



WOGI App Pitch Deck

WOGI App: The Gastronomic Social Platform - Revolutionizing Global Gastronomy

Join the sustainable dining movement with a \$250,000 investment!

Powered by AI and Solana

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Founder, CEO

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Problem

Food enthusiasts lack a unified platform to connect

- Scattered recipe sources with limited personalization
- Minimal rewards for community contributions
- High friction in monetizing culinary content
- *Opportunity: A global gastronomic community awaits*



WOGI-App: A Game-Changer for Gastronomy - A vibrant, rewarding gastronomic ecosystem

- Browse and upload recipes and cooking videos
- Learn with interactive cooking courses
- Earn WOGI tokens via a loyalty program
- AI-driven personalized recipe recommendations
- *Seamless payments with Stripe and blockchain integration*



Key Features

What makes WOGI unique

- **Recipes & Videos:** Browse, upload, comment, like, save
- **Cooking Courses:** Interactive learning with ExoPlayer
- **Loyalty Program:** Earn tokens (e.g., 20 for recipe upload)
- **Blockchain:** Convert tokens to Solana-based WOGI via Phantom Wallet
- **AI Recommendations:** Personalized recipes based on preferences
- **Premium Subscriptions:** \$3.99/month for exclusive content



Market Opportunity

A growing global food community

- **Target Audience:** Food enthusiasts, home cooks, content creators
- **Market Size:** \$10B+ in recipe apps and culinary content (2025 est.)
- **Benchmark:** Phantom Wallet (\$1.2B valuation, 2.1M users)
- **Potential:** 100,000 users × \$50/user = \$5M
- **Upside:** 2× multiplier (Solana, AI) = \$10M



Technology Stack

Robust and innovative

- **Client-Side:** Android with Jetpack Compose, MVVM, TensorFlow Lite
- **Server-Side:** Firebase (Auth, Firestore, Storage), Node.js Cloud Functions
- **Integrations:**
 - Stripe for payments
 - Solana blockchain for WOGI tokens
 - Phantom Wallet for secure transactions
- **Server-Side:** Firebase (Auth, Firestore, Storage), Node.js Cloud Functions



Business Modell

Multiple revenue streams

- **Subscriptions:** \$3.99/month for premium content
- **In-App Purchases:** Courses, exclusive recipes via Stripe
- **Affiliate Program:** Token rewards for referrals
- **Token Economy:** WOGI tokens drive engagement
- **Future:** Sponsored content, culinary brand partnerships



Funding & Market Entry

\$250,000 for U.S. market launch

- **Use of Funds:** Market entry with The Influencer Marketing Factory (references: Google, Amazon, Meta, Unilever, Walmart)

- **Breakdown:**

- Marketing: \$150,000
- Development (Solana, AI): \$75,000
- Operations: \$25,000

- **Revenue Projection (5 years):**

- **2025 (U.S.):** 25,000 users × \$3.99/mo × 12 × 0.1 = **\$119,700**
- **2026 (U.S.):** 75,000 × \$3.99 × 12 × 0.15 = **\$538,650**
- **2027 (U.S. + E.U.):** 150,000 × \$3.99 × 12 × 0.2 = **\$1,436,400**
- **2028 (U.S. + E.U. + Asia):** 300,000 × \$3.99 × 12 × 0.25 = **\$3,591,000**
- **2029 (Worldwide):** 1,000,000 × \$3.99 × 12 × 0.3 = **\$14,364,000**

- **Total Revenue:** \$19,999,750

- **ROI:** $(19,999,750 - 250,000) / 250,000 \times 100 = 7900\%$



A Proven Team for Success

- **Business Lead (CEO):** Dipl.-Ing. Gabor Andras Varga, Experienced IT engineer, gastronomy enthusiast, and startup founder
- **Lead Developer (CTO):** Marcell Varga, 2 years in Mobile developer, AI and blockchain development
- **Marketing Team:** The Influencer Marketing Factory



Call to Action

Join the WOGI Gastronomic Revolution!

- **Why Invest?:** Unique blend of gastronomy, blockchain, and AI
- **Funding Ask:** \$250,000 for U.S. market entry
- **Next Steps:**
 - Develop Solana and AI features
 - Influencer marketing



CALL TO ACTION