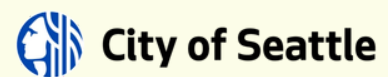


For everyone, at every table

home
made



Introductions

How the food & nutrition security system is failing

Programs are fractured and siloed

- Different departments manage various food programs
- Not created based on user experience, needs or preferences
- User required to navigate various platforms and processes

Waste in the system

- Waste increases as choice decreases (food boxes)
- Unfamiliar foods in food banks
- Unfamiliar produce in farmers markets

How the food & nutrition security system is failing

Providing food access, but no meaningful cooking instruction or assistance

- Cooking is declining with each generation:
 - More than half the calories now come from ultra-processed foods (53% adults; 62% children)
 - Diet related chronic disease rates increasing (\$44 trillion in healthcare spending)
 - 60% of total food waste is from households (regardless of income)

Culinary classes are effective in reversing these trends, but need to be scalable and relevant.

The instruction must be tailored to:

- Foods people can afford
- That their families will eat, and
- Fit into real schedules

Meet Homemade!

On a mission to empower the world to cook more!

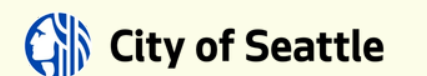
Millions of students

79% class completion rate

2,500+ cooking videos in our ever-growing library

15 diverse, fun, approachable, and professional chefs

175+ partnerships with top orgs



Video & AI Have Transformed How People Shop, Eat & Cook

The private sector is all in on videos and AI-assisted shopping

FOOD VIDEOS

- **8/10** people say food videos drive them to cook more
- **72%** feel more confident cooking healthy meals after watching videos

AI-ASSISTED SHOPPING

- **AI is now the #2** most influential shopping source
- **70%** of consumers say AI influences what food they buy
- **\$168B+** flowing into retail media + AI



We can leverage the same behavior changing tools for public good

- **Community Food Security**
 - Awareness/use of the food assistance programs
 - Tools/skills to stretch foods and budgets
- **Improved Health**
 - Increase scratch cooking with relevant recipes
 - Greater awareness and efficacy of produce incentive programs
 - Inspiring recipe ideas for produce and other healthful foods
- **Reduce Food Waste**
 - Tips to use what you have
 - Tips to use the entirety of what you buy
 - Guidance on date labeling/food safety



OUR FOUNDING PARTNERS



Seattle has invested millions in food.
Homemade brings measurable assistance.

