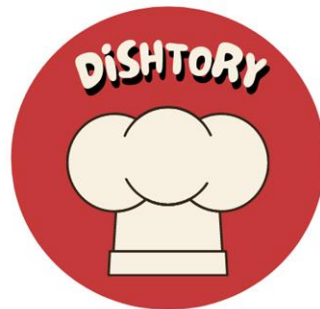


A photograph of three elderly women standing in a kitchen. They are all wearing white short-sleeved shirts and red aprons. Each apron has a decorative floral arrangement pinned to the chest. The woman on the left has short white hair and glasses. The woman in the middle has short white hair. The woman on the right has short brown hair and glasses. They are all smiling slightly. The background shows kitchen shelves with various items.

*“A recipe is a story that ends with a great meal.”*  
*-Pat Conroy*



# Dishtory – Record, Save and Share



- Easy to use for family members of all ages
- Create a collection for future generations
- Consumer (B2C) and commercial (B2B) applications
- Dishtory is not a recipe app: Audio heirlooms cooked up on Dishtory exist forever, can be shared instantaneously and bring the voice of a distant, departed or disconnected loved one to life.

# Dishtory – People Want Family Heirlooms



**84%** of Americans feel that family recipes help boost the connection with their family and history

**65%** would like to make one recipe to help pass on their culture

**47%** percent want to be able to tell their children stories through the food

**41%** have had at least five recipes passed down to them over the years

**15%** admit they have lost or damaged a treasured recipe that has been handed down to them.

# Dishtory: Global Reach



Impressions | 830,235  
Engagements | 56,224



Accounts Reached | 33.4K  
Accounts Engaged | 4,560



Impressions | 15,360  
Engagements | 952

**3,000+ Early Adapters**

Total world-wide impressions and engagement approaching 500,000 million

# Unique Market - Unique Growth Potential



- Recipe Apps market size: \$534.02 million
- Expected to grow by 12.87%



- 90% of American cook at home at least once a week
- Millennials cook at home 6.7 days a week



- 52% of Americans recreate childhood traditions

## Potential Partners, Mergers and Acquisitions

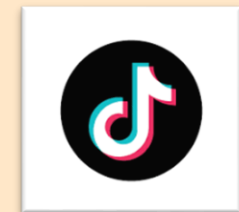
### Home Shopping



### Geanology Sites



### Influencers



### Recipe Partners



### Multi-Site Restaurants



### Social Media Partners



# Growing Dishtory – Foodies Unite

- Allow content marketers to engage affiliates
- Create private pages - by invitation only - where families can cook gather
- Upgrade video editing platform
- Live cooking groups
- Culinary Students
- B2B and B2C capabilities



# Three-Year Growth Plan

## Upgrades: \$350,000

- Coding Improvements
- Design Improvements
- User Enhancements
- Desktop Version



## Advertising: \$300,000

- Influencers
- Social Media Blitz
- Expanded Media Relations
- Local & National Events

## Customer Acquisition: \$300,000

- Sales
- Marketing
- Operations



## Misc. Expenses: \$50,000

- Office Supplies
- Legal
- Licensing

# The Dishtory Team



Dan & Andrea Zawisza  
Co-Founders

Chris & Ann Kozak  
Co-Founders

## Find Dishtory



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