



HCC
HealthChefClub

"Enjoy health with passion – HealthChefClub, your journey to a holistic healthy lifestyle."

Problem

People are having more and more problems eating healthily



Cooking

Many people do not cook healthily because they lack knowledge about a balanced diet and healthy preparation techniques. The lack of specific recipes and instructions can lead to healthy eating being neglected.

Motivation

Many people find it difficult to maintain a healthy lifestyle in the long term, as there is often a lack of incentives and motivation.



Healthy Food

Many people find it difficult to access local and organic products because they are often more expensive than conventional food.

Recipes

HealthChefClub offers a comprehensive collection of diverse recipes categorized by difficulty and preparation time.

Point system

The points system and the option of converting these points into cash or vouchers offer users an incentive to prepare healthy recipes.

Healthy Food

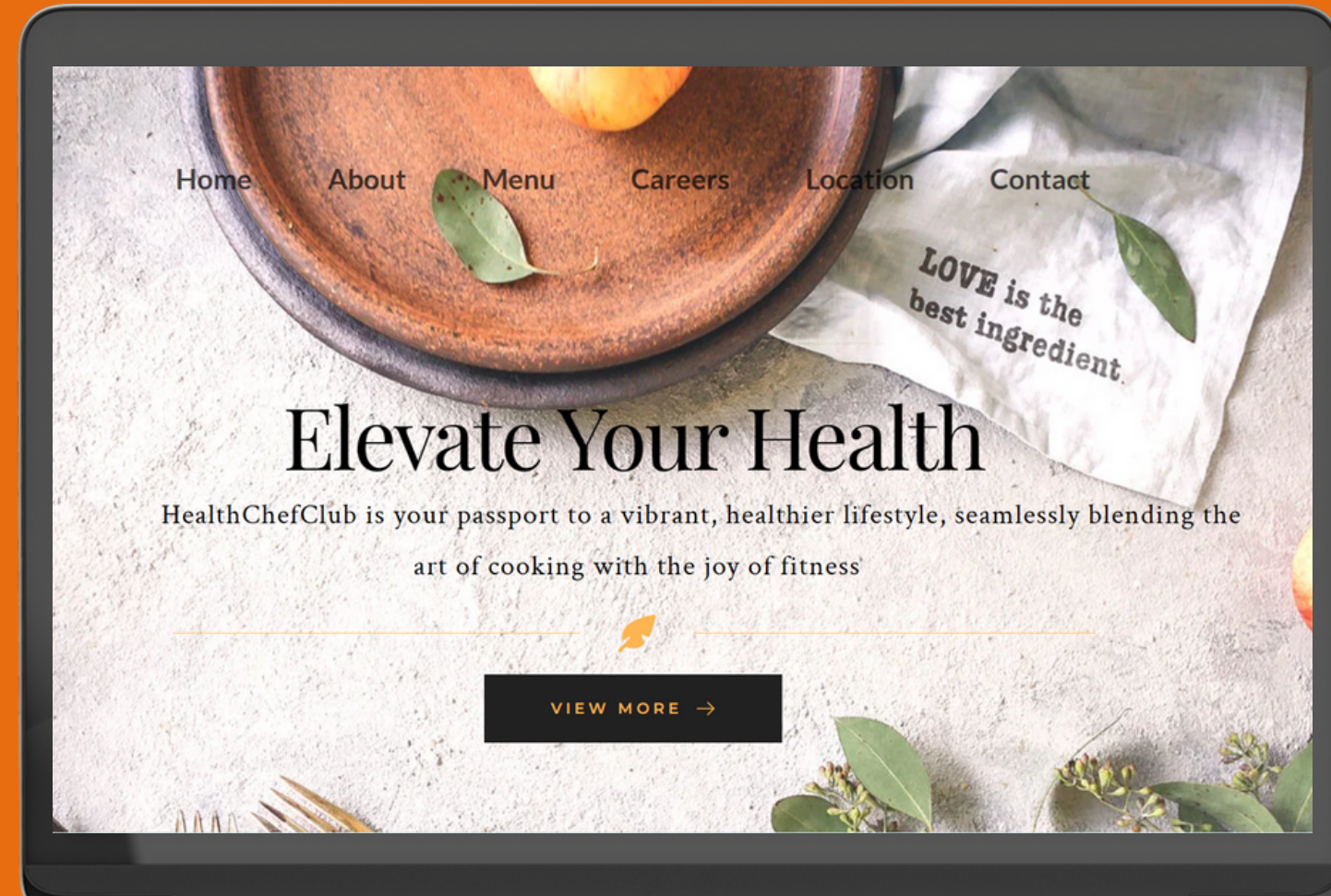
By partnering with local grocery stores, HealthChefClub creates financial incentives for users to purchase local and organic products at affordable prices

Solution

We want to solve these problems with these solutions



How it works?



