



**HOMETASTE**  
*Een smaakvolle beleving*

## HOME KITCHENS

Unique investment opportunity





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*“By the food-industry, for the foodindustry”*

## Meal-delivery during the COVID-pandemic

The COVID-pandemic was a wake-up call for many entrepreneurs in the food industry, including us. There was a big shift to online meal-delivery because consumers were forced to stay home and the industry quickly adapted. Offering delivery became essential for restaurants to stay open. During this time we experienced the problems with the existing delivery services first hand through the restaurant DeliTasty.

## The challenges in the food-industry

We notice that more and more restaurant owners become dependant on the big delivery platforms. Unfortunately these platforms ask an extremely high commission, extorting restaurants for their already thin margins. Brand awareness is also harder to gain through these platforms because they ask for extra promotion costs on top of their 30% commission just to reach a place near the top of their page.

These powerful delivery-platforms are seen as a threat for the food-industry and they use their monopolistic position to increase costs yearly.

## Aiming for more variation and inspiration

Current delivery platforms offer little variation, overrepresent fastfood and don't inspire their customers to try new things. An alternative is to offer more flavours from different cultures. This gave us the idea to set up a platform that is equally suitable for restaurants as for Home Kitchens. Also we decided to set up a page where restaurants can add pictures of their products which offers customers inspiration through user generated content. These features create a unique product that can compete with the big platforms.

Thang Tran



*Owner of Deli Tasty, a succesful Vietnamese restaurant in the middle of Rotterdam, since 2014.*

&

Robert Tran



*Entrepreneur active in marketing for more than 12 years. Regular customer at Deli Tasty.*

## The origin of HomeTaste: Thinking big, Solving problems and fulfilling needs

A new, unique platform needs to rise to create balance in the meal-delivery market. Together we had personal motive and ambition to tackle this giant challenge.

*“At HomeTaste, three parties are essential: the food-industry, the consumer and the rider”*

## Working together with HomeTaste for a positive change in the Netherlands

At HomeTaste we strive to get a positive change going within the meal-delivery sector. We try to support the food-industry by working in a fair, transparent and profitable way. We hope this magazine will inspire and inform about the many possibilities and advantages HomeTaste has to offer.

*Enjoy the read!*

# ABOUT US







HOMETASTE

# WHO IS HOMETASTE

## The story

HomeTaste was founded in 2021 by Thang Tran and Robert Tran. The goal is to create a meal-delivery platform with a unique selection of products, more inspiration for the customer and lower rates for the food-industry.

We are the first platform in the Netherlands that offers homemade food and beverages online through Home Kitchens!



## What we do

- 1 Give Home Kitchens and Restaurants a platform
- 2 Facilitate delivery between seller and customer



## Our mission

To become the biggest Home Kitchen platform of the Benelux



## Our vision

To make good healthy food accessible to everyone







# OUR TEAM

## Founders



Robert Tran



Thang Tran

## Internal team



Paulien Wan  
*Test Coördinator*



David Moerman  
*Accountmanager*



Lian Tran  
*Social media*

## IT team (Omncloud)



Abdulahi Egal  
*Software Engineer*



Nabil Boustani  
*Software Engineer*



Reinier Velder  
*Project manager*

## Design team



Jeffrey Soeropaiman  
*Motion graphic design*



Songkie Lie  
*UX Design*





# MILESTONES

## Concept

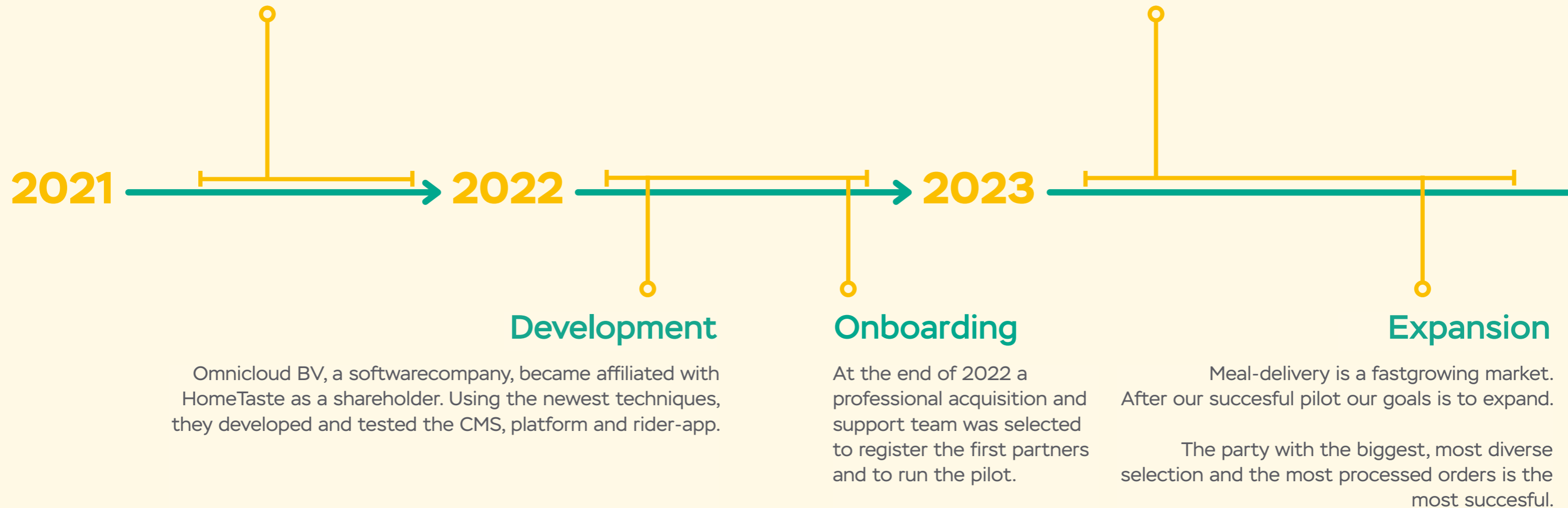
In september 2021 Robert and Thang decided to set up their own delivery platform. An ambitious idea which not many people dare to act on because of the big competition.

Despite the size of the dream, a team that believes in the chances of accomplishing the challenging goals was formed fairly quickly.

## Pilot

In 2023 our pilot launched. We received plenty of positive signals and support from partners as well as customers. While processing orders we discovered some obstacles and new scenario's that we fixed as soon as we could. We also listened to our userfeedback and implemented optimisations in the user interface, designs and processes.

Since june more than 800 orders have been processed and over 70 sellers and 60 riders have signed with HomeTaste







HOMETASTE

# PRODUCT

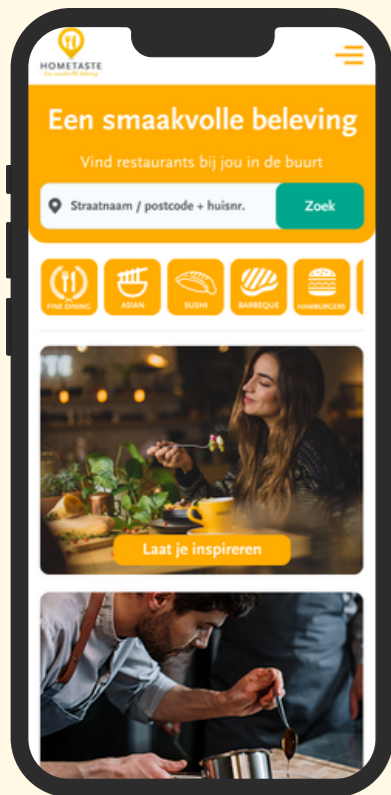
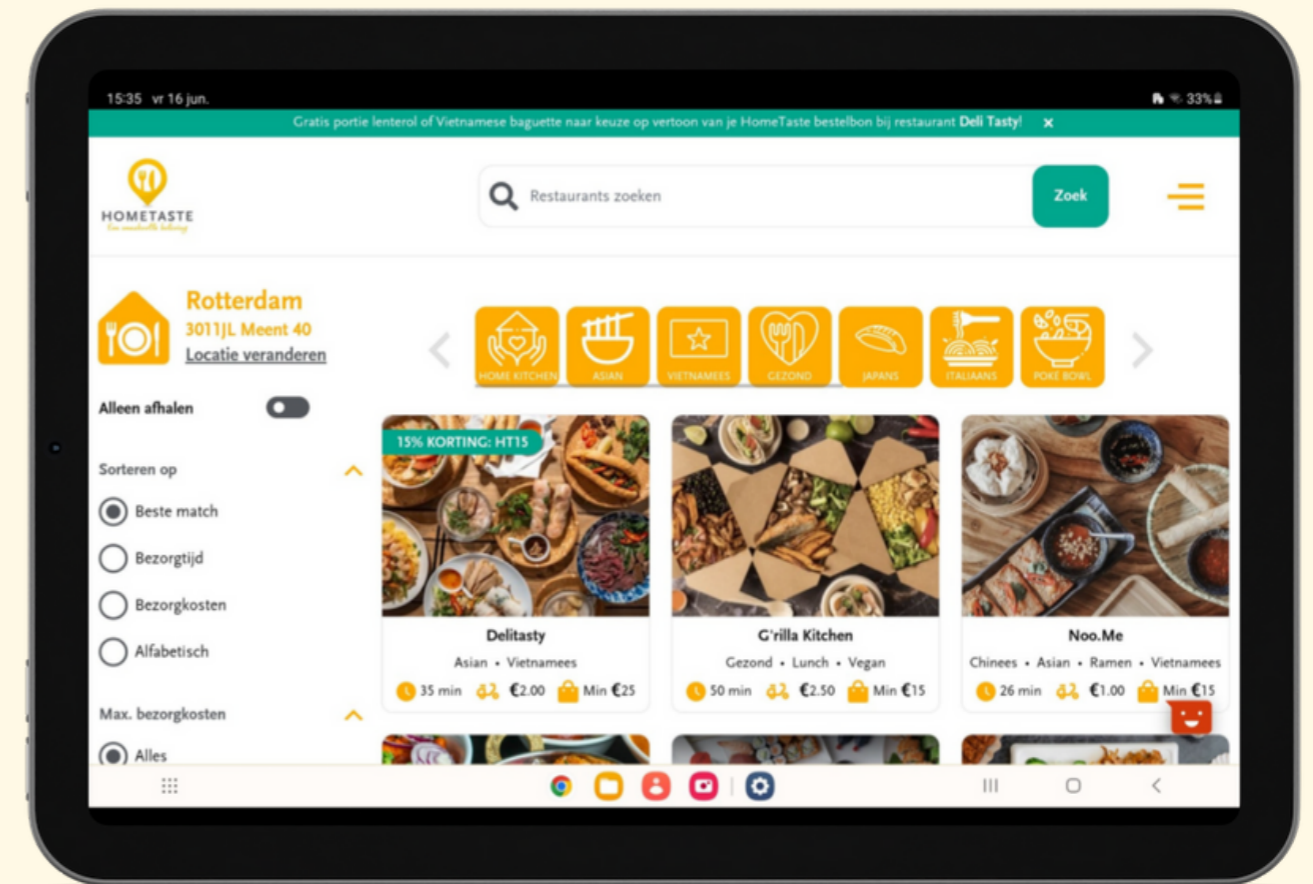
## For customers

The first part of our product is the platform. A user friendly and mobile responsive website for customers to order and pay on.

