



**Pioneers of the Home Restaurant Industry**



## We Created a New Market & Movement (2020 - present)

**Foodnome** created a new merchant class by legalizing the sale of home cooked food in CA, and defined this new market by coining the term "**Home Restaurant**" — paving the way for millions of talented chefs to disrupt the \$898 billion US Restaurant industry.

### Network Highlights

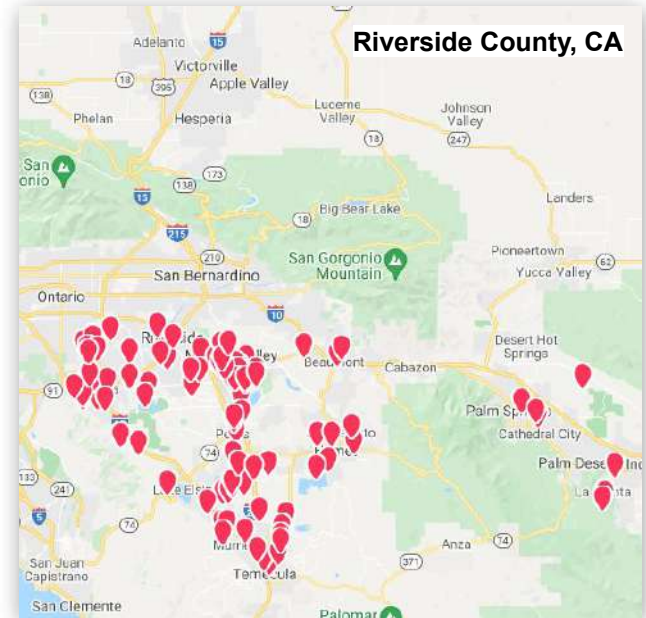
**35,000+** Users

**120** Home Restaurants

**10,000+** Cook Applications

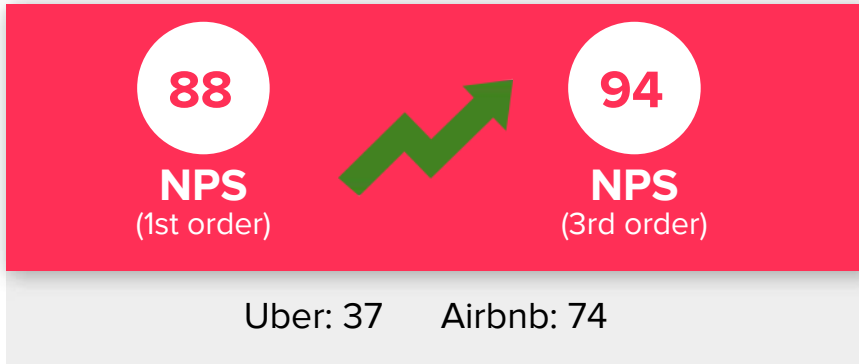
**80K+** Meals Sold

**\$39.2** AOV



 Foodnome Permitted Home Restaurants

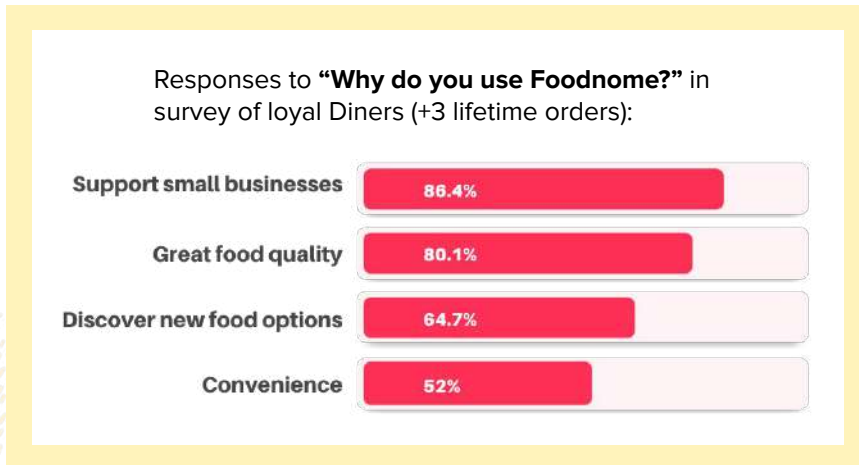
# Diners Love Foodnome



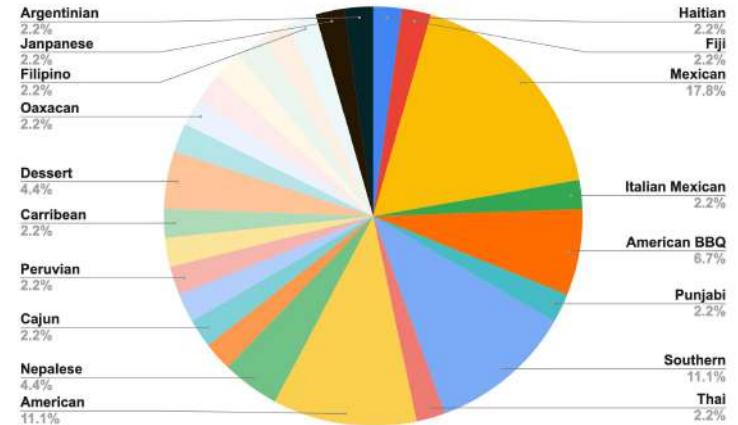
**12K+ Reviews**

**95%** 5-Star Reviews

**45%** Review Response Rate



## An Exclusive Diversity of Cuisines





# Capital Efficient Execution

**\$1M+**

In sales

**\$2.5M**

Raised to date

Built by Lean  
Co-Founding  
Team

# Our Hungry Founding Team



**Akshay Prabhu**  
CEO & Policy

- The face of the Homecooking movement, having run two permitted home kitchens himself
- Metrics-driven thought leader (formerly trained as a neuroscientist)
- PR expert: featured on Hulu, NPR, Wall Street Journal etc.
- Raised \$2,500,000 for Foodnome from strong Silicon Valley syndicate



**Isaac O'Leary**  
Operations & Community

- Created + optimized a multivariate home cook onboarding pipeline, launching 120+ new home restaurants
- Designed + implemented targeted CRM strategy for a network of > 35,000 users
- Developed operational guides, training programs, and tutorials to assist home cooks with optimizing and growing their businesses



**Kenji Blouin-Ito**  
Marketing & Product

- Lead marketing initiatives for both Foodnome and cooks, contributing to 913% growth in revenue in our first year and CACs ranging from \$4.5-\$10
- Managed, developed, and optimized Foodnome's digital product & brand (NPS 88)
- Developed creative growth hacks to drive unpaid/organic customer acquisition
- Managed & developed all forms of content

# Our Extensive & Experienced Network

## Strong Syndicate, Board, & Advisors

With leadership experience & investments in



## Leading Nonprofit & Government Partners

Ready to be activated for rapid market expansion



LAO FAMILY  
COMMUNITY  
DEVELOPMENT



# A Nationally Recognized Household Name

Featured in national & local press including:



2020