Food + Assistance

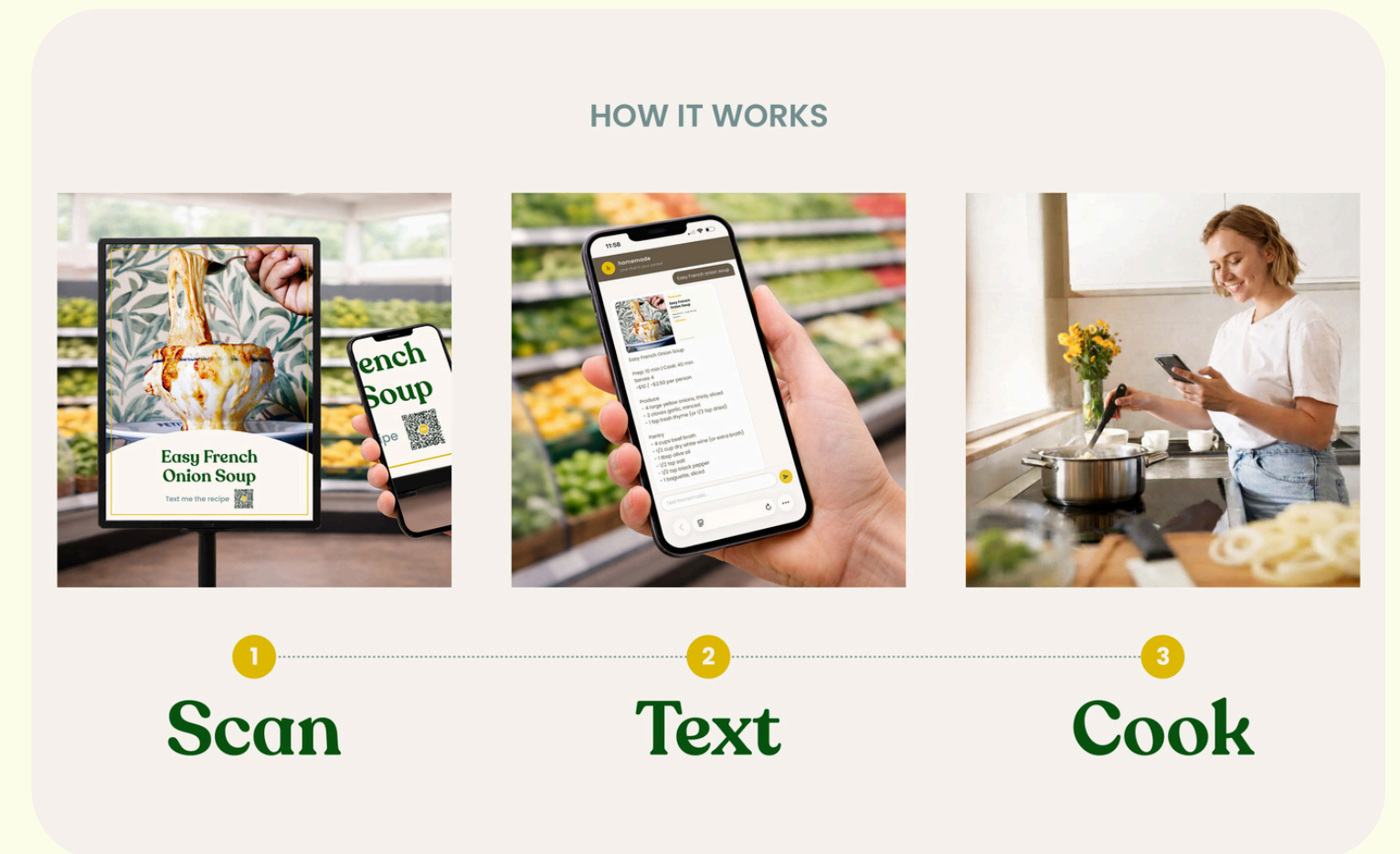
Food + Assistance

Text Support

- Free, real-time SMS food guidance
- Built for food security and everyday decisions
- Connects residents to Seattle resources
 - (Basic Food, Produce Incentives, food banks, etc)
- Culinary trained on Homemade IP
- Personalized to culture, budget, and what's on hand

Recipes act as our gateway to guidance

- 17x the engagement on social videos
- 3.2x the CTR on emails
- 6.2x open rate on SMS



Food + Assistance

Video & Resource Hub

- Video library
- Community leaders
- Highlight cultural abundance
- Local resources

Avocados

Creamy, dreamy, and always a good idea—avocados are a kitchen MVP. **Select** ones that give just a little when you press, **store** them in the fridge once ripe, and **stretch** every last scoop by blending them into a versatile avocado crema you can drizzle, dip, and spread on just about everything.



Potatoes

Reliable, comforting, and endlessly versatile—potatoes are here for you and adaptable to your family's preferences. **Select** firm spuds with no sprouts, **store** them in a cool, dark place, and **stretch** them all week by roasting a big batch to freeze or turning one of them into the base of a comforting, flavorful soup.



Food + Assistance

Live & Livestreamed Cooking Classes

- Schools/fieldtrips
- Community centers
- Farmers markets

***Community Led, Homemade assistance**



How Homemade Assistance Strengthens the Seattle Food Plan

- Community Food Security
- Local Supply Chains & Equitably Purchased Food
- Food Waste
- Community-Led Nutrition Education