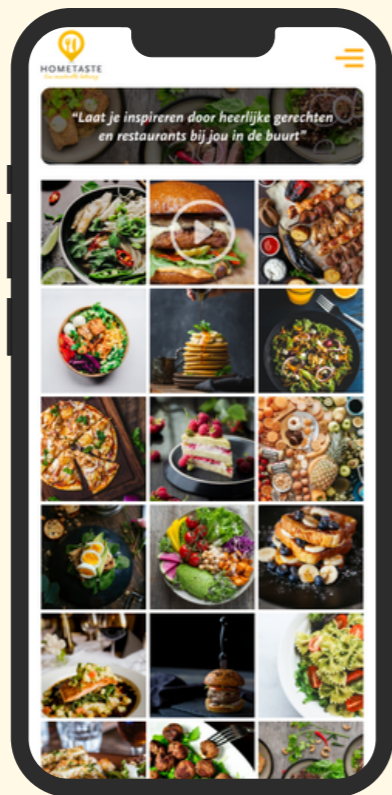
Within a few clicks you can see the options in your area and you can pay easily through iDeal.

On top of that we have an inspiration page where customers can get inspired by images that are shared directly by the restaurants. From there you can click right through to the page of that product to order it.

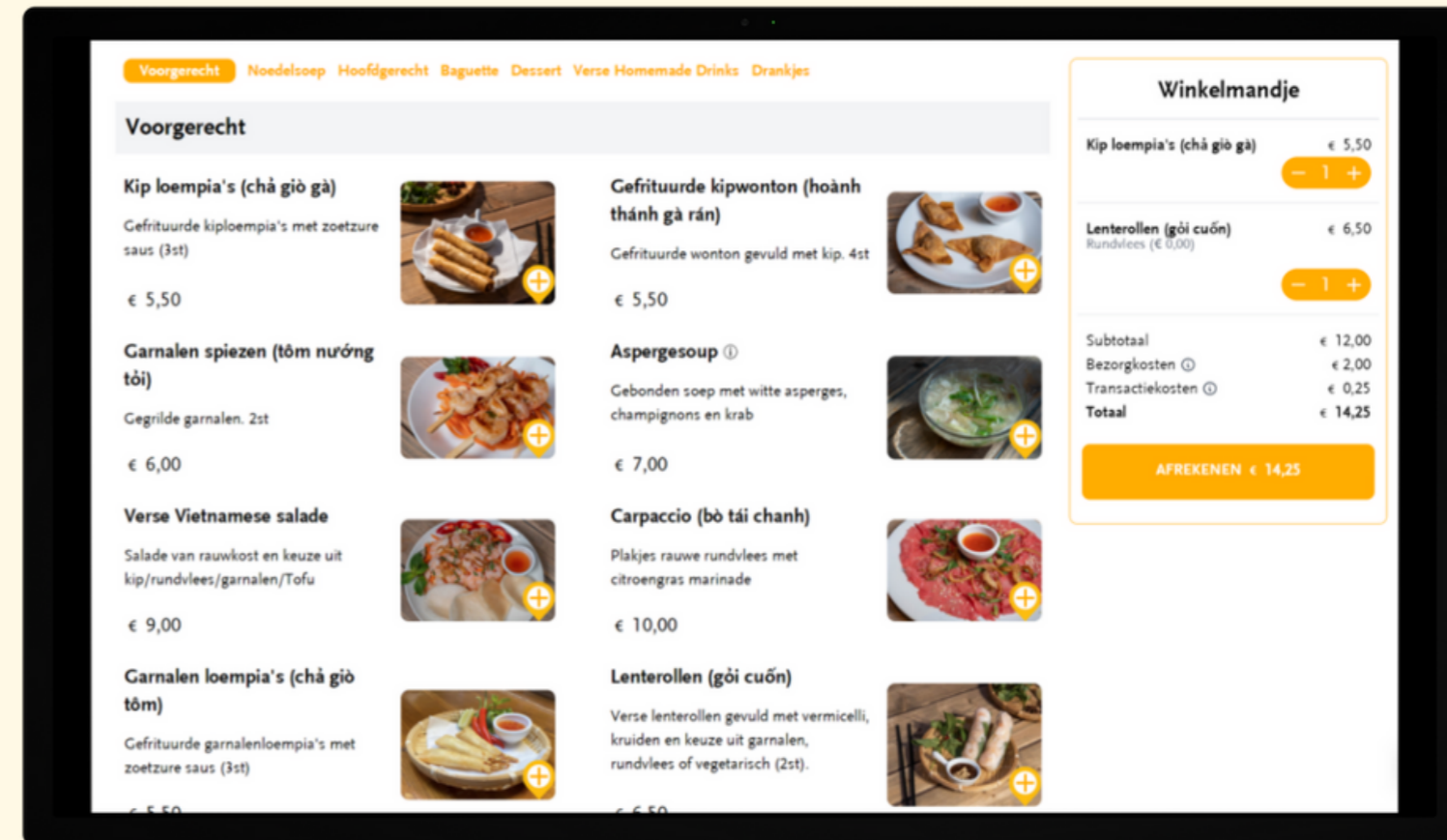
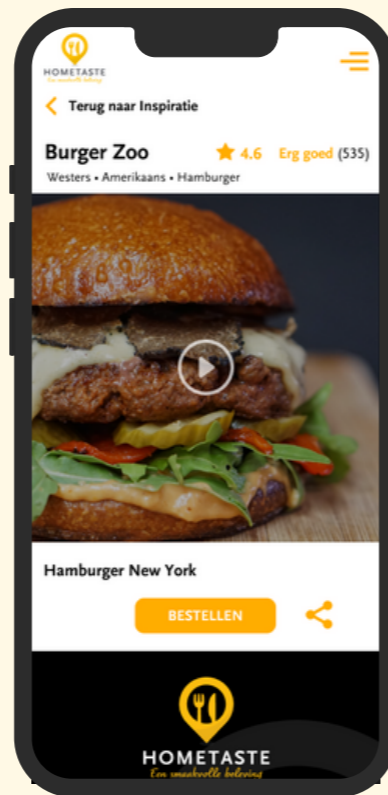
For recurring users it is possible to create an account but an account is not required to order through our platform. You choose a Home Kitchen or restaurant and add the desired products to your basket. Fill in your details in the payment tab and receive a confirmation e-mail directly after paying.



[Hometaste.nl](https://hometaste.nl)



[Hometaste.nl/inspiratie](https://hometaste.nl/inspiratie)





