

# *FlavorUp*

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# *Social Cooking at Home*

Explore new flavors, improve  
your skills, & share pictures of  
your creations with friends

I  Cooking at Home

I do it 2-3 times a day

Sometimes, I Run  
Underground Restaurants

I  to Explore New Cuisines

I  to Refine my Cooking Skills

***But,***

Complex recipes can be intimidating

I don't have time for cooking classes

# *I'm Not Alone...*

29 survey respondents from  
around the world

Interviews with Farmer's Market  
Shoppers

# *Trending*

A majority of people are cooking at home instead of eating out

A Social Cooking App can make it less isolating and more fun



## *Your Weekly Choice*

1. Cook what you know
2. Explore new regional cuisine
3. Suggest based on what your friends are cooking

# Spice/Ingredient Boxes

Spice / ingredient combos are delivered based on your weekly choice

FreshDirect or other partners will ship your new flavor combos

Hard to find laksa paste, epazote, kaffir lime leaves, etc.





# Collaborate

Coordinate with friends  
on dishes to make with your  
new spice/ingredient boxes

Share recipes and advice on best  
ways to use ingredients

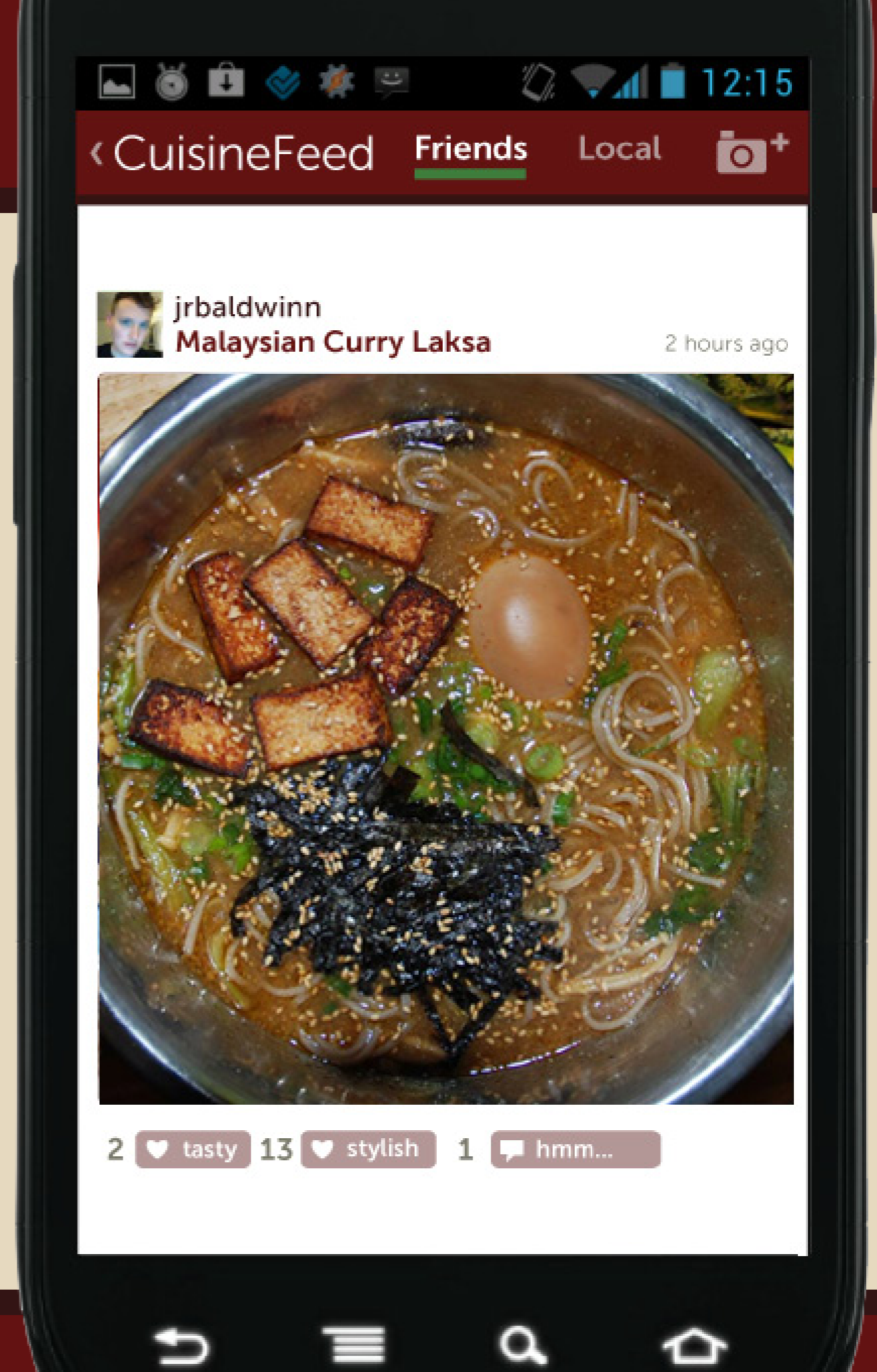


# CuisineFeed

Share completed meals with friends, or browse locally



Links to recipes used



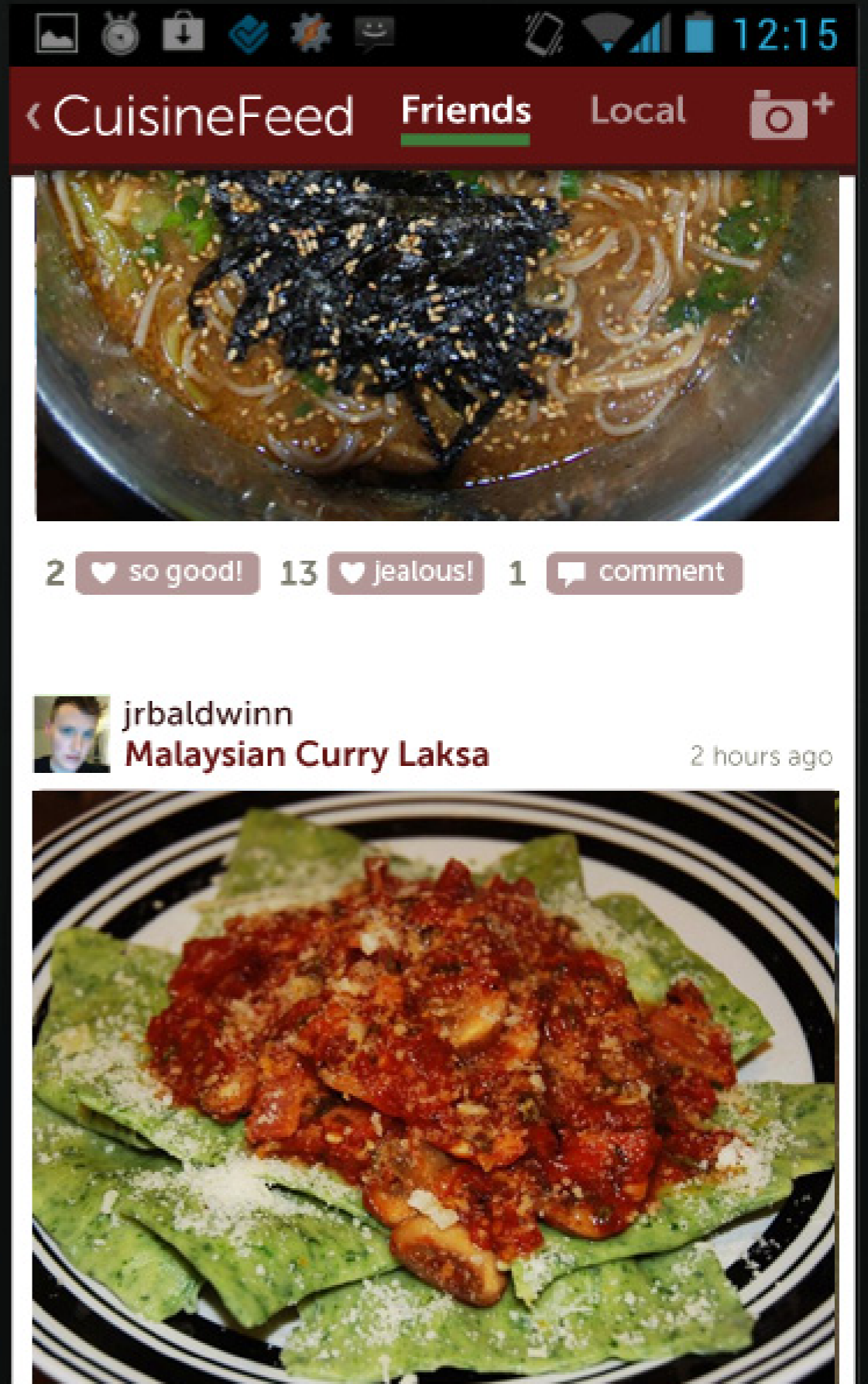
# CuisineFeed

Friends can mark your

dish as “so good!”

