



ChefTech

company portfolio

where culture meets the kitchen



EXECUTIVE SUMMARY

ChefTech is an innovative startup focused on promoting global culinary education through technology. Our core product, Dishcovery, is an interactive mobile application designed to educate users about traditional dishes from around the world by combining cultural insights, historical context, and easy-to-follow recipes.

The app addresses the growing disconnect between younger generations and cultural food heritage, offering a solution that is both informative and engaging. Through features such as a Food Passport, quizzes, and gamified achievements, Dishcovery transforms learning about international cuisine into an enjoyable and rewarding experience.

Our mission is to preserve global culinary traditions by making cultural learning accessible and enjoyable — where culture truly meets the kitchen.



TEAM PROFILE



CHIEF EXECUTIVE OFFICER

MUHAMMAD AQIL ZAQUAN

- 🎓 KOLEJ PERMATA @ PINTAR NEGARA, UKM
- 🏠 SOUTH EAST ASIA COMPUTER SCIENCE OLYMPIAD - BRONZE
ECONOMICS EXPLORER COMPETITION - HM
- ⚙️ COMMUNICATION, TEAMWORK, PROBLEM-SOLVING
- 🤝 LEADERSHIP, EMPATHY, EASY-GOING, VISION-ORIENTED
- ❓ FINANCIAL FREEDOM AND SOLVING A PROBLEM

CHIEF OPERATING OFFICER

FARHANA SYAKIRA

- 🎓 KOLEJ PERMATA @ PINTAR NEGARA, UKM
- 🏠 INTERNATIONAL SUSTAINABILITY INVENTION, INNOVATION
AND DEVELOPMENT ON FOOD, CULTURE AND
TECHNOLOGY (ISIIDFCT) - GOLD MEDAL
- ⚙️ CREATIVITY, ACTIVE LISTENING
- 🤝 DECISION-MAKING, EMOTIONAL INTELLIGENCE
- ❓ PASSION AND FINANCIAL INDEPENDENCE



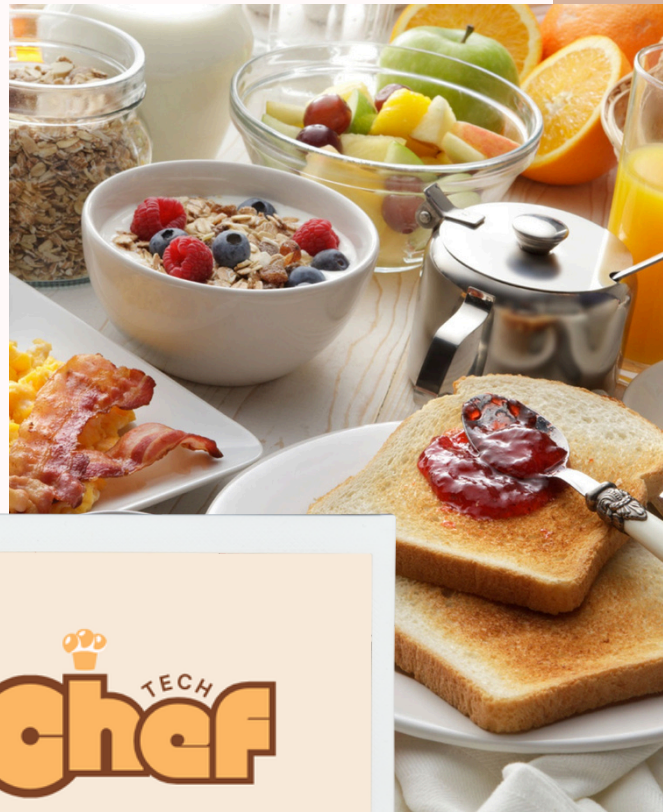
CHIEF MARKETING OFFICER

AQIL HAZIQ

- 🎓 KOLEJ PERMATA @ PINTAR NEGARA, UKM
- 🏠 JUNIORSKILLS MALAYSIA (JSM) TAHUN 2025 BIDANG
DRONE OPERATING
- ⚙️ FINANCIAL MANAGEMENT, MARKETING
- 🤝 CONFIDENCE, ADAPTABILITY
- ❓ SOLVING A PROBLEM IN SOCIETY

VISION

To be a leading platform in preserving and promoting global culinary heritage through innovative, educational, and engaging digital experiences.



