HOOK THE COOK

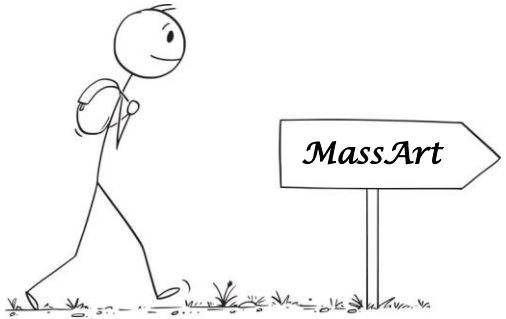
Turn Leftovers into Flavor: Cook Smart, Waste Less, and Eat Better

The birth of “Hook the Cook”

Cook for family

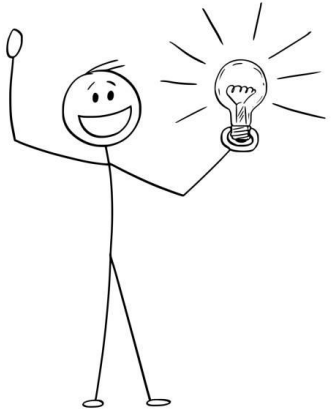
Being a mom means I am cooking every day without fail.

Study design Innovation at MassArt



Started the Master of Design Innovation & UX at MassArt, 2021

Cooking challenge!



Created ‘**Hook the Cook**’ to solve the cooking pain point

Cooking brings joy...but it is more than that

Cost

Waste

Business Model Canvas Layout for “Cooking App”

Key Partners

- Local grocery stores/delivery services
- Food bloggers & culinary influencers
- Sustainability and food waste orgs
- Gig services (for cleaning or shopping)

Key Activities

- Continuous UX + feature development
- Customer research & iteration
- Recipe curation and updates
- Building grocery & service partnerships
- Marketing & community engagement

Key Resources

- App platform, AI engine & infrastructure
- Recipe & pantry database
- User data, feedback & analytics tools
- Grocery & community partnerships
- Marketing assets (website, social media)
- Team: developers, marketers, coordinators

Value Proposition

- Instantly turn pantry ingredients into personalized meal ideas
- Reduce food waste, grocery costs, and cooking stress
- Smart grocery lists for easier, more efficient shopping
- Simple, guided cooking for all skill levels
- Time-saving, user-friendly, and sustainability-focused experience

Customer Relationships

- Personalized recommendations
- Community-building initiatives & customer support
- Feedback loops & social engagement

Channels

- Mobile app
- Social media (Instagram, TikTok, YouTube)
- Website & in-store promotions
- Email marketing

Customer Segments

- Home cooks who often waste food
- Busy individuals with limited time
- Budget-conscious families
- Beginner cooks needing guidance
- Users focused on reducing food waste

Cost Structure

- App development, tech maintenance, and R&D
- Marketing, advertising, and grocery partnerships
- Content creation (recipes, photos, videos)
- Team salaries, customer support, and operations
- Integration with partner platforms (APIs)

Revenue Streams

- Subscription model (premium features)
- In-app purchases (exclusive recipes)
- Ads (local grocery stores/food brands)
- Commission from grocery stores
- Affiliate marketing & event-based revenue

Customer Discovery for Home Cooks

Amherst

Boston

Food's hidden impacts!

50M

Food insecurity affects people across America.

91B

Americans waste over $91 billion on food at home each year.

$1,600

A family of four wastes $1,600 a year on produce.

37-43%

USDA and NRDC reports show that 37-43% of food waste happens at home.

USDA, NRDC, ReFED, Customer survey (WRAP in the UK & Feeding America)

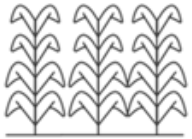
Where does our food waste come from?

37-43%

Home

40%

Grocery stores, restaurants, and food service providers



16%

Farms

2%

Manufacturer

Turning Leftovers Into Meals That Fit You

Every day, people waste food in their refrigerators and pantries because they don’t know how to turn it into meals that fit their diet, nationality, taste, or available time.

Most cooking apps offer generic ideas that ignore these personal needs.

Hook the Cook tackles this problem by providing customized, time-saving recipe suggestions that help users use what they have, reduce waste, and enjoy cooking.

Hook the Cook: Personalized Meals from Your Pantry

Hook the Cook is a smart app that helps home cooks quickly turn what they have into delicious, **personalized meals**.

It tailors recipes to users' tastes, nationality, habits, diets, and available time, while **cutting food waste**, **saving money**, and making **cooking faster** and **more joyful**.

Key features include pantry-to-recipe matching, smart grocery lists, time-based meal planning, and guided cooking support.

Our Dream for Home Cooking

To create a world where home cooking is effortless, joyful, and sustainable, with every ingredient valued and every meal reflecting personal taste, culture, and care.

Our Mission at Hook the Cook

Hook the Cook empowers home cooks to **reduce food waste** and **simplify meal preparation** by offering **personalized, time-efficient recipe** solutions tailored to each user's diet, nationality, taste preferences, and available ingredients.

I aim to make cooking **faster**, more **meaningful**, more **sustainable**, and more **accessible**, turning everyday ingredients into extraordinary meals.

SOLUTION

A recipe Companion App for waste-free cooking!

