



Weekly meals and
companionship



Kate Toews, CEO
katechefsforseiors.com

A photograph of a group of four elderly people, two men and two women, gathered around a smartphone. They appear to be in a well-lit indoor setting, possibly a community center or a care facility. One woman in the foreground is holding the phone, and the others are looking at it with interest. The image has a semi-transparent dark grey overlay with text.

Boomers

**More than half of US assets
\$20B meals market – *JUST* for seniors**



They want to stay in their homes



30% of older adults at the ER are malnourished



CHEFS FOR SENIORS

Professional chef visit once a week
We're not meal delivery, we're a relationship



+15%

Week over week growth

70

Net Promoter Score

97%

Monthly retention

\$4000

Annual revenue / client

40%

Gross margin

\$150

Customer Acquisition Cost





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WoW
growth

70
NPS

97%
retention



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Kate Toews
CEO



Barrett Allman
Co-Founder, Chef



Nathan Allman
Co-Founder



Owned and operated
multiple restaurants



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