MISSION

To connect people with world cultures through food by providing an interactive app that educates, inspires, and celebrates traditional dishes, their history, and their significance — making global cuisine accessible, meaningful, and fun for everyone.



LOGO DESIGN



Chef hat on top = passion & authenticity in every dish!



'C' shaped like a bowl = where every recipe begins!



Spoon in the 'C' = sharing comfort, culture, and global flavors in every bite!



Orange & brown tones = warmth, appetite, and approachability



PROBLEM STATEMENT

In today's fast-paced lifestyle, many individuals struggle to prepare even the simplest meals. This challenge often stems from a combination of factors such as lack of time, low motivation, and limited cooking knowledge. As a result, people frequently resort to unhealthy takeout, processed or instant foods, or even skipping meals altogether. In the end, this will affect their health, well-being, and finances.



!! SOLUTION ?

To solve the challenges of time constraint, lack of motivation and limited cooking skills, we would like to introduce an all-in-one recipe book. This solution combines quick, easy and convenient recipes, ingredients needed and how much time will be consumed for specific recipes. Customers can choose recipes based on how much time, effort, and ingredients they have. This solution empowers users to cook easily, save time, learn effortlessly, and eat healthier — even when they feel lazy or busy.





SPECIALTY

Our solution is better because our recipe book adapts to the user's limitations instead of forcing users to change. Our solution is more different compared to others because our recipe book contains the consumed time for specific recipes which immediately helps user save more time. Our recipe book is also provided with cooking tutorials by just scanning the QR code!



“RESIPI ORANG MALAS” RECIPE BOOK

Resipi Orang Malas



*100 Easy Recipes from
Around the World*

“Resipi Orang Malas” Recipe Book is a uniquely designed, taco-shaped physical recipe book by ChefTech. It contains 100 easy-to-follow recipes from various countries, specially curated for those who want to cook delicious meals with minimal effort. This recipe book also serves as the key to unlocking full access to the Dishcovery app — creating a seamless connection between physical and digital learning.

FEATURES



Taco-Shaped Design –
Eye-catching and portable



100 Simple Global Recipes –
From Asia to Europe and beyond



App Integration –
Purchase grants access to
Dishcovery app content



Lazy Recipes –
Minimal ingredients,
maximum taste



BENEFITS



Makes global cooking simple and fun for beginners



Encourages cultural discovery through food



Perfect for students, busy individuals, or new cooks



Acts as a collectable item and unlocks digital features





TARGET MARKET

Our target customers are people who are hungry but lazy to cook but want the food they eat to be delicious. In addition, people who want to start cooking such as students, single people and housewives.

WE HELP

People who are too busy, tired, or unsure how to cook by offering easy and tasty meal solutions. Our food is made for those who want something quick, and delicious without spending too much time, money, or effort in the kitchen. Whether you're a student, a busy worker, or just someone who wants a break from cooking, we make mealtime simpler and more enjoyable.





MARKET SIZE

Initially we will publish our product in Malaysia first because in Malaysia there are many internet users. Especially in the younger generation. So it is very suitable for our target customer at first which is students or singles. When our product is stable in Malaysia, then we will publish this recipe book abroad and maybe in various languages such as English, Mandarin and others.

TRENDS & INSIGHTS

Many social media users are now attracted to delicious and popular food. In addition, many people learn new skills from social media and applications. And by turning lessons into games, it will attract users, especially among teenagers. So this idea is very suitable for the current generation trend who mostly use social media, online games and applications.



BUSINESS MODEL

We will use social media as a supporting income for our company because now many people are more interested in interesting ways of promotion on social media. We will also make various versions of the book in terms of shape, food category and others. After that, when our recipe book starts to make a lot of profit, we will release other products such as aprons, kitchen starter kits and others.



PRICING STRATEGY

Printing & Materials	RM 7.00
Packaging	RM 1.00
Content Licensing / Copywriting	RM 1.00
Marketing & Promotion	RM 2.00
Commission to Agents / Distributors	RM 2.50
Logistics & Handling	RM 1.50
Profit Margin	RM 10.00
Total price	RM 25.00

