

CO•CO | Cook & Connect
Founder: Jessica L. Gutierrez
Pilot location: Perth, WA
Investor Deck | 2026



INVESTOR DECK

THE CONCEPT

CO•CO (Cook & Connect) 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 welcoming, fully equipped and flexible space where users can book a cooking station, follow step-by-step recipes or cook freely, attend events, develop their skills, forge genuine connections and make friends, all whilst benefiting from the on-site support of culinary coaches who are on hand to help them perfect their dishes and overcome any challenges.

**Simple in concept.
Revolutionary in impact.**



PROBLEM STATEMENT

Cooking is essential. It gives us greater control over our health and our budget, while bringing us closer to the people we love and connecting us to cultures beyond our own.

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/equipment
- No inspiration
- Crowded flatshare kitchens
- Constant decision fatigue
- Shaky skills & 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 could happen 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.

THE SOLUTION

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 & 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 you

People come to:

- Cook weekly meals or meal prep
- Build skills and try new recipes
- Enjoy food with friends
- Meet new people
- Join workshops & themed events

The atmosphere is warm, lively and inspiring.

HOW IT WORKS ?

Choose your way to cook:

1

Do your own thing

Bring your recipe and ingredients, and enjoy a fully equipped kitchen.

2

Come with a rough idea

Bring a few ingredients and let our team help you turn them into something delicious.

3

Let CO•CO take care of everything

Follow our weekly recipes and arrive to find your ingredients ready and perfectly portioned.

Book. Arrive.

Cook your way. Connect.

Leave the cleaning to us.



INSIDE THE PERTH PILOT



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

- Modern, safe, beautiful, environment, with background music, plants, warmth and laughter
- 10 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.

CORE CUSTOMER SEGMENTS

PRIMARY CUSTOMERS

Students & Flatsharers, who need:

- An affordable, functional and fully equipped kitchen without competing for space, tools or a clean bench.
- An organised system so they can focus on what matters.

Beginners, who need:

- 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 reduces planning, decision fatigue and kitchen stress.

Older adults who value:

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

Food lovers who crave:

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

Expats / Immigrants / Travellers, who wish:

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

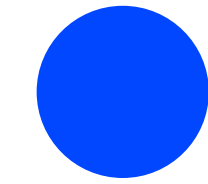


ADDITIONAL AUDIENCES

- Corporate teams
- Youth and community programs
- Families and friendship groups
- Cooking/food Influencers
- Foodpreneurs & culinary professionals

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

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 sense of belonging.

Workshops & classes

Hands-on sessions led by pros. Regular schedule and tailored 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:

✓ Diversified ✓ Predictable ✓ Community-driven ✓ Designed for replication

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

- ★ **Paid youth cooking workshop** delivered with the City of Joondalup
- ★ **Featured on the CCIWA** investment platform, increasing visibility with investors and stakeholders
- ★ **Early interest** and discussions with **prospective investors**
- ★ **Early discussions** with **councils & community organisations**
- ★ **Interest** from **chefs, nutritionists & local producers**
- ★ **Business plan**, operating model and financial projections completed
- ★ **Community and partnership outreach** underway



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, and now with CO•CO 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

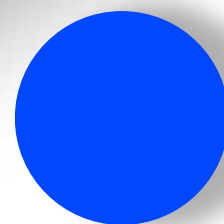
- ✓ Accessible and social
- ✗ Limited equipment/facilities
- ✗ Not designed for cooking, logistics or food experiences

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 feel at home (≠ rather than an industrial kitchen)
- ✓ Social connection & shared dining
- ✓ On-site guidance, learning, resources & culinary coaches
- ✓ Flexible bookings & memberships
- ✓ Cleaning handled by CO•CO
- ✓ Ingredients, spices and selected essentials available on-site
- ✓ Events, workshops, games, gourmet experience, dinners
- ✓ Storage options
- ✓ A digital layer supporting bookings, guidance, rewards and 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 MODEL

PILOT SITE ASSUMPTIONS

CO•CO's first Perth location is modelled as a 10-station pilot flagship. Its purpose is to validate customer demand, pricing, operating efficiency and unit economics before multi-site expansion.

BASE-CASE ASSUMPTIONS:

- 10 kitchen stations: 3 Pocket, 4 Small, 2 Medium and 1 Big
- 480 m² venue, aligned with the current occupancy-cost assumption
- 61 public opening hours per week
- 50 operating weeks per year
- 30,500 gross station-hours of annual capacity
- 32% blended Year 1 utilisation, ramping from 20% in Q1 to 45% in Q4

REVENUE MODEL

Revenue is modelled separately across:

- Station bookings and memberships
- Off-peak community and youth programs
- Workshops, events and corporate sessions
- Foodpreneur access
- Retail, drinks and sponsorship income

All station-based activities are allocated within the same 30,500-hour annual capacity to avoid double-counting.