Community Food Security

- **Strengthen Fresh Bucks**

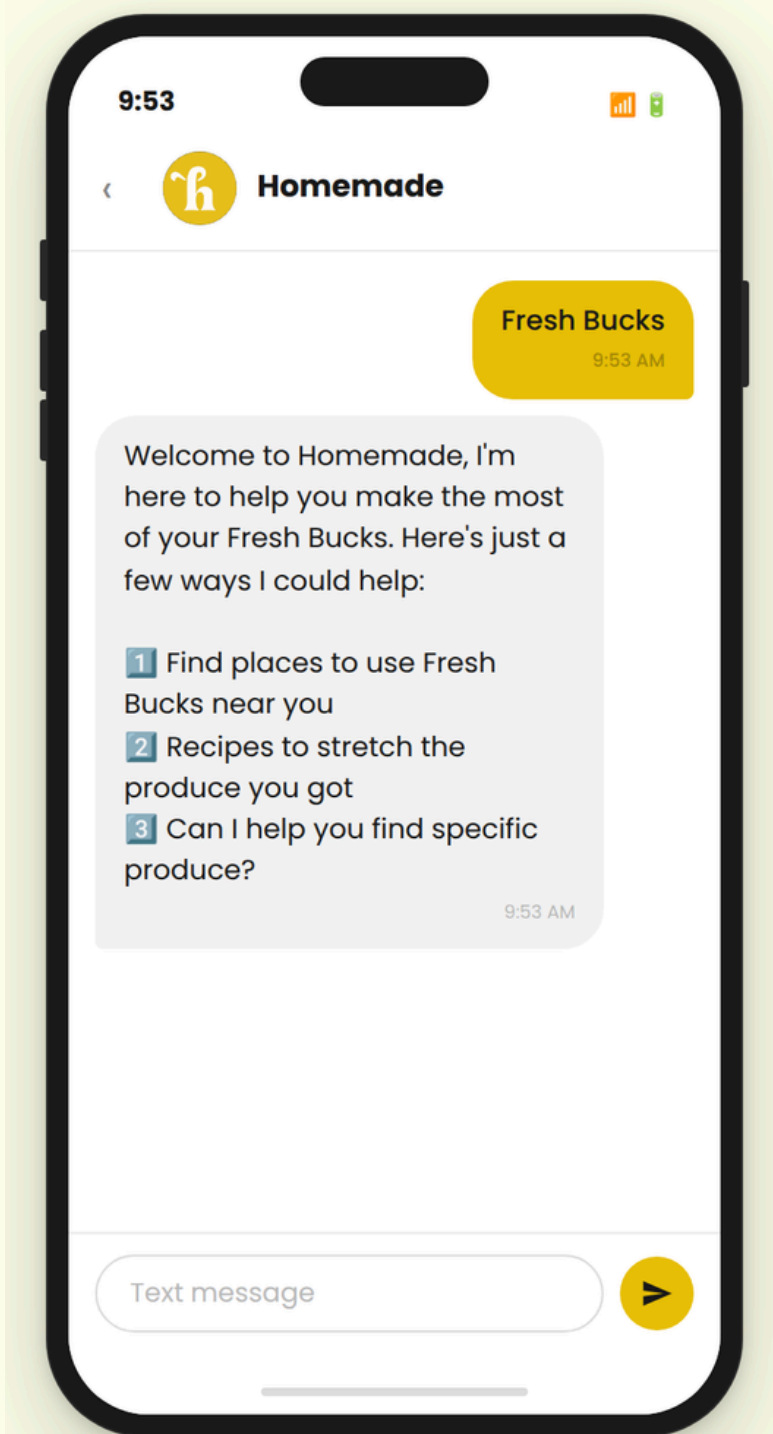
- Awareness of the breadth of retailers
- Recipes to diversify types of produce used
- Assistance in "food as medicine" contexts

- **Uplift Food Banks**

- Assistance for food bank staff for cultural awareness/translation
- Recipe ideas for unfamiliar foods
- Assistance for pre-selected food boxes