Manage your inventory

reduce the waste of material

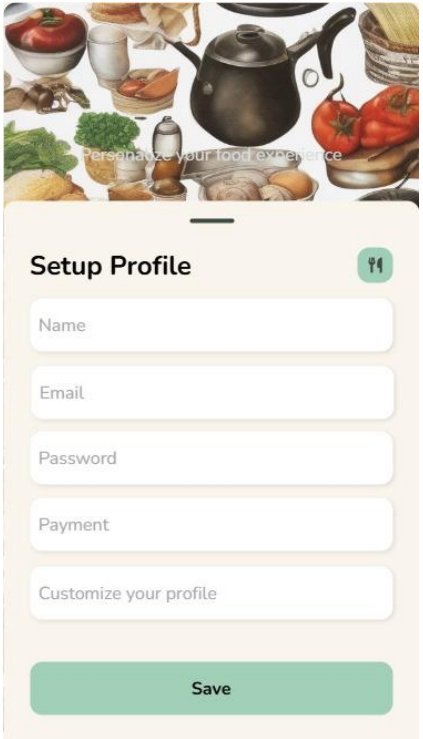
Personalized Recipe Discovery

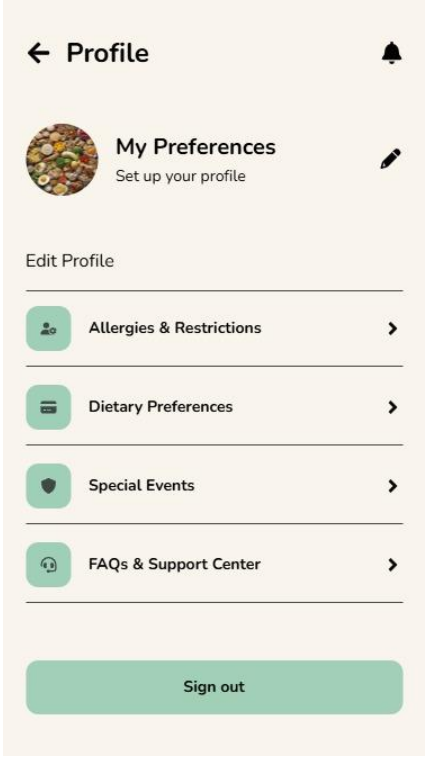
Tailoring Culinary Delights Based on Your Ingredients and Preferences

Hook the Cook App

Hook the Cook is a smart, eco-friendly app that helps home cooks reduce food waste, save money, and enjoy personalized, delicious meals by making the most of their pantry and leftovers.

Prototype template on Mobile





Results for “snack salad”

24 results

Pasta Salad
12 mins

Banana Fruit Salad
5 mins

Asian Cucumber Salad
8 mins

Tomato Mozzarella
13 mins

Egg Salad Crostini
14 mins

Aioli Coleslaw
10 mins

Gnocchi with pesto
21 mins

Tofu Poké Bowl
18 mins

SKIP

Culture and style settings.

Select from the list below, so we can personalise your recipes feed. If you don't have any just skip this step.

Italian

Middle east

mediterranean

Asian

Mexican

African

Grill

Soup

Dessert

Finish

New recipes

Grilled Aubergine
8 mins

Honey Tofu
10 mins

Recipe of the day

Creamy funghi
risotto

Weekly recipes

Veggie Fajitas
17 mins

Potato Salad
10 mins

Pizza specials

Margharita
30 mins

Ultimate Pizza
26 mins

Categories

Lunch | Desserts | Snacks

Ramen | Pasta | Easy cooking

Special Offer!

Transform yesterday's rice into today's favorite dish .

Veggie Head
Eric Andre

Portions: 4 | Diet: Vegetarian | Prep. time: 20 mins

Ingredients:

Arborio rice	250 g
Chicken stock	1 l
Minced garlic	20 g
Yellow onion	20 g
White mushrooms	150 g
Parmigiano cheese	10 g
Olive oil	100 ml

Instructions

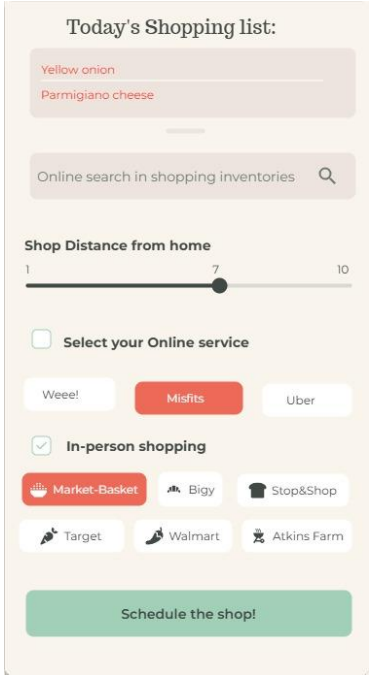
1. In a small pot, heat up oil. Then add chopped onion and garlic.
2. Add olive oil and pour in the chicken broth.
3. Add Arborio rice and stir until the broth is absorbed.
4. Add parmigiano cheese.
5. Enjoy!

