

Lorenzo Salmi, Ceo & Co-Founder

badeggs

COOKING, MEETING, THINKING

www.badeggs.it - l.salmi@badeggs.it

PROBLEM

Today doesn't exist a multi side platform that connects chefs with the costumers

SOLUTION

badeggs discovers the best professional chefs and connects them (on demand) to unique events in people's homes, restaurants and business catering

HOW IT WORKS THE SELECTION

A NEW PROFESSIONAL PATH

1. Home Cooking



2. Show Cooking / Catering



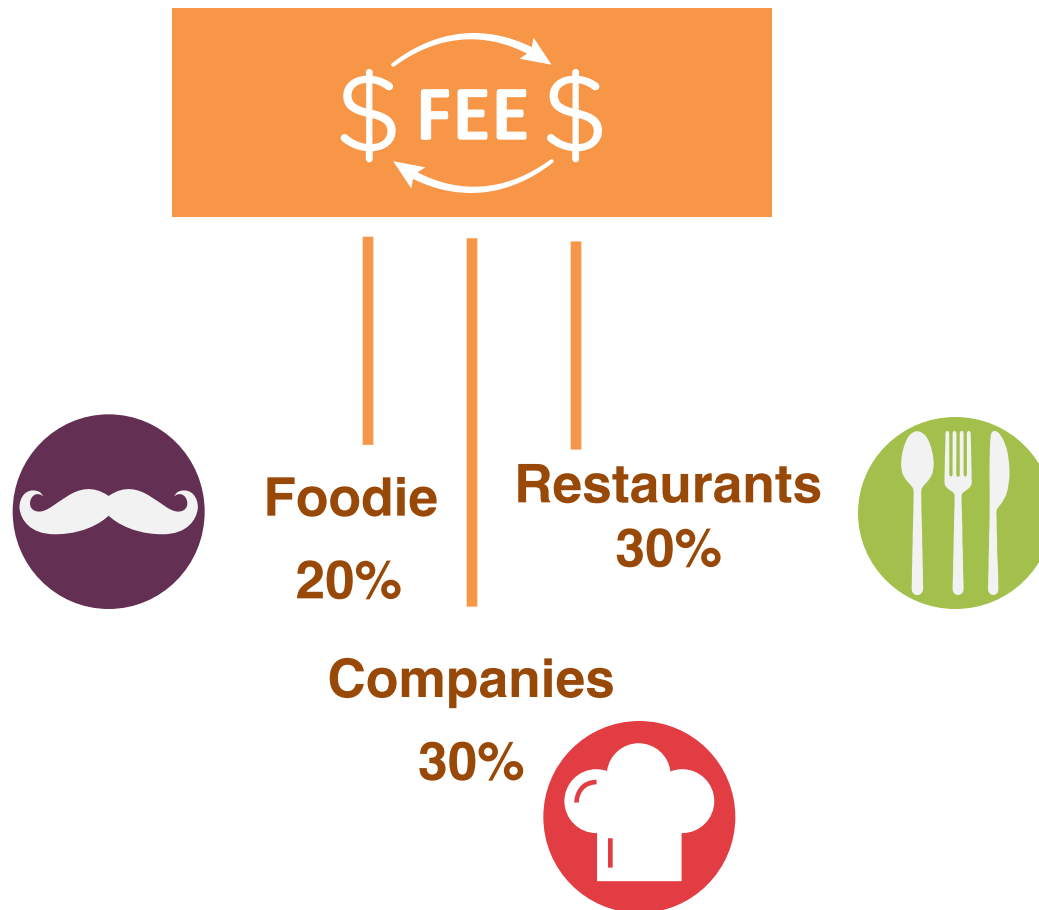
3. Job Placement *

*** Our cooks acquire professional value during the steps**

HOW IT WORKS FOR THE CONSUMERS



BUSINESS MODEL %



MARKET



Culinary Academies: **300 +**



Restaurants: **193,000**



Value of the Market in Italy: **5% of €71 mld/year** (total amount of Restaurant's business)

Personal Chef Market: 7,2 M (2014)

7.000 personal Chef (2014), monthly takings: **1.002,51 €**

86.000 events in total —> 43,2% realized —> **37.000** (2014)