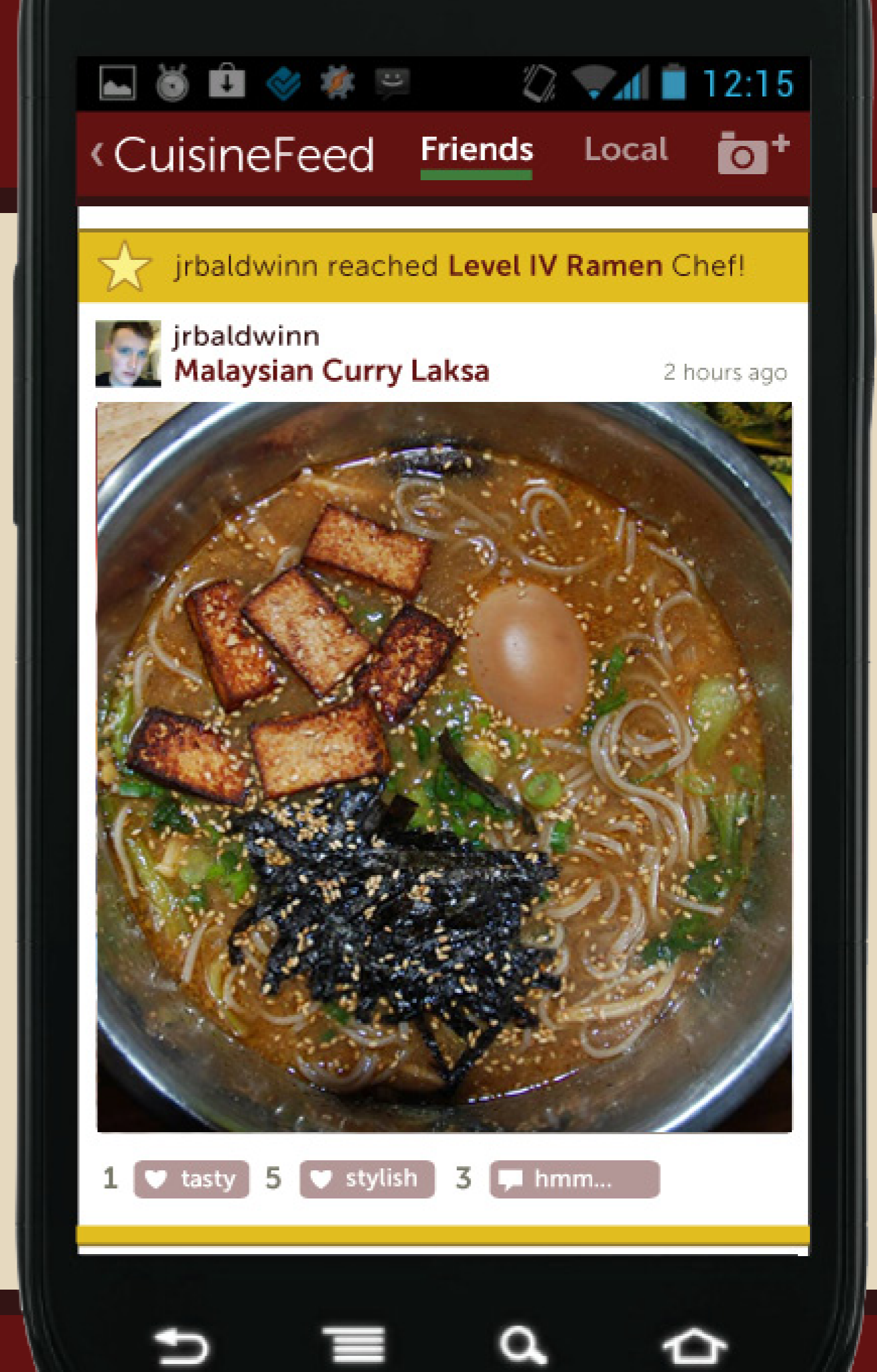
“jealous!” or post

a comment



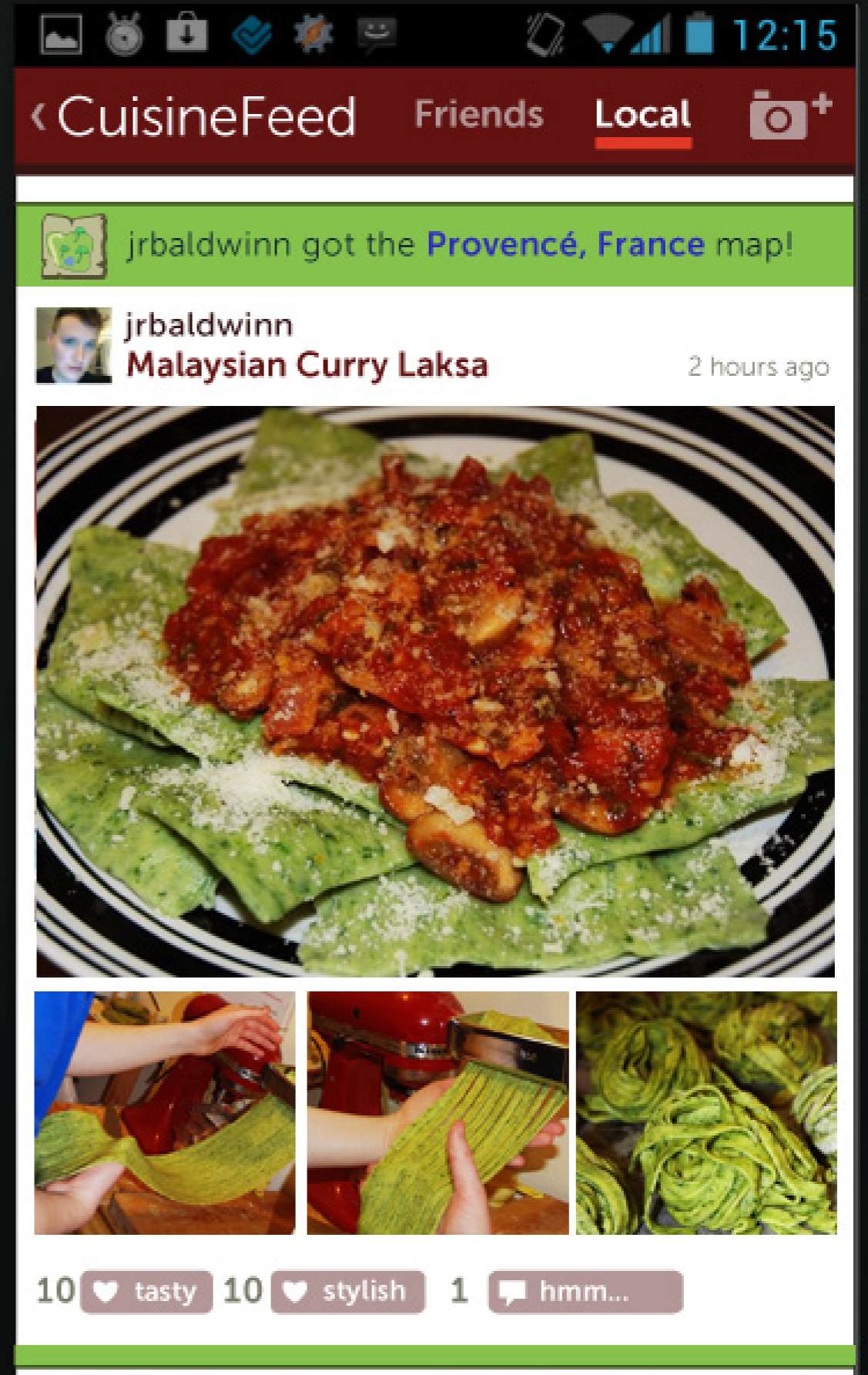
# CuisineFeed

Collect Stars for  
cooking gradually more  
complex dishes.