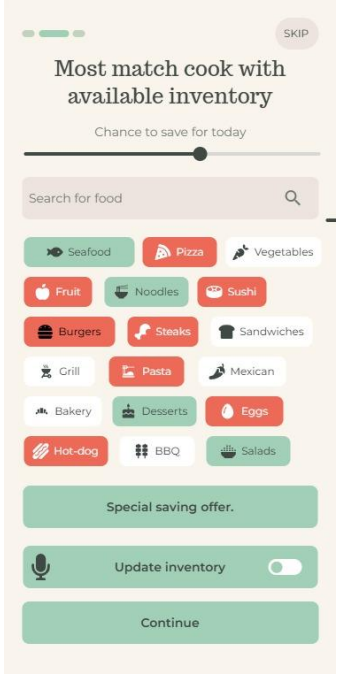
Similar recipes

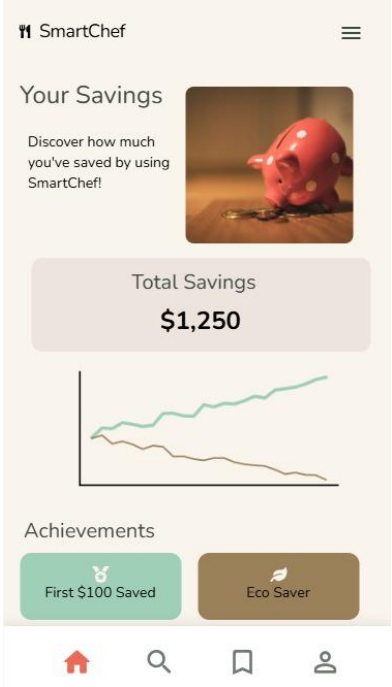
Asparagus Risotto
14 mins

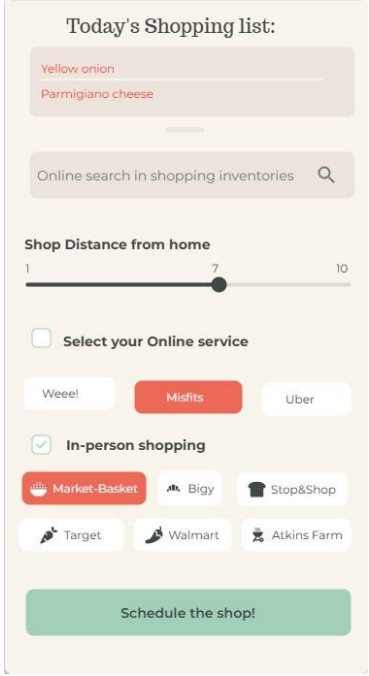
Saffron Risotto
8 mins


Artemis cooking history
Look at everything that you have cooked.
24
Recipes


Today's Shopping list:
Yellow onion
Parmigiano cheese
Online search in shopping inventories
Shop Distance from home
1
7
10
Select your Online service
Weee!
Misfits
Uber
In-person shopping
Market-Basket
Bigy
Stop&Shop
Target
Walmart
Atkins Farm
Schedule the shop!

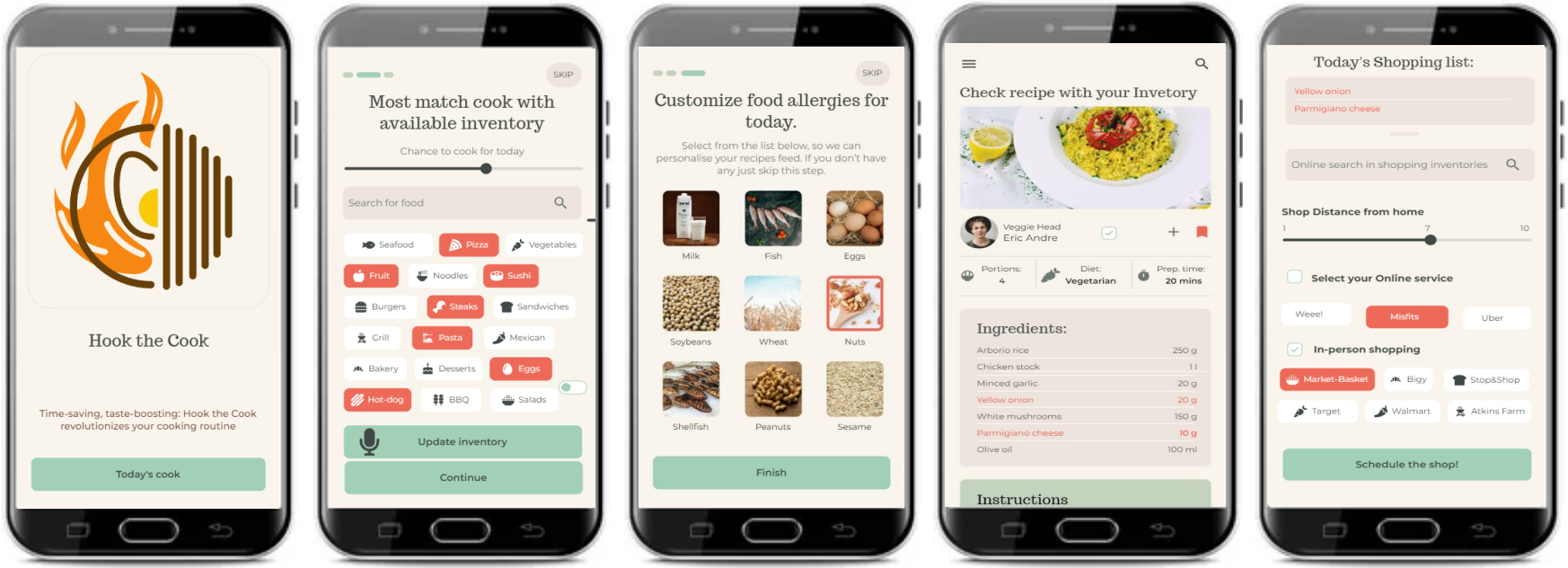

SKIP
Most match cook with available inventory
Chance to save for today
Search for food
Seafood
Pizza
Vegetables
Fruit
Noodles
Sushi
Burgers
Steaks
Sandwiches
Grill
Pasta
Mexican
Bakery
Desserts
Eggs
Hot-dog
BBQ
Salads
Special saving offer.
Update inventory
Continue


SmartChef
Your Savings
Discover how much you've saved by using SmartChef!
Total Savings
$1,250
Achievements
First $100 Saved
Eco Saver

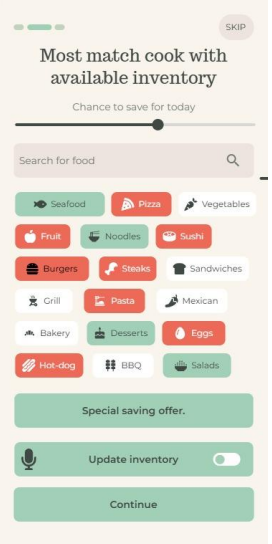

Today's Shopping list:
Yellow onion
Parmigiano cheese
Online search in shopping inventories
Shop Distance from home
1
7
10
Select your Online service
Weee!
Misfits
Uber
In-person shopping
Market-Basket
Bigy
Stop&Shop
Target
Walmart
Atkins Farm
Schedule the shop!