“Selling Food From Your Kitchen Is Legal In California”



2020

“Riverside’s Newly Legal Home Restaurants Look to Revolutionize California’s Food Scene”



2020

“Cooks can sell dishes out of their homes with county approval, thanks to CA law AB-626”

Some SEO Stats (foodnome.com)

External Links:

**1,170 (385 websites)**

FB Shares:

**36,193**

Keyword Ranking:

**Home cooked food near me** (4th)

**Home cooked restaurants** (3rd)

**Food home** (1st)

**Homemade food restaurant** (2nd)

**Food at home** (4th)

**Best home cooking near me** (8th)

**Home restaurant near me** (10th)



2020

“In the Covid Economy, Laid-Off Employees Become New Entrepreneurs”



2020

“In Riverside County, Home-Based Chefs Serve Meals From Their Own Kitchens”



2020

“Ley estatal permite a chefs la preparación y venta de comida desde sus hogares”



2021

“Supervisors Take First Step in Allowing Home Kitchen Businesses”



2021

“The Bay Area’s legal home restaurants are on the rise.”

*And many more...*





**" Home Kitchens are the Future  
of the Restaurant Middle Class."**

- David Chang, celebrity chef, TV host  
& founder of Momofuku

Quote from Foodnome's feature in  
*["The Next Thing You Eat" \(Ep 3\)](#)* on

**hulu**



# 📍 Leaders in Safety, Trust, & Compliance

Foodnome laid the legal & operational foundation for the entire home cooking industry



## WHAT

- **Credited for leading the passage of AB 626**, the 1st home restaurant bill in the US — passed unanimously in CA Legislature in 2018
- Worked with regulators to **streamline permitting process & develop proprietary Standard Operating Procedures and Food Safety Trainings**
- **Developed template legislation to spread nationally**
  - In conversation with multiple state legislators (MA, WA, UT + more) to implement statewide home cooking bills

## WHY

- **Unlicensed networks bring significant downside financial liability & PR risk**
  - Josephine went bankrupt from \$500K fine from State of Washington
- **Food safety and trust built by independent Health Department** home kitchen inspections—we have a 100% Food Safety Record to date
- **Legal compliance unlocks mass public adoption & visibility** (Google Maps, Yelp, residential signage, etc.) that unlicensed home restaurants can't access

# The Restaurant in a Box Solution

We created the **industry's only digital home kitchen permitting system**, enabling food entrepreneurs to launch from concept to first sale in 2 weeks...