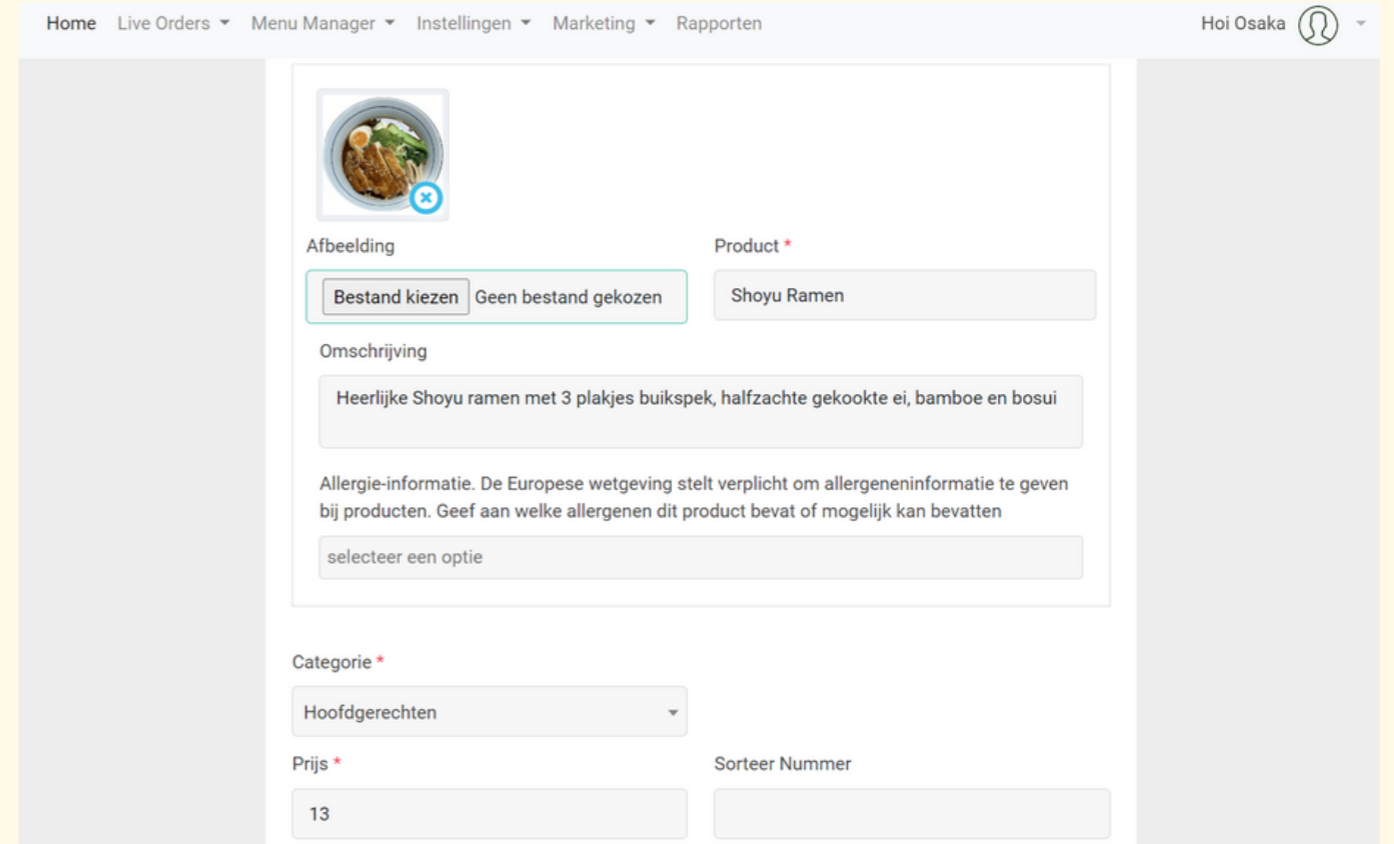
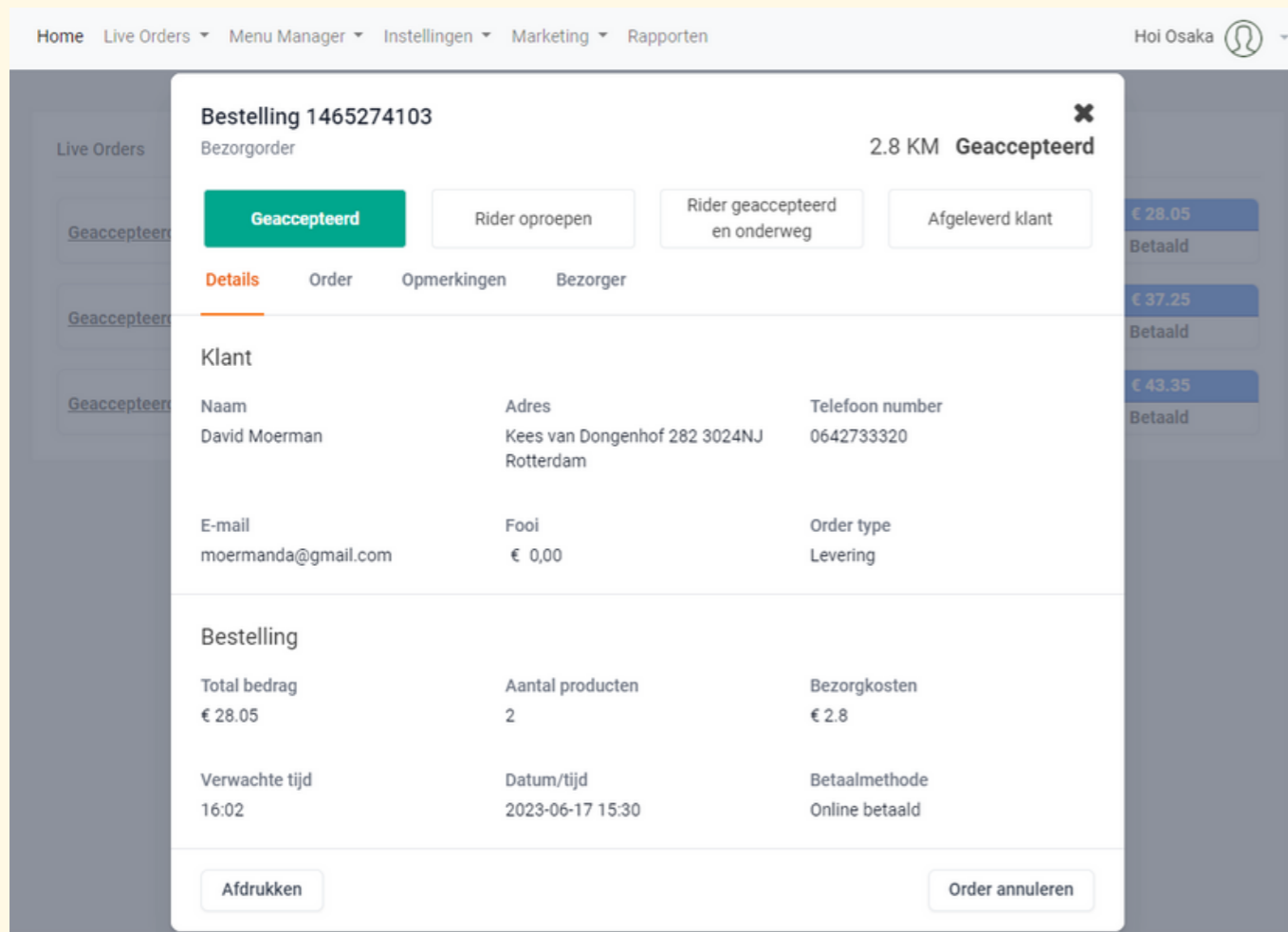
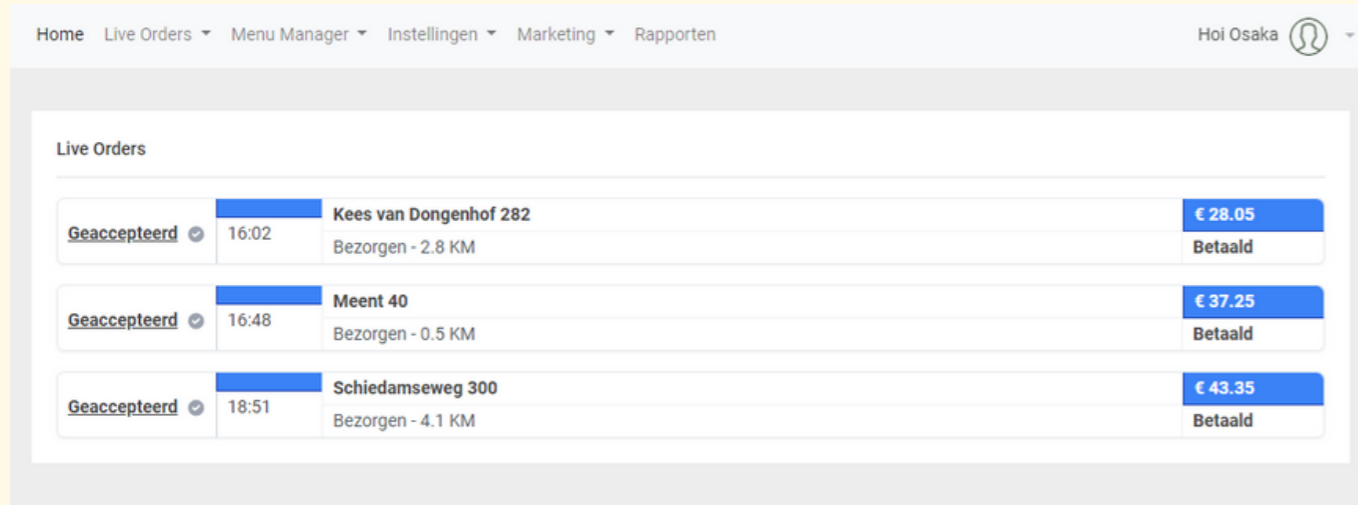


HOMETASTE

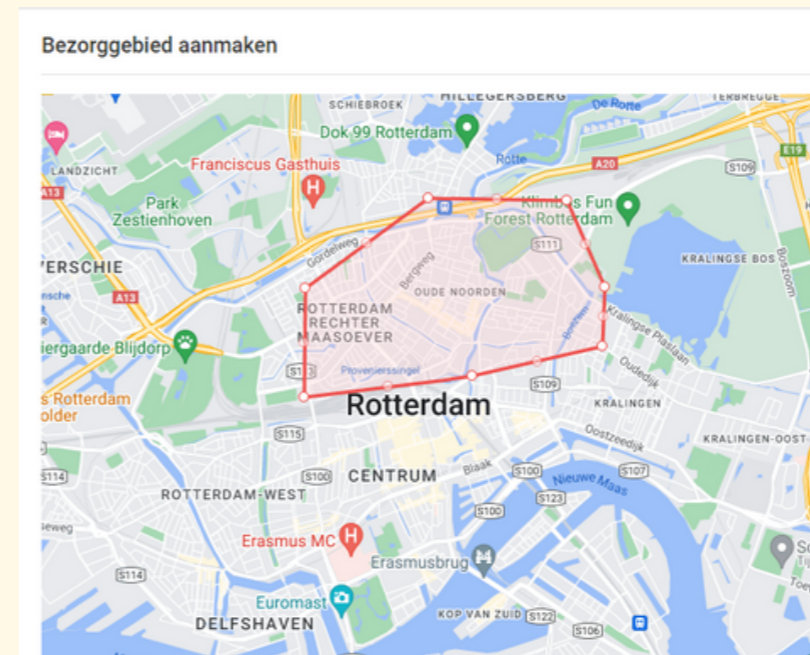
# PRODUCT

## For partners

Receive orders with a clear notification sound, print receipts and call external riders when needed with one button. One simple system so you can focus on the food.

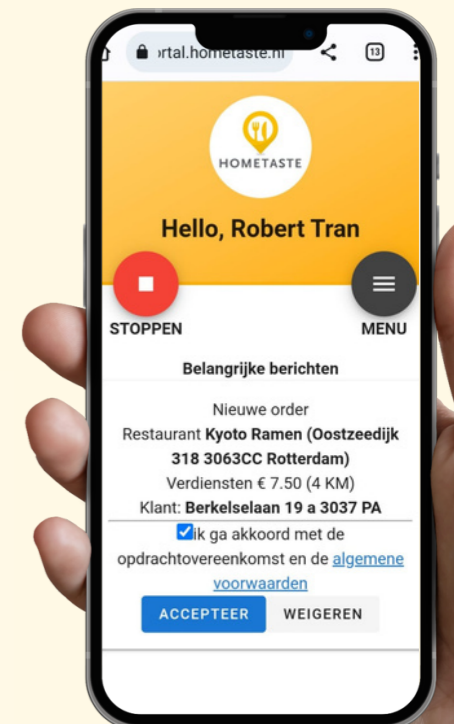


Manage your online restaurant and order processing 24/7 in a user-friendly web-based system to keep your day-to-day business flexible and up-and-running.



In the case that your restaurant does not have any riders available, we offer our external riders. Our riders receive the orders through WhatsApp and are redirected to the web-based rider app to accept. In the app they can see their route in Google Maps and see their automatically calculated earnings directly.

Using this flexible system you get the option to fine-tune all the settings into the finest details.







## Omnichoud BV

HomeTaste is backed by Omnichoud BV, a renowned technology company with more than 10 years of IT experience.



With Omnichoud BV as shareholder, the quality of our digital product is secured. The digital infrastructure, complex linking and software developments are all in good hands. This collaboration offers a wide range of technological tools and a big technical network for HomeTaste. This allows us to continuously improve our services, efficiency and costs to give our customers a smooth experience.