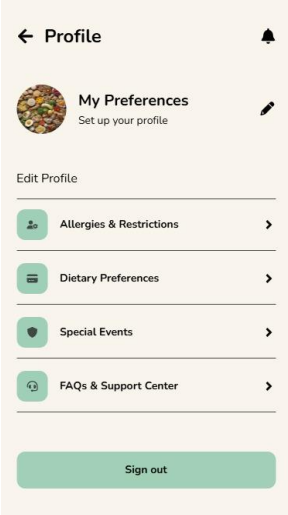
Product

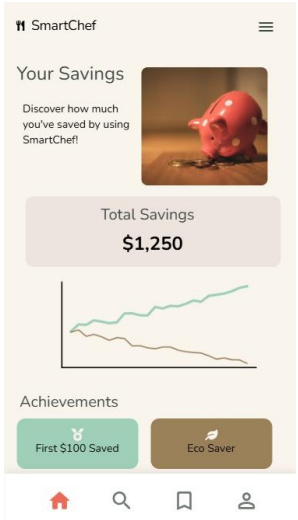
Find the best match based on your inventory → Review the recipe → Start smart cooking



Product Overview







Market validation

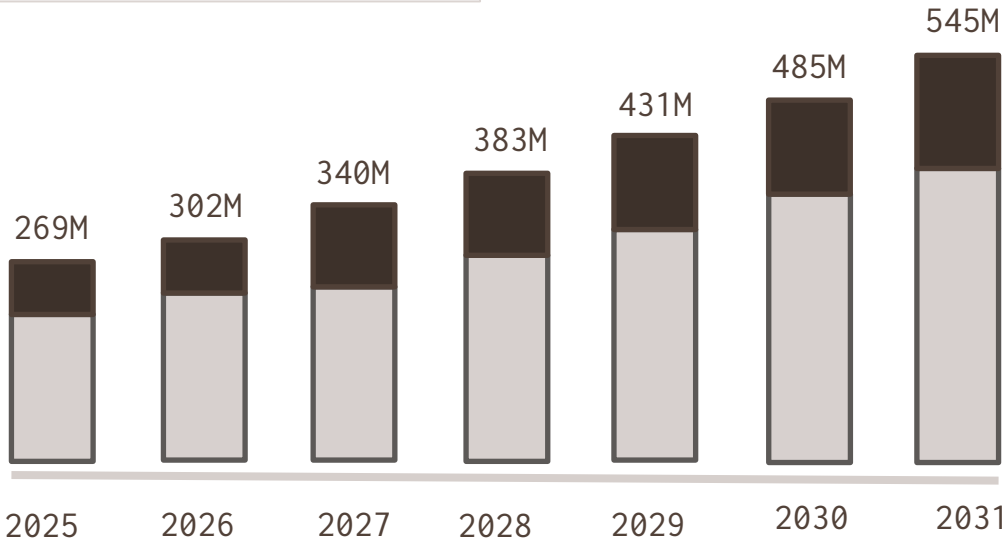
1. Market size

2. Number of users

3. Unique white space

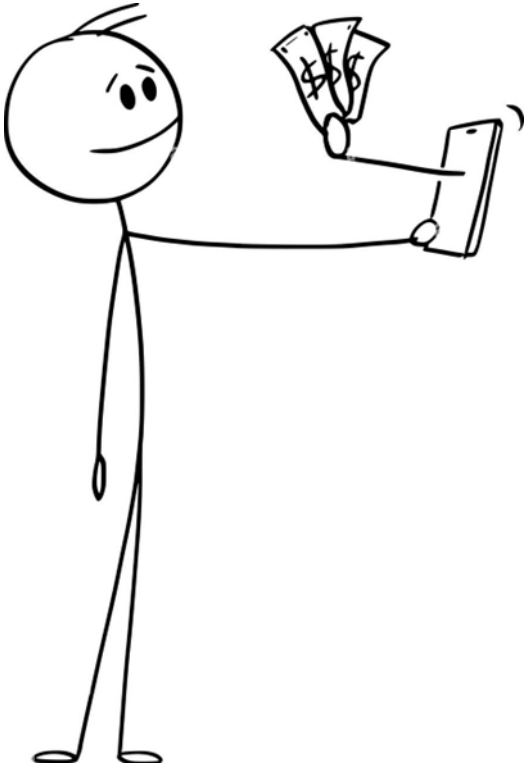
USA Cooking App Market size

12.7%
CAGR



https://www.market.us

Number of users in the USA



137M

Users of Cooking apps

53%

of US adults


Every Bite Brings Joy; Every Meal Reduces Waste.

Competitors and Opportunities

Smart Goals 1/Reach 50,000 Users by End of Year 1

SMART Category	Details
Specific	Acquire 50,000 users via app downloads on iOS and Android.
Measurable	Use App Store, Play Store, and analytics platforms to track download numbers.
Achievable	Driven by influencer campaigns, university partnerships, cultural outreach, and word of mouth.
Realistic	Comparable apps with strong community value have surpassed this with similar resources.
Timely	Deadline: within 12 months of public launch.

