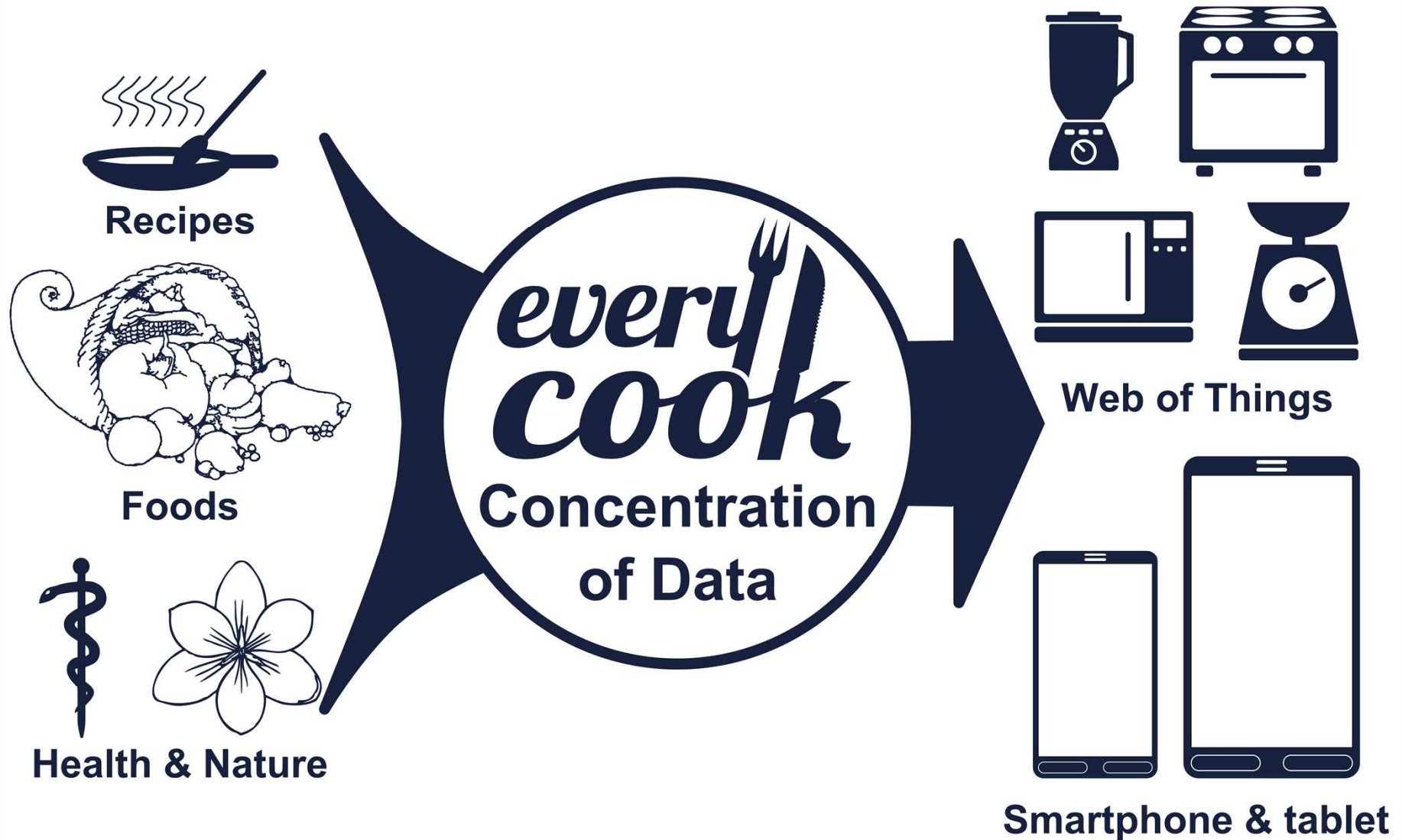


# Better food through information



# Index: what's coming?

1. Hardware
2. Software
3. What data? ALL data!
4. Opportunities
5. Needs

# Why EveryCook? Hardware Problem



# Further thoughts: stupid industry!



What is the Difference between a rice cooker and a deep fryer?



Basket and  
Thermostat  
That's it!



# Are electronics expensive? Nope!

So why this:



Instead of that:



And that:



# Analog? Nice! Programmable? Nicer!

But wait! Then we can:

- Add more sensors
- Add a timer
- Think if-then-else
- Start talking to the user

# Talking is exchange of Information

What information could we use?