Lombardia, Piemonte, Emilia- Romagna, Lazio, Puglia —> **Best Local Market**

TRACTIONS

1 JOB MATCH

200 FOODIES

Bologna, Marzo 2016

80 INSIDERS

**13 BUSINESS
CATERING**

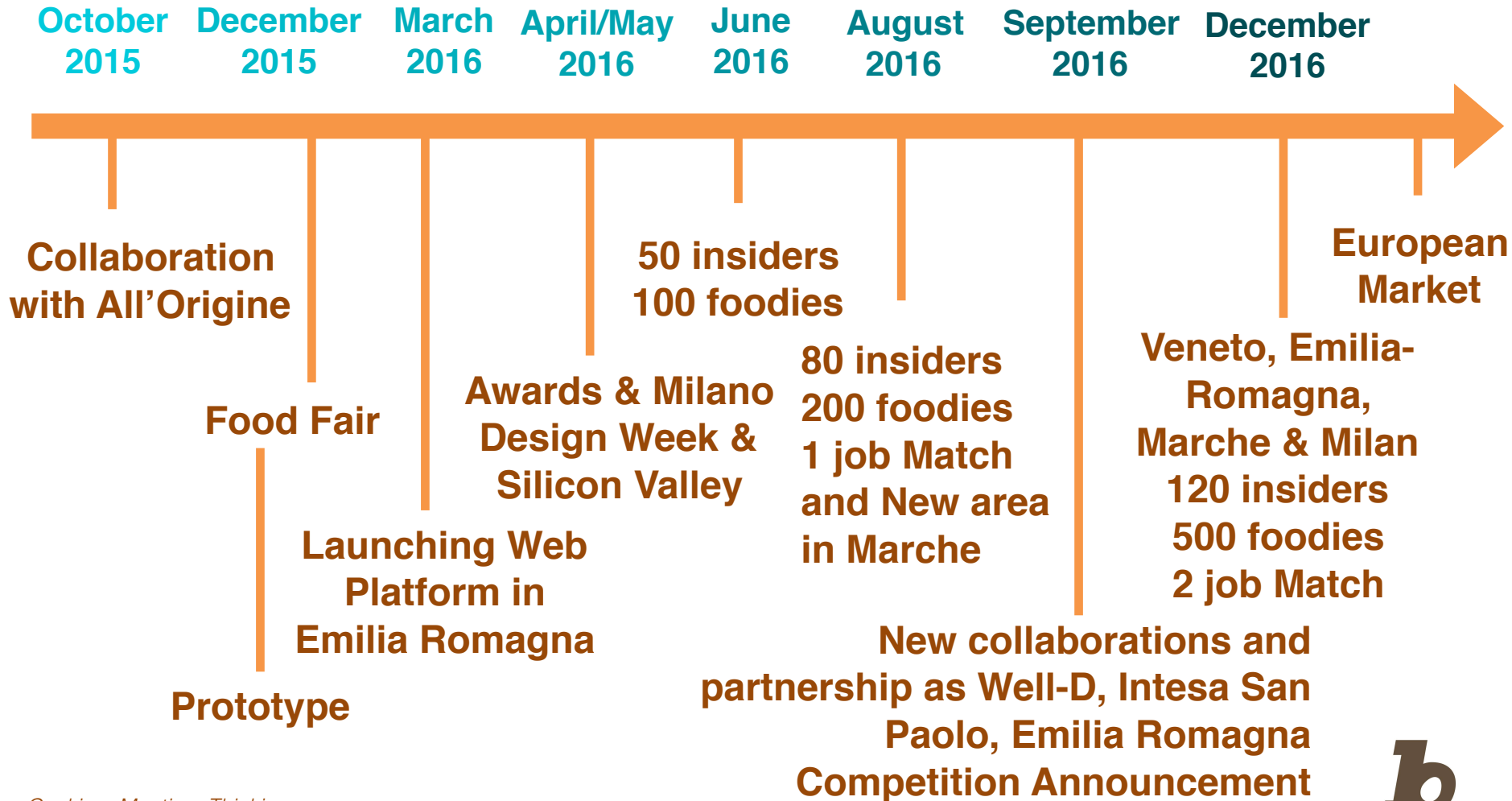
**1 TOP
CULINARY