**for >99% less capital than a brick & mortar restaurant**

1. **Launch** your business using our industry-exclusive permitting + operational + marketing tutorials, guides & training programs
2. **Sell** your food, manage your orders, and generate demand through Foodhome's Marketplace platform
3. **Build** your customer base & engage with followers using Foodhome's innovative automated marketing solutions
4. **Optimize** your operation & learn from the largest community of permitted home cooks in the US
5. **Scale** your business into the next global food franchise!



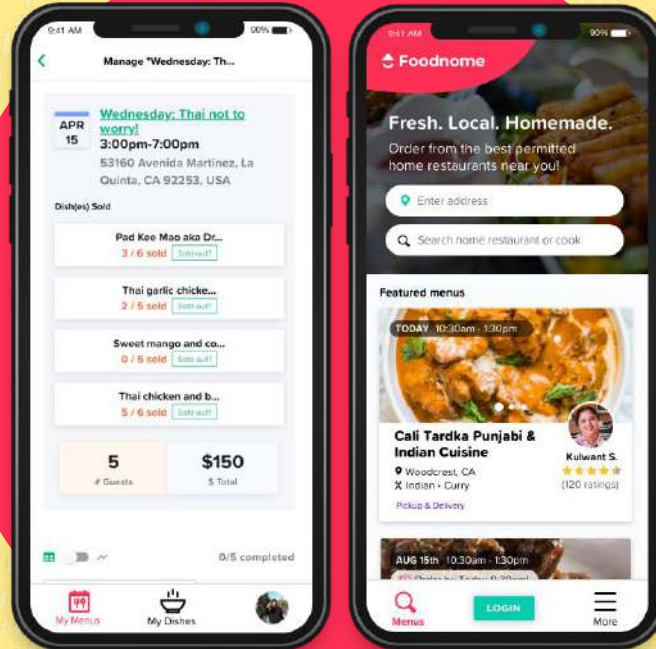
*Foodhome home restaurant supply kit*



# Our Innovative & Optimized Product

## Cooks

- ✓ **Dish catalog system** (dish options, allergens, metadata)
- ✓ **Menu catalog** (capabilities for pickup, delivery & pop-up menus, order by times for customizable pre-orders)
- ✓ **Order management system**
- ✓ **Chat system with customers**
- ✓ **Invoice creation for custom menus**
- ✓ **Cooks can issue their own refunds**
- ✓ **Email feature to send personalized announcements to followers**



## Diners

- ✓ **Search meals by location** (map included), **cook or restaurant name**
- ✓ **Chat directly with cooks** about customizations or general questions
- ✓ **Follow your favorite cooks** to receive text/email notifications when they post menus
- ✓ **Edit & cancel order feature** (for pre-orders)
- ✓ **Request to order when cooks are inactive**
- ✓ **Send requests for custom orders w/ easy check out**

Pickup (86%) • Delivery (12%) • Dine-in (2%)



# 📍 Winning Customers With Real Social Impact

Foodnome innovates on old food industry models to achieve grassroots social, economic, & environmental equity.

- **Empowering underrepresented micro-entrepreneurs to start businesses:**
  - **80%** women
  - **72%** people of color
  - **40%** new immigrants
- **Creating true economic development by lowering the barrier of entry to entrepreneurship**
- **Bringing nutritious meal options to underserved communities in food deserts**
- **Mitigating environmental impacts of the food industry through:**
  - Reduced driving from residential to restaurant zoning
  - More channels for local agricultural products
  - Unlocking rapid growth in plant-based food options



**88%** of shoppers say when shopping after the pandemic, they will prioritize buying from companies that make it clear they have ethical sourcing strategies in place <sup>1</sup>

**94%** of Gen Zs expect companies to take a stand on important social issues, and 90% say they are more willing to purchase products that they deem beneficial to society <sup>2</sup>

# What Foodnome Brings to the Table

- Experienced and driven co-founding team of market and thought leaders, ready to execute to create and scale a home restaurant program within your organization
- The only company with the extensive tech, assets, and expertise needed to grow a legally compliant network of home restaurants
  - Digital home restaurant licensing system
  - Proprietary concept-to-launch operational training modules
  - Earned public trust through our proven track record & recognized leadership
- Differentiated marketplace platform & online order management products, iterated and optimized through years of user feedback
- The largest network of licensed home restaurants & diners in the US, with 120 home restaurants, 35,000+ Users, and 10,000+ chef applications
- Exclusive first-of-its-kind transaction & usage data, collected from 2+ years, 80k+ meals sold, and \$1M+ in payments





[Foodnome.com](https://www.foodnome.com)

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