# CuisineFeed

Collect map pieces for exploring different culinary regions

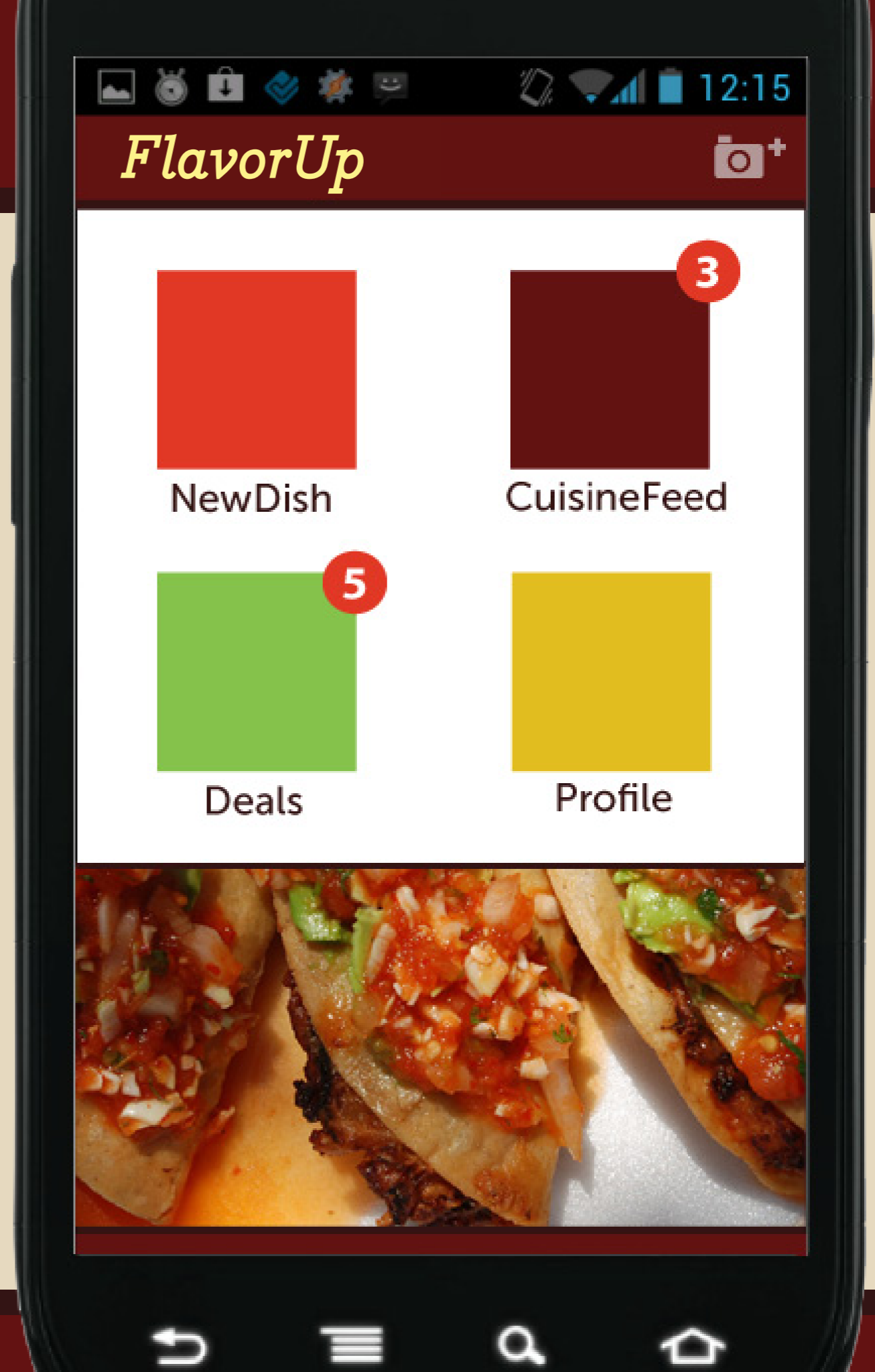




# Deals

The More You Level Up:

Special discounts on  
cooking utensils & spice/  
ingredient boxes



# *The Future*

Cooking is Cultural & Social:

Integrate with Pot Lucks,  
Underground Restaurants,  
Progressive Dinners

Top Users can Submit Original  
Recipes for use in FlavorUp

*Thank You*

*@jrbaldwinn*

*flavorup.tumblr.com*