



GATHAR

CHANGING THE WAY THE WORLD GATHARS



# OUR VISION



“ Our Vision Is To Become The Number One Global Platform For Amazing Culinary Experience, From Intimate Dinner Parties To Weekly Family Meals And Large Corporate Events. ”

# WHY GATHAR? WHY NOW?



Catering markets are fragmented with high friction points on both the supply and demand side

- Suppliers (Chefs + Caterers) are unable to spend time and money properly marketing and promoting their business
- Consumers face a wall of choice with no easy way to discern quality, price/value and menu options in a convenient and timely manner

These themes are pervasive across the dine at home, life milestone events and corporate markets

While other “creator economies” have platform solutions in already in situ, private chefs and catering remains a largely latent market in the Australian and US context.



Accommodation

Etsy

Artists

Upwork

Freelancers

substack

Writers

GLAMSQUAD

Beauty

GATHAR

Chefs + Caterers



# CAPITALISING ON TRENDS – PERVASIVE AND EMERGING



People are going out less and staying in more



Weekly in-home cooking service is **growing at 13% PA** across both AU and the US



Restaurants and caterers more open to novel demand funnels post COVID



Corporate catering and employee benefit spend is increasing to retain clients and staff



There is nobody doing what Gathar does in Australia or the US



# GATHAR GROWTH



**39+**

Locations live across AUS  
and USA

**95%**

Retention rate of  
sellers (chefs)

**70K+**

Satisfied diners served

**500+**

Sellers (chefs) onboarded across  
AUS and USA

**\$6M+**

Platform sales (GMV)

**330%**

Growth year on year

**1000+**

5-star reviews

Featured by



# THE GATHAR MODEL



## TWO-SIDED PLATFORM

Two-sided platform enabling a seamless experience between Host (buyer) and Culinarian (seller)



### Culinarian (Seller)

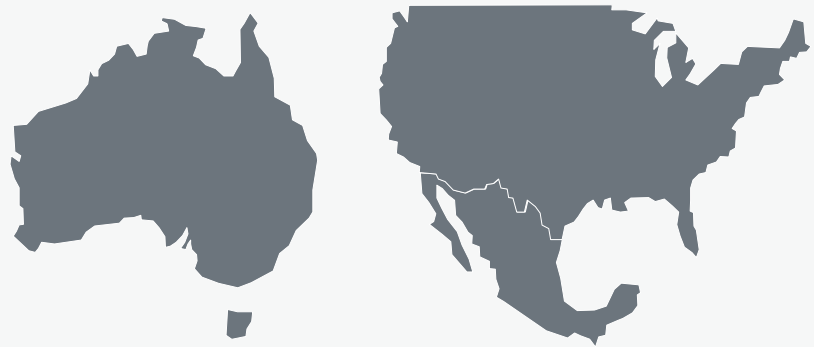
Passionate **cooks**, private **chefs**, **grazing table stylists** & **caterers**.



### Host (Buyer)

**Locals** at home, **tourists** at holiday properties, **corporates** & **weddings**.

## REVENUE MODEL



**17%**

Service Fee + Tax (Chef Side)



**\$18**

Per Booking Fee (Host Side)



# TWO-SIDED VALUE PROPOSITION



## VALUE TO OUR SELLERS (CHEFS + CATERERS)



Flexible + lucrative income stream



Sales + marketing support for growth



Enquiry + booking management



Full payment collection + management



Public Liability Insurance

## VALUE TO OUR BUYERS (HOSTS)



Something for every budget + taste



Ease of enquiry + booking via platform + Customer Care Experience



Quality assurance + 5-star reviews



Secure payment + bill splitting



Public Liability Insurance



400+ culinarians (AUS) and 100+ culinarians (USA) on platform (with limitless growth potential). 90% retention of Sellers.



Over 70,000 meals curated and catered since inception. 95% 5-Star Reviews.



