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# chefYELL

**Sourcing, Expense & eXecution**



Antony MA , +65 8497 6337, [info@chefyell.com](mailto:info@chefyell.com)

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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



## Problem Addressed

- **Costly Errors & Inefficiencies** -> Menu inaccuracies result in lost revenue.
- **High Operational Costs** -> Professional food photography requires time & financial investment.
- **Fragmented Tools** -> Rely on multiple solutions for menu design, imaging lead to inefficiency.
- **Lack of Data-Driven Insights** -> Menu decisions relying on intuition, without real-time performance analytics

# Our Solution: chefYELL

**S**ourcing, **E**xpense &  
**e**Xecution



- 01 Generative high quality AI food images
- 02 Menu editor with instant cost-impact warnings
- 03 AI-powered word-choice suggestions improve descriptions
- 04 Track costs and measure profit of each menu item

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# Features



Food Image Model	Build model for food item images, and can generate the largest variety of food images
Food Cost DB	Cost data across a wide range of ingredient
ML and Predictive models	Use time series and historical data to predict demand and reduce food costs
Marketing Agents	Monitor social media on food trend and competitions

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# Tech Stack & Technical Focus

Frontend

**NEXT**.JS

Backend



Styling



Scripting



**Fine-tuned  
LLMs** for menu  
description &  
tagging.

**Stable  
diffusion** for  
food image  
generation.

**API Gateway**  
for scalable  
backend.

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# MVP - chefYELL

Demo of Product: on request

Website: <https://www.chefyell.com/>

# Screenshots of Menu Creator:


Menu Editor

HomeHelp

Save Content

✓ Complete

CAVIAR PANNI PURI



Price10

Vegan

Takeaway

% Margin

HighMediumLow

☆ Popularity


TopGoodFairPoor

Note

Enter note (e.g. add-ons, dietary info, etc.)

✓ Complete

LOBSTER PIE TEE



Price10

Vegan

Takeaway

% Margin

HighMediumLow

☆ Popularity


TopGoodFairPoor

Note

Enter note (e.g. add-ons, dietary info, etc.)

✓ Complete

LOUD-GRILL UNAGI



Price10

Vegan

Takeaway

% Margin

HighMediumLow

☆ Popularity

TopGoodFairPoor

Note

Enter note (e.g. add-ons, dietary info, etc.)

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# AI Models of Photo Retouch:

The image uploaded edited to be use for menu purposes:



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# Future Roadmap



- **Automated Invoice Processing**

- Multi-modal OCR (Amazon Textract) + NLP (Bedrock/LLaMA-2) extracts ingredient costs from vendor invoices
- Textract for handwritten & typed invoice digitization
- Custom NER model to classify ingredients & quantities

- **Real Time Food Cost Analytics**

- MongoDB tracks ingredient price fluctuations; calculates per-dish COGS via AWS Step Functions
- Graph databases (Neptune) for supplier cost benchmarking

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# Target Market & Market Size



## Restaurant Owners /Chef

- Per meal spending: min 100 USD / head
- Number of target restaurant: ~20k restaurants in APAC
- SAM in 1st yr : 1 % ( 200 restaurants )
- Revenue market (Restaurant Automation): USD 6-8 billion globally

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# Pricing and Revenue Model

## Monthly Subscription

- Menu generation
- Cost estimation
- Monthly report on profit margin / dish

~50 - 100 USD per month

## Advertisement

- Marketing & Social media services

## Affiliate

- B2B Software sales



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# Team Members

**Antony Ma**

**Tech lead**

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

**Andrew Ng**

**AI Engineer**

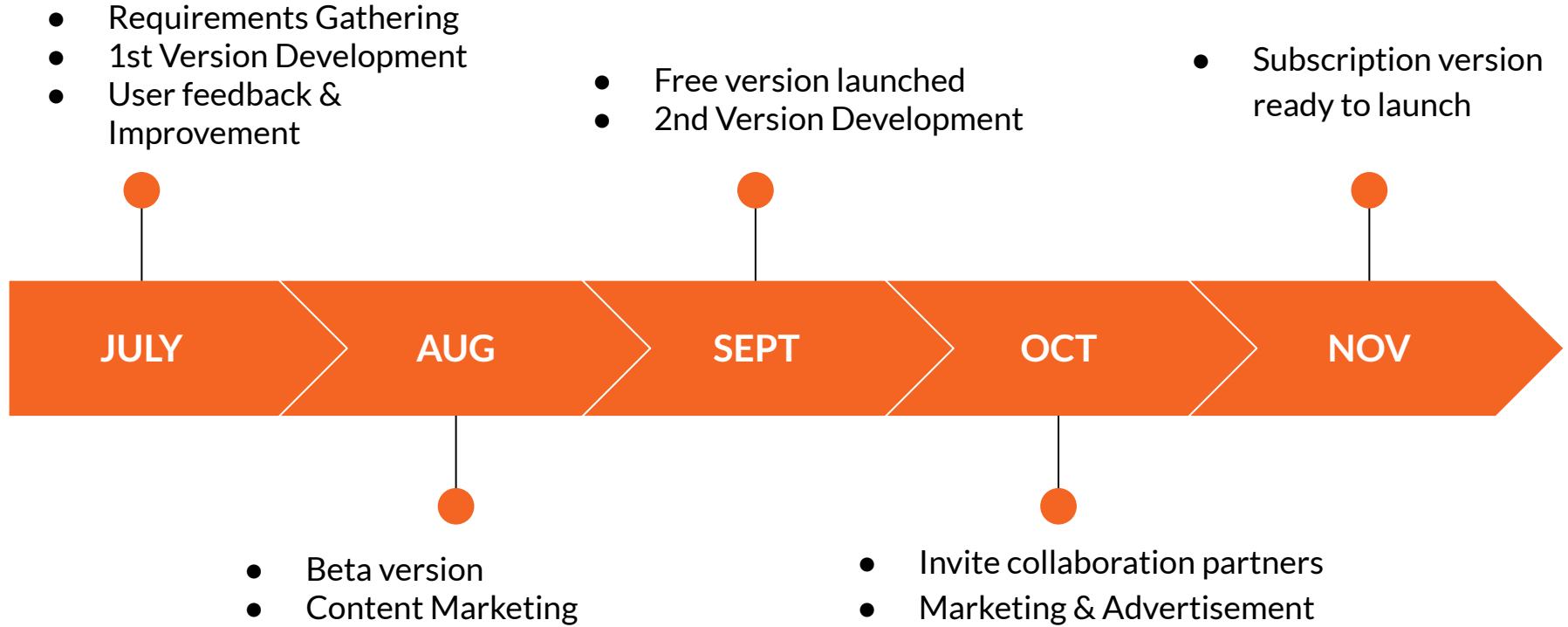
- Computer Science degree with focus on AI model fine tuning
- Lacrosse Official Certification

**Jia Wei Phong**

**Product Manager**

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

# Project Timeline (2025)



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# Contact

Antony Ma

Email : [info@chefyell.com](mailto:info@chefyell.com)

+ 65 84976337