- Shop in one of our cooperation stores
- Scan your App
- Cook healthy with our Recipes
- upload a Photo
- get your points and discounts



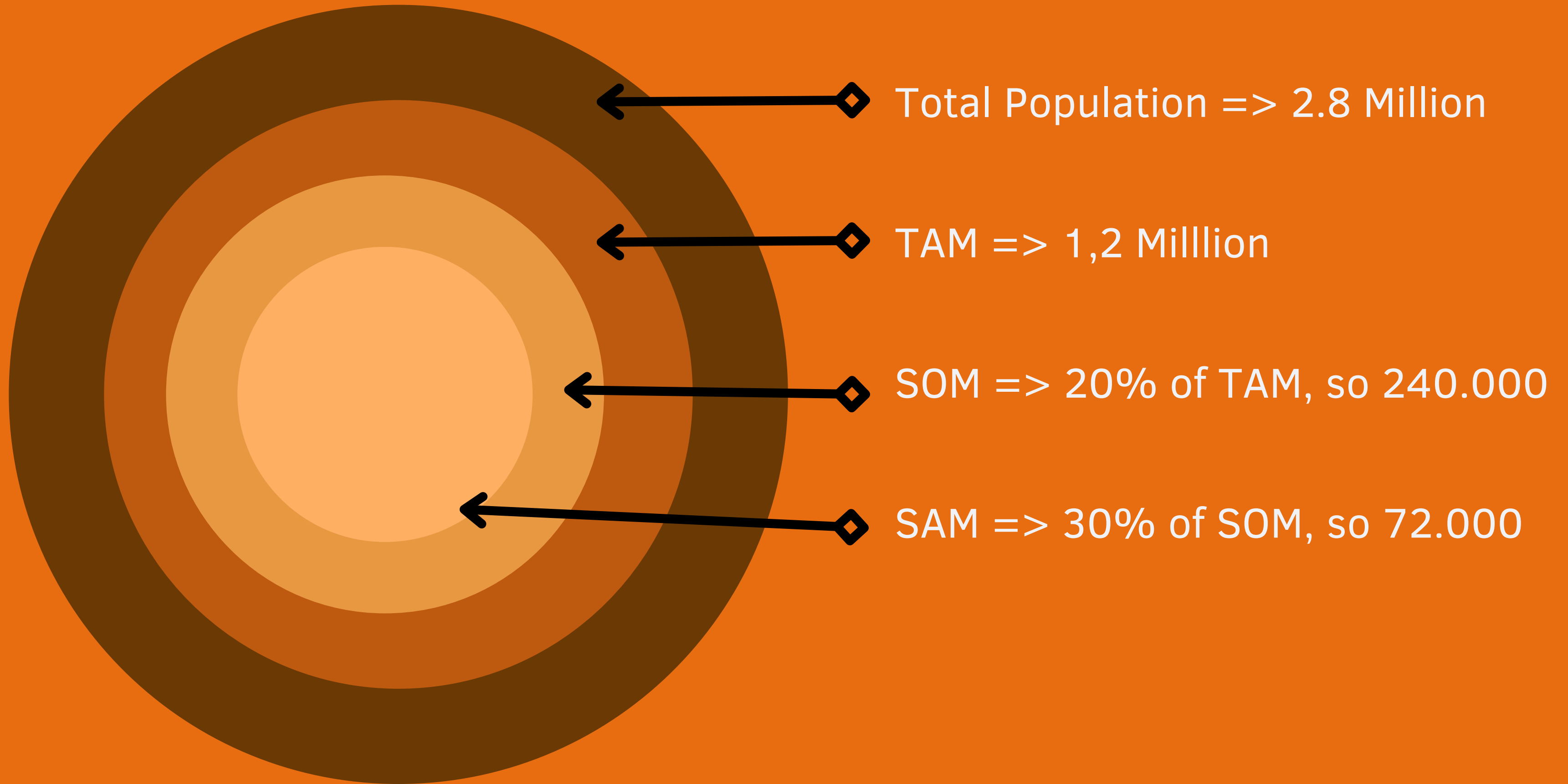


Ideal Customer Profil

- Age: 25-45
- Gender: All
- Location: Lithuania
- Users seeking quick healthy dish for busy schedules.



Targetmarket



Total Population => 2.8 Million

TAM => 1,2 Million

SOM => 20% of TAM, so 240.000

SAM => 30% of SOM, so 72.000



Business Model

How we earn money ?



Collaborations with Local Supermarkets

Partnerships with supermarkets: We receive 10% of the purchase amount when users use our loyalty card.

Funding from Regions

Funding from regions to promote health through an enhanced platform, local incentives, and improved access to healthy foods.

Monthly Subscriptions

Revenue generated through monthly subscriptions (e.g., €4/month) for exclusive platform access.