Smart Goals 2/ Reduce Food Waste by 20% per User in 6 Months

SMART Category	Details
Specific	Help users reduce food waste by offering personalized recipes that use what's already in their fridge and pantry.
Measurable	Track ingredient usage and leftover reduction rates through app interactions and surveys.
Achievable	Leverage pantry-to-recipe matching, reminders, and tips to guide behavior.
Realistic	20% waste reduction is a feasible goal with consistent use and real-time recipe suggestions.
Timely	Target to reach this within the first 12 months after onboarding.

Smart Goals 3/ Convert 5% of Active Users to Premium or Family Plans

SMART Category	Details
Specific	Convert 5% of users to paid Premium Lite, Plus, or Family plans.
Measurable	Use internal analytics and subscription dashboards to track conversions.
Achievable	Premium tiers priced accessibly ($3.99–$9.99), with strong ROI on saved time, money, and reduced waste.
Realistic	5% is industry standard for freemium models; realistic with value-driven marketing.
Timely	Reach this conversion goal by the end of Year 1.

Smart Goals 4/Secure 3 Strategic Partnerships by Month 10

SMART Category	Details
Specific	Partner with 3 relevant organizations (grocery stores, kitchenware brands, food bloggers, or sustainability groups).
Measurable	Signed MoUs (grocery stores, content creators, sustainability org) or partnership contracts and co-marketing initiatives launched,
Achievable	Early traction and community-based mission make this attractive to partners.
Realistic	3 quality partnerships in 10 months is realistic for a startup with clear value props.
Timely	Complete outreach, negotiation, and agreements by Month 10 post-launch.

Operational plan outline – first years

Section	Operational Plan
Executive Summary	*Hook the Cook* is a smart cooking app that reduces food waste and saves time by offering personalized recipes based on what users already have at home. This plan covers Year 1 goals for development, launch, growth, and monetization.
Goals	➢ Reduce food waste by 20% per user in 1 year ➢ Reach 50,000 users ➢ Convert 5% to premium/family plans ➢ Build 3 key partnerships
Strategy	Develop an MVP in 5-6 months, launch publicly by Month 7, run marketing through influencers and social media, track KPIs, update features based on user feedback, and optimize pricing strategy to match savings.

