



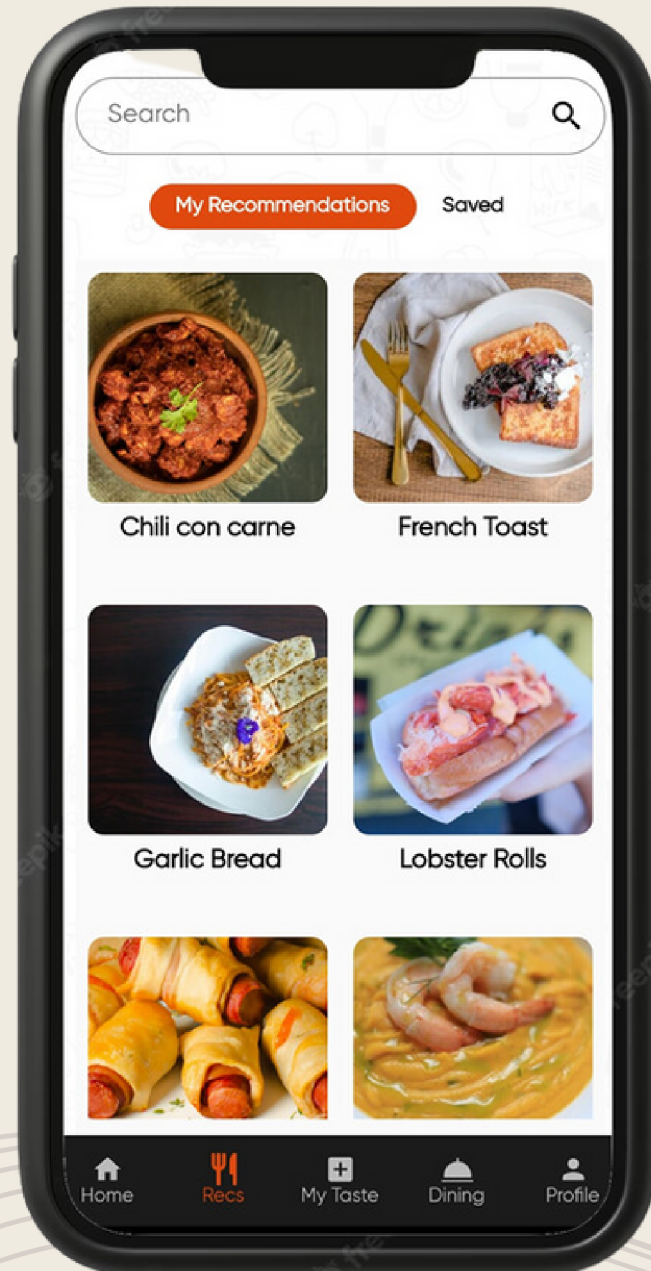
Local Food for Everybody!

www.TasteDNA.me

Background



The TasteDNA app makes personalized food recommendations based on users' taste preferences.



TasteDNA was incorporated in Nov 2022 & app development started in Jan 2023.

We Launched the TasteDNA app in Apple and Google Play stores in May 2023.



Recorded more than 1500 unique food interactions.

Actively collected and analyzed user feedback from the beta phase.



A background image showing a group of people's hands reaching for food from various plates and bowls on a table. The food includes dumplings, fried items, and other traditional dishes. The image is overlaid with a dark, semi-transparent filter.

“...So, where do I get the recommended food around me?”

Major feedback was that TasteDNA suggested great food, but finding those recommendations nearby was a challenge for users.

The following problems emerged...

Online Presence Gap:

Local food shops and personal chefs have customers but lack an online presence, missing out on a customer base.

No Central Directory:

for local food offerings, making it hard for consumers to discover nearby options.

Farmers Market Accessibility:

The lack of a central database limits their accessibility and community reach.

• Finding Food is Hard

The Problem

We spoke to local food businesses and discovered more problems

Big Business Competition:

There's a struggle to compete with large commercial entities that focus on mass production over quality.

Sales & Marketing Struggles:

Lack of tools and resources for effective sales, marketing, and scaling, hindering growth.

Unseen Potential:

Local businesses operate in obscurity due to insufficient training and education for expansion.

Market Opportunity



Based on feedback from beta testing, and market research.

Next steps for TasteDNA:

- Build a marketplace for people to access unique local foods around them
- Empower local food business owners with tools for their successful operations



The Solution



The Cottage by TasteDNA is a marketplace for everyone to access and enjoy local food.

For Businesses

We are a one-stop marketplace that helps them reach more people and gives them the tools they need to operate & scale.

For Customers

We make it easy for the community to find diverse, healthy, and unique local foods.