COMPETITIVE ANALYSIS

	Cheftech	Chef Wan	Norman Musa	Mandy Yin
Product	Resipi Orang Malas	The Best of Chef Wan	Amazing Malaysian	Sambal Shiok: The Malaysian Cookbook
Price	RM25	RM59.90	RM189.90	RM149
Strengths	Affordable, beginner-friendly, fun and simple recipes	Trusted name, wide variety of Malaysian dishes	Premium quality, modern take on traditional recipes	Authentic & bold flavours, great for overseas Malaysians
Weaknesses	Less comprehensive	Slightly dated content & design	Very expensive	Expensive and not suitable for simple meals
Ratings	5/5	5/5	4.7/5	4.3/5

where culture meets the kitchen

SWOT ANALYSIS



STRENGTH

- Affordable price
- Simple & quick recipes
- Friendly style
- Strong local identity

WEAKNESS

- Limited variety of recipe
- Limited nutritional info
- No international exposure



OPPORTUNITIES

- Great fit for students & young adults
- Viral marketing potential
- Collaboration with influencers

THREAT

- Strong competition
- Shift to online content
- Negative assumptions

Our recipe book is the only friendly recipe book that is made specifically for the lazy — where tasty meets easy, at just RM25.”

PROMOTION CHANNELS

Social media platforms (TikTok, Instagram), food influencers, campus events, recipe book packaging, and QR code inserts. Targeted ads and email marketing campaigns will also be used to increase awareness and engagement.



BRANDING APPROACH

Friendly, fun, and culturally rich branding that emphasizes exploration and food discovery. Visual identity centers around warm tones, a playful taco-shaped book, and the motto “Where Culture Meets the Kitchen.”





SALES PROCESS

Customers purchase the taco-shaped recipe book, which includes a unique QR code granting access to the Dishcovery app. Orders can be made online or through participating distributors, schools, or book fairs.

CUSTOMER RETENTION

In-app reward system (badges, food passport, achievements), personalized content, regular app updates, and seasonal recipes. Notifications and email newsletters maintain engagement and offer sneak peeks, discounts, or cultural food facts.





DAILY OPERATIONS OVERVIEW

We will always check our app so that there are no problems and malfunctions so that users will not feel disappointed or angry because of the malfunction of the application. In addition, we will also always be aware of current issues about new recipes. We will also give feedback to users in the app or on the play store or app store.

TOOLS/TECH STACK

We will use the best platforms to create our app such as Flutter, React Native, Firebase, Figma and others to make users comfortable and have no problems when using our app.



SUPPLIERS/PARTNERS

We will get confirmation or approval from cultural experts, chefs and translators before we publish our app. In addition, we will get an app developer to produce our app so that there are no malfunctions in our app. We can also get information from local people for information about the foods that are available or popular in that place.



FACILITIES OR PLATFORMS USED

Because many people use various types of devices from Android and Apple. So this app will be available on platforms such as Play Store and App store. In addition, this app will be promoted on social media such as YouTube, Instagram, TikTok and many more.





ESTIMATED STARTUP COSTS

For our initial costs, approximately RM15,000 to RM30,000 for app development. Then, RM3,500 for the start of our product creation, which is a recipe book. Finally, RM5000 for branding, design, marketing, content and research. So the total is, RM23,500 to RM53,500.

