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# ChefYELL

**S**ourcing, **E**xpense & **eX**ecution

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# ChefYELL, AI for chef

- AI-driven platform for menu cost optimization
- Maximizes profitability and guest appeal
- Empowers chefs to design and cost menus
- Directly publish to social media using menu text/photos
- AI Food photography

# The Problem



- Errors in menus lead to significant financial losses.
- Professional Food photo taking is costly
- Fragmented tools complicate the menu creation process.
- Chefs lack data for optimal menu decisions.
- Current methods are based on gut feeling, not data.

# Our Solution: ChefYELL

**S**ourcing, **E**xpense &  
**eX**ecution



01 Food photo model  
trained for  
restaurants

03 AI-powered  
word-choice  
suggestions improve  
descriptions

02 Menu editor with  
instant cost-impact  
warnings

04 Layout templates  
showcase food  
photos effectively

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# Team Members

**Antony Ma**

**Tech lead**

- **Over 20 yr in software development**
- **Operate cybersecurity business since 2008**

**Jia Wei Phong**

**Product Manager**

- **Computer Science degree and SAP business analyst**
- **Strong in project and marketing tools**

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# Target Market and Market Size

## Restaurant Owners /Chef

- Dinner spending is > 500 HKD per head
- Around 20k target restaurants in APAC
- SAM in 1st yr : 1 % ( 200 restaurants )
- Globally it is USD 6-8 billion revenue market ( restaurant automation)

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# Pricing and Business Model

## Monthly subscription

- Food Photo
- Cost estimations
- Monthly report on profit margin per dish

50-400 HKD per restaurant

## B2B software sales

Monthly paid subscriptions

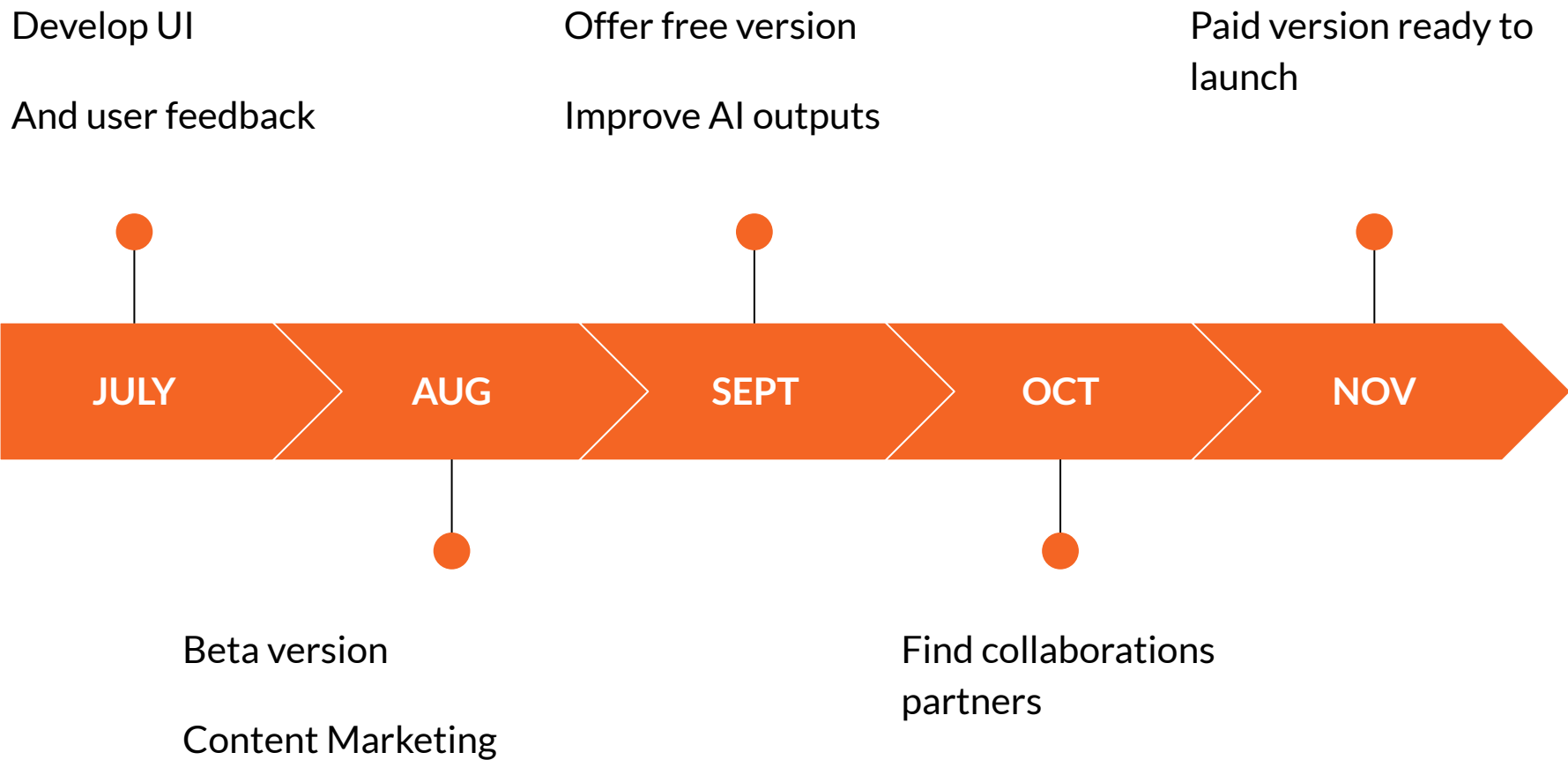
Marketing and social media services

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# AI Models for Photo retouch







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# Contact

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