## Delivery routes

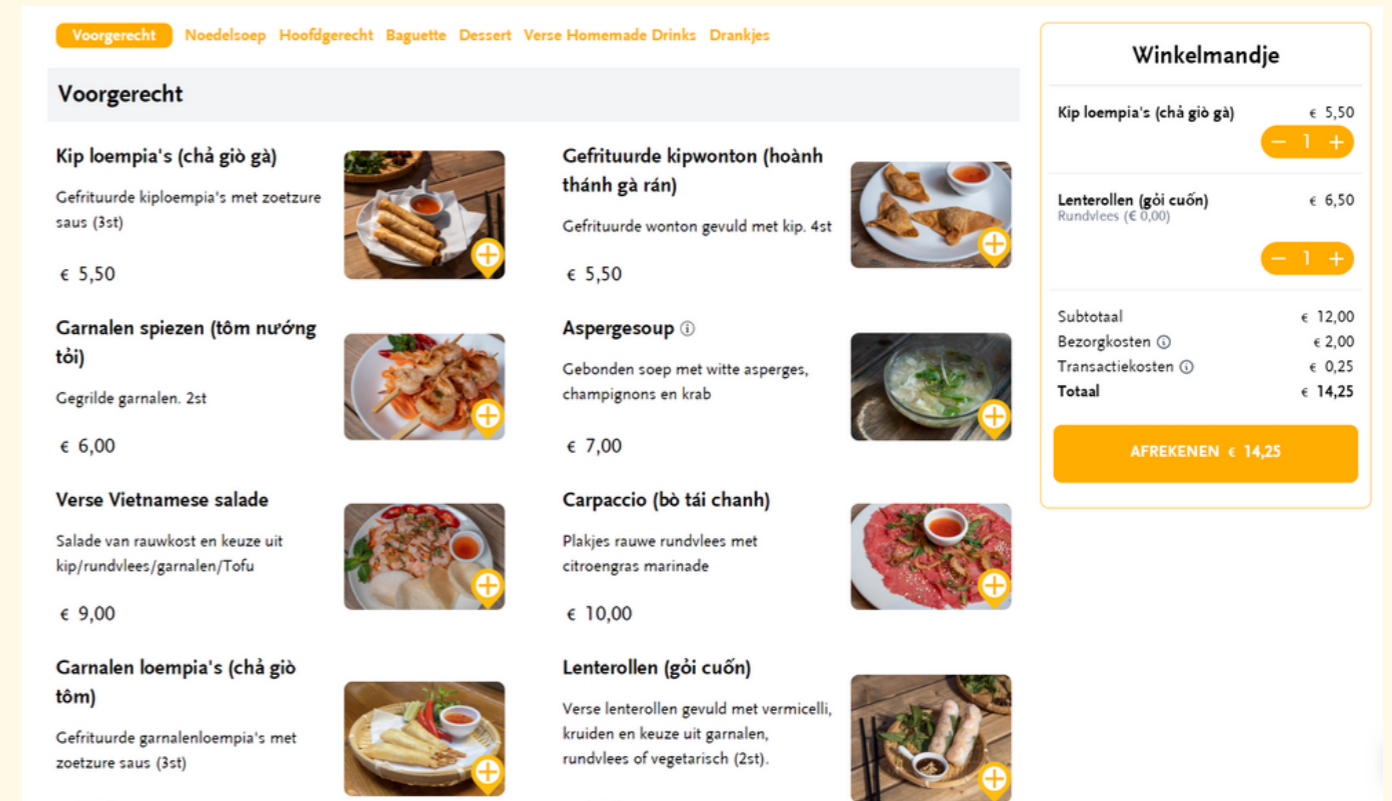
Starting soon, HomeTaste will be using a fully automated routeplanner for picking up and delivering the Home Kitchen orders. HomeTaste drivers will follow the most efficient route to pick up the orders as fast as possible and deliver them in a logical order. This ensures a fast and reliable meal-delivery system and saves some costs which results in a higher profitmargin.



Processing the highest amount of orders in the lowest amount of time.

## Ease of use

HomeTaste invested in a user friendly platform which is easy to navigate and works on all platforms. An order can be placed with only a few clicks. The platform is scalable which means it can grow together with the needs of the company. Thanks to our fast loading speeds, users can access the website very smoothly from any device.



## API-connections

HomeTaste understands the importance of communication with other systems to make our system as comfortable as possible for partners. For that reason we made an API-connection with META so riders and partners can receive notifications about orders through WhatsApp. On top of that we have the technical skill to connect with several POS (Point of Sale) systems where restaurants receive orders from different sources in one environment.





# HOME KITCHENS







HOMETASTE

# HOME KITCHENS

## What is a Home Kitchen

Sell food and beverages from your home address

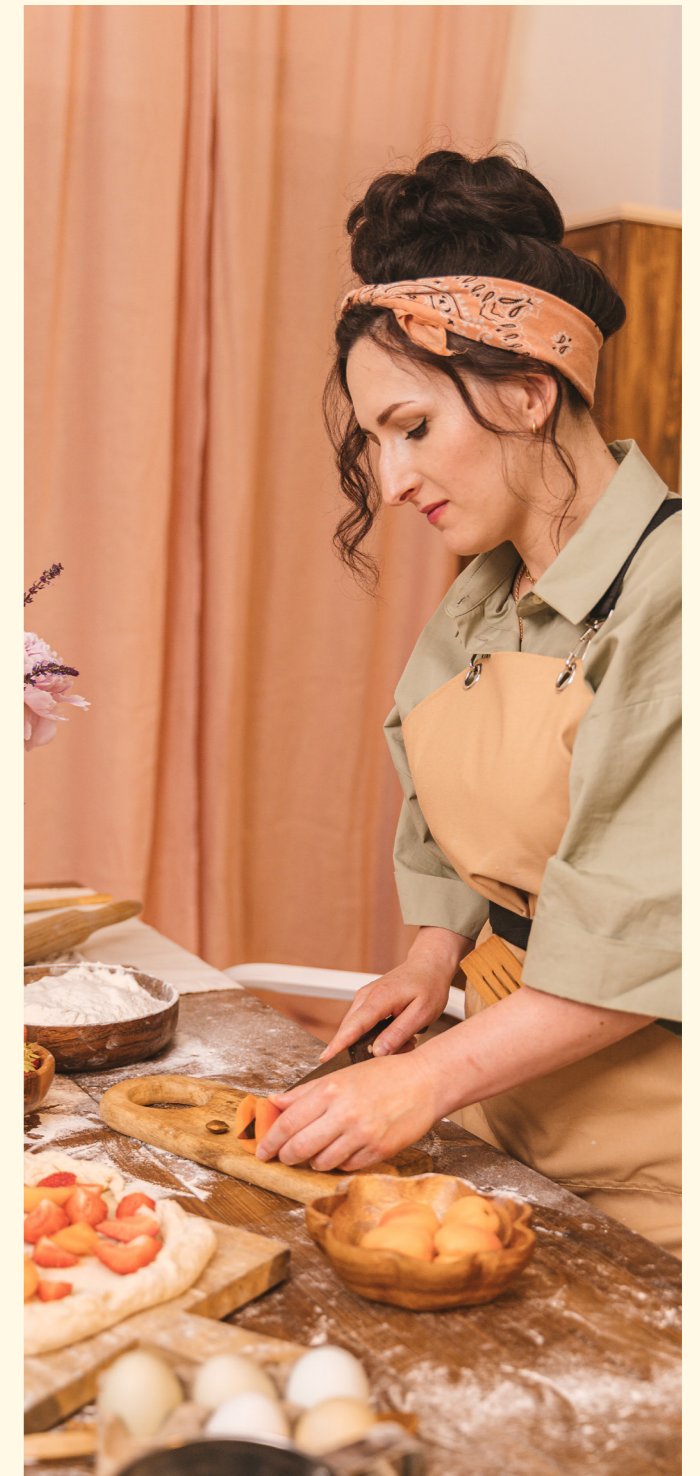


Be a home chef and work when you want



## What is a Home Kitchen

Share your culture by cooking meals for the people in your neighbourhood





## Why Home Kitchens



Since 2013, meal-delivery has been growing by 23% yearly. In 2022 the total revenue of deliveryplatforms was 3,3 billion euros. The expected revenue in 2023 is 3,8 billion euros.

The NVWA (Food and Consumer Product Safety Authority) recognises the growing appeal of homemade food and drinks. Selling these home made products online is an increasing trend.



Thousands of Dutch Facebook and Instagram accounts post about or sell home made food and drinks.

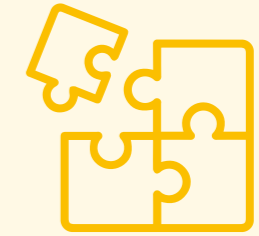
The charity organisation Thuisgekookt ('Homecooked') managed to convince over 20.000 volunteers to sign up to become home chefs.



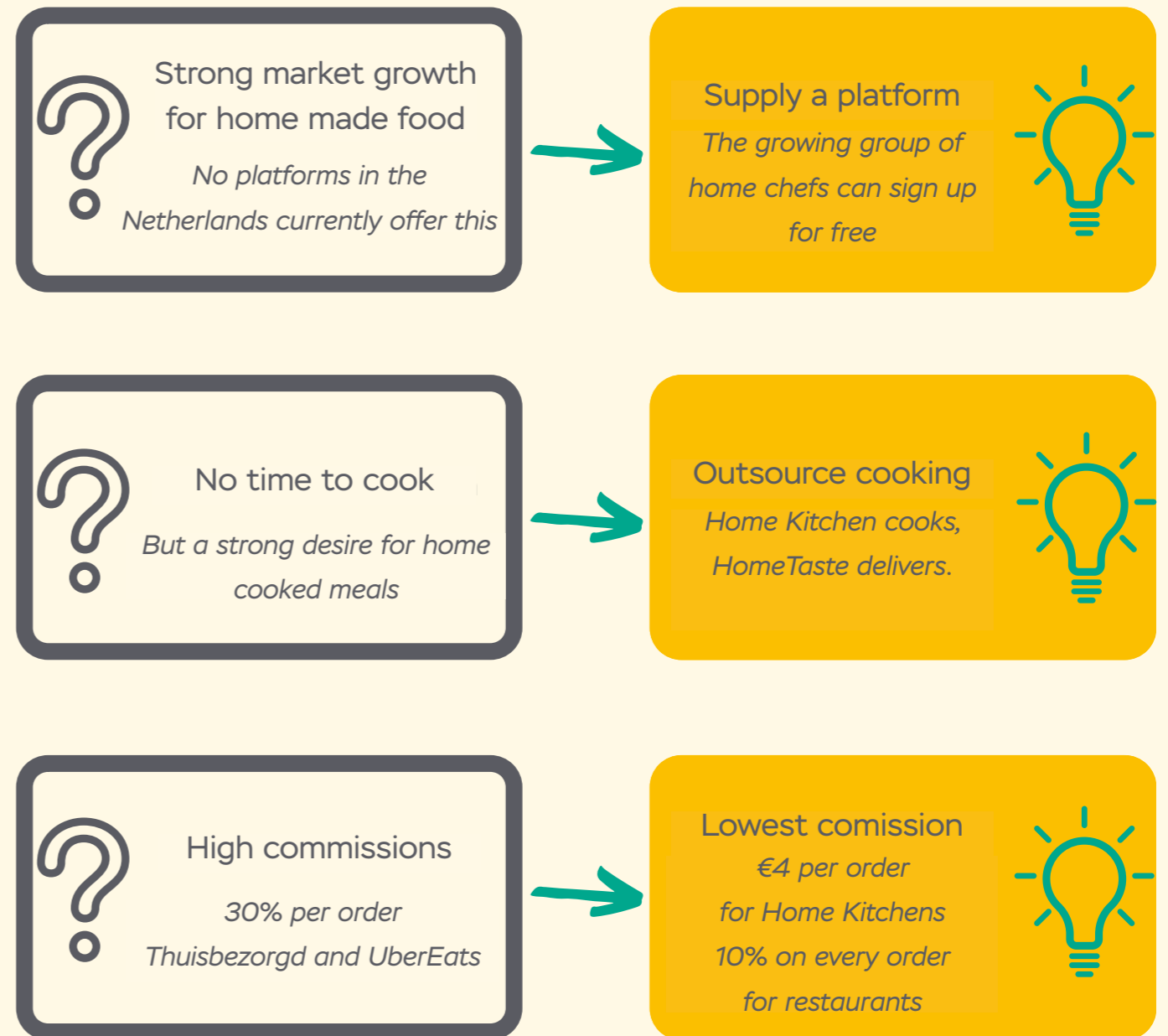
In other countries, companies with a similar concept have already earned millions in revenue. Examples are Homemeal.de and Cookmygrub.com