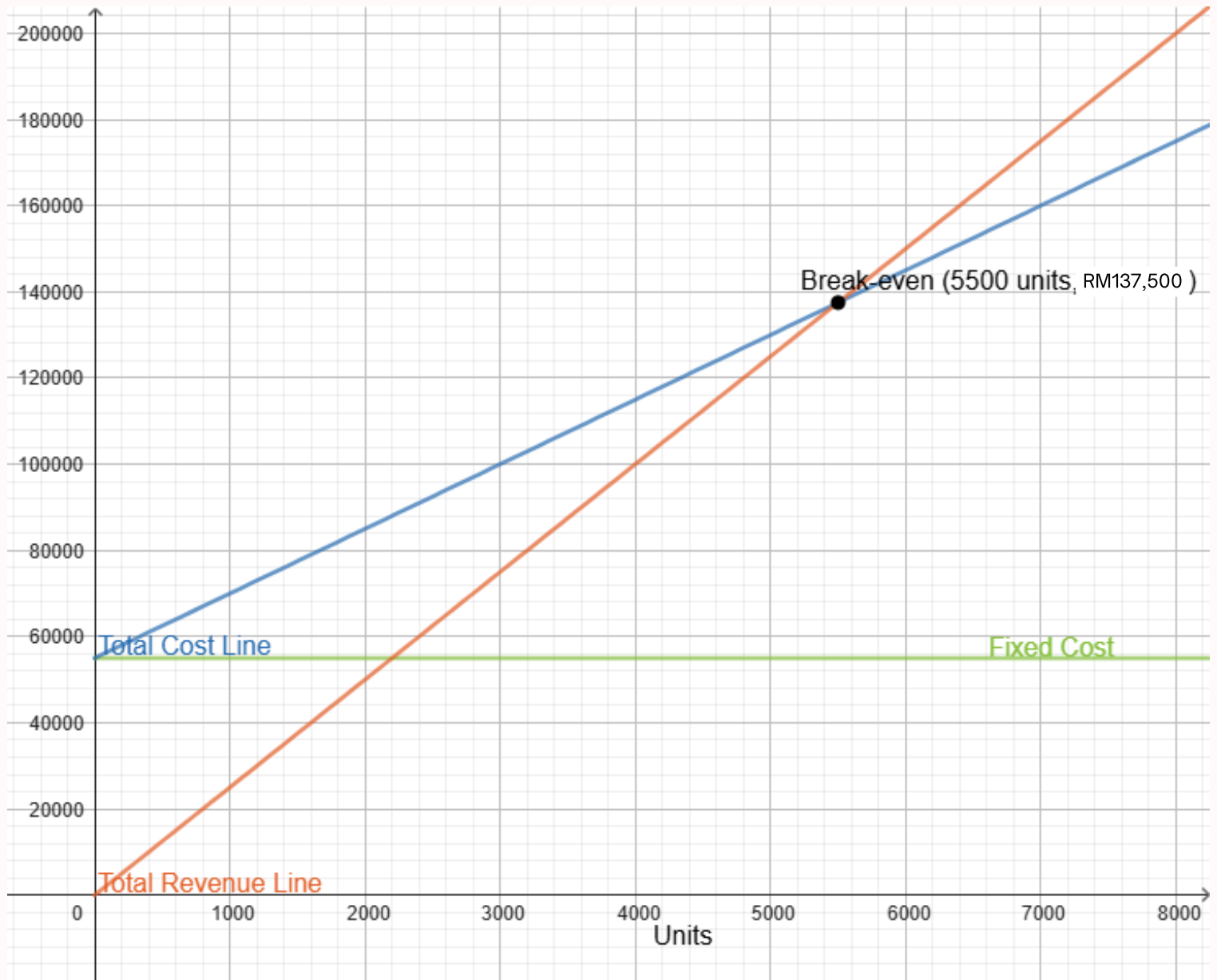
1-YEAR REVENUE PROJECTION

First of all, our product sales target is 50-150 copies of recipe books every month. A recipe book costs RM25, which means that in a month we will get at most RM3,700. So in a year we target to get RM45,000 for the first year.





BREAK-EVEN ANALYSIS



MILESTONE & ROADMAP

Phase 2: Official Launch

- Start selling physical book (RM25)
- Launch through social media
- Collaborate with popular influencers
- Collect testimonials & early review

Phase 4: Expansion

- Selling kitchen starter kits
- Make another version of recipe book in English
- Launch world-wide and target overseas customer

2

4

1

3

Phase 1: Pre-Launch

- Finalize recipes & design layout
- Do test cooking & get early feedback
- Design book cover and brand visuals
- Soft teaser on social media
- Prepare printing & packaging

Phase 3: Development Phase

- Release recipe video tutorial through social media
- Release more series of the recipe book
- Create and sell merchandises like aprons
- Sell the recipe book through local bookstore

MILESTONE & ROADMAP



Short term goals (3 months)

- Finalize the recipe book design and start selling in Semenanjung, Malaysia
- Promote through social media (Tiktok, Instagram)
- Expecting 100-200 of books sold
- Receive reviews and ratings from customers



Mid-term goals (6 months)

- Improving the recipe book based on customer's reviews
- Start selling in whole Malaysia including Sabah and Sarawak
- Collaboration with popular influencers to try out the recipe
- Make video tutorials based on the recipe book and promote online
- Reach 500 of books sold



Long term goals (12 months)

- Reach more than 5000 books sold in a year milestone
- Releasing different versions of the recipe book
- Selling the english version of the recipe book overseas
- Pitch to online platform for wider reach
- Expand the brand for more products





PITCH DECK

Dishcovery Slide:

<https://www.canva.com/design/DAGhhg5KbjY/tJ2HYCOxzVpePAP692kBEA/edit>

ChefTech Slide:

