



Little Chefs

A fun and creative game to teach kids about food

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Little Chefs

BON
APPETIT

“

The fondest memories
are made when gathered
around the table.”

- Anonymous

BON
APPETIT

BON
APPETIT



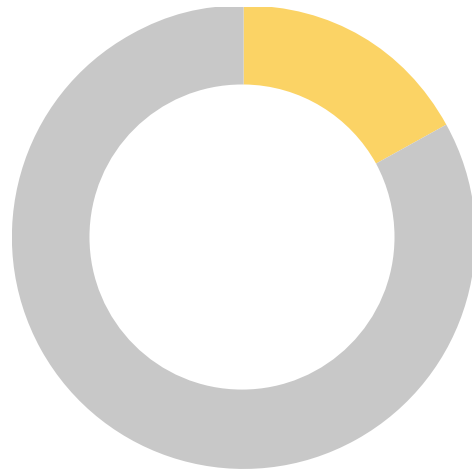
The Market

~\$11.7B

Worldwide*

~\$4B

In the US*



~17%

Of the world's
population is falls
under the 8-15 age
group

Digital fatigue

is the fuel to increasing
board game sales



Little Chefs

Our product



Little Chefs



**Pick a
recipe**



**Gather all the
ingredients**



**Complete
the dish**

Benefits:

- Build patience and strategic thinking
- Develop personal and social skills
- Improve observation skills

8+

years

2-4

players



Little Chefs



Why 8+

- Abstract thinking
- Cultivate social relationships
- Physically active and independent

Game components

- **24** recipe cards
- **46** unique ingredient cards
- **4** player pieces
- **1** game dice
- **1** spin wheel
- **8** numbered scales



Product highlights



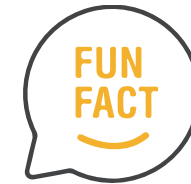
Focus on
fun + learning



Strategy aspect –
Trade



Real-world
recipes



Fun fact with every
ingredient card



USP

Strategy aspect – Trade

Imparts
negotiation
skills

Enhances
communication
skills



Improves
decision
making

Facilitates
the idea of
prioritization



Business model

Licensing fee

Manufacturers like
Mattel or Hasbro



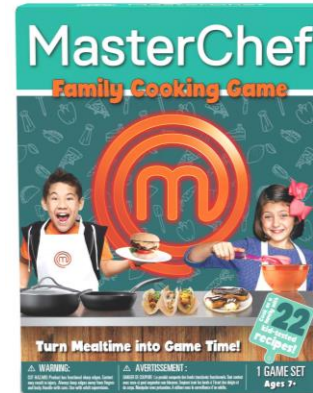
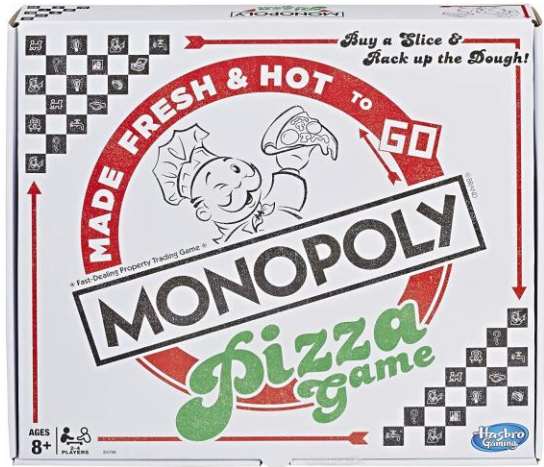
Business model + expansion



Manufacturers like
Mattel or Hasbro



Competitors



Competitors



Advantage:

- Educative
- Specific cuisines
- Expansion packs to ensure continuous revenue generation
- No adult supervision needed



Thank you

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