- **Increase awareness of food assistance resources**

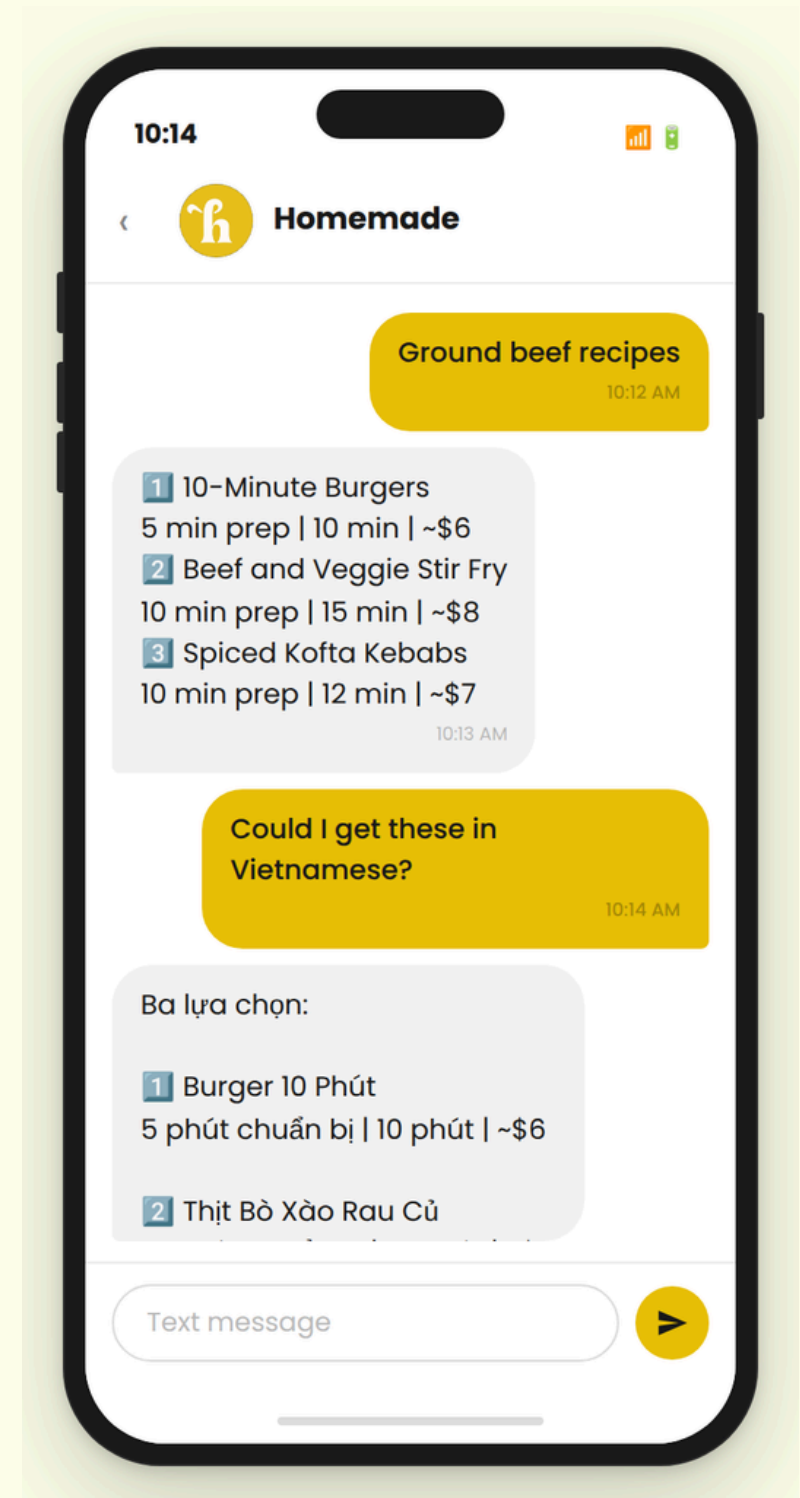
- In-text prompts
- Use profile for personalized suggestions