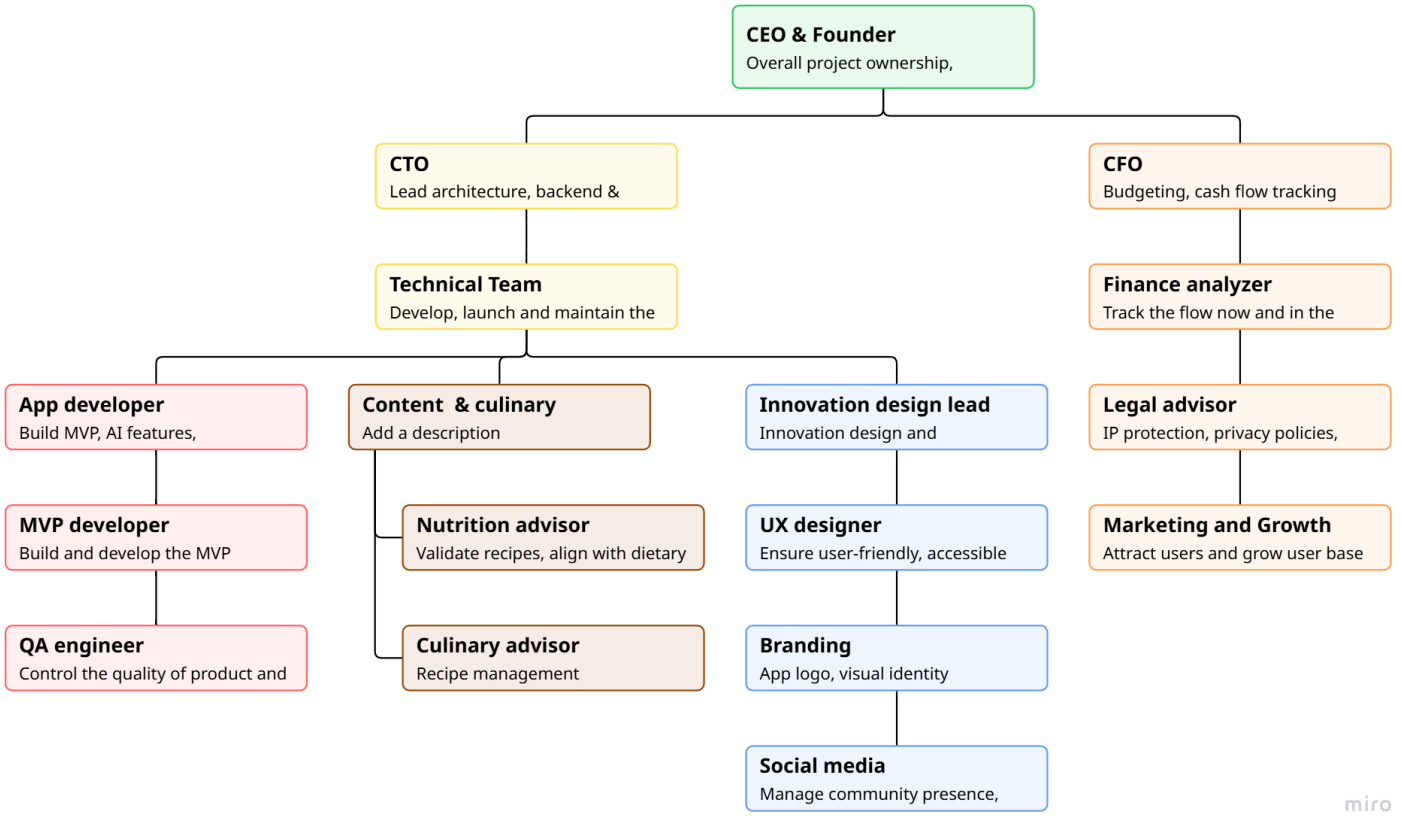
Operational plan outline – first years

Section	Operational Plan
Responsible Parties	➢ CEO (overall vision & funding) ➢ CTO (product development) ➢ UX/UI Designer (app interface) ➢ Content Manager (recipe, waste tips, App development) ➢ Marketing Lead (user growth) ➢ Legal Advisor (IP & policy)
Resources Needed	➢ $250K initial funding ➢ Team: developers, designers, content writers, marketing ➢ Tools: Firebase, App Store, Figma ➢ Time: 5–12 months for launch and traction
Start and End Dates	➢ Start: Month 0 (funding secured with 10% of equity or fund raising) ➢ MVP Launch: Month 5-6 ➢ Public Launch: Month 6-7 ➢ Review Milestone: Month 12

Operational plan outline – first years

Section	Operational Plan
Evidence of Success	➢ 20% average waste reduction among active users ➢ 50,000 downloads ➢ 5% premium conversion rate ➢ 3 signed partnership MoUs
Risks Assessment	➢ Low user retention → mitigate with personalization ➢ High churn after free trial → add value-based pricing tiers ➢ Delays in app development → use agile MVP milestones ➢ Competitors → Migration of users
Notes	➢ Pricing was adjusted from $9.99 to more accessible tiers ($3.99–$11.99) ➢ Family plan adds high-value services (AI Fridge, Nutrition, Profiles) ➢ Feedback from early users guides feature roadmap
Future Steps of Individual Projects	➢ Integrate grocery APIs (e.g., local delivery partners) ➢ Launch AR cooking assistant prototype (Year 2) ➢ Explore nonprofit/edu partnerships for food waste awareness ➢ International and global hook of the customers

OBS – Hook the cook



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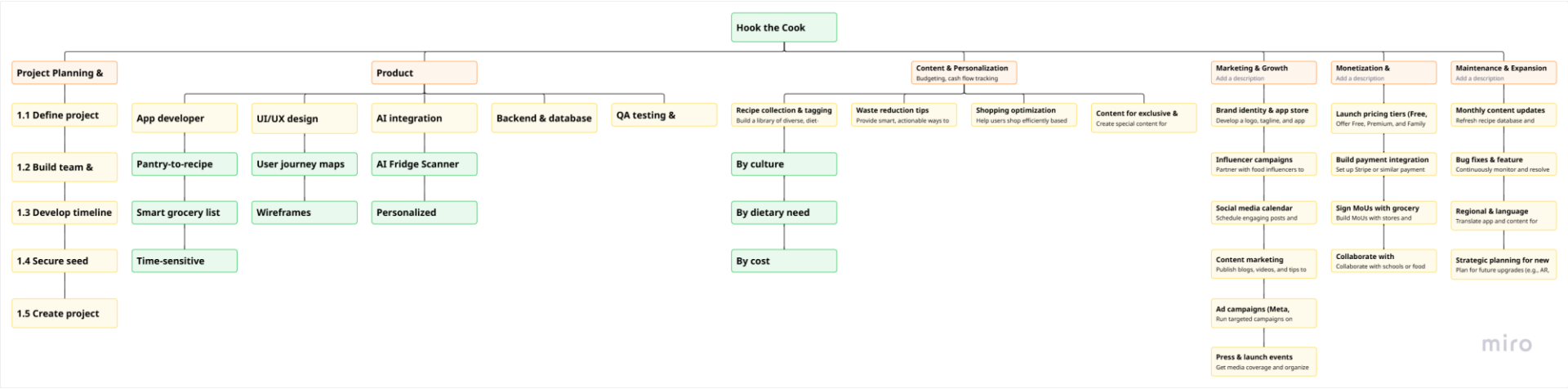
WBS – Hook the cook