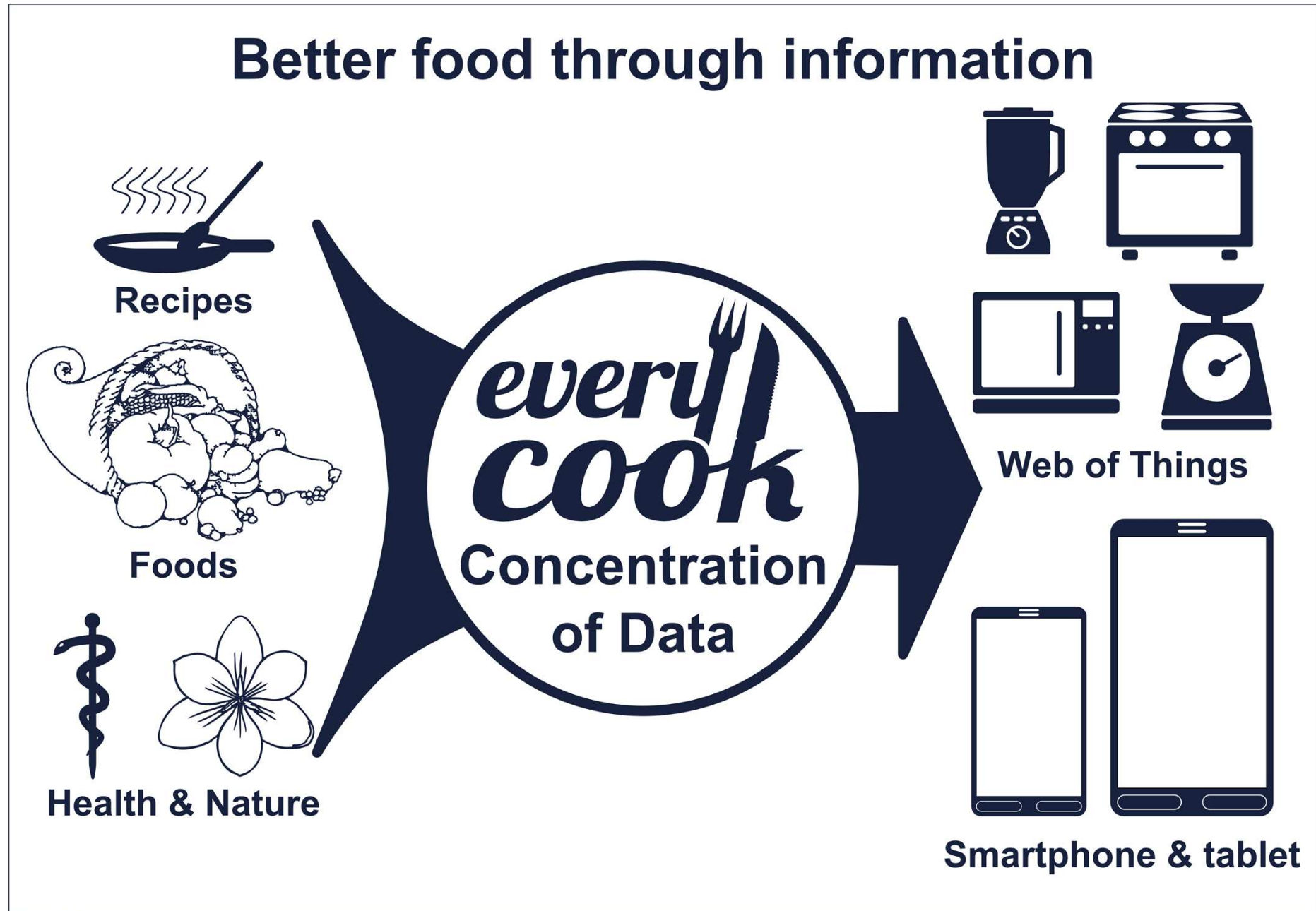
We are in the «Information Age», right?

So we can access information easily?

Let's get ALL information!

Let's go on line!