# HOST REVIEWS



“The food was delicious and all guests were thoroughly impressed. It was so relaxing – I actually got to spend time with friends rather than in the kitchen. For all the serving, food and cleaning for over 20 guests, the price was more than reasonable. Thank you so much for allowing us to have the best time!”

– Kerry, Sydney

[READ OUR HOST REVIEWS](#)



# GATHAR END MARKETS



CURRENT

## Social Events + Dinner Parties



## Milestone Life + Annual Events



Weddings



Birthdays



Christmas



Baby Showers



Funerals



Easter

## High Value Corporate Events



TikTok



EMERGING

## Weekly Chef Meal Prep



## Holiday Rentals



## Partnerships



# GATHAR (AUS) AT A GLANCE



180% Growth Year on Year (2022  
\$1m GMV vs \$2.8m GMV in 2023)



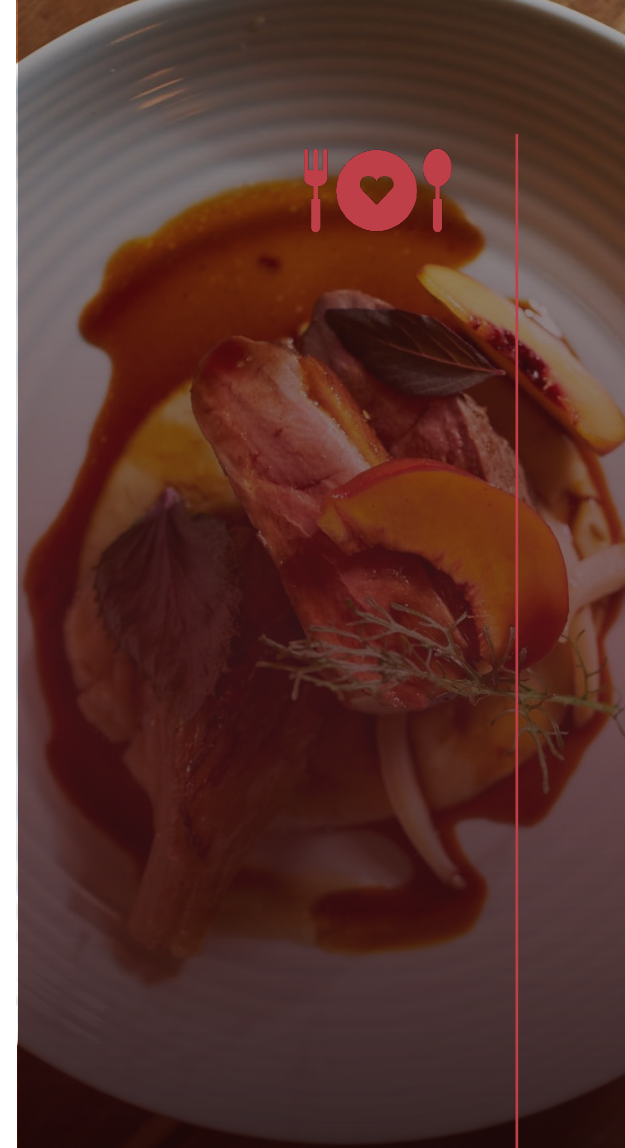
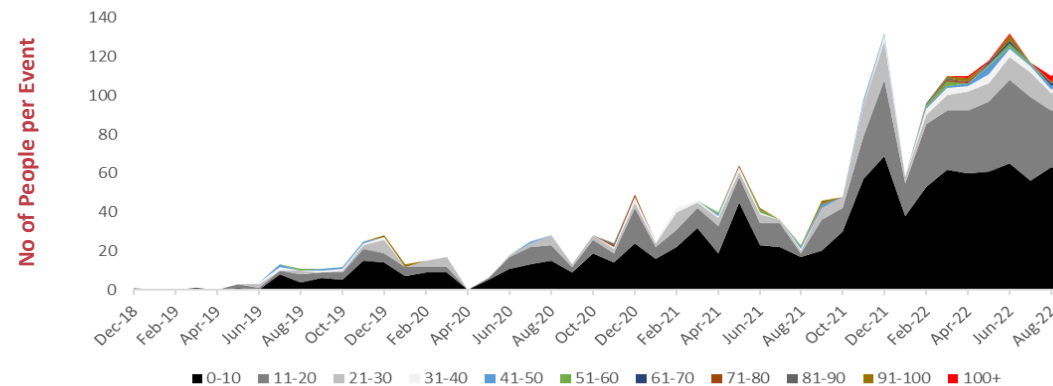
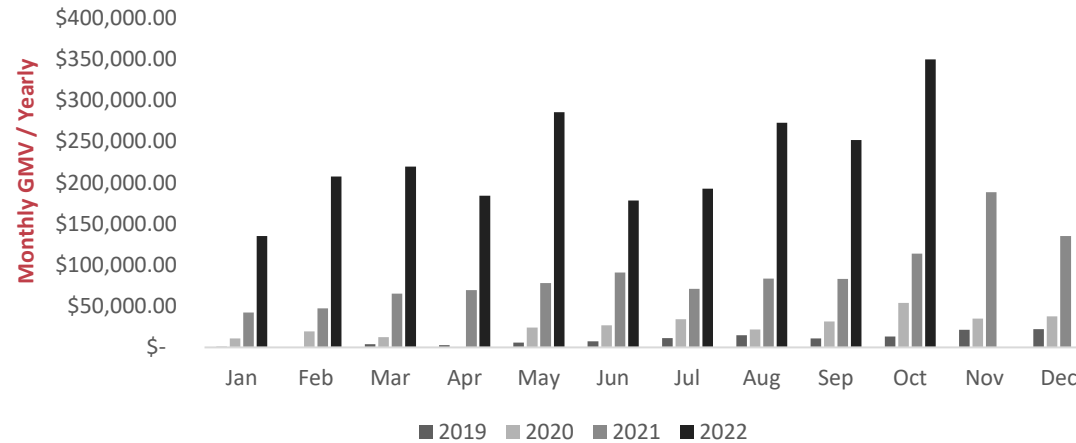
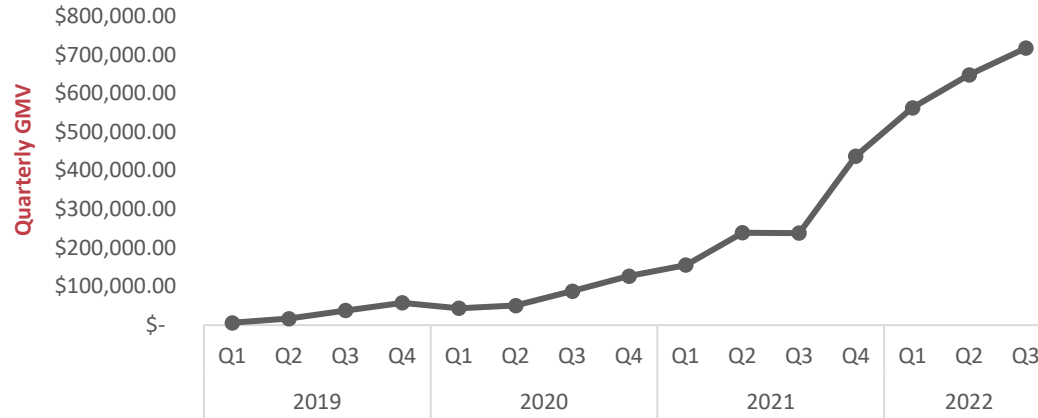
Over \$6M in sales (GMV) since  
launch, with 95% 5-star customer  
satisfaction rate



Now established in all Australian  
states & territories. Significant  
market growth still in Aus (5x)