PARTNERSHIP**

**FOOD GENIUS
ACADEMY**

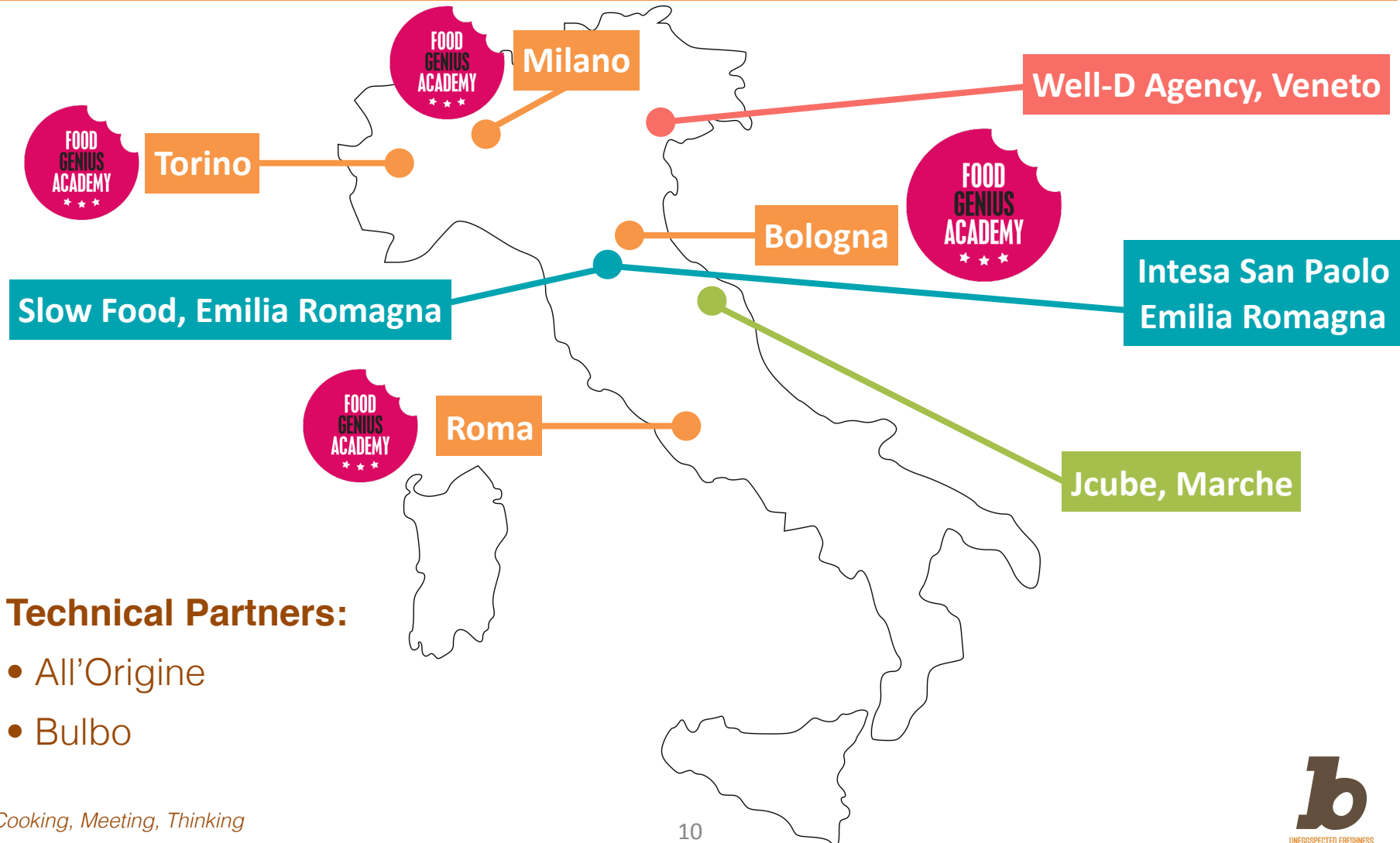


**2 DINNERS
PER WEEK**

MILESTONE



PARTNERS



COMPETITORS



Vizeat, Gnammo, Culinary Agents & Feastly

Connects amateurs