*General guidance to use food you already have and stretch budgets

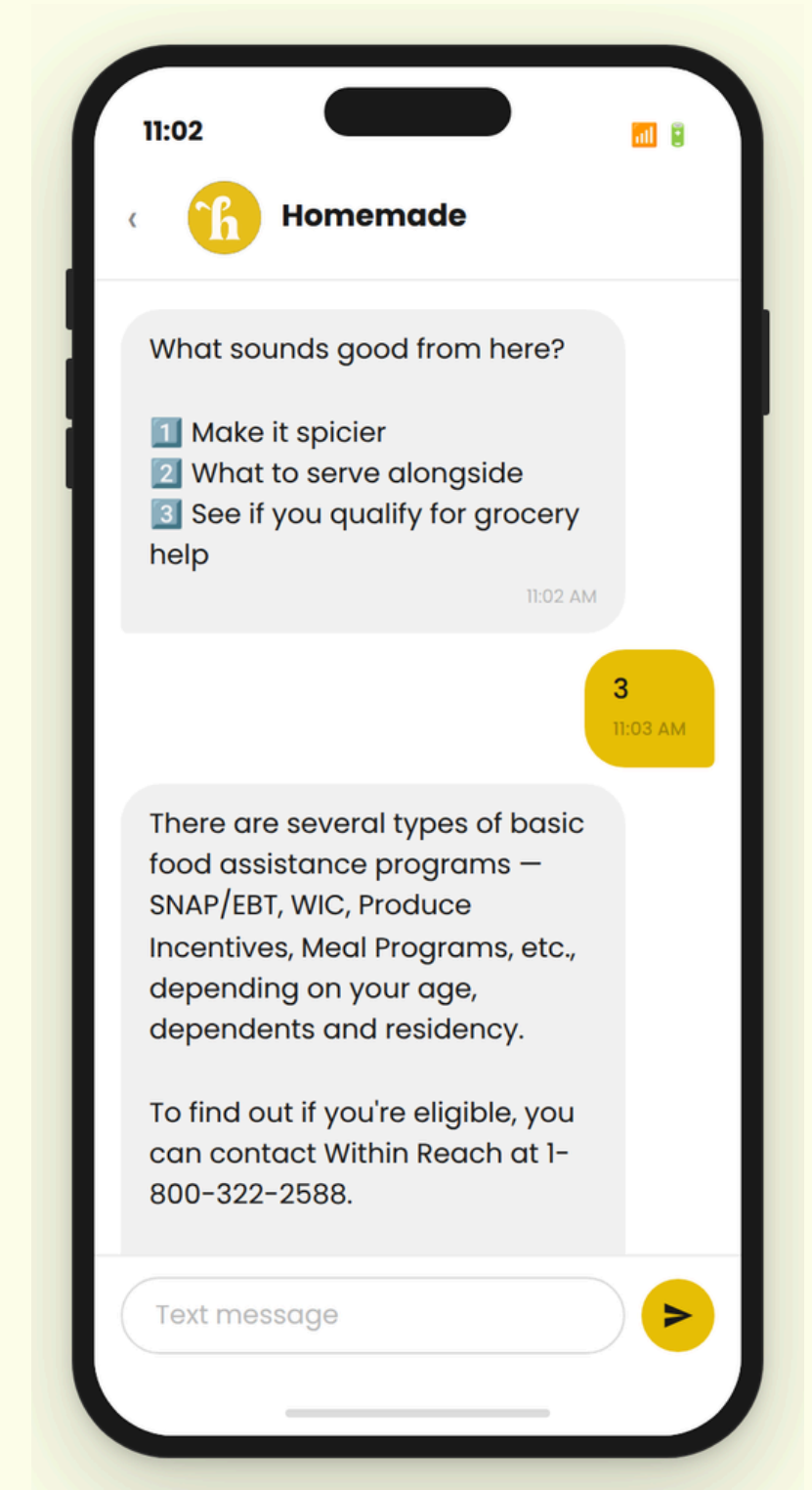