### Problem



### Solution



## Home Kitchens' reason for signing up

40%

Passion for cooking



30%

No budget to start a restaurant



30%

Extra income by working from home



## What do our Home Kitchens say?

*“HomeTaste is extremely dedicated to quality control and safety. They came to my kitchen to check for hygiene, tools and a HACCP plan. This way we could be certain that my Home Kitchen complies with the health- and safety regulations. This will comfort customers and make it easier for them to order from a Home Kitchen.”*



*“It is clear to me that they really care about the success of my Home Kitchen.”*

*“Clear communication and good support with setting up my Home Kitchen’s page and menu”*

*“I decide when I’m open and when I want to take a day off”*

*“HomeTaste listened well to our feedback”*



*“HomeTaste used to treat Home Kitchens the same as their partnered restaurants. This wasn’t working for us because during opening times we had to constantly be ready to make meals on-demand. Soon HomeTaste will start using a 2-shift system where we get all the orders in one go and have them ready by a standard time (shift). We will have a better overview of our groceries, working hours and cooking times. This will increase our efficiency and put our minds at ease so we can focus on creating the best food we can.”*





# HOME KITCHENS

## Set up a Home Kitchen in these easy steps

- 1 Register with the KVK (Chamber of Commerce)
- 2 Register with the NVWA (Food Safety Authority)
- 3 Buy a HACCP-plan (prewritten book online)
- 4 Organise taxes and administration
- 5 Sign up with Home Taste
- 6 House visit by a HomeTaste representative (Hygiene check)
- 7 Sign contract and start selling

## How does a Home Kitchen work?

(starting November 2023)

- 1 Receive and confirm orders through WhatsApp until 1 hour before openingtimes.
- 2 Cook and pack the order using the paper bags and thermo backpack HomeTaste supplies for free.
- 3 The orders are picked up by HomeTaste during the pick-up shifts and delivered to the customers.
- 4 Receive your payments and invoices weekly

## Supplied by Home Taste

- ✓ Onboarding  
*Free onboarding from signing up till going live.*
- ✓ Paper bags  
*Unlimited paper bags to pack the orders in.*
- ✓ Thermo backpack  
*To keep the orders warm during delivery*
- ✓ Advice about creating the menu, packing the food and organising your finances
- ✓ Accountingsoftware (coming soon) which makes doing your taxes simpler so financial knowledge is not needed





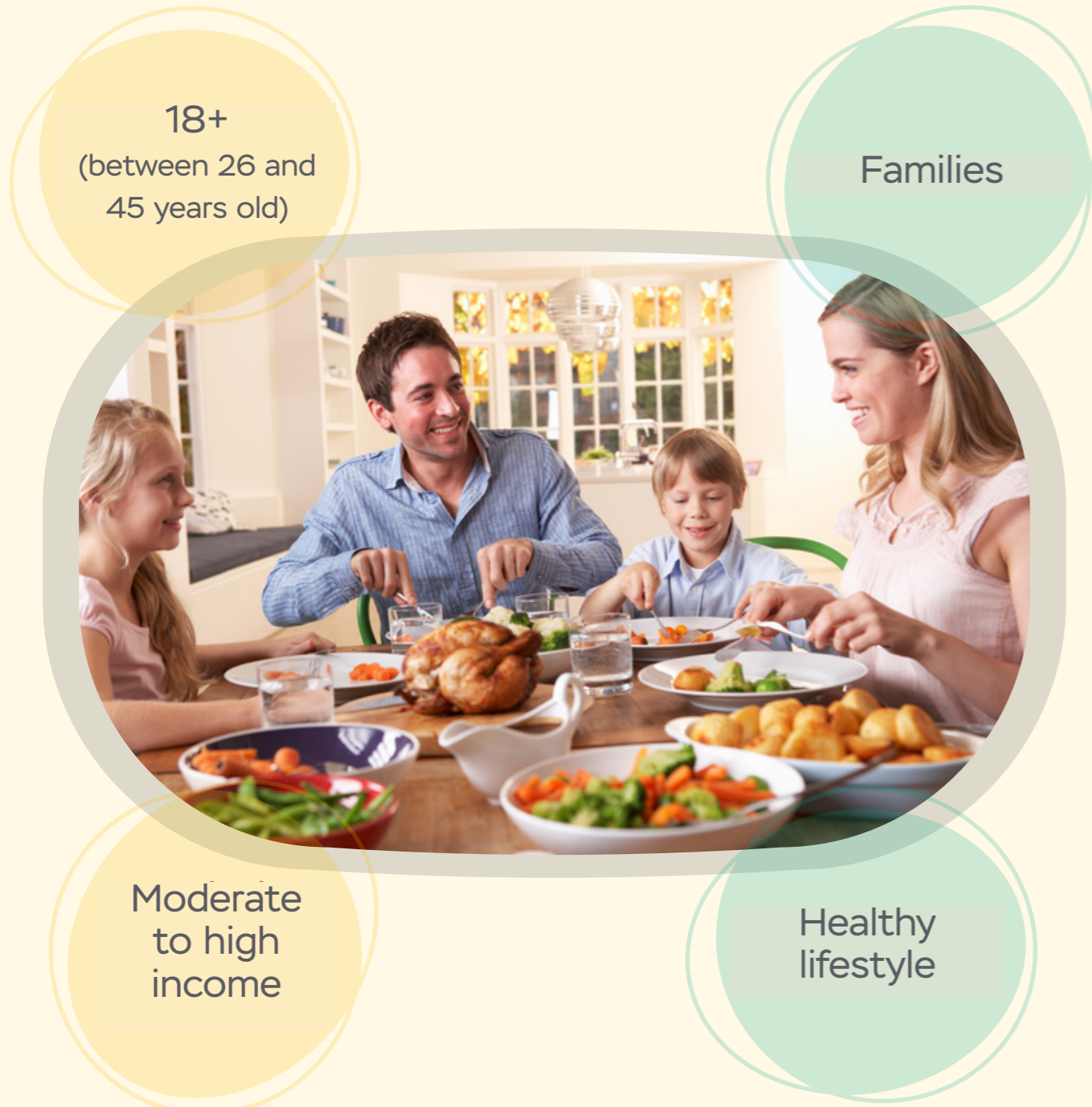
HOMETASTE

# MARKETING

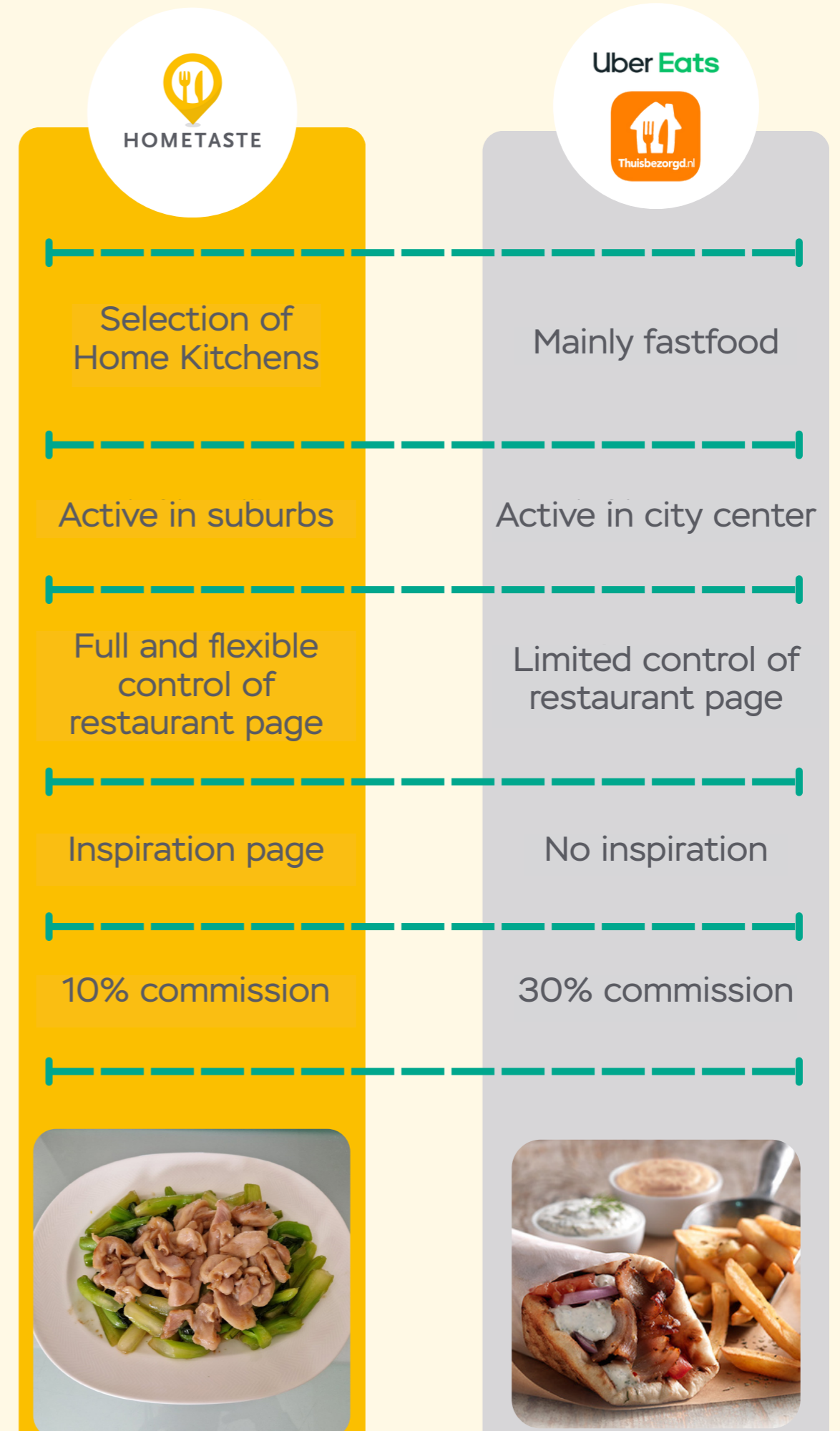
## Target audience

The target audience is 18+, specifically focussing on young adults between the ages of 26 and 45. The people that increasingly choose healthy and diverse food are mainly families with a moderate to high income.

