

My Local Chefs
131 Buckingham St. U203
Hartford CT 06106

Vanessa Sena CEO
(909)633-9590
<https://mylocalchefs.com>
vsena@mylocalchefs.com



Industry: Digital Health & Food Manufacturing

Management:

1. Vanessa Sena, Founder & CEO: Food Systems consultant with a passion for transforming healthcare through personalized nutrition solutions.
2. Erica Estrella, COO: Operations expert dedicated to ensuring seamless execution and operational excellence.
3. Kevin Hines, CFO: CPA, MST, CVA
4. Heather Kramer, CMO: HJKDigital

Board:

1. Gregory Lewis, Business Advisor
2. Rino Ferrarese: Regulatory & Manufacturing Advisor
3. Ishrat Nazmi: Government Advisor

Scientific Advisory Board:

1. Andrea Shields MD, UConn Health
2. Helen Wu PhD, UConn
3. Molly Waring PhD, UConn

Number of Employees:

Full Time 2 Part Time 30

Auditor:

Kevin Hines CPA, MST, CVA

Current Investments/ Financing to Date:

1. Sales \$775K
2. CRISP Grant \$100K
3. Small Business Boost Fund: \$100K
4. WBDC Grant \$10K
5. Small Business Innovation Fund \$25K

Amount of Financing Sought:

\$2.5 M

Use of Funds:

IP
Operating Expenses
Software Development
Site Expansion
Marketing Plan

As we continue to scale our operations, we've encountered a significant increase in demand from our clients that has surpassed our current capacity. This presents a prime opportunity for expansion and accelerated growth.

Legal:

Corporate: Santacroce Law

IP: Wilson & Sonsoni

Executive Summary: 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: The market demand for weight loss services, digital health nutrition, and medical foods is substantial, with the estimated clinical nutrition market projected to reach \$72 billion by 2024. MLC stands poised to capture this opportunity by offering personalized nutrition solutions tailored to individual health needs.

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: Since our inception, MLC has achieved significant milestones. We developed an e-commerce platform for offering Medically Tailored Meals, initiated a pilot study with UConn Health & UConn, introduced Medical Nutrition Therapy, achieved HIPAA compliance, and opened our commercial kitchen. We have also expanded our team to include IT professionals specialized in EMR/EHR integration and became providers for Medicaid and Medicare Advantage.

Intellectual Property: MLC is strategically targeting Q4 2024 to apply for our provisional patent, safeguarding our innovative solutions and enhancing our competitive edge in the market.

Competition: While competitors like PurFoods (dba Mom's Meals), Nourished Rx, and Season Health exist, MLC distinguishes itself through its integrated approach, combining medically tailored meals with healthcare technology solutions. Unlike PurFoods, we provide payors with actionable data on patient compliance and health outcomes. Additionally, unlike Nourished Rx and Season Health, we have our commercial kitchen, giving us control over meal quality and customization options.

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. Year 1 reflects our revenue after investment and an acquisition of 2,500 patients.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$15 M	\$24 M	\$40 M	\$67M	\$111 M
Gross Profit	\$12 M	\$20.7 M	\$35 M	\$59 M	\$100 M
Gross Margin	82%	84%	86%	88%	90%

Purpose of Presentation: Investment and Business Development