[https://www.canva.com/design/DAGlYn2iDE/YC8NE5Nqwa tlXJalZ7L45Q/view?
utm_content=DAGlYn2iDE&utm_campaign=designshare&
utm_medium=link2&utm_source=uniquelinks&utlId=hf883
e23f8b](https://www.canva.com/design/DAGlYn2iDE/YC8NE5Nqwa tlXJalZ7L45Q/view?utm_content=DAGlYn2iDE&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=hf883e23f8b)

Dishcovery Prototype Slide:

[https://www.canva.com/design/DAGkkL3ArQU/FzWUSTXiR
M1dUIZQAvJU4Q/edit](https://www.canva.com/design/DAGkkL3ArQU/FzWUSTXiRM1dUIZQAvJU4Q/edit)



APP PROTOTYPE

App Prototype Slide

...



DishCovery
SIGN IN

Forgot Password?

Login

or

Create an account

... X

Let's
Create
Your
Account

☐ I agree to the [Terms & Privacy](#)

Sign Up

Have an account? [Sign In](#)

Welcome,
Zaheen!




where culture
meets kitchen







 X

Zaheen 

Hello. I am Zaheen Iskandar and I'm from France. I like Volleyball.



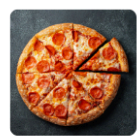
Submit



YumList
for Zaheen!




Nasi Goreng Seafood


Pepperoni Pizza


Smash Burger


Add more





For you,
Zaheen!




Chinese Dumpling 
A dumpling is a food item typically consisting of a piece of dough, often wrapped around a savory or sweet filling, and cooked by methods like boiling, steaming, or frying... [see more.](#)

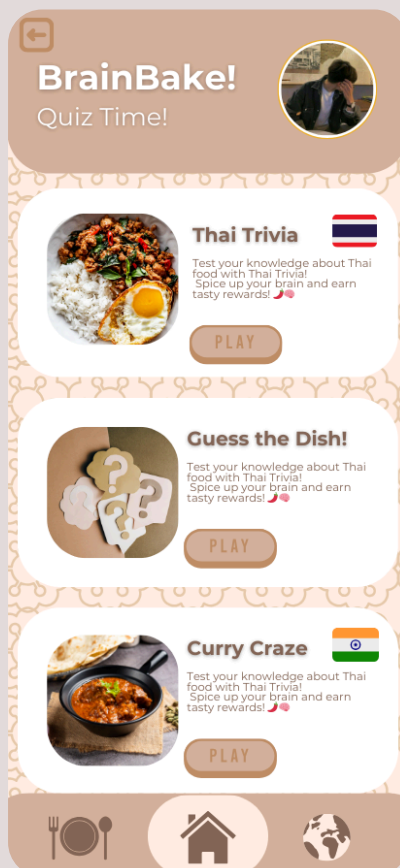
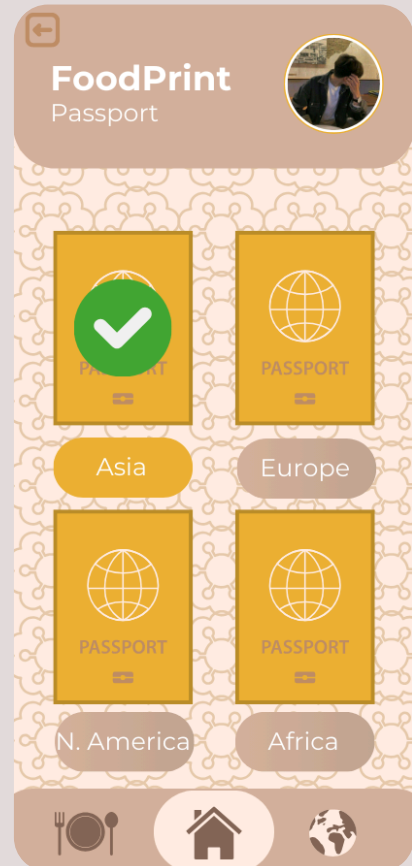
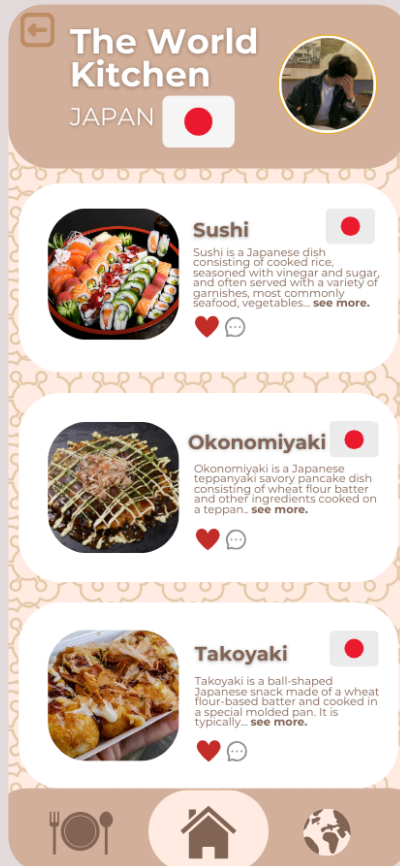