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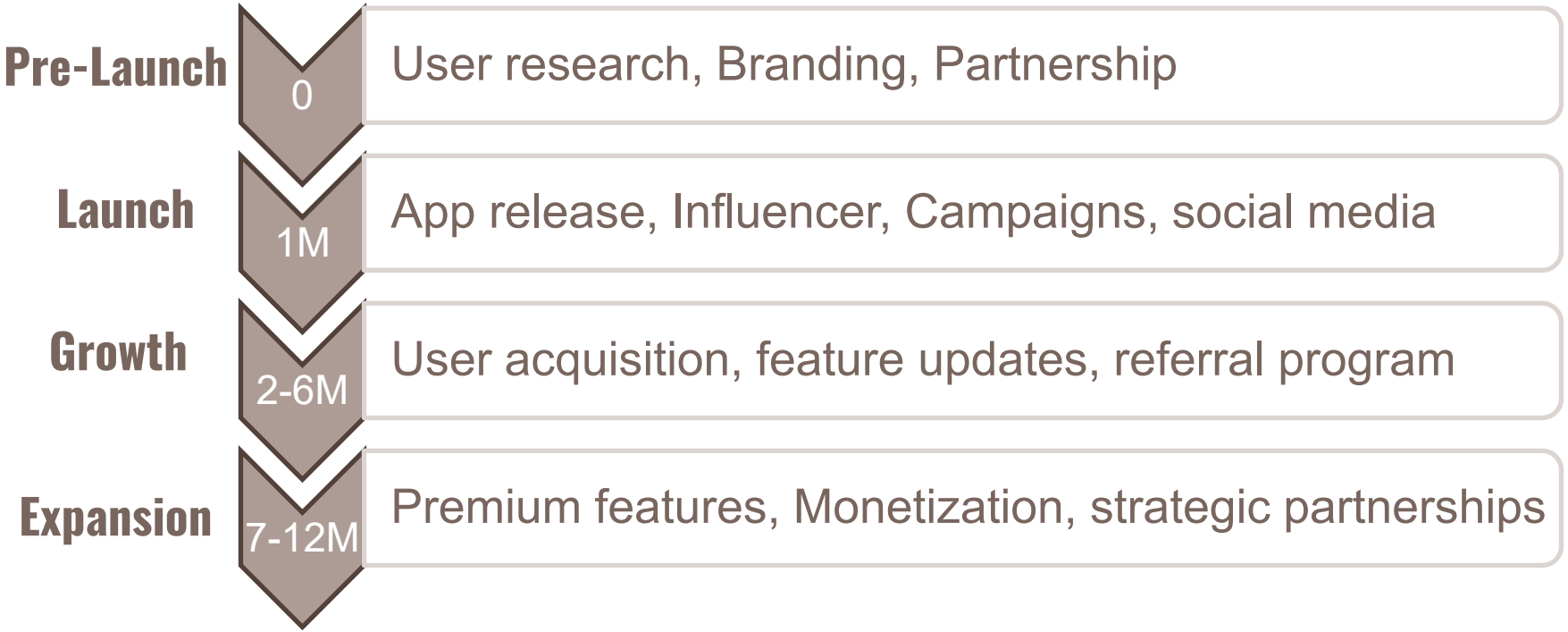
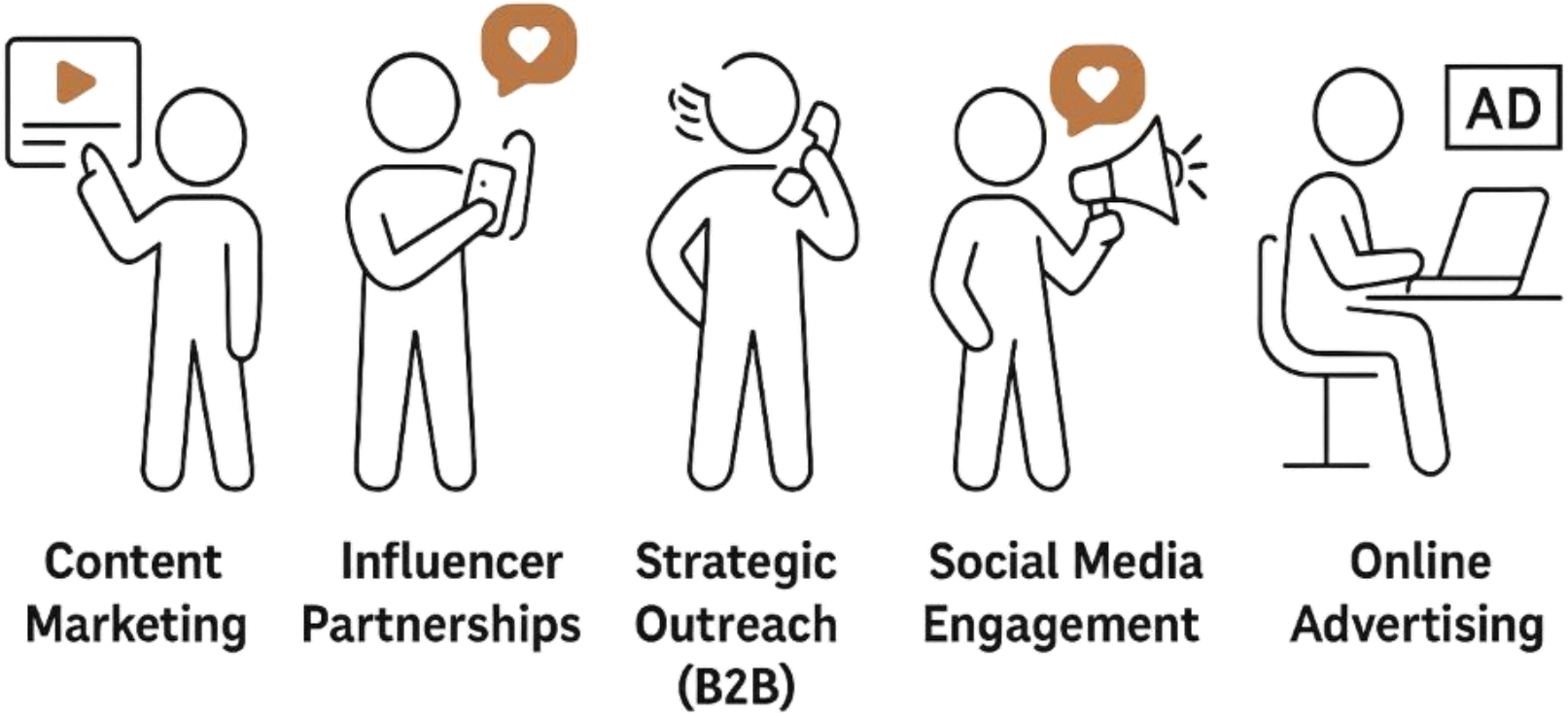
RAM – Hook the cook

