




Foodhini

Where the world's cuisine meets you

USPAACC Webinar: Innovation Next Door 7/7/15

-Noobtsaa Philip Vang: Founder / CEO -



About Me

3M



acumen
FUND

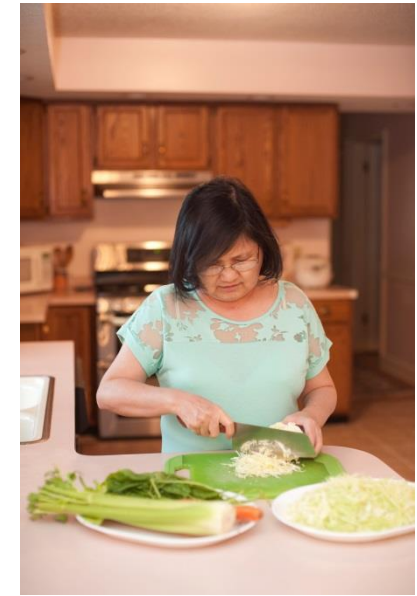


Foodhini



StartupHoyas[®]
The Georgetown Entrepreneurship Initiative

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Foodhini Mission

Foodhini, a for profit social enterprise, is focused on creating sustainable income generation opportunities for marginalized immigrant communities through food commerce.

Foodhini provides a platform for independent immigrant home chefs to leverage their existing culinary skills to cook and sell ready to eat authentic home cooked style ethnic meals direct to customers.

Original Concept – Uber Model for Ethnic Food



Peruvian



Turkish



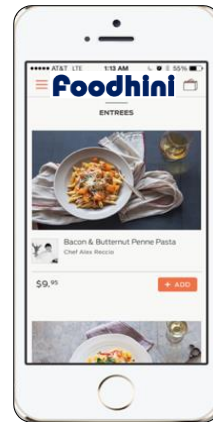
Ethiopian



Mexican



Columbian



Hmong



Moroccan

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Testing Out the Concept/Idea

November/December
2014



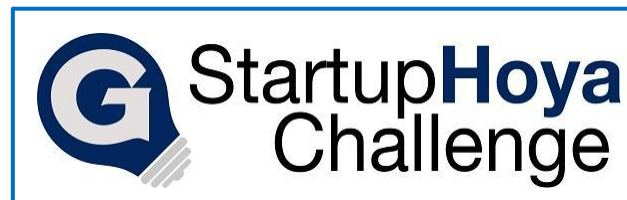
Interview Potential Customer

Interview Potential Partners

Meet with Subject Matter Experts / Entrepreneurs

January –
March 2015

April 2015



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Market Opportunity

41.4 Million Consumers Desire Ethnic Foods Not Offered on Menus

41.4 Million x \$2,625 = \$108,000,000,000



Early Adopter Target Customer:

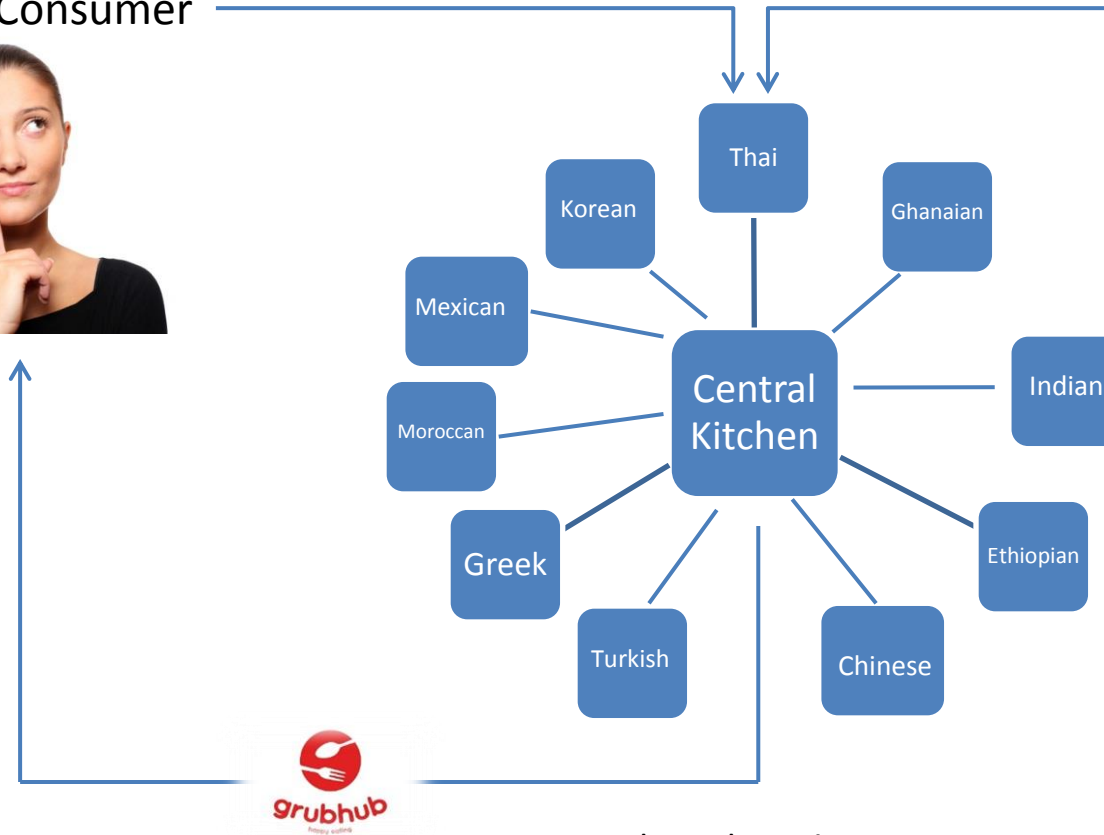
- 25-35 years of age
- Consume Ethnic Food 1+ times per week
- Earn over \$50,000 annual gross income
- Live in Urban Metropolitan Areas
- Desires ethnic foods not available in restaurants