# In 2008 the idea of EveryCook was born





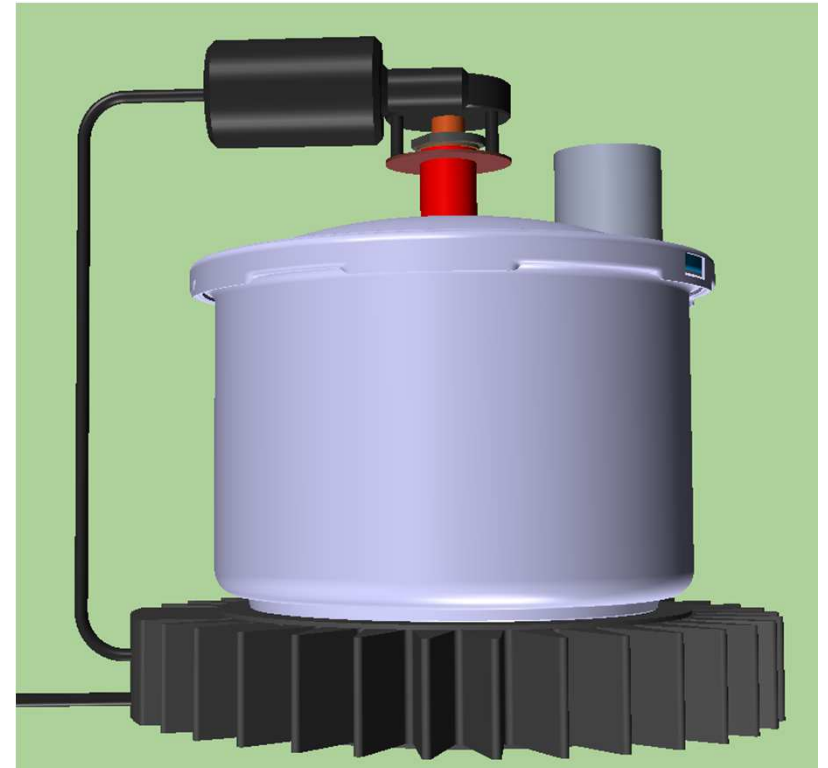
# 2009

- Thinking about possibilities
- Desk research about technologies
- CAD Model concept



# 2010

- Talks to manufacturers
- Reactions: «interesting» but no real support
- Detailed CAD Model



# 2011

- Make it real: First prototype
- Pressure cooker + fiberglass + epoxy
- Arduino + EEEpc
- Hacked induction heater
- Motor from trash
- Some lasercut parts
- Database as xml files
- Some php code
- Works!

