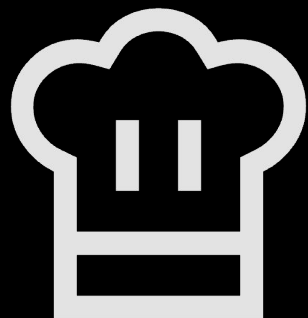# Foundry Kitchen

Bringing the Soul of Local Kitchens to Your Table.

lab lab ai

Content

- The IDEA
- Goals
- Order Loop
- Market Opportunity
- Competitors and Revenue Streams
- Features (AI Agents)
  - In-app conversation
  - Image-based search and order
  - Video scraping
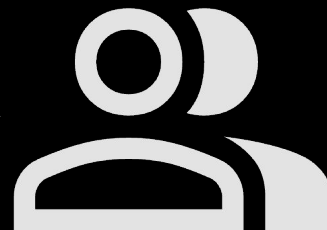 - Generative AI for new recommendations
- Prototype Video

The *Idea*

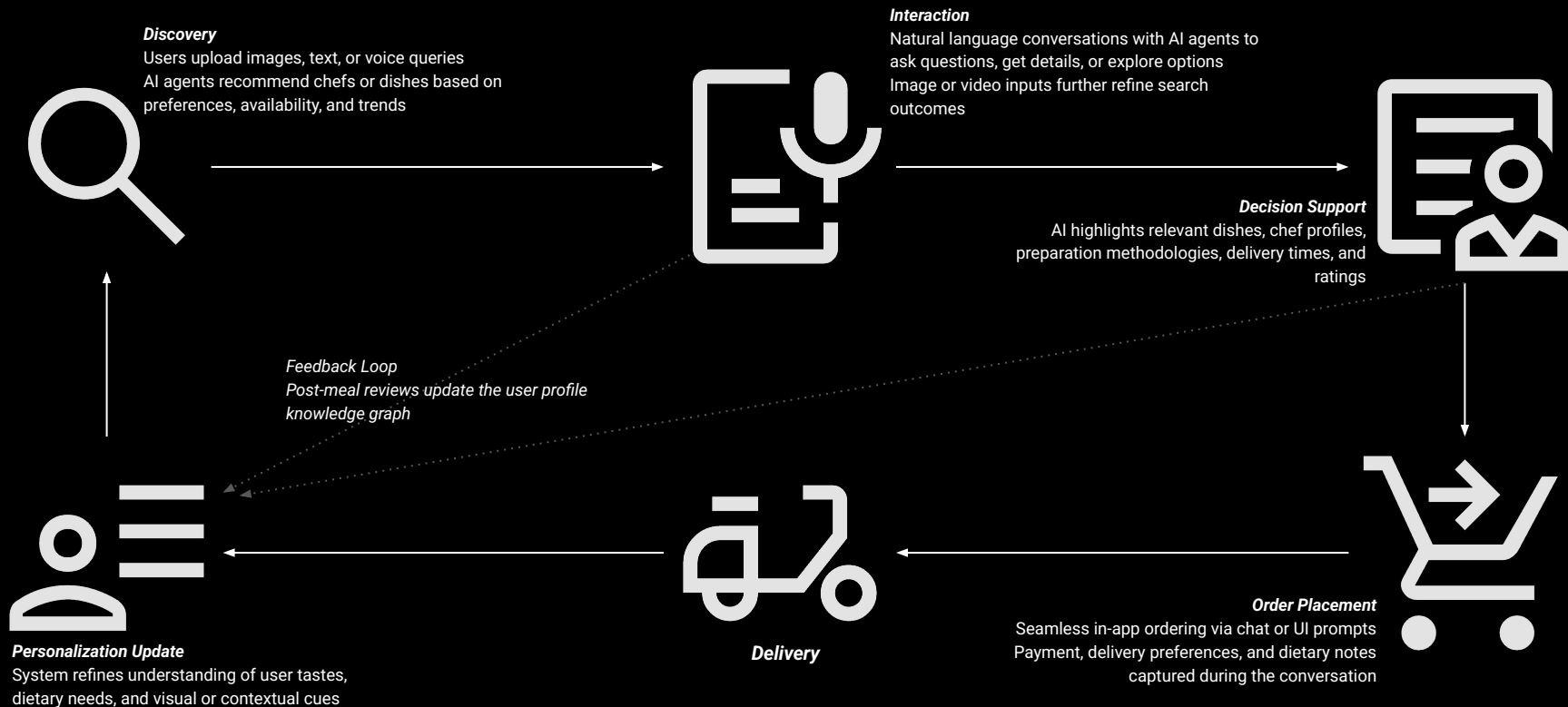Home/Private Chefs → Foundry Kitchen platform → Customers/Communities

