

Cook & Connect

Founder : Jessica L. Gutierrez

Location: Perth, WA



INVESTMENT PITCH

PITCH

CO•CO is a new social infrastructure: the first shared kitchen in Australia where people cook, learn, connect and thrive — the way gyms support fitness and coworking spaces support productivity.

A warm, fully equipped, flexible space where users book a station, follow guided recipes or cook freely, attend events, grow skills, make real connections and friends, and receive on-site support from culinary coaches ready to elevate any dish and help them overcome every challenge.

Simple in concept.
Revolutionary in impact.



PROBLEM STATEMENT

Cooking is essential. It fuels our health, strengthens our mental wellbeing, connects cultures, brings people together, and expresses love through the simplest act : making a meal.

Everyone wants :

- Delicious, healthy meals
- To feel good in their skin and mind
- To save money
- To enjoy food with others
- An easy, smooth process without stress

But reality gets in the way.

We struggle with:

- No time
- No space or equipment
- No inspiration
- Crowded flatshare kitchens
- Constant decision fatigue
- Shaky skills and low confidence
- Feeling alone in front of the stove

Cooking hasn't lost its meaning. It has lost its margin for error.



OPPORTUNITY

We are in the middle of a cultural shift.

People want healthier habits, real food and genuine human connection, and crave experiences that are social, affordable and meaningful, (not only entertainment, but skills that matter in everyday life).

Yet the place where this happens best — the kitchen — remains private. Hidden behind doors, limited by space, equipment, skills and schedules.

Cooking has no shared public space of its own, the way gyms support the body or co-working spaces support work and productivity.

The gap is obvious : Food is universal. Cooking is universal. Connection is universal.



A shared kitchen where people can cook, learn and socialise at their own pace and as often as they want is not just a good idea, it is a large, untapped opportunity with strong cultural momentum behind it.

SOLUTIONS



CO•CO is a curated cooking environment designed to make everyday cooking enjoyable and social. People can book their own fully equipped cooking station (or walk-in) in a beautiful communal space.

Each station offers:

- Modern equipment and quality utensils
- Fresh ingredients available on-site
- An iPad with a full recipe library
- Clear, easy-to-follow recipe guidance
- A supportive team ready to assist whenever needed

The atmosphere is warm, lively and inspiring.

People come to:

- Cook CO•CO's weekly meals
- Try new recipes/ learn new skills
- Enjoy a dinner with friends
- Meet new people, make friends
- Join workshops and themed events
- Meal Prep

The process is effortless:

CO•CO is the “gym for cooking”: a flexible, accessible, scalable model that transforms cooking from a chore into a shared experience.

WHAT HAPPENS INSIDE CO•CO



*Everything is ready.
You just show up, cook, connect, and enjoy.*

- Modern, equipped, safe, beautiful, environment, with background music, plants, warmth and laughter
- 10 to 15 fully equipped cooking stations
- Friendly culinary coaches on-site for support, tips, and confidence
- Community lounge to dine-in, relax and socialise
- Personal iPad with guided recipes/ AI support at every station
- CO•CO app to book, track progress and stay inspired + intelligent matching algorithm that connects members with similar interests and availability
- Rewards system that celebrates achievements, keeps motivation high, and unlocks perks
- No cleaning after cooking – CO•CO handles it
- Workshops, themed events, cultural dinners & gourmet experiences
- Eco-responsible space, with sustainable practices, durable equipment, and low-waste teaching
- Partnerships with local producers to support fresh ingredients, short supply chains and community impact
- Small boutique corner with spices, ingredients, tools and products to take home or use for a recipe.

MARKET OPPORTUNITY



**Different lives and needs, but same desires:
good food, good company, an easy process.
This is where CO•CO fits beautifully.**

Students & Flatsharers, who want:

- A functional, fully equipped kitchen on a budget.
- Recipe ideas that boost brain power for exams.
- An organised system so they can focus on what matters.

Beginners, who want:

- A kind, encouraging environment where they can learn at their own pace.
- A place blending knowledge, skills, organisation, inspiration and human warmth.
- A place where victories are celebrated, confidence grows, and motivation stays high.

Busy adults who want:

- Healthy, varied food without sacrificing time or mental energy on it.
- A turnkey solution that is efficient, enjoyable, and social.

Older adults who want:

- A place to keep cooking, share stories, transfer knowledge, and fight loneliness.

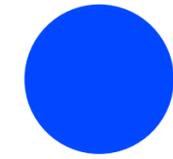
Food lovers who want:

- A place to experiment, explore flavours and embark on culinary projects while meeting like-minded people.

