Plant Jammer

Empower 1 Bn home kitchens to cook better

September 2020

In normal recipe apps, it is not always easy to decide on tonight's meal

A quick Google search shows

- Overwhelmingly many recipes to choose from

- Recipes with ingredients you don't like

- Recipes that don't match your diet preferences

- Recipes with ingredients you don't have at home or can't get

Showcase of our technology: The Plant Jammer app

1 — What do I have?
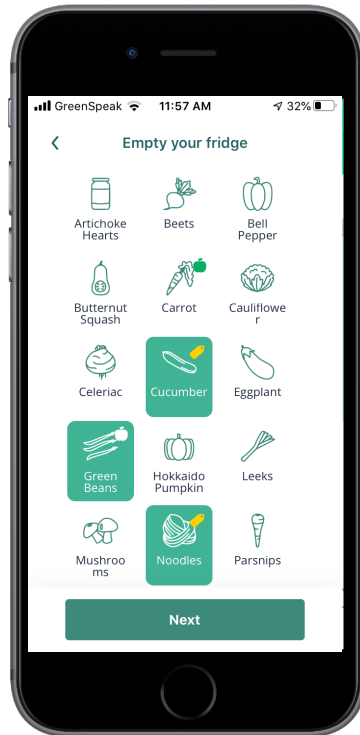
2 — What can I make with it?

3 — Make it a 5-star dish
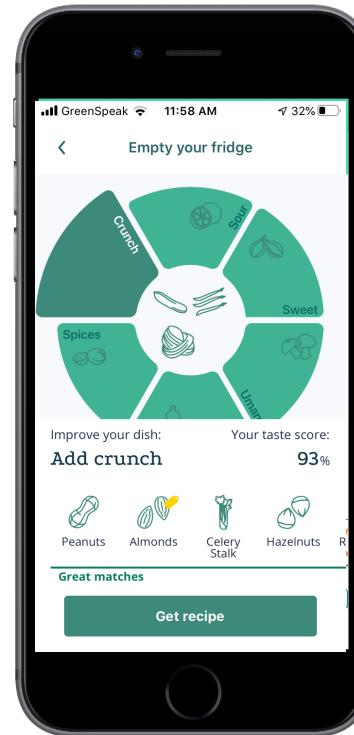
4 — Get your recipe
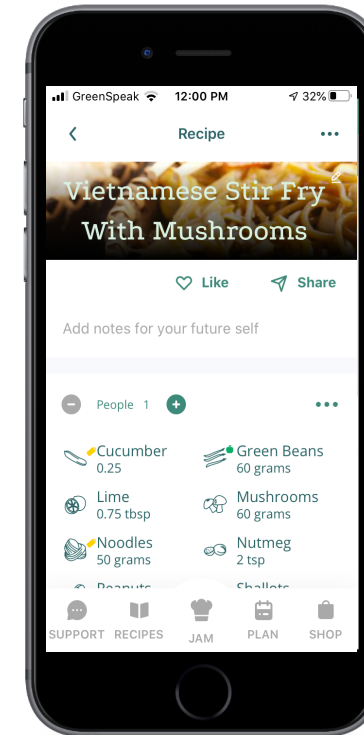
700.000 downloads
100.000 active users
6.000 paying users

GET IT ON Google Play

Download on the App Store

Does Plant Jammer work?

120.000 active users globally

6.500 new downloads per day

5.000 paying users
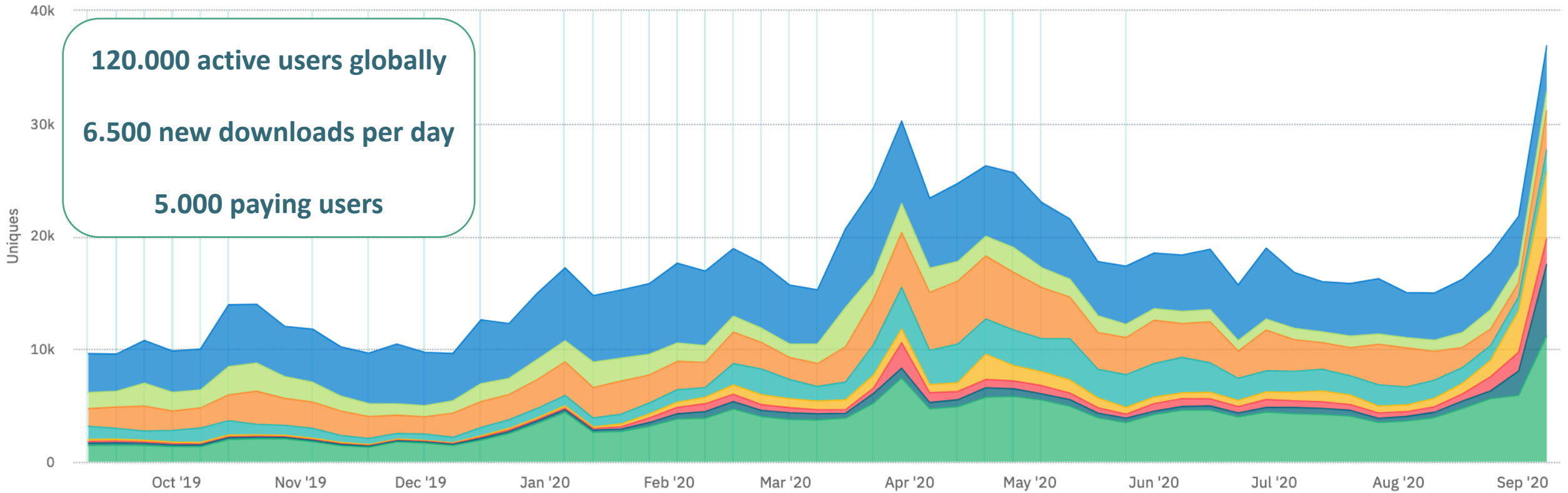
1 Germany	2 Scandinavia	3 UK	4 US
5 Hispanic	6 France	7 NewTestsMarkets	8 Other