Foundry Kitchen is an AI-powered **food-ordering marketplace** that connects users with household and private chefs offering indigenous and experimental cuisine. **Through conversational AI agents**, users can discover dishes, place orders, and receive personalized recommendations based on their taste profiles. The platform **supports multimodal interactions, including text, voice, and image input**, and empowers chefs to generate and share creative recipes using generative AI. Buyers can also request custom dishes based on available ingredients, weather, mood, or dietary preferences, enabling a highly personalized, dynamic, and community-driven food experience.

Goals

Foundry Kitchen aims to:

- **Revolutionize Food Discovery:** Facilitate indigenous, experimental, and personalized culinary experiences through AI.

- **Empower Private Chefs:** Provide a digital platform for chefs to connect with food enthusiasts and monetize their creativity.

- **Enable Seamless Ordering:** Leverage conversational and multimodal interfaces to make food ordering intuitive and engaging.

- **Personalize Every Experience:** Continuously evolve user preferences via AI to deliver tailor-made recommendations.

- **Drive Culinary Innovation:** Use generative AI to help chefs co-create new recipes based on trends, locality, and user tastes.

Order *Loop*

Discovery
Users upload images, text, or voice queries
AI agents recommend chefs or dishes based on
preferences, availability, and trends

Interaction
Natural language conversations with AI agents to
ask questions, get details, or explore options
Image or video inputs further refine search
outcomes

Decision Support
AI highlights relevant dishes, chef profiles,
preparation methodologies, delivery times, and
ratings

Feedback Loop
Post-meal reviews update the user profile
knowledge graph

Personalization Update
System refines understanding of user tastes,
dietary needs, and visual or contextual cues

Delivery

Order Placement
Seamless in-app ordering via chat or UI prompts
Payment, delivery preferences, and dietary notes
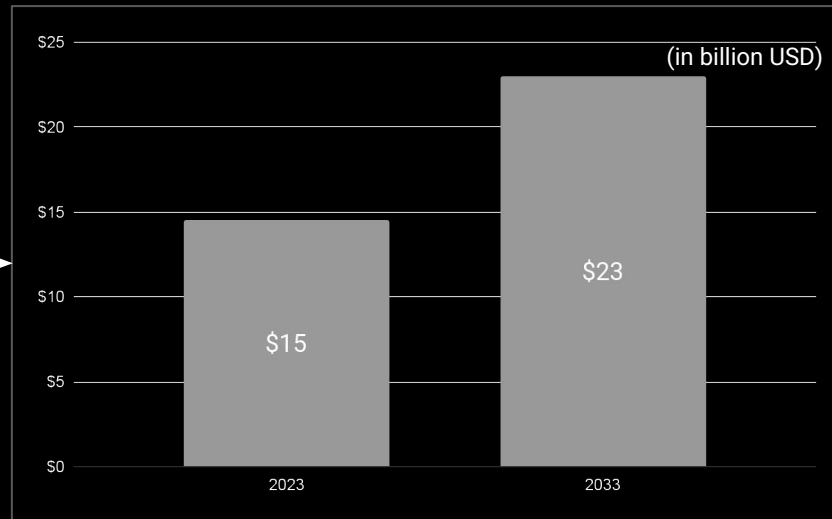captured during the conversation

Market Opportunity

Market Size (in billion USD), present*

$17

$320
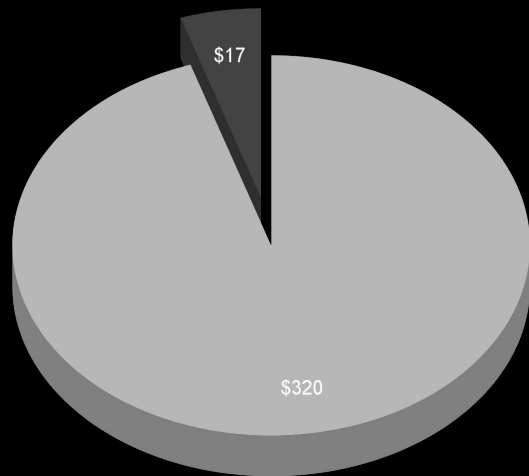
- ● Global online food delivery
- ● Global personal chef & home-cooked meal services market