Looks dangerous to  
Investors

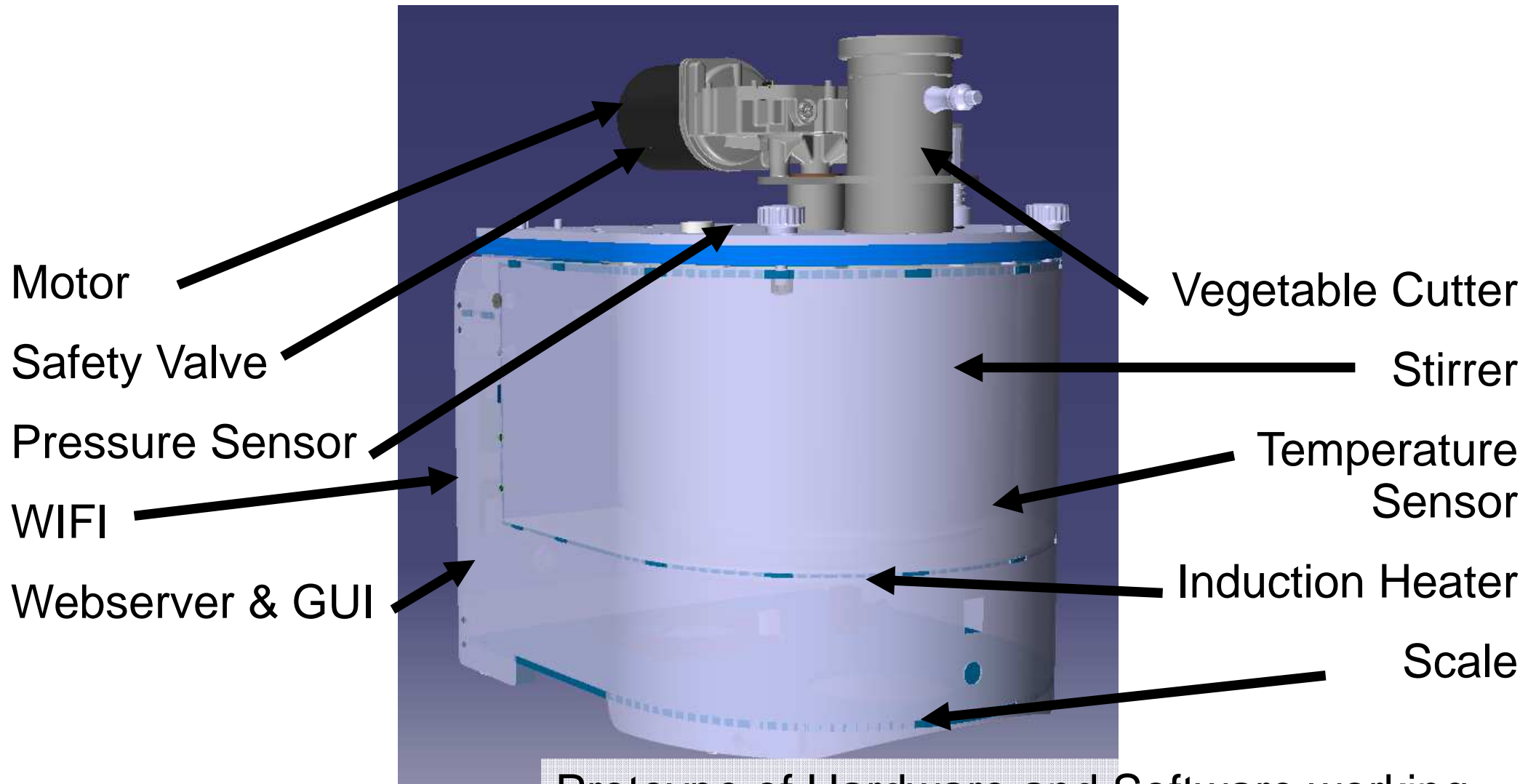


# 2011: Insights

- Motor is heavy: we need a hinged cover
- Motor is too slow
- Home-made blades are blunt
- 10 bit ADC of Arduino is bad for scaling
- Pressure sensor would also be nice
- Hacked induction heater is a black box
- Database must be completely redesigned
- Php code also
- I need a team with at least one good coder

Back to the desk!

# Intelligent Hardware Features



Protoype of Hardware and Software working



# 2012: Version 2 prototype

- Expensive blades from a professional machine
- Maple mini has 12bit ADC
- Embedded PC instead of EEEpc
- Adjustable OP-Amp for the scale from Con
- OSHW induction heater from Con
- Samuel joins the team. Others leave...
- Samuel improves MySQL Database
- Samuel writes lots of PHP & JavaScript
- Second prototype goes to production

Looks much better!

# 2012: Insights from prototype 2

- RaspberryPi would be great
- 12bit ADC is not enough
- Adjustable OP-Amp does not help
- OSHW induction heater is buggy

But the base is good!

Minor changes:

- 24bit ADC with integrated Amp
- Samuel learns SPI
- Connections to China for Induction
- Special RaspberryPi shield



# Software

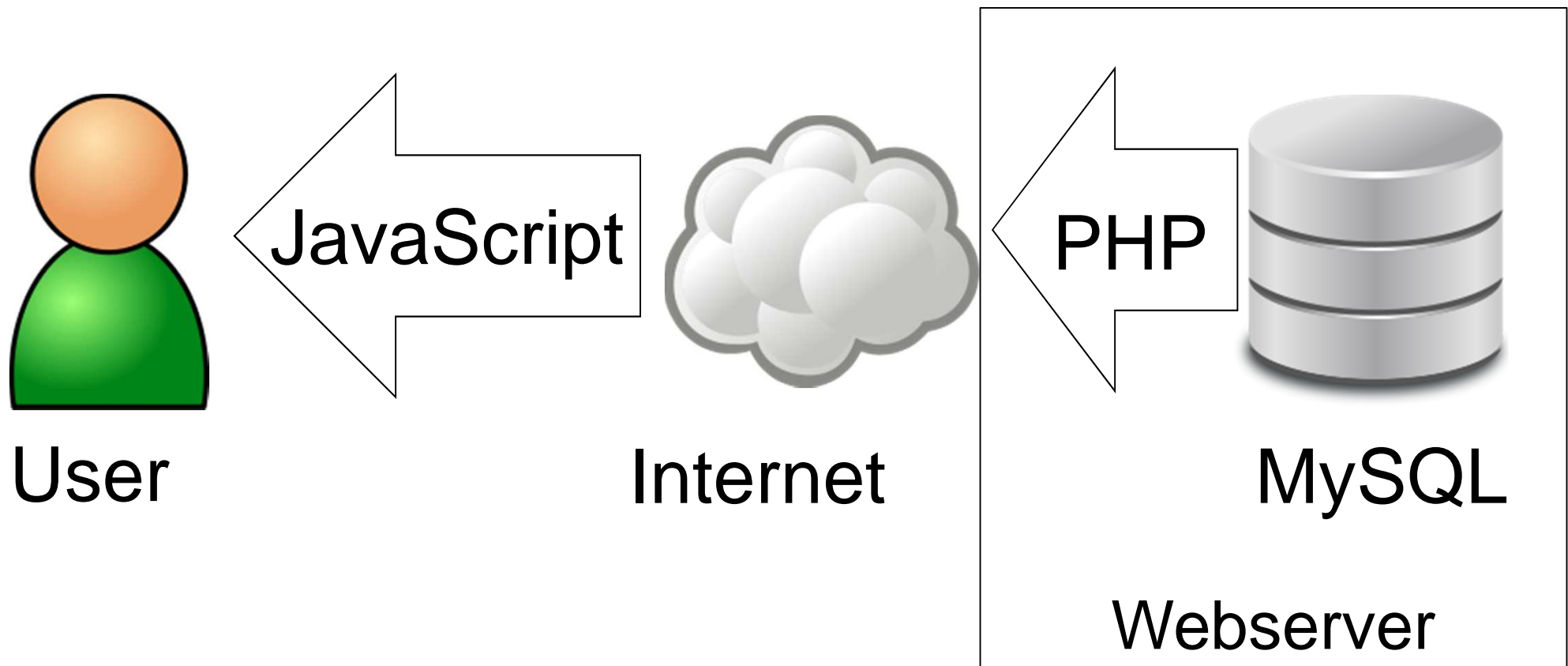
We want the most intelligent cooking device

