

My Local Chefs

131 Buckingham St. U203
Hartford CT 06106

Vanessa Sena CEO

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Industry: Digital Health & Food Manufacturing

Management:

Vanessa Sena, Founder & CEO
Erica Estrella, COO

Board:

Gregory Lewis, Business Advisor
Rino Ferrarese: Regulatory & Manufacturing Advisor
Ishrat Nazmi: Government Advisor

Scientific Advisory Board:

Andrea Shields MD, Maternal Fetal Medicine Fellow, UConn Health
Helen Wu PhD, Professor of Psychology, UConn
Molly Waring PhD, Chronic Disease Epidemiologist, UConn

Number of Employees:

Full Time 2
Part Time 30

Finance:

Auditor:
Kevin Hines CPA, MST, CVA

Current Investments/ Financing to Date:
Sales \$750K
CRISP Grant \$100K
Small Business Boost Fund: \$100K
WBDC Grant \$10K
Small Business Innovation Fund \$25K

Financing Sought: \$2.5 M

For:
IP
Operating Expenses
Software Development
Efficacy Trial
Site Expansion
Marketing Plan

Legal:

Corporate: Santacroce Law

IP: Wilson & Sonsoni

Business Description / Company Background:

My Local Chefs (MLC) provides at-home healthcare by partnering with the Teams at UConn Health, Hartford Hospital and St. Francis Hospital to provide solutions for patients with diet-related diseases. By combining Medical Nutrition Therapy with our medically tailored meals, MLC addresses a critical gap in healthcare, enhancing patient well-being and reducing healthcare costs.

Market Opportunity / Unmet Need:

Weight Loss Service Market in 2022: \$2.8B. Digital Health Nutrition Market in 2022: \$10B. US Medical Foods Market in 2022 \$19B. Estimated Clinical Nutrition Market in 2024: \$72B

Products/Services – Launched & Pipeline:

My Local Chefs offers a comprehensive suite of products and services aimed at optimizing healthcare through personalized nutrition. Our core offerings include Customized Medical Nutrition Therapy, Medically Tailored Meals, Healthcare Technology Solutions, Consulting and Nutrition Education.

Commercial / Technical Milestones:

2021: We developed an e-commerce site offering Medically Tailored Meals. 2022: We partnered with UConn Health & UConn for our first pilot study. 2023: We introduced Medical Nutrition Therapy to our offerings and brought on a team of dietitians. We became HIPAA Compliant. 2024: We opened our own commercial kitchen and workshop. We brought on an IT team with an extensive background in EMR/EHR integration. We became providers for Medicaid and Medicare Advantage. IP: Targeting Q4 2024 to apply for our provisional patent.

Competition / Competitive Advantages / Customer Benefits:

PurFoods dba Mom's Meals is the leader in the market and ships throughout the east coast. They don't have a technological aspect to their model so payors are unaware if their patients are being compliant or if their patient's health is improving. Also, Payors waste money if their patients are not eating the meals, but there is no way for them to know because PurFoods can't provide data. Nourished Rx and Season Health are integrative software solutions that are growing rapidly but they do not make any of their food and must rely on 3rd party food manufacturers to provide meals, leaving money on the table. Also, without being able to make the food, they don't give patients or clinicians the option to be in control and change what's not working for their nutrition program.

Financial Projections (Unaudited): Our financial projections are built on a robust revenue model that encompasses consumer sales, reimbursement for our dietitian support and meals, and SAAS subscriptions. This diversified approach ensures steady revenue streams and scalability. Year 1 reflects an acquisition of 5,000 patients.

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--------------|----------|----------|----------|-----------|-----------|
| Revenue | \$30.4 M | \$48.6 M | \$77.8 M | \$124.5 M | \$200 M |
| Gross Profit | \$24.3 M | \$41.3 M | \$66.1 M | \$105.8 M | \$169.3 M |
| Gross Margin | 80% | 85% | 85% | 85% | 85% |