Growth of Personal Chef & home-cooked meals by 2033*

(in billion USD)

$25	
$20	
$15	$23
$10	
$5	$15
$0	

2023   2033

Competitors and Revenue Streams

Shef

A U.S.-based platform enabling local cooks to sell homemade meals. Shef operates in multiple states and, after raising over $100 million, announced plans in 2023 to expand nationwide as laws now allow sale of homemade meals in all 50 states

COOK✕UNITY

CookUnity is a marketplace where professional chefs (using commercial kitchens) sell curated meal plans and a la carte dishes nationwide. CookUnity has scaled rapidly – approaching $500 million in annual recurring revenue as of late 2024 – by delivering chef-prepared meals to subscribers.

Revenue Stream	Description	Typical Model / Rate
Transaction Commissions	Commission on each order for facilitating payments, marketing, and support	15–25% of order value
Delivery & Service Fees	Fees charged for delivery logistics, either via in-house or partner couriers	Flat fee or distance-based charge
Subscription Plans	Membership tiers for consumers (e.g., free delivery, exclusive content) and chefs (enhanced visibility, analytics)	Monthly or annual subscription
Advertising & Sponsorships	Sponsored placements, featured chef listings, or branded content partnerships	Cost per click/impression or flat sponsorship fee
Value-Added Services	Premium AI tools for chefs (recipe generation, trend analytics) and consumers (personalized meal plans)	Tiered SaaS fees or higher commission tiers
Catering & Events	Commission on group orders, private events, or virtual cooking experiences hosted by chefs	15–25% or flat event fee

Core income comes from order commissions and delivery fees, while subscription plans and value-added AI tools create predictable, ongoing revenue. Advertising and sponsorships open up a marketing monetization channel, and catering or event services tap into higher-value, one-off opportunities. This multi-pronged approach helps stabilize cash flow and supports growth investments in AI and community features

Features

In-app *Conversation*

- **Natural Language Interface:** Chat with agents to discover meals or chefs.

- **Voice & Multilingual Support:** Understands speech, dialect, and cultural cues.

- **Smart Prompts:** Offers relevant follow-up questions, chef stories, or dish origins during conversations.

AI *Agents*

The AI Agents will help with:

- **Conversational Companions:** Understand context, cuisine preferences, and dietary needs.

- **Chef-side Assistants:** Analyze demand patterns, suggest trending ingredients, optimize pricing and timing.

- **Taste Graph Manager:** Evolves dynamic user profiles with every interaction to enable deep personalization.

Video *Input*

- **Food-Inspired Videos:** Users paste links to cooking shows, food vlogs, or chef videos.

- **AI Extraction:** Identifies key ingredients, dishes, or plating styles from videos.

- **Generate Matches:** Suggests chefs or similar dishes based on the scraped video content.

Image-based *S&O*

- **Visual Dish Input:** Users upload a photo of a dish they want.

- **AI Recognition:** System detects ingredients, preparation style, and finds matching dishes or chefs.

- **Order from Image:** Connects user to chefs capable of creating or customizing the dish.

Generative *AI*

- **AI-Created Dishes:** Chefs co-create with AI to invent new recipes using available or seasonal ingredients.

- **Personalized Suggestions:** Users receive AI-curated recommendations based on weather, mood, history, or current trends.

- **Flavor Fusion Ideas:** AI blends cultural, experimental, or nostalgic elements to inspire novel offerings.

User Profile *Architecture*

Here's a flowchart representing the user profile creation and utilization process in your backend system:

```
 _____        _____        _____
| User Creation  |      | Data Collection|      | Profile Analysis|
|                |      |                |      |                 |
| POST /users    |----->| User places    |----->| Background      |
| {username,email}|     | orders         |      | processing      |
|_____|      |_____|      |_____|
                                                          |
                                                          |
                                                          v
 _____        _____        _____
| User Experience|      | Recommendation |      | AI Enhancement |
|                |<-----| Generation     |<-----|                |
| Personalized   |      |                |      | LLM processes  |
| interface      |      | Based on profile|     | user data      |
|_____|      | and preferences|      |_____|
         |              |_____|               ^
         |                                                |
         v                                                |
 _____        _____                 |
| User Feedback  |      | Profile Update |                 |
|                |----->|                |-----------------|
| Ratings,       |      | Continuous     |
| reviews, etc.  |      | refinement     |
|_____|      |_____|
```

Thank You