

FRIDGMO APP: RECIPE AI FOR USER-GENERATED CUISINE

The Fridgmo app begins with a single button that can answer the question: ***What do I want eat?***

Simply by knowing all the ingredients in your fridge and cupboard, Fridgmo AI can generate permutations of what you have on hand into suggested meals, dishes, snacks, beverages - *or even menus.*

Fridgmo also features a connected grocery list that helps you plan meals according to your budget, dietary restrictions, calorie count, or palate preferences - with next level features that include promotions, meal prep, and gamified recipe creation.

According to the NHANES (National Health and Nutrition Examination Survey) by the CDD, the average American (89.6%) eats four or more times a day, making approximately 30 opportunities a week to interact with users to improve their culinary decision making.

And because American cuisine is ruled by grocery brands, the opportunity for helping Americans manage their experience with groceries is \$1.043 trillion for 2024. In fact by 2030, according to the CDC, the world wide grocery market will be \$14.78 trillion.

With naturalized product integration built on top of a freemium model, all advertising can occur via the grocery list, recipes, meal planning, and as part of sponsored influencer content.

While there are various grocery delivery services, subscription meal, and Uber for food apps, there is no homemade meal incumbent in this market space. And though there are food science and baby brand startups, tech for the grocery-based meal has a vacancy.

To put it another way, an app for "user-generated cuisine" doesn't exist. However, once there is an app with product-market fit, the opportunity will converge into a blitzscaling race to install innovation and control market share.

We all know the experience of being stuck in a rut with one's diet, whether we are eating at home, at work, or on the go. And with a simple tool that launches the food graph ecosystem, the opportunity of a multi-sided business model that supports users and brands is waiting to happen.

The future of groceries, recipe creation, and meal prep, can leverage existing services into one utility, a data centric *foodiverse* that optimizes for brands and users, reinventing how we discover and use groceries in our personal and family cuisines.

Fridgmo recipe AI augments human creativity across grocery and the home kitchen (including smart kitchen tools and appliances), to improve American meal time - bringing heart and joy into culinary experiences, with a food graph that fits in the palm of your hand.