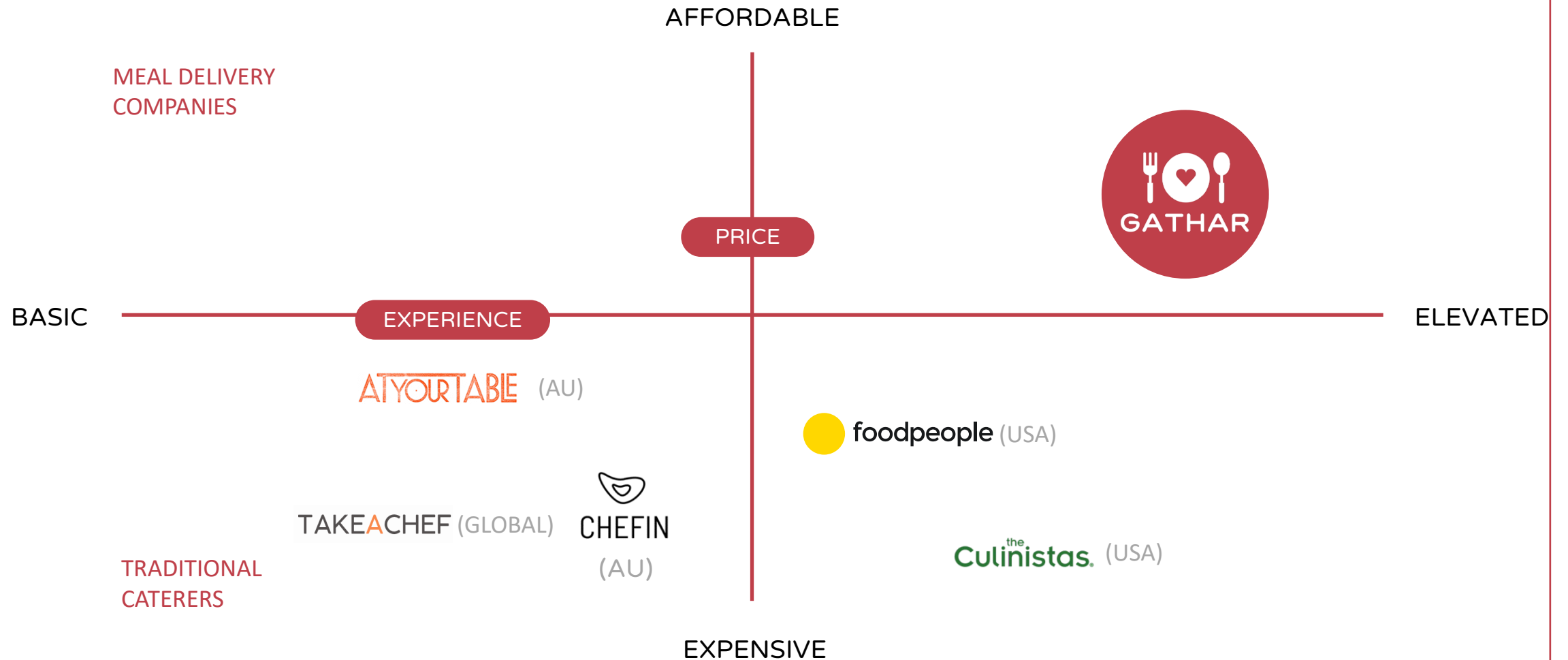
Average booking \$ size  
is increasing mom. Event size is  
increasing. High B2B market growth



# NOBODY IS DOING WHAT WE DO IN THE US.



We are the biggest in Australia and have first to market advantage in USA.