We need software!

# Intelligence means to us:

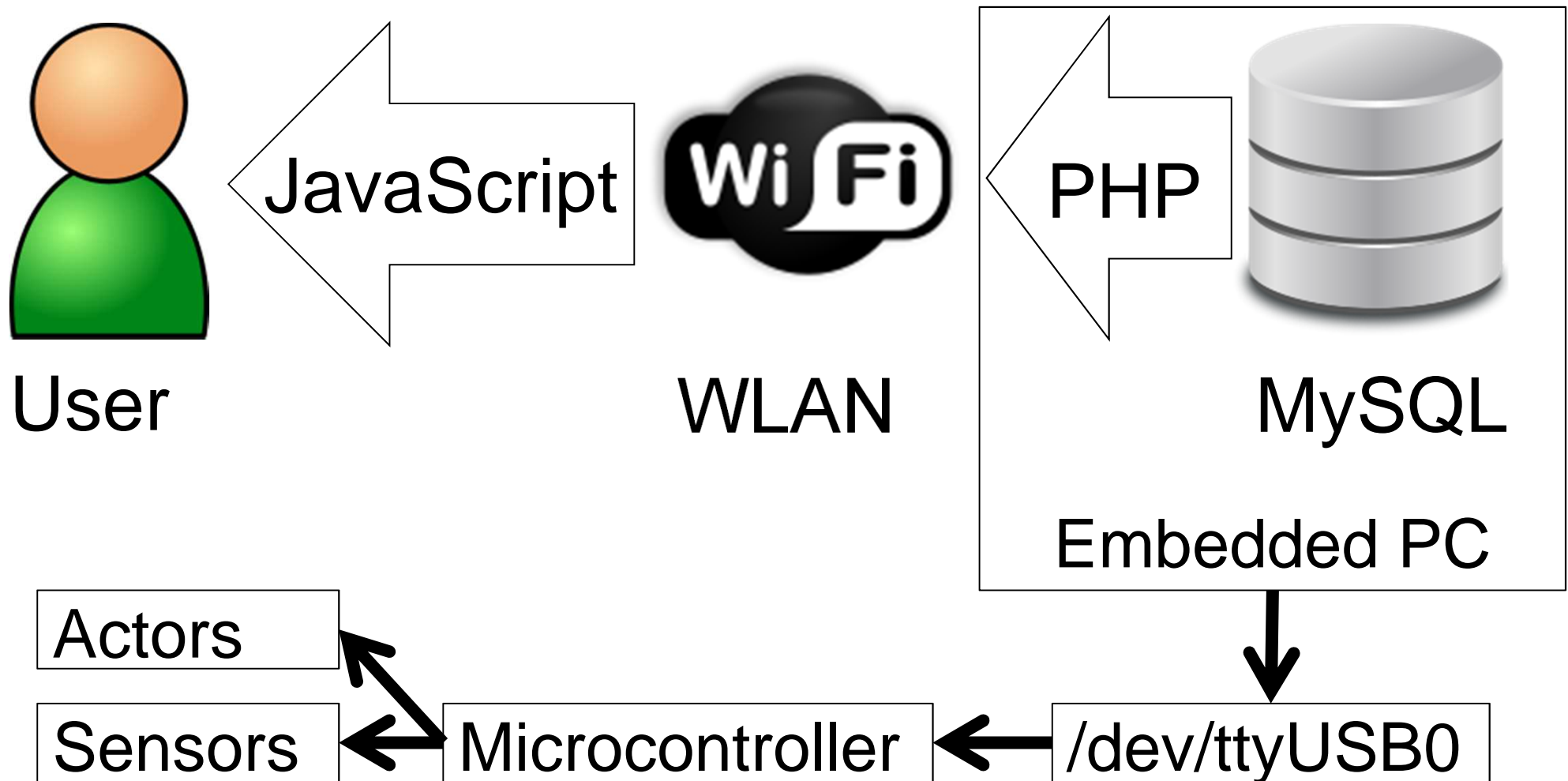
- Minimise the input from the user
  - The machine reads the recipe and knows what to do
- Maximise interactivity with the user
  - Progress bar for scaling
  - Time planner so it gets ready on time
  - Help beyond cooking: Shopping, Health, Sustainability
  - Sharing of experience with others