Task	CEO	CTO	UI/UX Designer	Developer	Marketing Lead	Content Manager	Legal/Finance
1.1 Define Project Scope	A	C	I	I	I	C	I
1.4 Secure Funding	A	I	I	I	C	I	**R**
2.1 UI/UX Design	C	C	**A/R**	I	C	C	I
2.2 App Development (Core)	I	A	C	**R**	I	I	I
2.3 AI Fridge Feature	I	A	C	**R**	I	C	I
2.5 QA Testing	I	**A/R**	C	**R**	I	I	I
3.1 Recipe Tagging	I	I	I	I	I	**A/R**	I
3.2 Waste Reduction Content	I	I	I	I	C	**A/R**	I
4.2 Influencer Campaigns	C	I	I	I	**A/R**	C	I
4.5 Paid Advertising	I	I	I	I	**A/R**	C	I
5.1 Launch Pricing Tiers	A	C	I	I	C	I	**R**
5.3 Sign MoUs (Partnerships)	**A/R**	I	I	I	C	C	**R**
6.2 Bug Fixes	I	A	I	**R**	I	I	I
6.4 Plan Feature Expansion	A	**R**	C	C	C	C	I

Marketing plan strategy



Aggressive marketing strategy



Revenue: Subscription Cost

If a family saves $1500/year, we charge just 10–20% of that savings.

Waste Reduction		Family saving	We charge (20%)	
■□□□□	10%	$12.5	$2.50	
■■□□□	20%	$25.0	$5.00	✓
■■■■■ Government Plan (2030)	50%	$62.5	$12.5	

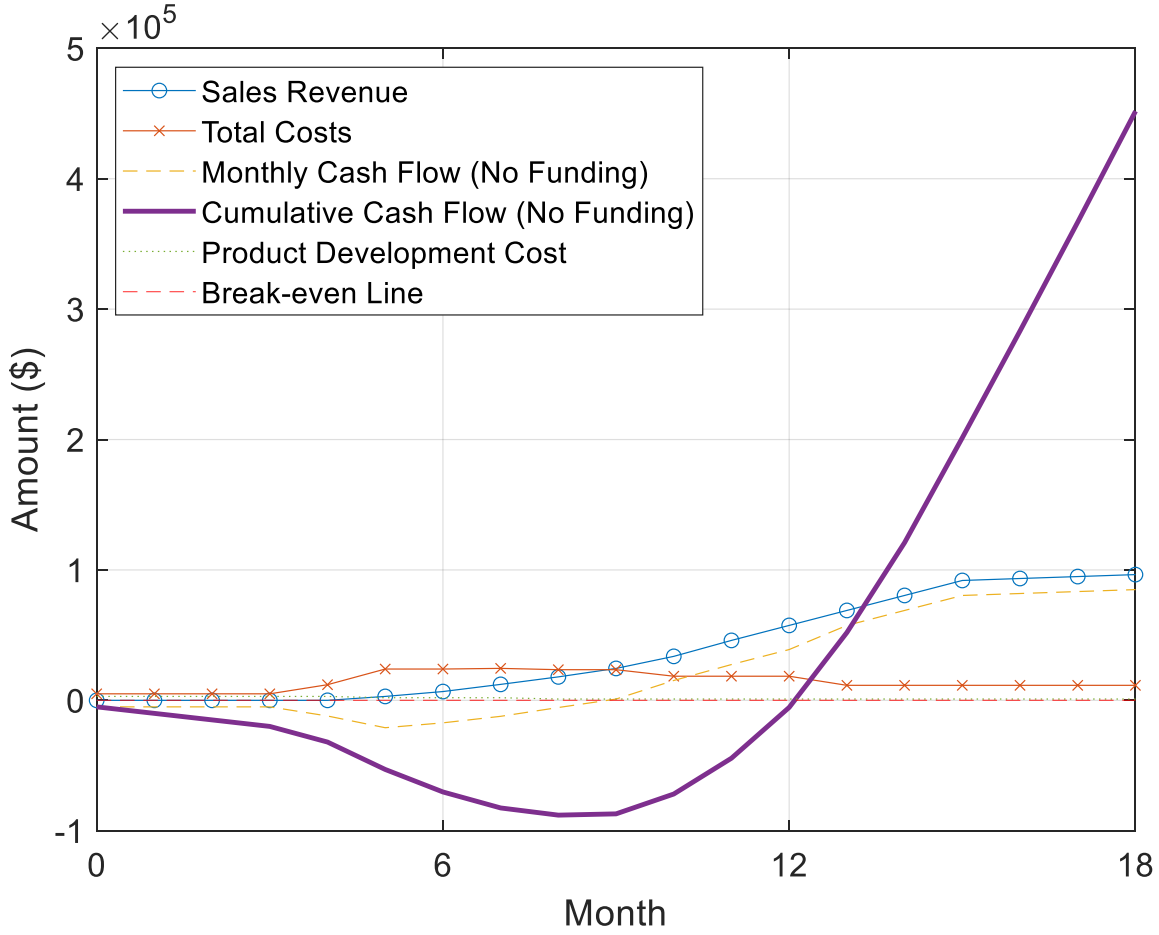
In 2015, the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Agriculture (USDA) set a national objective to reduce food loss and waste by 50% by 2030.

Revenue : Annual growth

Usually, 5% of users will pay for cooking apps.

	Goal users	Premium Conversion (5%)	ARR (Annual Recurring Revenue)
Year 1	15k	750	$45,000
Year 2	100k	5,000	$300,000
Year 3	250k	12,500	$750,000
Year 4	1M	50,000	$3,000,000

Budget


×10^5
5
4
3
2
1
0
-1
Amount ($)
0
6
12
18
Month
Sales Revenue
Total Costs
Monthly Cash Flow (No Funding)
Cumulative Cash Flow (No Funding)
Product Development Cost
Break-even Line