To accommodate the needs of this group, HomeTaste offers home made meals through Home Kitchens that comply with regulations for quality and hygiene.



## Competitors illustrated







HOMETASTE

# MARKETING

## Proposition

- Biggest selection of Home Kitchens
- Experience and inspirations for customers

## Positioning

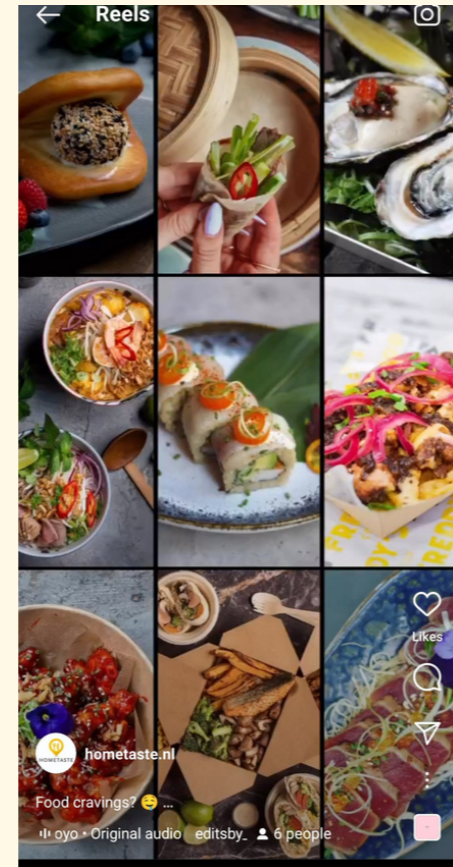
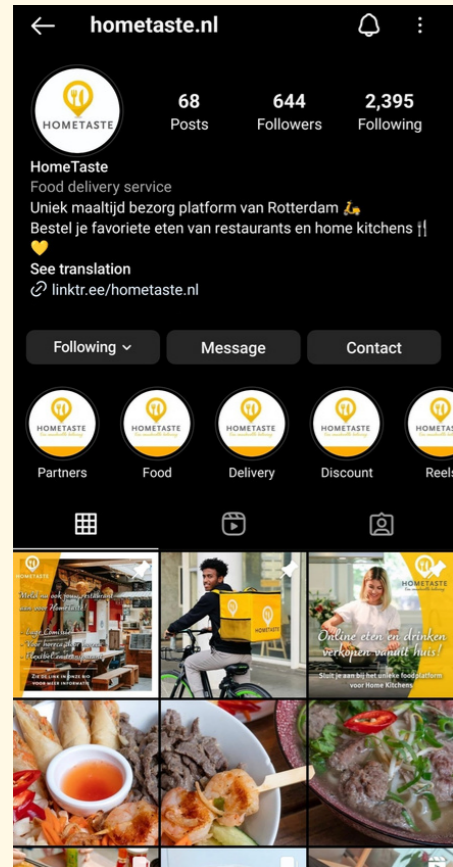
- Moderate to high income families
- Ease of use

## Social media & Influencers

## Promotion

- Social media
- Influencers
- Flyers
- Partners
- SEO

## Flyers



644 followers

8.4K views

9.5K views



@hometaste.nl



hometastenederland



+31 81029661



hometaste-foodplatform



## Paper bags

100.000 in use



## Thermo backpacks

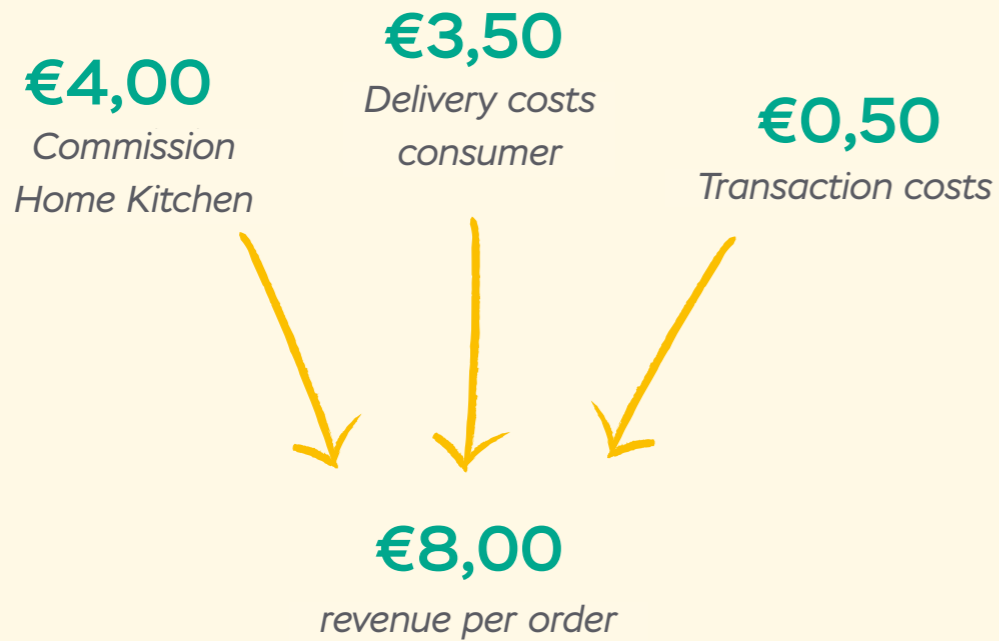
Used by over 70 restaurants







# BUSINESS MODEL



**3x**  
 orders per hour

**€8,00**  
 revenue per order

**€24,00**  
 revenue per hour

**€14,00\***  
 hourly rate rider



**€10,00**  
 profit per hour

\*if less than 3 orders are delivered in an hour, the rider only gets paid for 30 min (€7,00)

## Why expand now?

Successful pilot

**800+**  
 Orders

**70+**  
 Food partners

**60+**  
 Riders

Most orders are in fall/winter



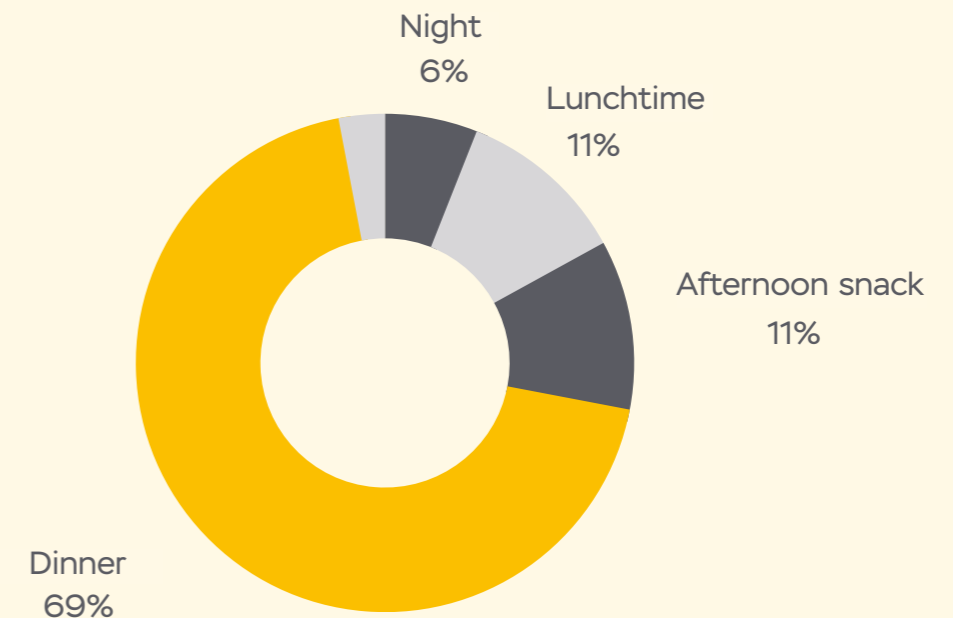
Bad weather  
 Long workdays after holidays  
 People are busier



Cold outside  
 Holidays  
 Dark early

Focus on dinnertime

At what time do the Dutch order food?