Solution

Grace - Consumer



Kim – Thai Home Chef



Price: \$11-\$14 / Entree

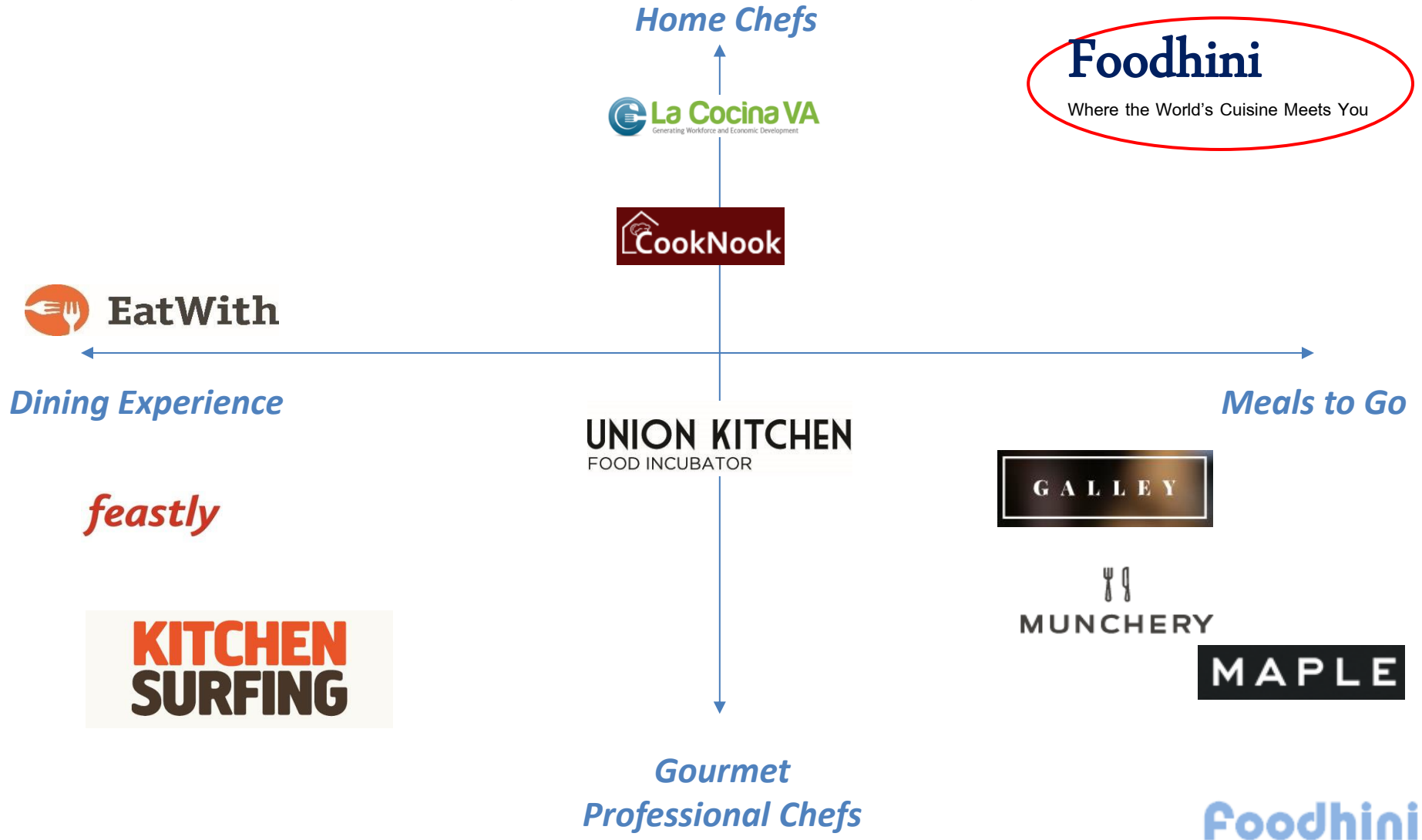
Product: 10-12 different cuisines per day, 1-2 entrees per chef, menu changes weekly