First Nations / Expats / Immigrants / Travellers, who want:

- To connect and share their unique culture. Food becomes a bridge between flavours, memories, recipes, stories and belonging.

BUSINESS MODEL



Casual bookings

Pay-as-you-go access to fully equipped stations for cooking, meal prep, special occasions or dinner with friends.

Memberships

Recurring revenue. Priority access, perks, rewards and unlimited atmosphere.

Workshops & classes

Hands-on sessions led by pros. Regular schedule and strong demand.

Corporate sessions

Team building, wellbeing, healthy habits and social connection for employees. Premium pricing.



Sponsored youth/community programs

Partnerships with councils, schools and community centres. Funded initiatives, social impact.

Events

Evenings with music, culture, challenges/games, guest chefs or influencers and celebrations. Ticketed experiences.

Merch & ingredient kits

Spices, tools, baskets, prep-kits for home, reinforcing habits and brand love.

Future franchise model

Proven concept can be duplicated across sites with lower cost, faster return, stronger brand power.

The combination of recurring memberships, daily utilization, events, and franchising creates a model that is:

✓ Predictable ✓ Scalable ✓ Community-driven ✓ Financially strong

CO•CO grows revenue while improving lives.

MARKET & TRACTION

MARKET CONDITIONS

01

Perth offers:

- ✓ A high student population
- ✓ Many flatsharing households
- ✓ Multicultural communities
- ✓ Strong food culture
- ✓ Rising interest in wellbeing and skills

EARLY TRACTION PARTNERSHIPS

03

- ✦ **Youth workshop** in collaboration with the City of Joondalup
- ✦ **Partnerships** on progress with councils and community organisations
- ✦ **Growing community** social engagement
- ✦ First **events** planned and requested
- ✦ **Chefs, nutritionists and local producers** showing interest

02

CULTURAL & ECONOMIC TRENDS

- **Cost of living pressure** → people want to cook rather than eat out
- **Post-pandemic isolation** → rising demand for social experiences
- **Health & wellbeing** → cooking seen as a key lifestyle skill and tool of empowerment
- **Shared economy & memberships** → gyms, coworking, co-living, co-cooking
- **Experiential consumption** → people want memories, not just products
- **Food content boom** → cooking shows, TikTok recipes, influencers
- **Community impact** → councils, non-for-profit and schools looking for programs
- **Sustainability** → low-waste habits, local produce



COMPETITIVE ANALYSIS

Eating/cooking experiences today are supported by cafés, restaurants, community centres, commercial kitchens and cooking schools. But none of them solve the problem that CO•CO addresses.

What exists today :

Cafés & restaurants

- ✓ Offer meals, drinks
- ✗ No cooking, learning or social participation
- ✗ Expensive for regular use

Community centres

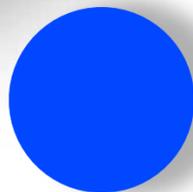
- ✓ Accessible and social
- ✗ Limited equipment/facilities
- ✗ Not designed for cooking, logistics or food experiences

Commercial kitchens

- ✓ Functional, professional equipment
- ✗ Mainly for professionals needs
- ✗ No community, no guidance
- ✗ Cold, industrial, aseptic atmosphere

Cooking schools

- ✓ Learning environment
- ✗ Scheduled, expensive, classroom format
- ✗ Not a place to return every week and cook your own meals



Coworking & co-living spaces

- ✓ Concept of shared usage
- ✗ No kitchens designed for cooking experiences

CO•CO combines the strengths of these models without their limitations.

- ✓ Personal cooking stations in a communal area
- ✓ Beautiful and warm environment designed to make people feels at home (≠ commercial kitchen)
- ✓ Social connection & shared dining
- ✓ Guidance, learning, ressources & culinary coaches
- ✓ Flexible bookings & memberships
- ✓ Zero cleaning, zero drama
- ✓ Fresh products, spices and storage on-site
- ✓ Events, workshops, games, gourmet experience, dinners
- ✓ A complete ecosystem that makes everything effortless: app, rewards, matching, guidance, community.

People can enjoy full autonomy and creativity if they wish, creating their own recipes/projects/goals or follow CO•CO's step-by-step guidance from A to Z.

It is a space of individual freedom and joyful connection, where both can co-exist naturally.

There is no direct competitor offering a shared kitchen where cooking, connection and convenience come together.



FINANCIAL PROJECTIONS

CO•CO is built on a diversified revenue model with strong repeat usage. The pilot site in Perth will validate demand, refine operations, and establish the foundation for growth. Once the concept is proven, additional locations and a franchise model significantly increase upside while lowering operational risk.

