



DiscoverEats Chef & Catering Network



AUSTIN MARKET POTENTIAL

21.7%

Yearly Population Growth Rate

1 Growth Rate

among metros¹ with more than 1 Million

7,306,834

Guests Staying in an AirBnB per Year

What's in it for Chefs & Caterers

Consider us your marketing and administrative engine

- **Schedule Flexibility:** You work when you want. Your creations. Your hours. Your prices.
- **Quality gig opportunities:** Leads generated through our marketing and advertising activities that would not be feasible for a independent chef.
- **Social Marketing Content & Strategy:** We will provide a photo session, social posts on the DiscoverEats channel and paid ads to help build your brand.
- **Small Business Coaching:** Running a business is hard. We have food industry & small business experts to help advise on all aspects of your business.
- **A platform to build a reputation:** Manage customer communications, referrals and reviews all in one spot.
- **Streamlined booking and payment:** You can concentrate on creating amazing food experiences.
- **Let's Succeed Together - we only make \$ when you make \$:** Our only charge to you is our 20% booking fee for confirmed bookings.

You Focus on the Food. We got the rest

How Does It Work

Select Chef Experience

Customers view chef/caterer profiles and experience.

Chef/caterer profiles include menu options, special abilities, and overall in-home food experiences offered.

Request Sent to Chef

Chef/caterer will Accept/Reject reservation request.

Request includes date, time, location, expected number of guests, and any food allergies.

Customer Detail Form

Customer completes Event Form defined by the chef /caterer(occasion, allergies, special requests, etc.)

Food Experience Completed

Chef/caterer completes food experience at agreed upon date, time and location.

Chef/Caterer Requirements

Let's Keep it Simple

- **Getting on the platform is easy for qualified chefs**
 - (1) Interview to better understand your experience, cooking style and assess your suitability for Private Chef/Caterer work
 - (2) Paid demo of one of your menu options with a social content session following. (where applicable for independent/private chefs)
- **Complete 2 orders per month plus marketing content** we are investing with you and expect you to be active on the platform as well as help us get the word out about how great you are!
- **Hold General Liability Insurance** don't worry we can help get this setup for you.



Features of our Platform

One location to track your success

- **User Friendly Dashboard** view order history, future orders, track earnings history, and set your availability
- **Automated Payments via Stripe** no need to invoice or follow up with customers. It's all automated and customer pays 50% in advance upon booking.
- **Menu Management** you control the menu and can update through our software daily, weekly, monthly, as often as needed.
- **Profile Management** update your profile description pictures and content in real time.



Onboarding Process

We are Investing in your Success!

Application Accepted	Menu Review	Marketing Content Session	Profile Uploaded to the Platform	Social/Advertising Campaigns Begin	Orders Begin
<ul style="list-style-type: none">• Interview• Menu Ideation• Sign Agreement	<ul style="list-style-type: none">• Review Menu with DiscoverEats Director of Food Operations.	<ul style="list-style-type: none">• 1 hour session w/ DiscoverEats Marketing team <p>Content includes:</p> <ul style="list-style-type: none">• Menu Photos• Social Pics	<ul style="list-style-type: none">• Technical Team Profile/Menu upload• Train Chef on how to update as you see fit.	<ul style="list-style-type: none">• Marketing campaign begins• Includes:<ul style="list-style-type: none">○ Intro Video Post○ Menu Post○ Social Ads	<ul style="list-style-type: none">• DiscoverEats Marketing team will continue to promote you on social channels to drive order volumes

Onboarding is estimated to be completed in 7 days or less

Rules For Chefs

1. The menu price needs to be the full price, including all ingredients, cooking, service, cleanup, our fees, your travel costs, etc.
2. You must cook the menu that you agreed on with the customer at the scheduled time and date
3. You cannot direct customers off the platform
4. As an independent contractor, it is your duty to cook in a safe and hygienic manner and carry insurance.
5. You must clean up after you have cooked your meal, leaving the customer's kitchen in the same state as you found it (or better!).
6. Maintain professional and honest conduct with customers and DiscoverEats

Any violation of the above rules is grounds for termination from the platform.