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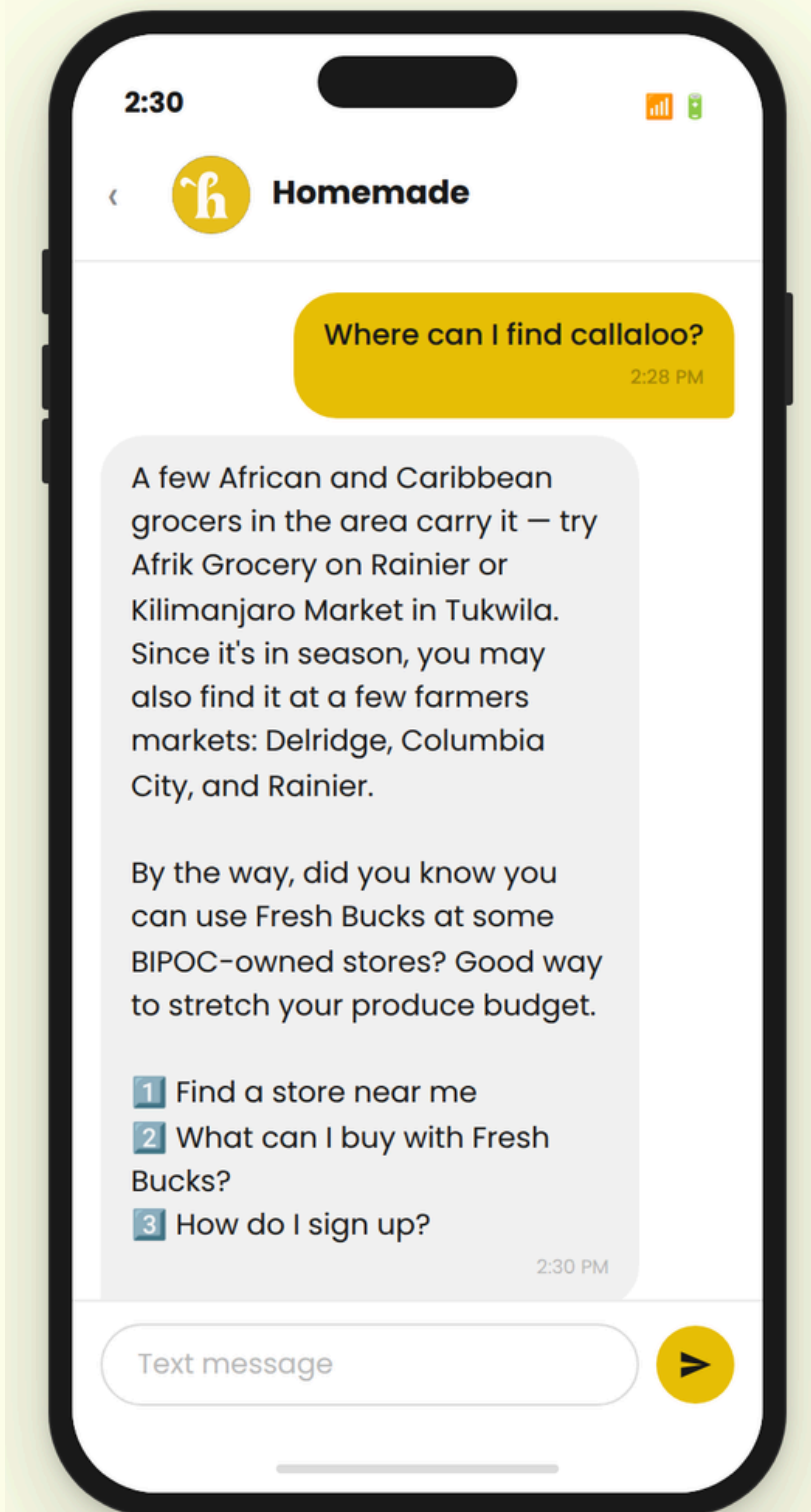
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