chefs to foodies

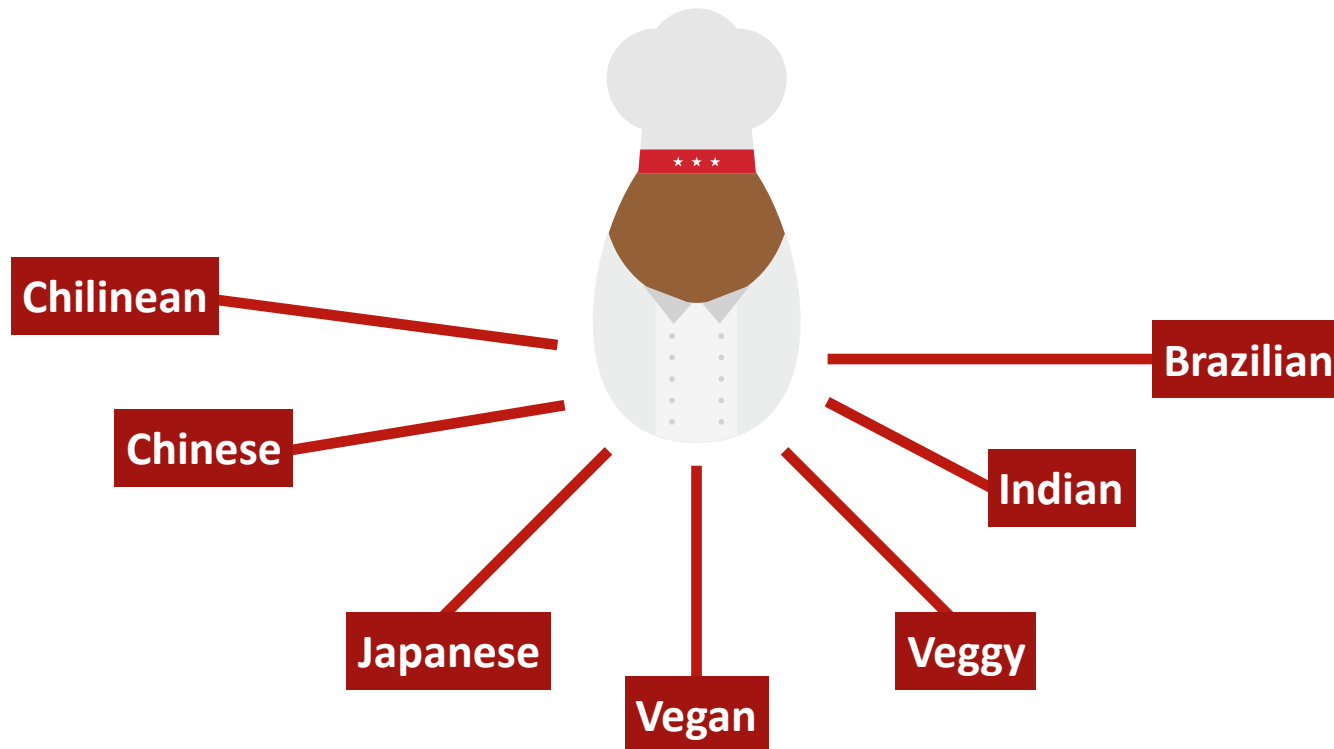


Not a professional
chef selection

Resume posting site & not a real
dining experience

BARRIERS TO COMPETITORS

Badeggs offers worldwide cuisine with professional chefs.