Keropok Lekor 
Keropok lekor, a Malaysian fish cracker, is a popular snack made from fish and sago flour, seasoned with salt and sugar. It's typically rolled into sausage-like shapes. It can also... [see more.](#)


Alfajores 
Traditional Argentine pastries made with two delicate, melt-in-your-mouth cookies embracing a luscious dollop of creamy dulce de leche caramel... [see more.](#)



APP PROTOTYPE

App Prototype Slide





AWARDS

- 2nd Place for the best group - DIP Open Day
- Digital Rising Star Award for Farhana Syakira
- 3rd Place for Aqil Zaquan for the best presenter - DIP Open day



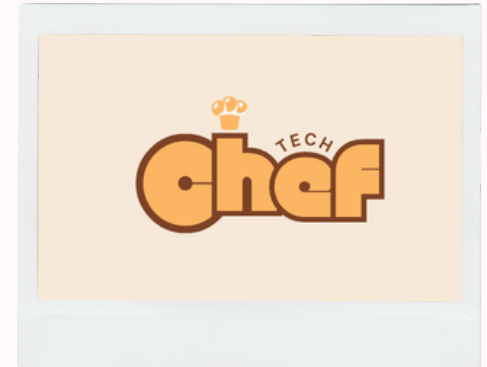


TIKTOK PAGE

Official TikTok Handle:

ChefTech Official TikTok Page:

<https://www.tiktok.com/@cheftech25> (**ChefTech**)

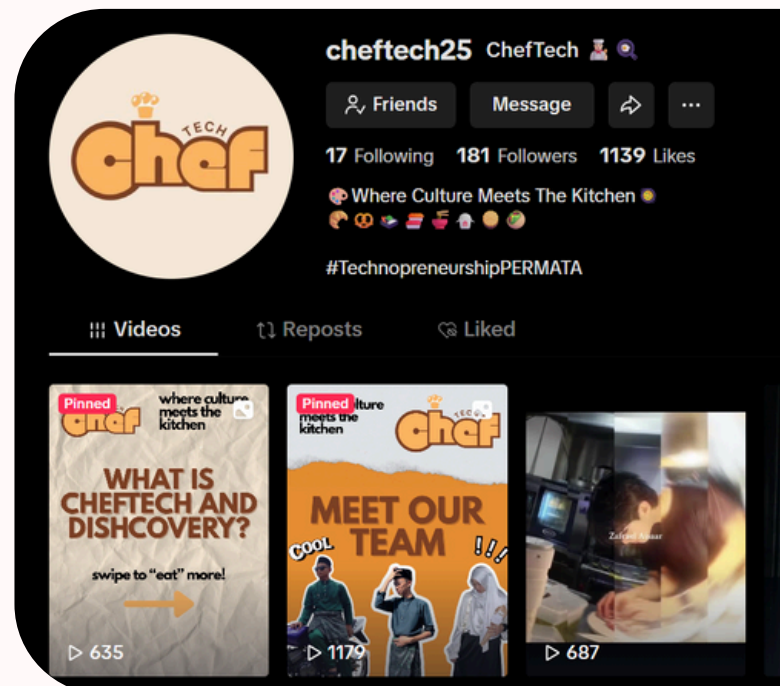


Purpose

To promote Dishcovery and ChefTech through fun, educational, and culturally themed content that connects food and learning in a creative way.

Contents Shared:

- Sneak peeks of international recipes
- App feature walkthroughs (e.g., Food Passport, Brain Bake)
- Funny & relatable skits about cooking fails or cultural confusion
- “Did You Know?” facts about food history and ingredients
- Behind-the-scenes of student life at PERMATA Pintar (DIP Edition!)
- Seasonal & festive content (e.g., Raya specials)





Contact us



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