Our projections are based on realistic utilisation rates and conservative pricing.

Key assumptions for the pilot site :

- 10 kitchen stations (3 Pocket, 4 Small, 2 Medium, 1 Big)
- ~400 m² flagship location
- 61h public opening hours per week, 50 weeks per year
- Total public capacity: 30,500 station-hours/year
- Y1 average utilisation: 32%, ramping from 20% in Q1 to 45% in Q4
- Y1 footfall proxy: ~19,000 visits
- Revenue streams: station hire, off-peak programs, workshops & events, B2B/B2G, foodpreneurs, retail, drinks, and grants/sponsors





YEAR	REVENUE	EBITDA MARGIN	NOTES
Year 1	~ \$1.5M	-3%	Proof of concept, early traction
Year 2	~ \$2.2M	12%	Memberships & events grow
Year 3	~ \$ 3.1	22%	Franchise adds revenue

These figures will be refined as the venue is secured and capex is finalised. The pilot site provides the data needed to optimise pricing, staffing and operations.

Investment will be allocated strategically to launch the first site with strong visibility and momentum.

Use of funds:

- 45% fit-out & equipment
- 25% staffing & training
- 15% marketing & brand activation
- 10% technology & app development
- 5% contingencies



CAPEX

One-off build and asset investment required to deliver a compliant, high-quality flagship and its core operating infrastructure.

- Total CAPEX : \$ 1,660,000

OPEX (Y1)

Occupancy cost is anchored to the Wellington Street listing rent range (\$145-\$220 per sqm p.a for 480 sqm).

OPEX includes rent + outgoings, utilities, insurance, cleaning/maintenance, software stack, marketing, admin, and payroll.

- Total OPEX : \$ 1,156,000

LAUNCH & WORKING CAPITAL

Pre-opening setup and a disciplined runway buffer to fund hiring, stock, and ramp-up until steady utilisation is reached.

- Total LAUNCH & WORKING CAPITAL : \$ 840,000

AMOUNT TO RAISE

= OPEX + LAUNCH & WORKING CAPITAL

Together, this capital turns CO•CO from a plan into a working flagship with the runway to reach traction and repeatability.

- Total AMOUNT TO RAISE : \$ 2,500,000



Once the Perth site is operating, the model scales quickly.

- Additional locations open with lower setup costs
- Brand, recipes and systems are already created
- The app supports multi-site usage
- Franchise fees and royalties create recurring income
- Margins increase with each site

A network of five locations has the potential to generate:



\$6M – \$10M annual revenue

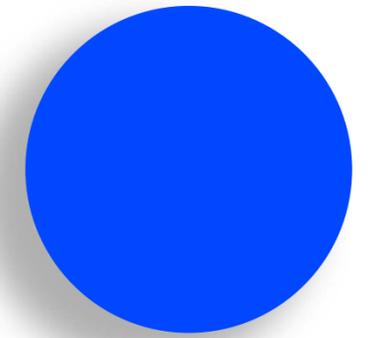
Strong cumulative profitability

A sustainable and scalable ecosystem

CO•CO is built to grow: locally, across Australia, and into other cities where food, community and lifestyle matter.

TEAM

Supported by a strong Network.



CO•CO is already supported by a skilled ecosystem:

- Culinary coaches, chefs and nutritionists
- Youth workers and community facilitators
- Council partners for social impact programs
- Local producers aligned with sustainability
- Creative collaborators & a professional videographer
- Advisors from entrepreneurship, hospitality and community sectors

As CO•CO scales, key hires will include: Operations Manager, Culinary Lead, Community & Events, Marketing, and Franchise Training.



Jessica L. GUTIERREZ
Founder, CEO

Entrepreneur with a background in education, community-building and culinary program design. Jessica leads CO•CO's vision, strategy, partnerships, customer experience and early operations. Her strength lies in creating meaningful spaces, building relationships, and designing systems that scale.

A solo founder by design:

- Fast decision-making
- Coherent brand & strategy
- Resource-efficient setup
- Direct connection with early users



CO•CO brings something the market is craving :

A kitchen that finally overcomes modern life's challenges.

It transforms a “chore” into a joyful, meaningful experience.

It creates community in a world that feels increasingly disconnected.

It empowers people with skills, knowledge, confidence and healthier habits.

It offers a scalable model with strong, diversified revenue streams.

And it fills a clear, growing gap between food, wellbeing and human connection.

CO•CO is simple in concept, yet revolutionary in its impact.

If you're interested in investing in a promising, high-potential project, please contact Jessica :



0412245185



hellococo@cocokitchen.co

THANK YOU