



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

Google search results for "zucchini salad recipe":

- Ca. 1.430.000 resultater (0,40 sekunder)
- Zucchini Salad Recipes - Allrecipes.com**
allrecipes.com/recipes/15110/salad/vegetable-salads/zucchini-salad/ ▼ Oversæt denne side
Looking for zucchini salad recipes? Allrecipes has more than 20 trusted zucchini salad recipes complete with ratings, reviews and mixing tips.
- Shaved Zucchini Salad with Parmesan Pine Nuts recipe | Epicurious ...**
www.epicurious.com/recipes/.../shaved-zucchini-salad... ▼ Oversæt denne side
★★★★★ Bedømmelse: 3,5/4 - 77 anmeldelser - 1 t 20 min. - Kalorier: 172
This no-cook salad is a refreshing (and lovely) way to use up lots of zucchini—and also impress your dinner guests. A vegetable peeler makes it easy to create ...
- Zucchini Salad | Vegetables Recipes | Jamie Oliver Recipes**
www.jamieoliver.com/recipes/...recipes/michela-chiap... ▼ Oversæt denne side
Kalorier: 165
This zucchini or courgette salad will give a little bit of a kick with the added chilli's but is so simple to make and extra beautiful with the lemon juice.
- Courgette Salad | Vegetables Recipes | Jamie Oliver Recipes**
www.jamieoliver.com/recipes/...recipes/courgette-sala... ▼ Oversæt denne side
15 min. - Kalorier: 85
This courgette salad is quite unusual and terribly simple to make; it's great because it's a versatile little dish that will go well with so many things.
- Marinated Zucchini Salad Recipe - NYT Cooking**
https://cooking.nytimes.com/recipes/1013802-marinat... ▼ Oversæt denne side

Jamie Oliver recipe page:

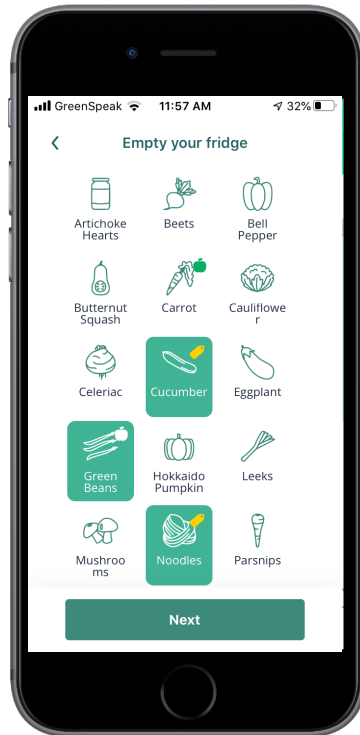
Ingredients

- 4 courgettes
- sea salt
- freshly ground black pepper
- 1 red chilli
- ½ clove garlic
- 1 handful of fresh mint
- extra virgin olive oil
- 1 squeeze lemon juice
- broad beans**
- raw peas

Showcase of our technology: The Plant Jammer app

1

What do I have?



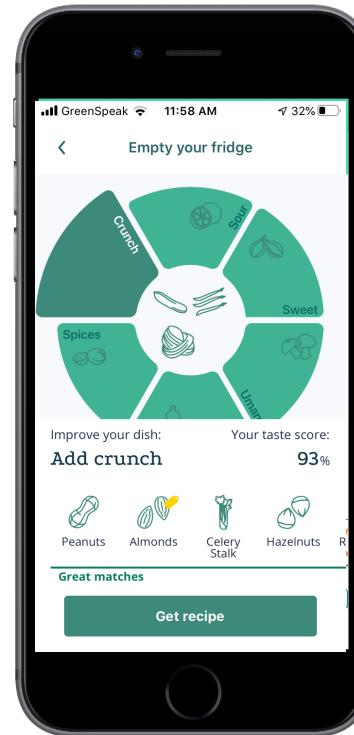
2

What can I make with it?