We're 12 chefs and data scientists, obsessed with better recipe discovery

1

Flavor model
Our AI allows for endless substitutions and food pairings in any dish with any ingredients

2

Recipes
Our recipe algorithm creates helpful recipe steps for ANY recipe in the world with any kitchen equipment

3
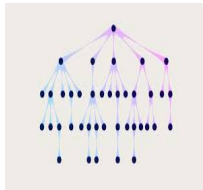
Volumes
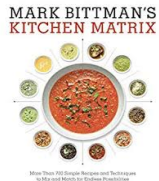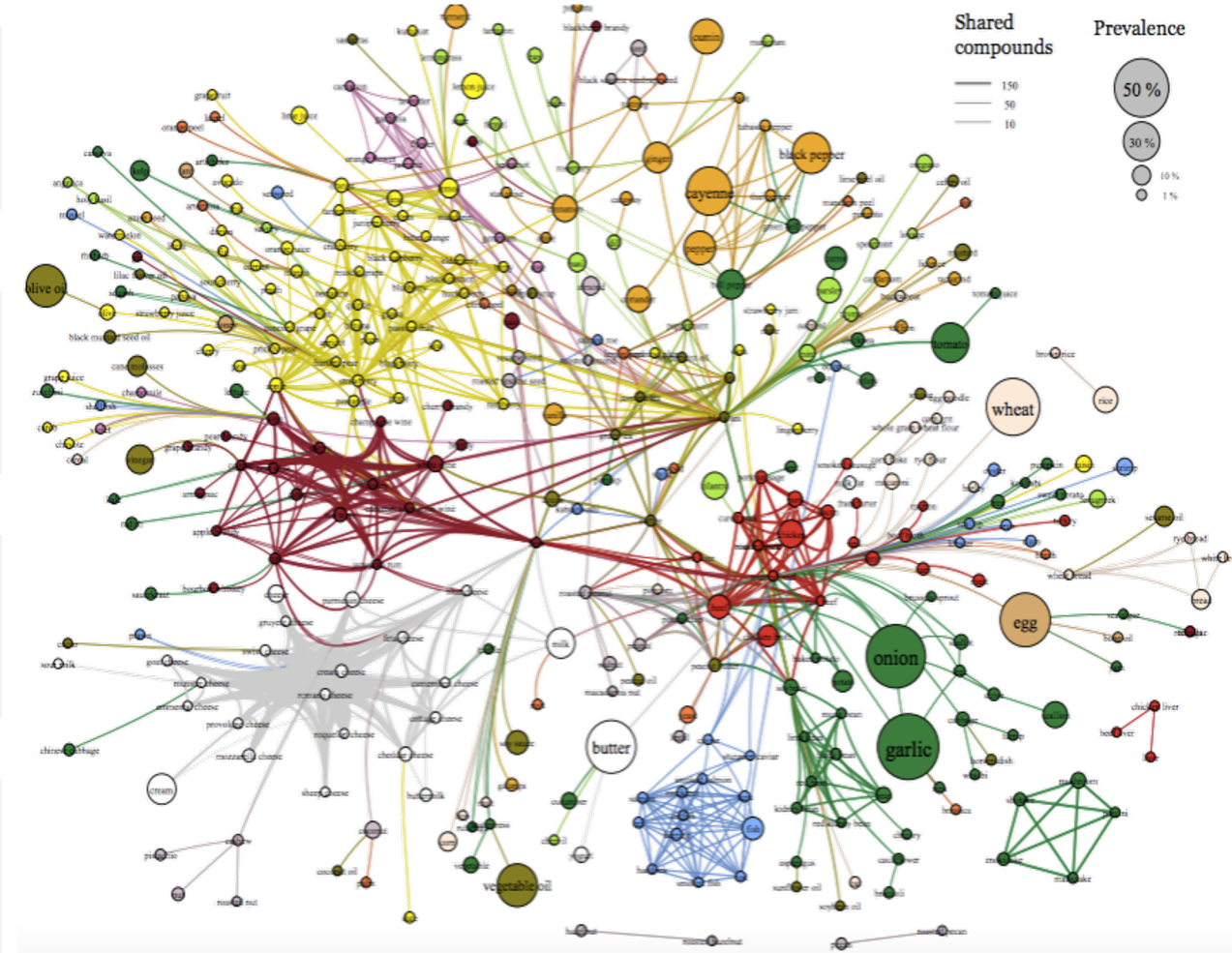Users can change no. of people and the ratio algorithms ensure the recipes strike a flavorful balance between ingredients

4

Personalized Search Results
Our Netflix-inspired recommender system ensures that the user can search for anything in a conversational manner, and be proposed the best personalized recipe

Smart interactive recipes on thousands of websites and apps

Coop

Give me a gluten-free Indian **recipe** with chicken and cauliflower, but without turmeric or cilantro.

KptnCook

It's too salty – how to **save it**?

coop.dk MAD

What's a **substitute** for cilantro in a buddha bowl with eggplant?

Want to partner?
If you want better online recipes without hazzle, reach-out:
michael@plantjammer.com

VORWERK

What can I make with Thermomix **from my fridge**?

Dr.Oetker

How much flour for a vegan muffin with 30 grams chia and 200mL oatmeal?

Miele

How to roast zucchini and beetroots in my Steam oven?