# Platform infrastructure

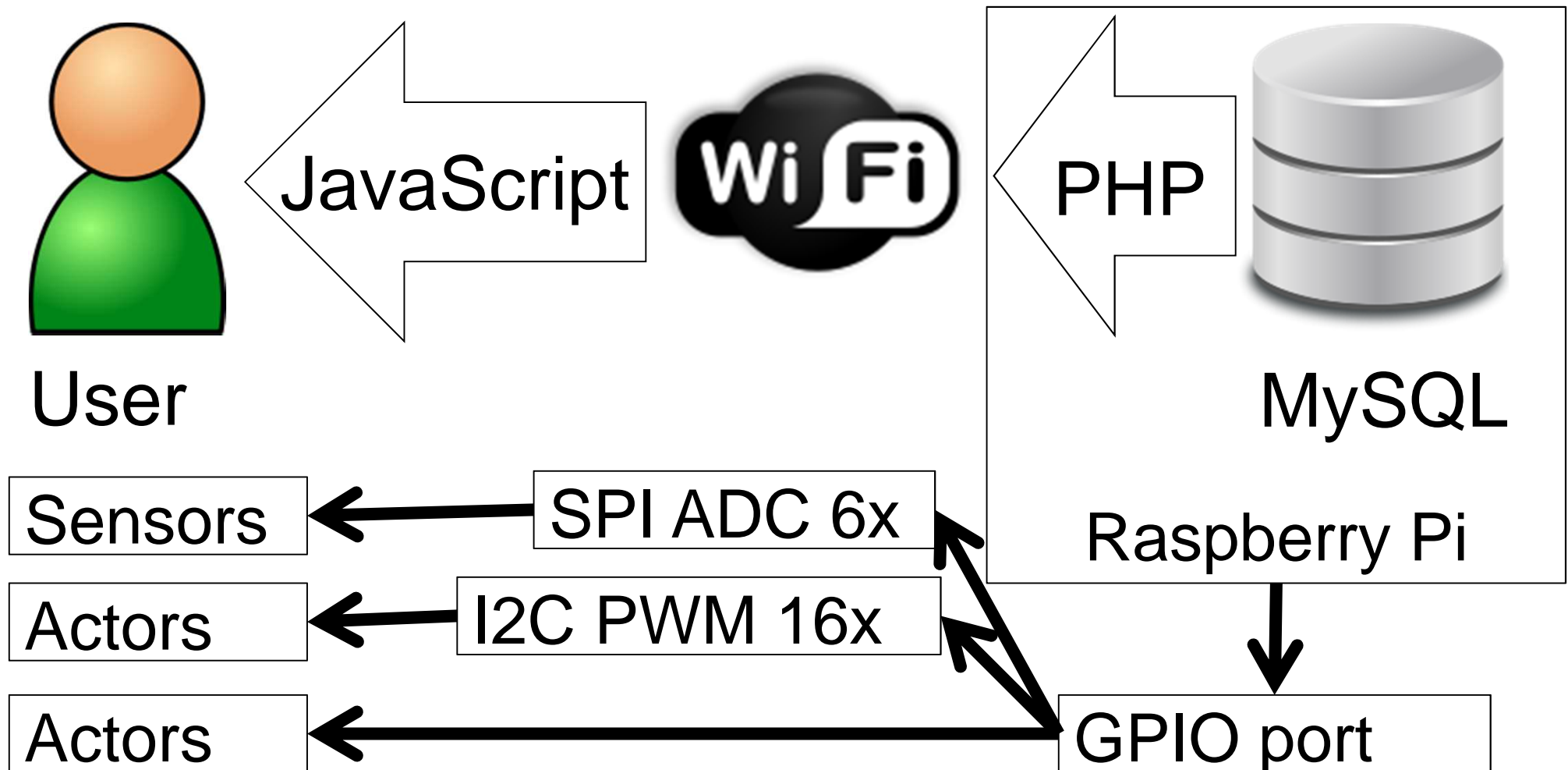




# Cooker infrastructure: old scheme



# Cooker infrastructure: new scheme



# Data: Better food through information

Intelligence comes from knowledge and combination.