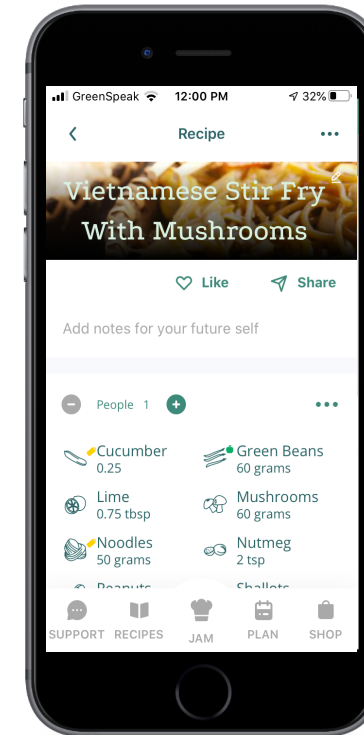
3

Make it a 5-star dish



4

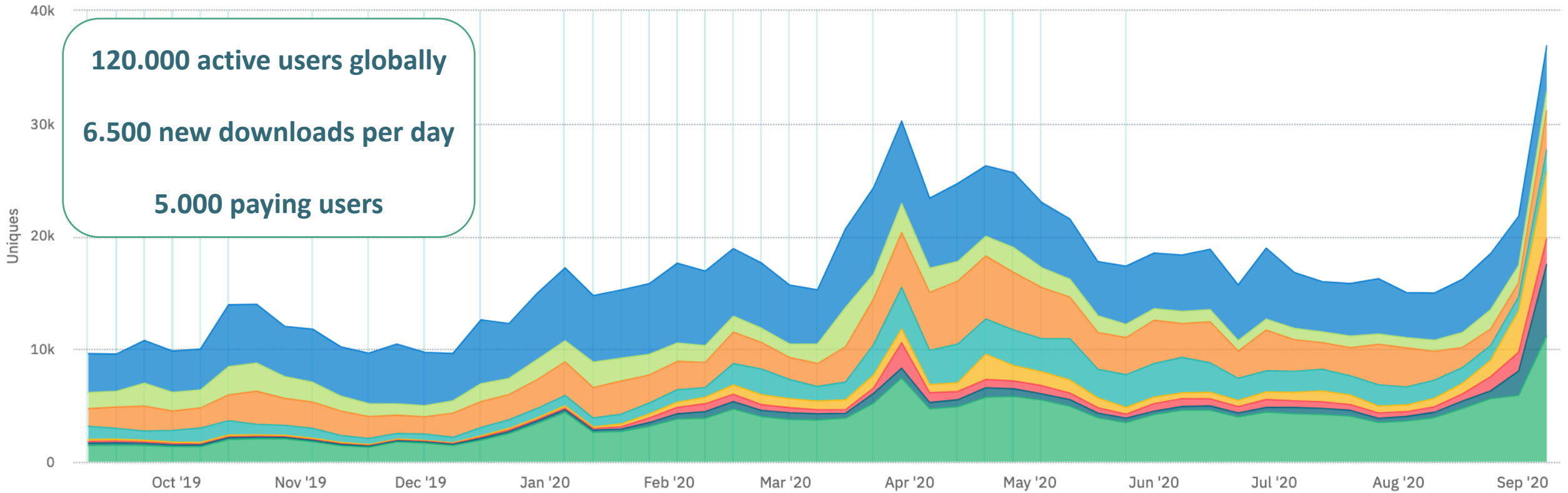
Get your recipe



700.000 downloads
100.000 active users
6.000 paying users



Does Plant Jammer work?