# INVESTERINGSKANS





## Goal per neighbourhood

**100**

*orders per day*

**3000**

*orders per month*

### A realistic goal:

#### Data Thuisbezorgd

**17.8 million**

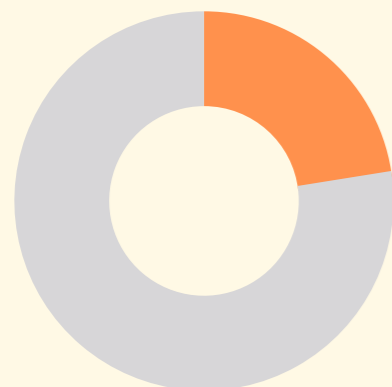
*population of the Netherlands*

**4 million**

*orders per month*

**22.5%**

*conversion rate*



#### Goal for HomeTaste

**95000**

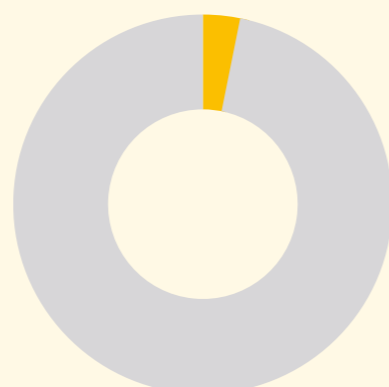
*population of Prins Alexander area*

**3000**

*orders per month*

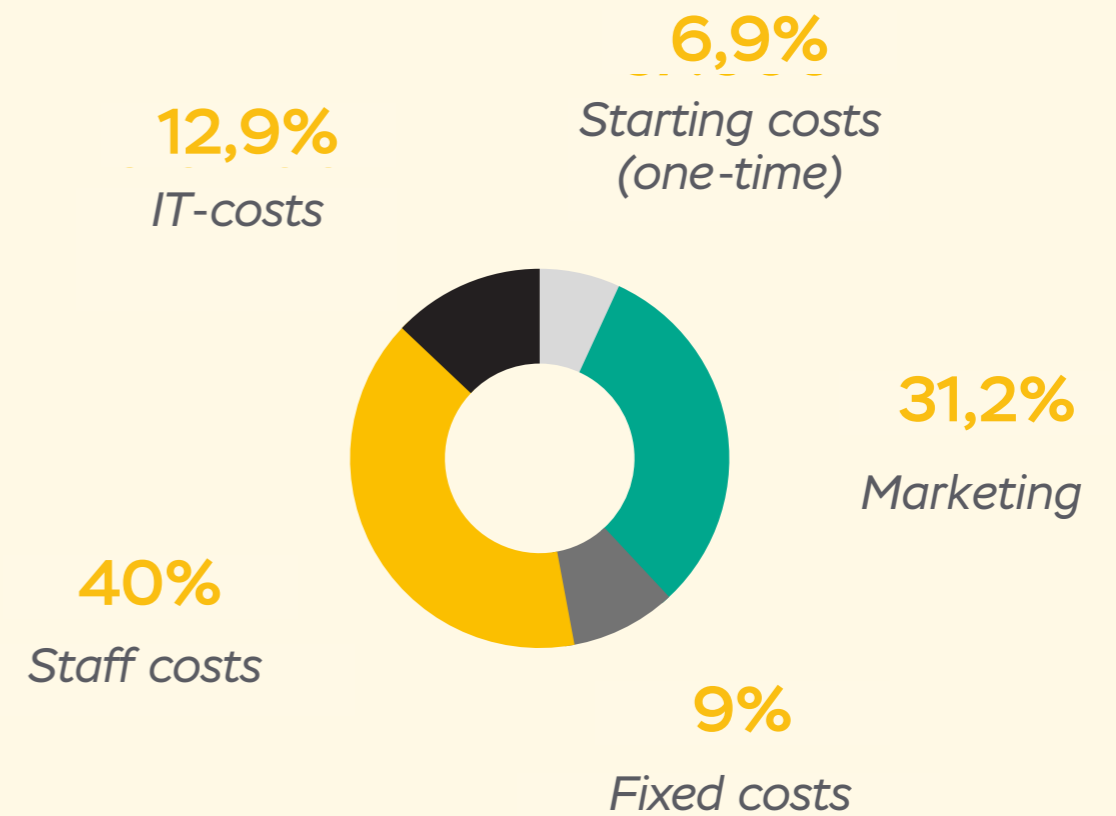
**3.2%**

*conversion rate*



## Necessary investment

*for the first 6 months*



**€90.000**

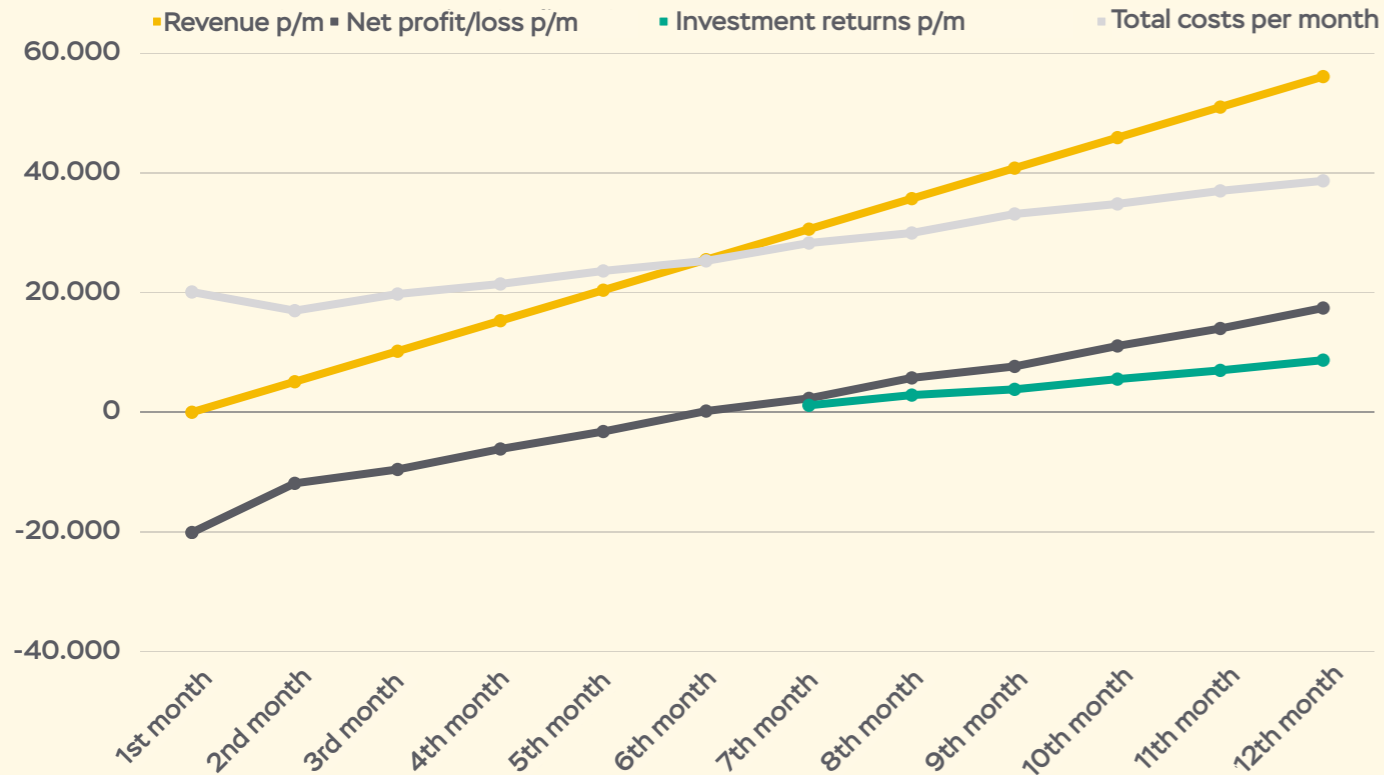
*Total per neighbourhood*





# PROGNOSIS

## Prognosis year one



Prognosis per neighbourhood	Daily orders	Monthly orders	Monthly revenue	Monthly delivery costs	Monthly costs per neighbourhood	Monthly fixed costs	Monthly net profit/loss	Monthly return on investment
1st month	0	0	0	0	-19400	-700	-20100	
2nd month	20	600	5100	-1680	-13600	-1700	-11880	
3rd month	40	1200	10200	-3360	-14700	-1700	-9560	
4th month	60	1800	15300	-5040	-14700	-1700	-6140	
5th month	80	2400	20400	-6720	-15200	-1700	-3220	
6th month	100	3000	25500	-8400	-15200	-1700	200	
7th month	120	3600	30600	-10080	-15500	-2700	2320	1160
8th month	140	4200	35700	-11760	-15500	-2700	5740	2870
9th month	160	4800	40800	-13440	-17000	-2700	7660	3830
10th month	180	5400	45900	-15120	-17000	-2700	11080	5540
11th month	200	6000	51000	-16800	-17500	-2700	14000	7000
12th month	220	6600	56100	-18480	-17500	-2700	17420	8710

## Return on investment

Invest with a starting price of **€30.000**

and get the full amount returned within **18 months**

After payback, receive **50%** of the net profit for another **3 years**



Return on investment in Euro's		Return on investment in Euro's	
7th month	1160	13th month	8915
8th month	2870	14th month	9770
9th month	3830	15th month	10625
10th month	5540	16th month	10330
11th month	7000	17th month	11185
12th month	8710	18th month	12040
<b>Total after 12 months</b>	<b>29110</b>	<b>Total after 18 months</b>	<b>91975</b>





# PROPOSITION

## Net profits - 3 unique opportunities

Receive **50%** of the monthly net profit of the neighbourhood for another **3 years** after total payback

Participate with a starting price of **€30.000** and invest in the remaining **11 neighbourhoods** of Rotterdam soon.