So what do we want to know?

Whatever we can get legally!

# Data: Recipes

We want machine readable recipes in an open format.

We divide each recipe in steps.

Each step is mathematically defined:

- Temperature or pressure
- Weight of added ingredient
- Rpm of stirring, runtime, pausetime
- Duration of step
- Stepmode

# Communication Format

```
{  
  "T0":100,"P0":0,  
  "M0RPM":0,"M0ON":0,"M0OFF":0,  
  "W0":0,  
  "STIME":30,"SMODE":10,"SID":0  
}
```

→ JSON Array, so it can directly be used by a browser



# Data: Ingredients

Each recipe is linked to ingredients. Those ingredients have attributes like:

- State: fresh / dried / frozen
- Storability: 3 days or 6 months
- Link to nutrient data
- Link to products

# Data: Nutrient information

Currently we use the US department of agriculture (USDA) nutrient database as it is freely available for download.

This gives us scientifically researched data about more than 40 nutrients for over 7'000 ingredients.

This is very useful for people who make diets to loose weight or because they have to (diabetes, allergies, sport)

# Data: Products

When we want to eat we need to buy food. These are products of a farmer or a shop.

Everyone selling or giving away food can place it in our database.

Also food that is not accepted by supermarkets (like bent cucumbers or heart-shaped potatoes)

Products are linked to shops where you can buy them.

# Data: Product quality and validation

Food quality can be defined in many ways, so we will assign badges like:

- Vegan, Halal, Kosher
- Happy Animals, No Overfishing, Dolphin Safe
- Locally produced
- Organic
- Gluten-Free Lactose-Free

These badges will be verified by non-profit organisations and the community.

# Data: Shops

Shops are places where one can buy products, i.e. food. These can be:

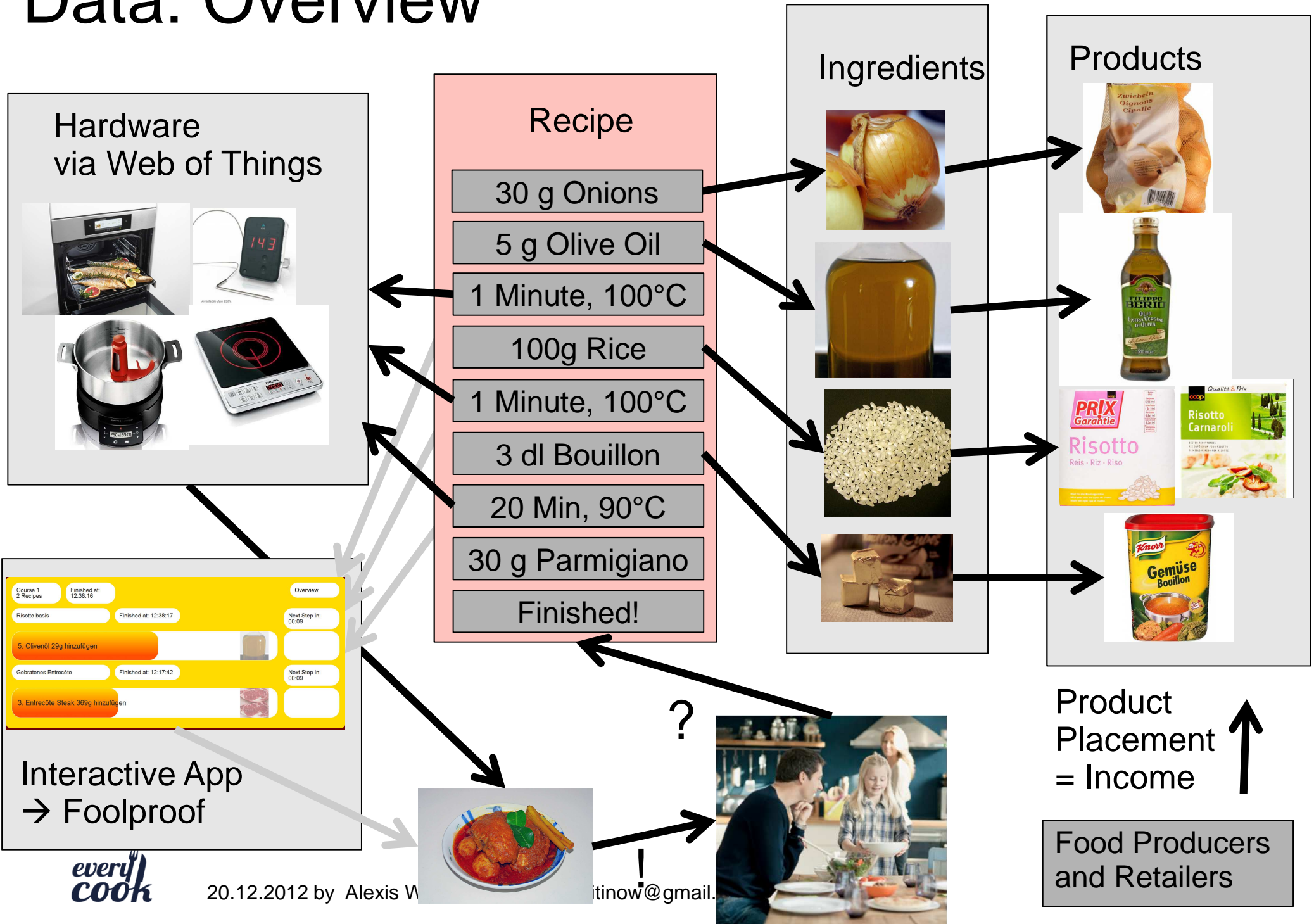
- Farmer's shop on the farm
- Small independent food shop
- Stand on a market
- Online shop
- Supermarkets of international companies