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

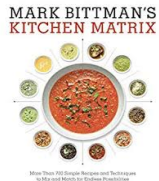
1



Flavor model

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

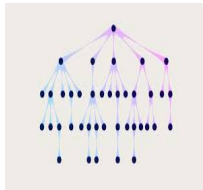
2



Recipes

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

3



Volumes

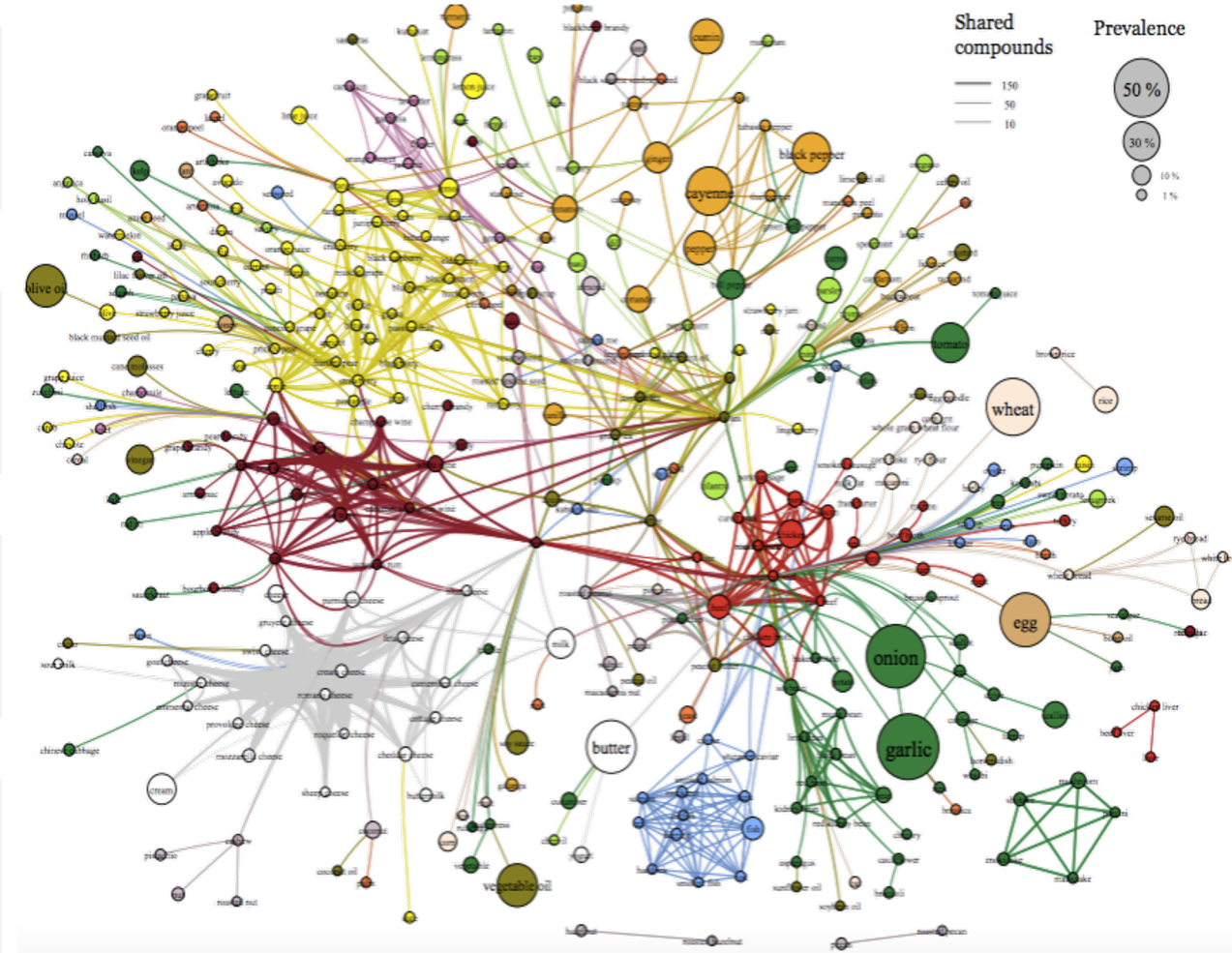
Users can change no. of people and the ratio algorithms ensure the recipes strike a flavorful balance between ingredients

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



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



It's too salty –
how to save it?



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

Want to partner?

If you want better online recipes without hassle, reach-out:
michael@plantjammer.com



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



What can I make with Thermomix
from my fridge?



How to roast zucchini and beetroots in my Steam oven?