MUP



www.CottageFoodCourt.com

The Cottage

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[Login](#)[Sign up](#)

Local Food for Everybody!

[PICKUP](#) or [DELIVERY](#)

Jams & Jellies

Nuts

Pastries

Popcorn

Seasonings

Popular Store

Taste Of Home

1157, Broadway, New York, United States (US)

Burger

Noodles

Steaks

No ratings found yet!

Pizza Breeze

1157, Broadway, New York, United States (US)

Vegetable

Fruit

Meat

No ratings found yet!

The Zen Garden

1157, Broadway, New York, United States (US)

Shrimp

Noodles

Drinks

No ratings found yet!

Try Something New

BESIMO ICE CREAM

Thing lesser replenish evening called void a sea

\$9.50

ADD

BURGER & PASTA

Thing lesser replenish evening called void a sea

\$13.60

ADD

DELICIOUS CREAM CAKE

Open lessegether he also morning land Thing lesser

\$15.30

ADD

CHOCOLATE ICE CREAM

Thing lesser replenish evening called void a sea

\$19.54

ADD

See All

<

>

Benefits for Local Food Vendors and Farmers Markets

Online Solution:

Provides an online platform, bridging the online presence gap for local food businesses.

Unified Directory:

Serves as a one-stop database for diverse local food options, solving the discovery issue.

Sales Boosters:

Offers essential tools for e-commerce, order management and marketing, aiding in business growth.

Community Leverage:

Small businesses can tap into The Cottage's community to compete against big commercial players.

Day-of-Operations:

Announce market days, food and drink offerings, and real time updates to the Community.

Engagement Tools:

Market managers can utilize The Cottage for targeted advertising and volunteer outreach.

Two-Sided Marketplace Model



After 250 Onboarded Sellers

Local Food
Businesses

- Listing Fee
- Feature fees, Premium Advertising

After 500 Onboarded Sellers

- Business Consultation
- Packaging and delivery services

Customers

- Commission on sales

- Cottage License Registration consultation

Go to Market Strategy

Localized Digital Launch:

Starting in Georgia for ground-level insights and scaling state-by-state, complemented by targeted online ads and partnerships.

Adaptive Strategy:

Continuous on-the-ground learning from local businesses and farmers markets to refine our offerings, ensuring we attract and retain both existing and new customers.

Community-Driven Growth:

Leveraging existing customer bases and local networks to rapidly build and expand our community.

Strategic Ecosystem:

Aligning with empowerment and government initiatives to offer essential business tools and gain credibility.



Offline Traction

Since launching The Cottage in July 2023

15

Georgia Farmers Markets Visited

5+

Partnerships - GDA, ATDC, RWN, Community Farmers Market

10

Focus Groups Held With Local Food Vendors and Members of Their Communities

Sept 4, 2023 - Farmers Market visit and On-boarding session

Online Traction

Since launching The Cottage in July 2023

50

Local Food Vendors
Onboarded

250+

Drinks and Foods Listed
on The Cottage
Representing 20 cuisines

\$1000

Online Purchases
(on MVP)

Aug 18, 2023 - First sale on The Cottage by ML Sweets

Marketplace Potential

- **Industry Growth:** The pandemic led to a surge in the local food industry due to job losses and increased time at home.
- **Updated State Laws:** Several states eased or eliminated safety restrictions on the sale of home-made food products, expanding the local food industry.
- **Sales Increases:** New laws in states like Florida significantly raised the limit on earnings from local food sales.
- **Sales Venues Expansion:** Updated laws in states like Illinois expanded the number and type of legal sales venues for local food businesses.



Funding History



- **Bootstrapped \$120k since Nov 2022**
 - Funds used for admin & marketing
 - Develop TasteDNA mobile app and web assets
- **Wefunder Crowdfunding Campaign**
 - Launched in May 2023
 - SAFE Investment terms with \$3M valuation
 - Friends and Family round with 10% discount
 - Initial \$50k funding goal reached in August 2023
 - Form C filed with SEC in September 2023
 - Next funding goal... \$150k

🏆 FIRST GOAL HIT (You can still invest)

\$50,200
reserved by 15 investors

INVEST
min \$200

\$0

INVEST

♡ WATCH FOR UPDATES

INVESTMENT TERMS

\$3M valuation cap | Future Equity

Seed Raise - \$150k (for 12 Months)

\$50k

Platform Development and Maintenance

\$40k

Marketing and Customer Acquisition

\$30k

Seller Onboarding and Support

\$30k

Operations, Legal and Administration

Team and Affiliations



Muiyiwa Familoni

Chief Executive Officer



Oyin Familoni

Chief Operations Officer





tasteDNA

what a food idea!

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