Every shop is listed with GPS coordinates so it can easily be found.

We are open to everyone. We don't qualify the products but the communities and the NPOs do.



# Data: Overview



# Opportunities

«Opportunities are often missed because they come in overalls and look like work.»

Thomas A. Edison

EveryCook offers a reange of opportunities, but making them real will need some work...

# Opportunities: Hardware

With RaspberryPi putting a computer into nearly everything is not a problem any more.

We could build EveryCook intelligence into:

- A kitchen scale
- An oven
- A stove (temperature sensor is challenge)
- A microwave oven
- A fridge
- Hack and improve existing «intelligent cokers»

# Opportunities: Hacking Competitors



Vorwerk  
Thermomix

Kuhn Rikon  
Duromatic  
Relax



Kenwood  
Cooking  
Chef

Philips  
Home  
Cooker



# Opportunities: Software

Besides making the existing functions better we could add features like:

- Text-to-speech output for user actions
- Route planner for shopping
- App for collecting data in supermarkets
- Keeping track of the food in the fridge
- CO2 and water footprint calculation
- Special diet plans
- And so much more...

# Needs

It would be wonderful, if we could do it by ourselves, but we can't so we need:

- Web Programmers (PHP/HTML5/JavaScript)
- Hardware Programmers (C/C++)
- Web/GUI designers
- Industrial designers
- Electronics engineers
- Mechanics engineers
- Community/Social media managers
- Marketing person
- Finance expert

# Needs: compensation

Nobody works for nothing. So we offer:

- Fun
- Challenge
- Learning
- Some shares for achievements
- Money? Nope. We have no money

So we also need:

- Investors with a vision (maybe you know one?)
- That could solve all above mentioned needs



# Core Team: Who we are



Alexis Wiasmitinow

CEO

M. Sc. Mechanical Engineer

2 years of StartUp experience  
3 years managing big projects  
2 years product development

«The parts of the puzzle exist.  
I'll bring them together!

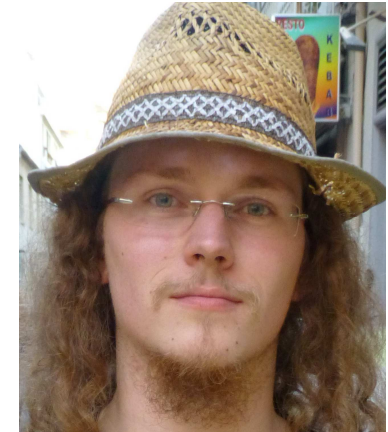
Samuel Werder

Developer

Over 10 years of  
programming

Over 5 years of Web  
development

«I handle any kind of bits or  
bytes...»



## Friends and Consultants



Conradin Döbeli

Hardware Manufacturer

Mechanical Engineer

10 years of prototype development  
and manufacturing



Charles Hirt

Cooked in several 3-Star Restaurants

Lerned cooking with Gordon Ramsay

Fine Food import from Italy



# Thank you for your attention