TEAM



Lorenzo Salmi
Digital Marketing
Background, Freelance



Federico Bassi
Ristorante Cracco,
Ristorante i Carracci



Veronica Amoroso
Gino Fabbri pasticciere

Advisors

Jcube: incubator

Aster: consortium of Emilia
Romagna of Innovation Centers

Stefano Salmi, General Manager of
Samputensili (Maccaferri Group) for
20 years



Mauro Murgano
PizzaBo

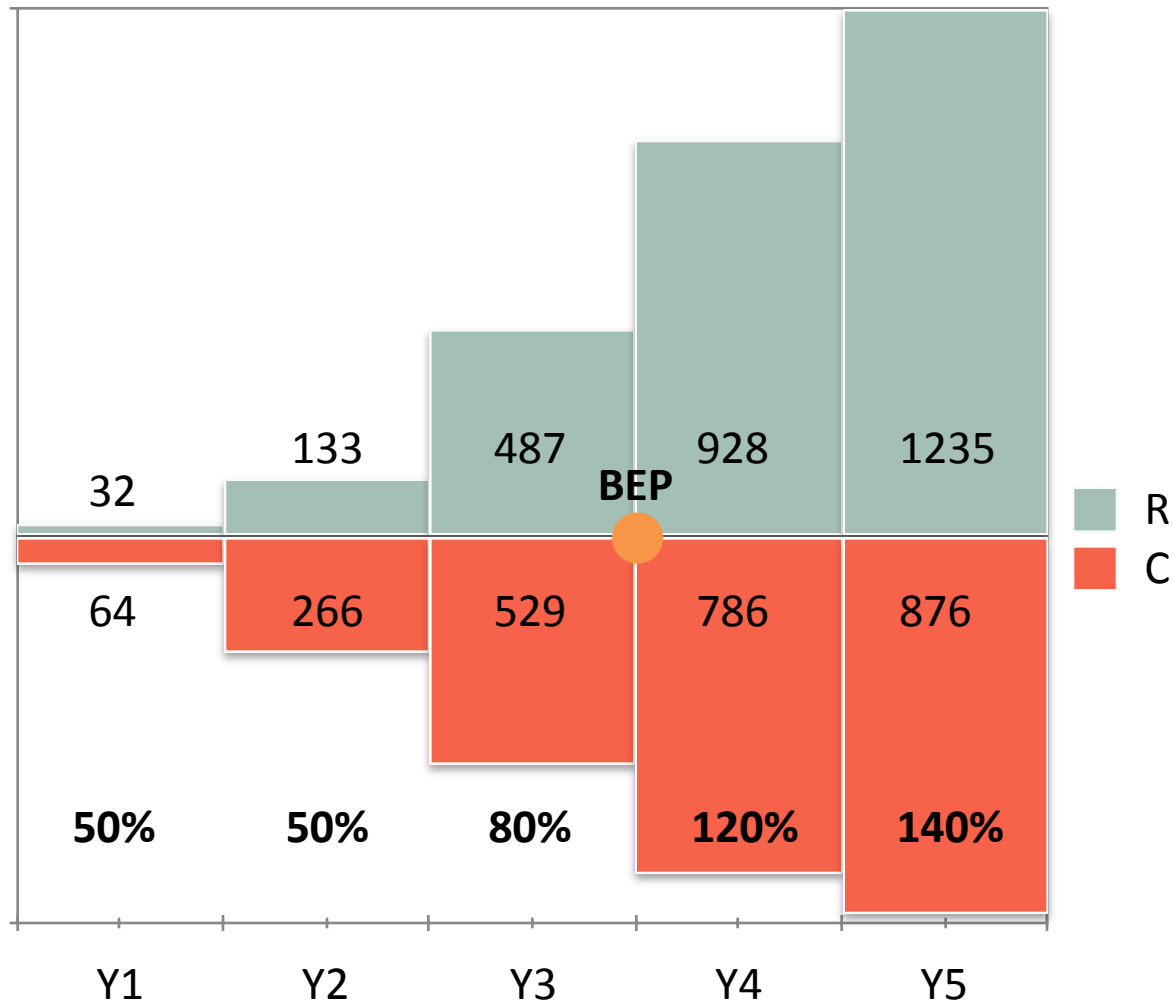


Mattia Marchiani
Pomiager Srl

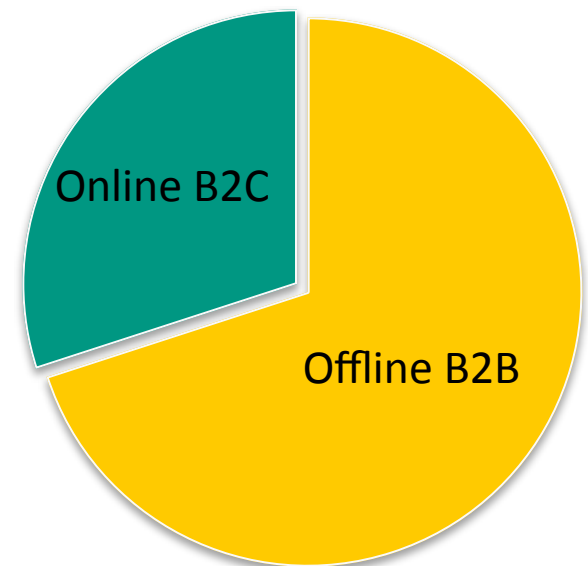


Simone Nocetti
Freelance

FINANCIALS



REVENUE STREAMS

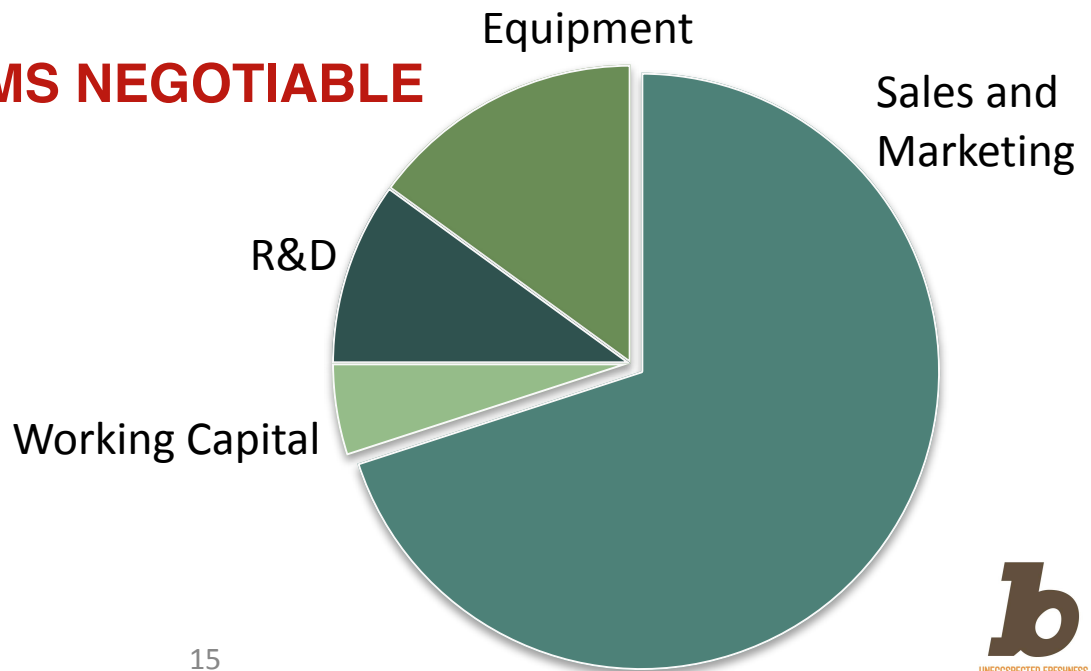


INVESTMENT AND USE OF FUNDS

Total Capital Need = 650 K

- 42k = Founders
- 68 K = Convertible Note (Emilia Romagna loan)
- 150 K = Round 1
- 500 K = Round 2

TERMS NEGOTIABLE



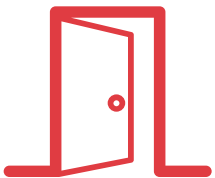
GROWTH STRATEGY



New local and global partnership



Private & Public Funding



New professional figures of the worldwide cuisine (food & beverage)

ROI STRATEGY

Possible acquisition target



Resources beyond capitals



BADEGGS + YOU

BADEGGS + YOU

1) Remarketing (home cooking + films)

2) Film Food delivery (Gourmet Pocket)

3) Special Catering for Special Event with special themes

Professionalità, simpatia e piatti
tutti molto buoni. Grazie
Mahmoud! Esperienza molto
divertente, sicuramente da rifare!

Badeggs // watch the video

Da amante della culture
latina non posso non
apprezzare questa
cucina creativa
spagnola! Da rivedere la
crema catalana. Nel
complesso ottimo!

COOKING, MEETING, THINKING

Lorenzo Salmi, Ceo & Co-Founder
www.badeggs.it - l.salmi@badeggs.it

badeggs
UNEKKSPECTED FRESHNESS