# MARKET SIZE - GMV



## Australian Market

**\$23B**

(AUD) PER YEAR

TAM Restaurant + Catering

**\$4B**

(AUD) PER YEAR

SAM Event Catering  
+ Premium Restaurant

**\$120M**

(AUD) PER YEAR

SOM (3% SAM Target Market  
Share GMV)



## USA Market

**\$200B**

(USA) PER YEAR

TAM Restaurant + Catering

**\$18B**

(USA) PER YEAR

SAM Event Catering  
+ Premium Restaurant

**\$540M**

(USA) PER YEAR

SOM (3% SAM Target Market  
Share GMV)

# LEADERSHIP & BOARD



**Jodie**

**CEO & Co-Founder**

15 years in senior marketing, events & management roles



**Ashton**

**CMO**

12 years in brand marketing + growing food-tech startups



**Lauren**

**Head of Customer Care**

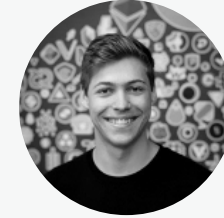
10 years leading high performing sales teams



**Christopher**

**Head of Partnerships & Events (AUS)**

11 years in sales and strategic partnerships



**Jordan**

**Head of Tech**

8 years in web development, 4 years building Gathar platform

We have a core team of 12 FTEs in Australia and 2 US foundation team members in LA. In addition, we are supported by our board, investors, and team of advisors, including those from the Curtis Stone team.



**Chef Curtis Stone**

**USA Co-founder**



**Lia**

**Head of Partnerships & Events (USA)**

13 + years in high end events and catering sales



**Kaj**

**CTO**

20 years experience building global tech and managing dev teams



**Bryce Greig**

**Board Director & Investor**



**Nick Adams**

**Board Director & Investor**

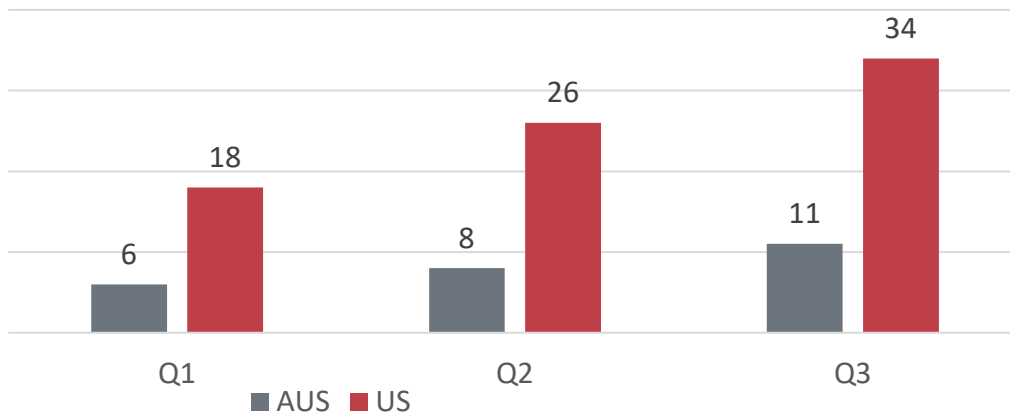
# GATHAR (USA) AT A GLANCE

Gathar launched into the US market in June 2022.

Within our first year of operating in US, Gathar has:

- 10x revenue in past 6 months, with record month of growth again in May 2023
- Successful media & influencers launch event & PR campaign, along side US co-founder Chef Curtis Stone. Tier 1 media hits including [Bloomberg](#), [LA Weekly](#) + [Variety](#)
- Expanded across Southern California (Los Angeles and surrounds), San Francisco and Austin Texas.
- Built strong core team of staff and successfully onboarded **over 80 Culinarians**
- All bookings with 100% 5-star reviews. Repeat bookings at increased rate compared to Aus market.
- Above projected B2B market growth, with events for **Cisco**, **TikTok** and **Amazon Prime**
- Highly successful ambassadorship partnership with celebrity chef Gina Clarke with bookings referrals, chef and brand growth.

## USA vs AUS Culinarian Take-up



USA culinarian take-up rate has far exceeded initial AUS culinarian growth.