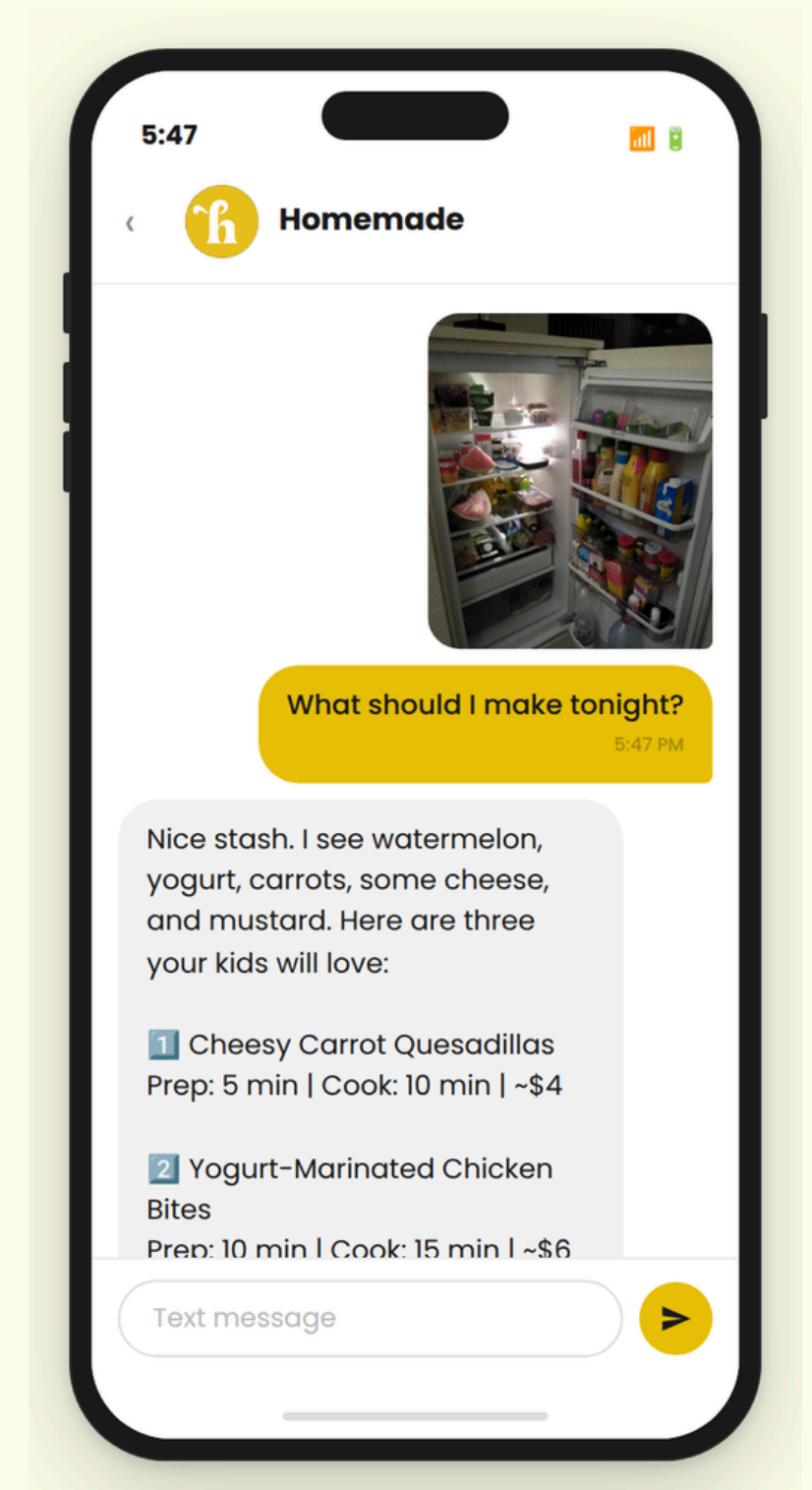
Local Supply Chains & Equitably Purchased Food

