



# U CHEF

## What Is U Chef?

U Chef is a cooking-focused social media and recipe-sharing platform aimed at providing personalized recipes and food options from local grocery stores as well as promoting cooking as a lifelong skill to college students.

## Why College Students?

With over 45,000 students at the University of Wisconsin - Madison and over 19 million college students nationwide, we believe that we can effectively engage this wide base of users by combining a social sharing and cooking platform like no other.

## Current Environment

By bridging the social sharing offerings and features of apps like Instagram and Pinterest, which already have strong food-related communities, and recipe searching and sharing options on websites like Epicurious and Cookpad, we at U Chef seek to provide the one-stop platform which allows users to find recipes to fit their unique needs and share their culinary creations with the world.

## U Chef Features:

- Profile settings and search features that allow for U Chef to cater to the individual preferences and needs of any user.
- Incentive program which promotes the journey from novice to a master cook, and allows users to level up based on usage of our app.
- Advertising and promotional options which fit the needs of any business while maintaining authenticity for users.
- Partnership programs which create unique opportunities for U Chef to partner with local grocers and universities.

## The Future of U Chef

By filling the needs of college-aged consumers and providing an unmatched, unique cooking experience, U Chef will develop the food community in Madison, Wisconsin, and eventually nationwide. U Chef will attract advertisers and partners through a growing following and a brand philosophy that puts users first, because at U Chef, the cooking is always according to U.