Partners: Grub Hub

Placement: Central Kitchens located near key neighborhoods

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Competitive Analysis



Recent Progress

Ideas Marketplace Pitch Competition: 6/4/15

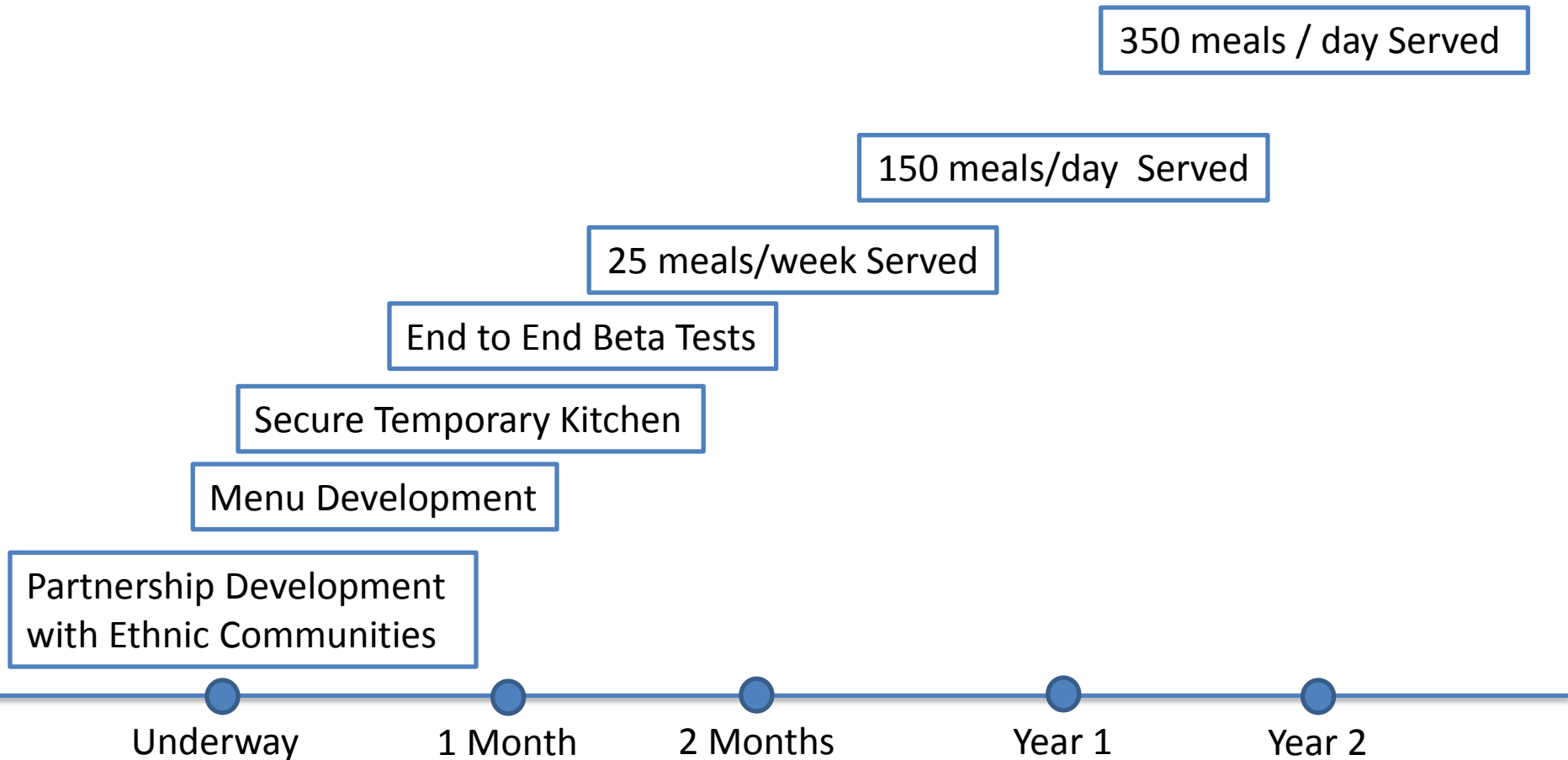


Foodhini Taste Test: 7/3/15



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Next Steps



Team



Noobtsaa Philip Vang – Founder/Chief Executive Officer

- M.B.A, Georgetown University 2016
- 3M Company, General Mills
- B.S. Mechanical Engineering - University of Minnesota



Christopher Foss – Business Development Consultant

- M.B.A & M.S. Global Politics Georgetown University 2016
- Business Development Car Keys Indonesia, Founder Typhoon Haiyan Relief Fund
- B.A. English Literature and Writing – Kalamazoo College



Pavithra Raj – Legal Consultant

- M.B.A, Georgetown University 2016
- Law offices of Daniel Consuegra, FTI Consulting
- J.D. - Nova Southeastern University; B.A. English/International Studies - University of Miami



Thank You

-Q & A-