Our Competitors



FitTasteTic
Der #1 FoodBlog für einfache & Gesunde Rezepte



CHEFKOCH



marmiton
• cuisiner rend heureux •



Fundraising

WE ARE LOOKING TO RAISE
100.000 EUROS AGAINST 15%



Future Roadmap



WITH THE INVESTMENT IN THE NEXT 2 YEARS WE PLAN TO:

More partnerships with local markets

Reach as many stores as possible in each region

2024
Q2

Suggesting new recipes

Triple the number of recipes added by our chef (not counting recipes added by users)

2024
Q4

2025
Q4

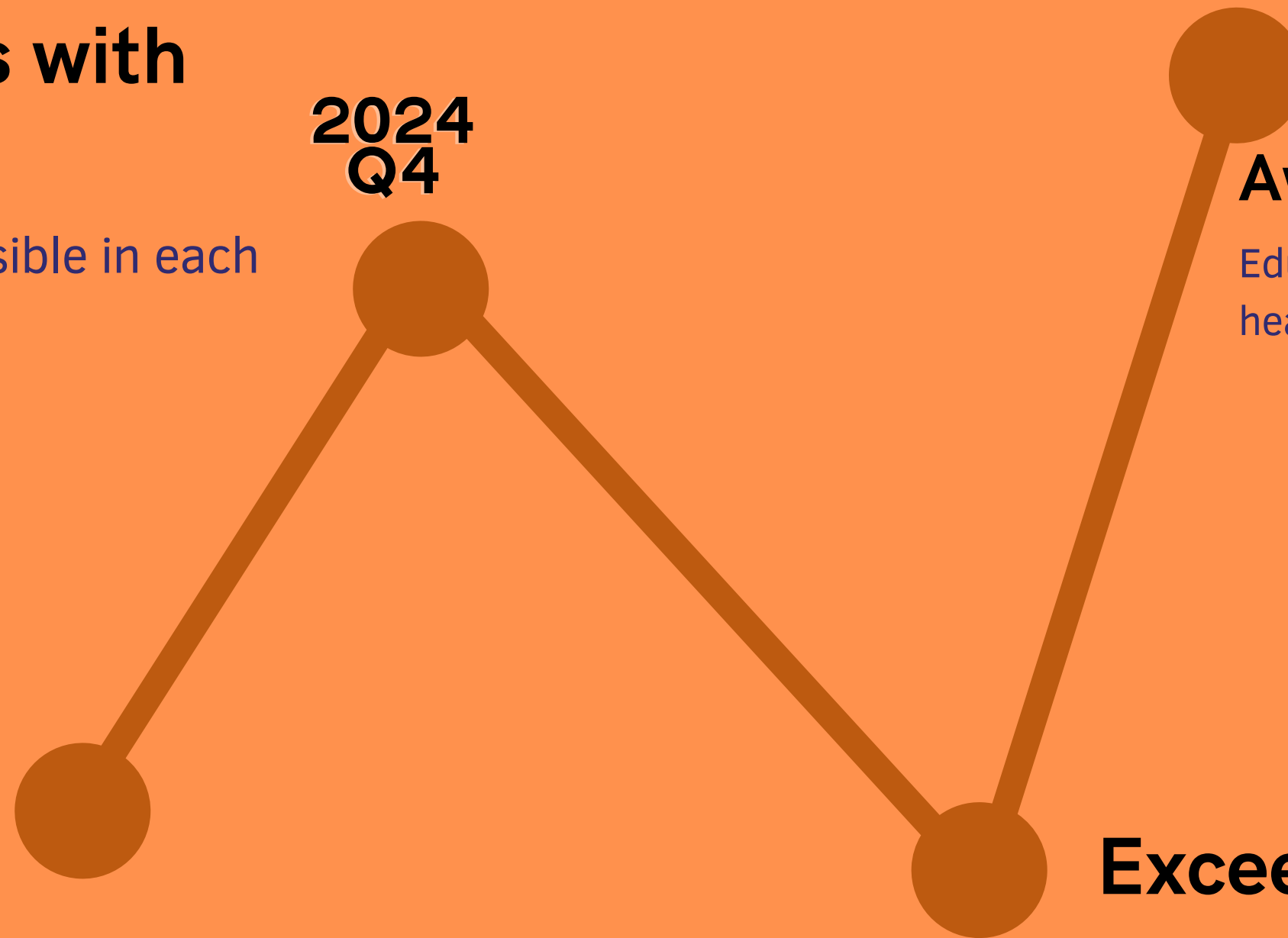
Awariness campaign

Educate children at school about the importance of a healthy lifestyle and their mental health

2025
Q3

Exceed 30.000 Daily Users

Acquire new users to increase sales



WHY NOW ?



Healthy eating is a trendy lifestyle

Educate children at school about the importance of a healthy lifestyle and their mental health

In today's stressful world

HealthChefHub offers recipes designed to bring immediate relaxation.

For athletes

For those who lead an active lifestyle and seek to optimize their physical performance, our app offers special recipes for athletes.

HealthChefHub is part of a sustainable vision

Encouraging the use of local and organic products.



The Founding Team



Lea Petit

CEO & Marketing



Camille Durand

CEO & App Developers



Jannik Rohde

CEO & Finance

Thank you for
your attention