### 1. Prins Alexander

€95.000



95k

Population



46k

Families



29k

Avg. income

### 2. Kralingen

€90.000



54k

Population



31k

Families



29k

Avg. income

### 3. Delfshaven

€90.000



77k

Population



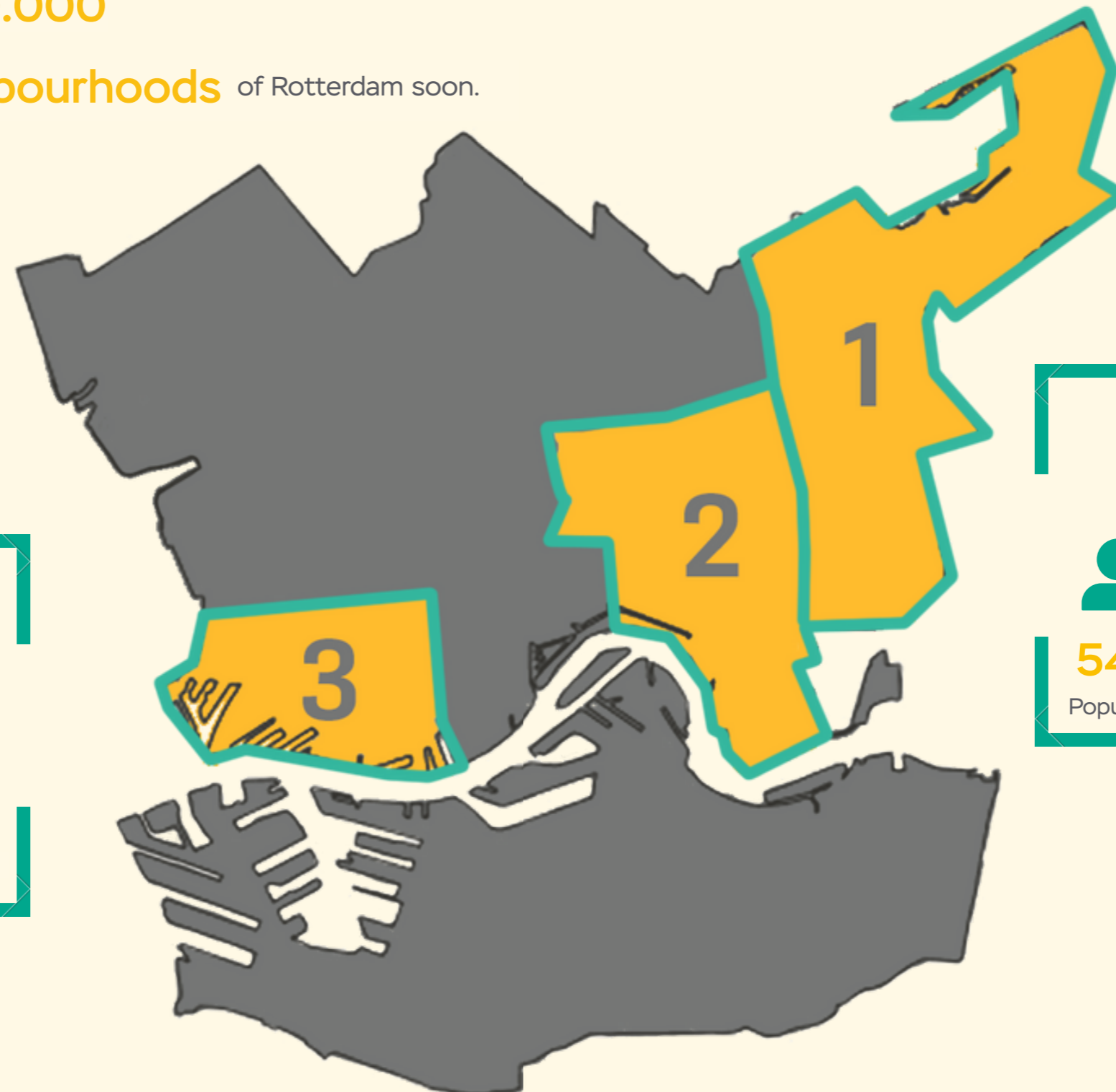
40k

Families



24k

Avg. income





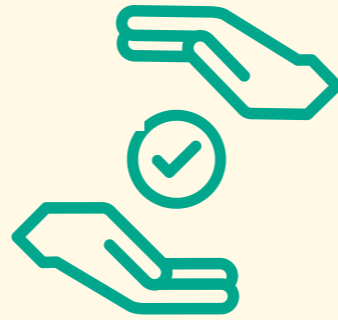


# PROPOSITION

## Alternative: Participation shares

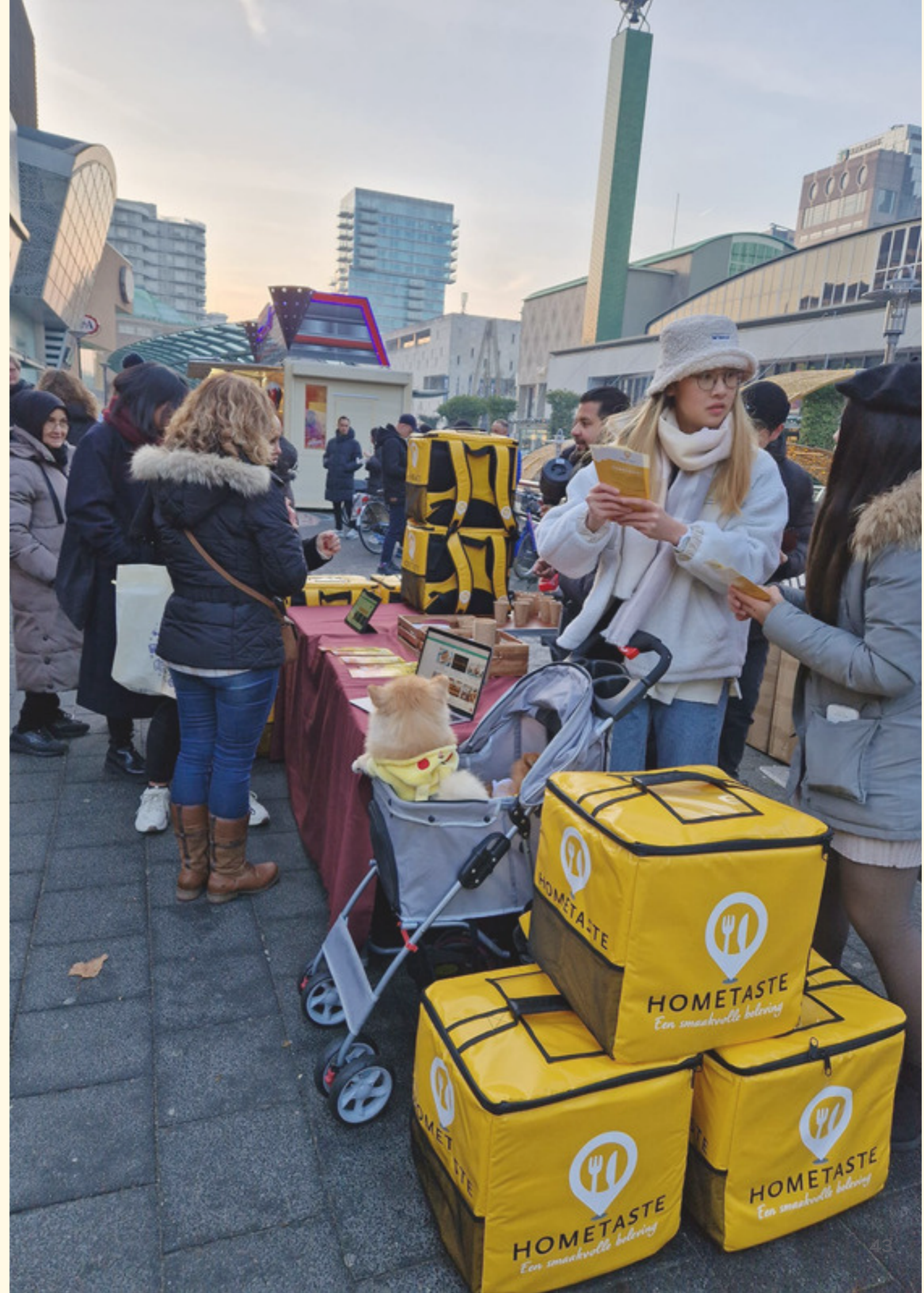
You can bring the following to the table:

- **Funding** for several neighbourhoods
- Experience, expertise and advice



Receive **dividend payouts** over **all** neighbourhoods

*Participate in the growth and succes of Home Kitchens with HomeTaste!*







# FUTURE



## Rotterdam

2023

Home Kitchens

- 3 active neighbourhoods



## Rotterdam

Mid 2024

Home Kitchens

- 14 active neighbourhoods



## Amsterdam

End 2024

Home Kitchens

- 14 active Rotterdam n.h.'s
- 78 active Amsterdam n.h.'s



## Den Haag

Mid 2025

Home Kitchens

- 14 active Rotterdam n.h.'s
- 78 active Amsterdam n.h.'s
- 32 active The Hague n.h.'s







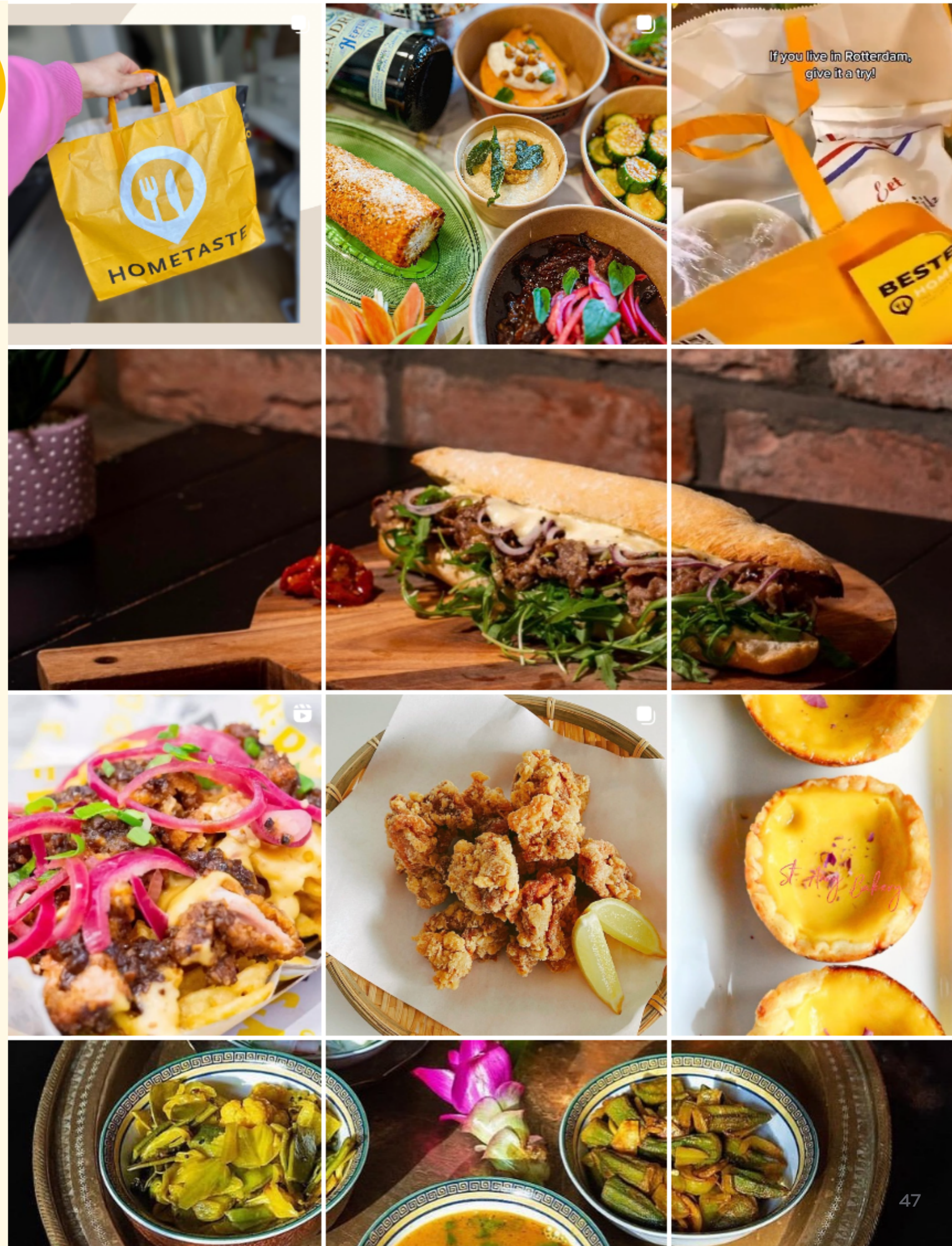
HOMETASTE

# WHY HOMETASTE?

## Summary

- ✓ **Unique** concept in the Netherlands
- ✓ We tap into a new and **unserved** market
  - ✓ **No** direct competitors
- ✓ Succesfull **pilot** with over 750 orders processed
- ✓ **Internal** development team
- ✓ **Passion** for entrepreneurship and food industry
- ✓ Full investment return within **18 months**
- ✓ **110 investors** preceded you

*Thank you for reading!*







**HOMETASTE**

*Een smaakvolle beleving*

**CONTACT**

**info@hometaste.nl**

**investeren.hometaste.nl/contact**

**Kanaalweg 33**

**2903 LR Capelle a/d IJssel**

**Hometaste.nl**



