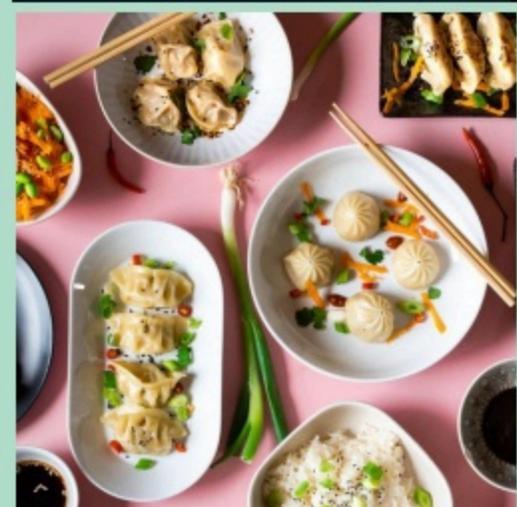
**To keep human
connection at the
heart of food
commerce.**





We are the Etsy of food

A two sided marketplace where food creators offer a large variety of high quality, low cost, pre-prepped meals.



How it works for Eaters:



1. Order:

Choose from 100s of High Quality Pre-Prepped Meals



2. Save Money:

Restaurant quality food for a fraction of the cost of a takeout.



3. Delivery:

Dropped to your doorstep in our insulated, recyclable packaging. Ambient or frozen.



4. Easy Reheating:

Super convenient cooking for the best value, highest quality food at home.

How it works for Food Creators:



1. Easy Onboarding:
Easy onboarding with close to £0 upfront spend.



2. Create:
Develop your recipes and produce high quality dishes in bulk.



3. Outsource Logistics:
We pick up, freeze store and dispatch your dishes when they are ordered.



4. Sell:
Sell your food passively to tens of thousand of users and make serious money.

We are growing fast...



6,000+
Customers

50,000+
Meals ordered

£40
Av. Basket Value

24%
Average Monthly
Growth

£40
Av. Basket Value

100+
Active Chefs

200+
Available Meals

2
Orders per
customer p/m

**The "at home"
food service industry
is broken.**

Eating food at home is:

1. Expensive

Deliveroo, Uber Eats

2. Inconvenient

Cooking from scratch, HelloFresh

3. Depressing

Ready meals etc



Ordering from HomeCooks is:

1. Low Cost

60% less than the price of a takeout

2. Convenient

Reheat in under 10 minutes.

3. Vibrant

100s of restaurant quality meals available.

Starting and operating a food brand is expensive and borderline impossible.

60% of food brands fail in their first year and 80% in their first five years.

As energy prices increase, recession bites and staff costs increase, this will exacerbate problems.

HomeCooks is the easiest, cheapest and most efficient way to sell food:



Get started in a week with £0 CapEx



Bulk cooking makes staff, food costs, energy, property costs super efficient



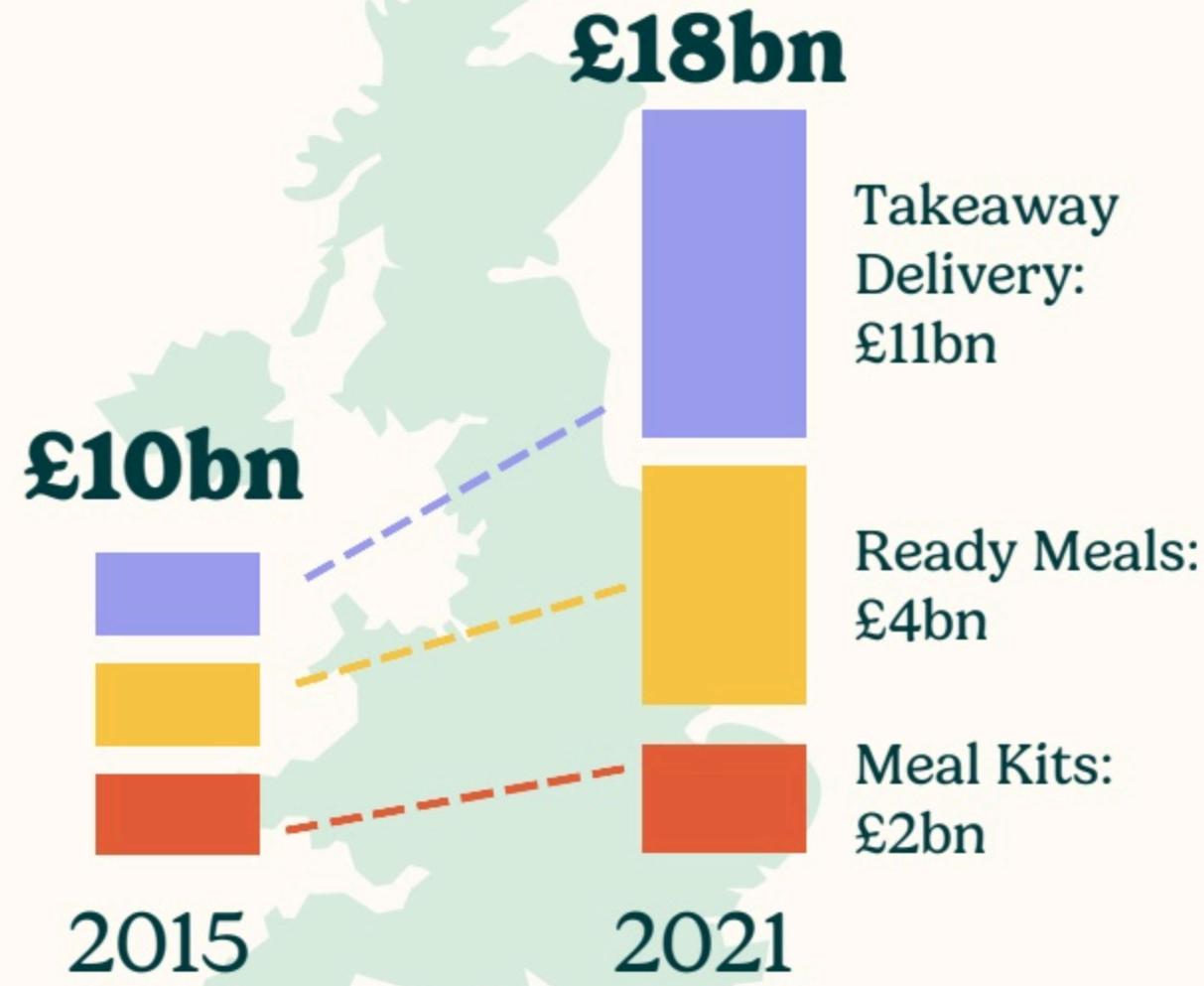
Sell food in the background while focusing on creation & development

It's why we
have 900+
food brands
on our
waiting list

The Market is Massive & Growing:

Our TAM is home food service in the UK:

....and then the rest of the world



The Global Eat at Home Market is worth

£250bn

Food Creator Marketplaces are being validated in the US:

shēf

\$20m Series A
(Andreessen Horowitz)

cook·unity

\$47m Series B

goldbelly

\$100m Series B

Food delivery platforms cannot compete with HomeCooks on Price, Quality or Coverage:

Metropolitan Hubs



Average Meal Price on Deliveroo:
£9-£15

Non- Metropolitan Hubs



Average Meal Price on HomeCooks:
£5-£8

Meal-kit platforms cannot compete with the Variety and Convenience offered on HomeCooks:



Prep Time:
5-10 mins



Prep Time:
10-45 mins



Prep Time:
20-45 mins



And we're just getting started - 500+ by the end of 2023

Limiting food waste from start to finish

The HomeCooks supply chain is designed to produce zero food waste:



Orders in Advance:

Chefs know what they need to make well in advance, so they only order the ingredient they need.



Smart Ordering:

HomeCooks scales chefs up slowly - we only order what we know will sell.



Frozen Storage:

Food is stored under frozen conditions, increasing shelf life and reducing wastage likelihood.



Small Batch Cooking:

Chefs batch cook 1-2 dishes at a time, so ingredient ordering is easy and efficient.

£1bn+ food wasted in the UK food service industry per year.

A typical restaurant will see 5% of their food costs wasted due to operational inefficiencies.

Our Food Creators make serious money:

**Amateurs/
Hobbyists**

£0.6k-£0.8k
revenue p/m

100 Dishes p/m

**Professional
Chefs**

£3k-£4.8k
revenue p/m

500 Dishes p/m

**Micro
Brands**

£6.5k-£8.5k
revenue p/m

1000+ Dishes p/m

**We have 3 main types
of food creator.**

Together there are
500,000 of them in the
UK.