- Level the playing field to provide promotion for local businesses
- Promotion for BIPOC-owned businesses and farms



Food Waste

- Photo of ingredients you have
- Receipt scan
- Use Food Well prompts
- Shopping and cooking tips
- Can add food safety, date labeling etc...



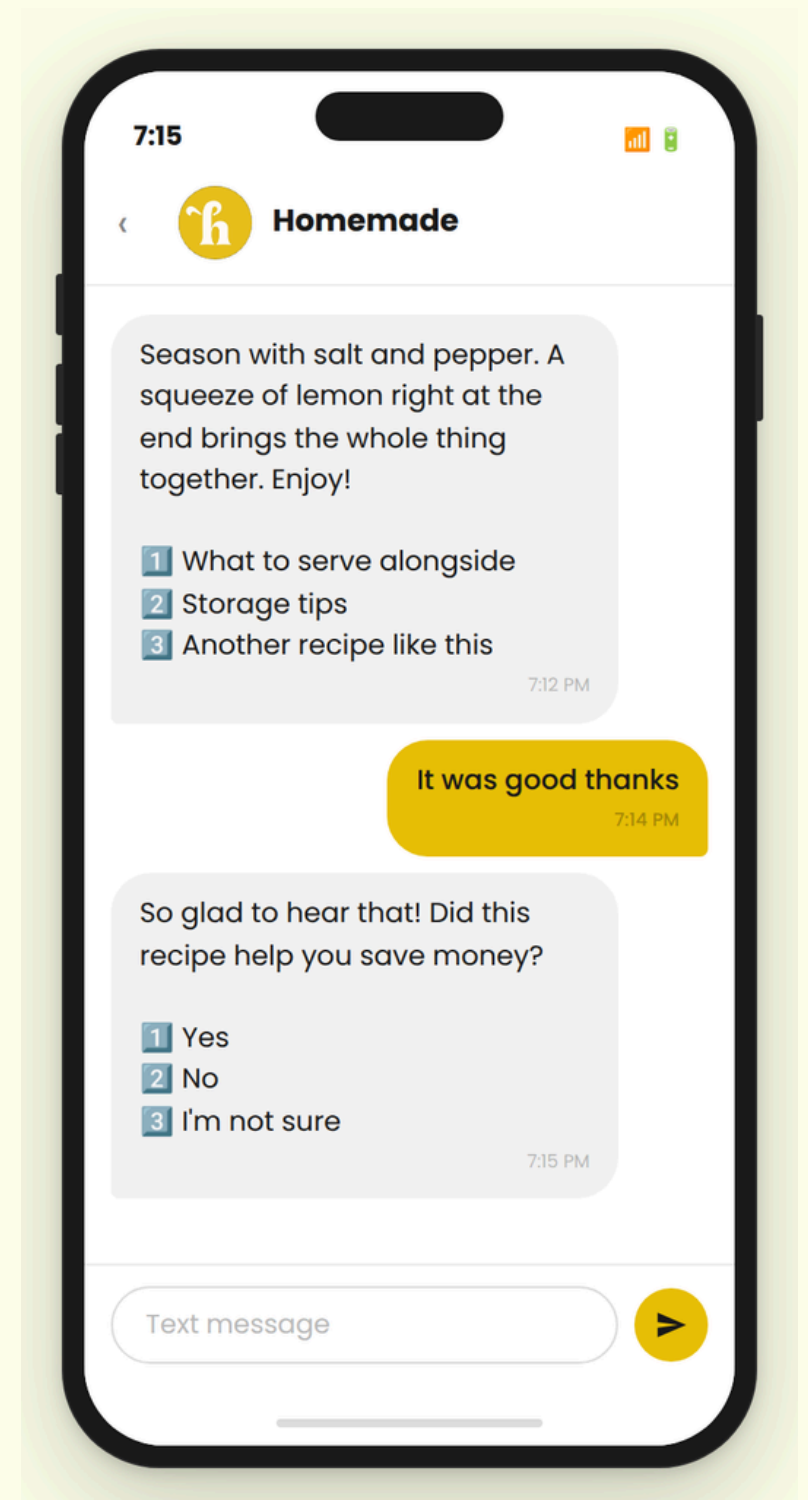
Community-Led Education and School Programs

- Live → Schools & Community Centers
- Video → resource for teachers
- Recipe Scan → onsite and digital



Measurement

- Culinary engagement data
- Surveys (self report & partner-initiated)
- Traffic to targeted programs/businesses
- World Resources Institute partnership
- Food Waste measurement



[Click to Read](#)

Security & Privacy

Built for Trust

- No sale of personal data
- No surveillance or long-term tracking
- Minimal data collection
- Aggregated, anonymized insights only
- User control (opt out + delete anytime)
- Encrypted, secure infrastructure

Homemade

Security, Privacy & Data Principles

Prepared for Partners

Executive Summary

Homemade is a privacy-first, AI-powered food guidance platform designed for use across grocery, healthcare, and public-sector environments.

The system is built to support real-time food decisions while minimizing data collection and protecting user privacy.

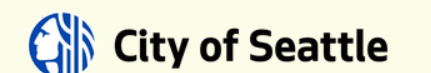
Unlike traditional AI platforms and retail media networks, Homemade does not rely on surveillance-based data models. It operates on context, not long-term tracking, significantly reducing risk for partners.

As Homemade scales across retail and community environments, security and privacy are treated as foundational infrastructure—not an afterthought.

Our Approach

Homemade is designed to:

- Help people make better food decisions in the moment
- Operate safely across sensitive environments
- Protect both users and institutional partners
- Generate insights without compromising privacy



The Time is Now

- Fresh food costs continue to rise
- Processed food consumption is increasing
- Retail is shaping decisions at scale
- Incentives prioritize selling products & ads
- These tools will only get more powerful

The public food system needs to modernize and adapt to **meet people in the moment**



Seattle will lead the way in Good Food Guidance

