

GAME SHOW

American Idol meets the grocery store.

FANS ----->

YouTube Personalities

User Profile/Persona
Viral Video Food Concepts
Sponsored Products

+

IMB's Watson

Computer-assisted
creativity for recipe
automation

+

Big Food Brands

Favorite packaged foods
ready for new crowdsourced
products and experiences

<-----BRANDS

CULINARY SNACKSTER

(Influencer chef personalities invent new foods using creative thinking games, digital tools and sponsored food challenges.)



"Your foods could make you famous."

INVENT NEW FOODS