[WATCH CURTIS STONE GATHAR VIDEO](#)

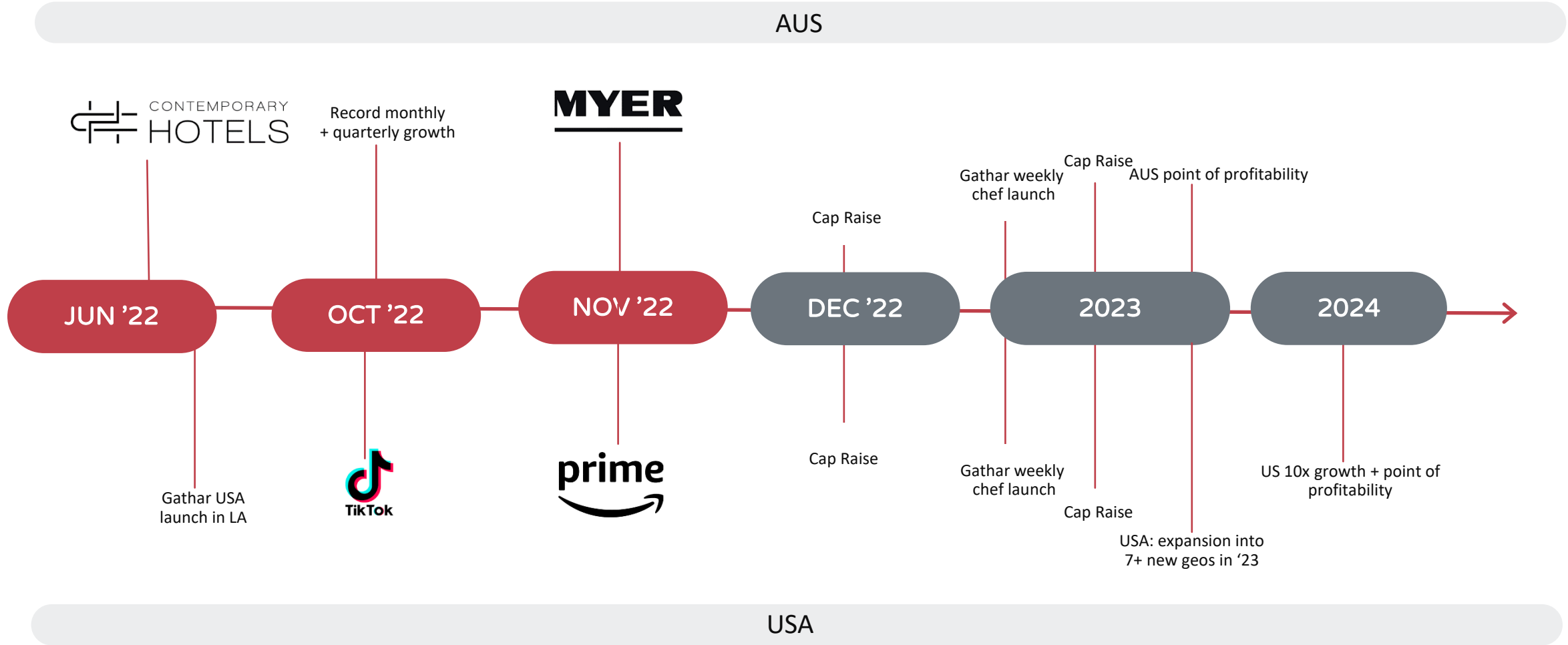
We are thrilled to have Michelin-starred Aussie chef and LA-based restaurateur Curtis Stone on board as our US Co-founder. This strategic partnership sees us work closely with Curtis and his team, leveraging their invaluable industry knowledge and connections to bring Gathar to market in the US.

*"The world has changed for chefs. Post-pandemic, we're seeing more chefs wanting to start their own private chef businesses and I believe Gathar is in the perfect position to support this shift within the industry."*

Curtis Stone, US Co-founder ([read more](#))



# GATHAR GROWTH ROADMAP



Continued product and platform development, culinarian recruitment and customer acquisition across both markets.

## GATHAR CAPITAL RAISE

Currently raising up to \$2M AUD, with \$800k already closed  
\$12.3M pre-money valuation  
Investment to fuel continued growth across US market

**Jodie Mlikota**

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