3-YEAR FINANCIAL OUTLOOK

Base-case projection for the Perth flagship

*All financial figures are expressed in Australian dollars (AUD), ex-GST, unless otherwise stated..

Year	Revenue	EBITDA	EBITDA MARGIN	MAIN DRIVER
1	\$1.58M	~ - 47K	-3%	<i>Pilot launch, customer acquisition and operational ramp-up</i>
2	\$2.26M	~ 274k	12%	<i>Higher utilisation, recurring memberships and B2B growth</i>
3	\$ 3.18M	~ 715k	22%	<i>Mature flagship operations, stronger recurring revenue and early expansion income</i>

Base-case management projections. Year 2 and Year 3 remain subject to validation through pilot performance, final venue costs and customer demand.



FUNDING REQUIREMENT

CO•CO is seeking AUD 2.50M to develop and launch its first Perth flagship and provide sufficient cash runway through the initial ramp-up period.

CAPITAL EXPENDITURE : AUD 1.66M

One-off investment required for venue fit-out, compliance works, kitchen stations, equipment and core operating infrastructure.

LAUNCH & WORKING CAPITAL : AUD 840K

Pre-opening costs, recruitment and training, opening inventory, launch activity and a cash buffer to support operations while utilisation and revenue build.

TOTAL FUNDING REQUIREMENT : AUD 2.50M

AUD 1.66M CAPEX + AUD 840K launch and working capital

Year 1 operating expenses are projected at AUD 1.156M and are expected to be funded through a combination of trading revenue and the working-capital buffer.

** Figures remain subject to final venue selection, supplier quotations and completion of the monthly cash-flow forecast.*



SCALABLE GROWTH PATH

Flagship first. Replication second. Franchising after validation.

1. VALIDATE THE PERTH FLAGSHIP

Prove customer demand, pricing, utilisation, retention, staffing requirements and site-level profitability.

2. REPLICATE THE MODEL

Use the flagship's operating systems, brand, recipes, technology, supplier relationships and customer data to support future locations. Expansion options may include company-owned sites, joint ventures, licensing or franchising, depending on capital requirements and pilot performance.

3. BUILD A FRANCHISE-READY PLATFORM

Develop standard operating procedures, training systems, site-design guidelines, quality controls, central marketing and multi-site technology.



ILLUSTRATIVE FIVE-SITE NETWORK POTENTIAL
AUD 6M-10M in annual system-wide sales

This represents the combined turnover of the network. Under a franchise model, CO•CO's revenue would primarily come from initial franchise fees, recurring royalties and selected technology, training or support services. Growth projections remain subject to successful flagship validation, final site economics and the expansion model selected.

FOUNDER & BUILD TEAM

Founder-led today. Building a complementary leadership team for launch.



Jessica L. GUTIERREZ

Founder, CEO

FOUNDER STRENGTHS

- Vision, concept and customer-experience design
- Community building and strategic partnerships
- Social-impact and educational program development
- Brand storytelling and cross-cultural communication
- Agile, resource-conscious execution

CURRENT SUPPORT ECOSYSTEM

- Culinary professionals, chefs, and nutritionists
- Youth workers and community facilitators
- Council & community-sector relationships
- Local producers and sustainability-aligned partners
- Creative, hospitality and entrepreneurship professionals

PRIORITY LAUNCH HIRES

- General Manager / Head of Operations
- Culinary and Food Safety Lead
- Community and Events Manager
- Growth and Partnerships Lead
- Product and Technology Lead
- Fractional CFO / Finance Controller

Entrepreneur & community builder with a background in education, cultural mediation, partnership development and culinary program design. Jessica leads CO•CO's vision, business model, partnerships, brand, customer experience and pilot development. Her strengths lie in creating meaningful concepts, building communities and turning complex ideas into engaging, human-centred experiences.

LET'S BUILD THE FIRST CO•CO

A new place to cook, connect and thrive !

CO•CO is seeking AUD \$2.50M to launch its first Perth flagship and validate a scalable new category at the intersection of food, wellbeing and human connection.

THE OPPORTUNITY

- Build and launch the first 10-stations CO•CO flagship
- Validate customer demand, utilisation and site-level economics
- Establish the systems, team and technology required for replication
- Create foundations for future locations and franchise-ready growth

WE ARE LOOKING FOR

Investors and strategic partners who can contribute capital, relevant expertise and networks across hospitality, property, food, technology, community development or multi-site growth.

JESSICA L. GUTIERREZ

Founder & CEO



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THANK YOU

