



Proprietary Content Development

ChefsNetwork has a few "key features" that set it apart from any other option in the marketplace - features that once developed can be proprietary in nature.

Chef Seeker C.V. – this "dual function" profile page fills the need for a digital CV (Curriculum Vitae, or resume). There are a few sites out there working on this concept (Culinary Agents, and Chefs Roll, to name a few). However, there is a limit to how many social profiles a user is going to want to have, especially with much of the country already suffering from "password anxiety". We see no need for today's chefs to need a membership to seven sites in order to access the resources they need. **Chef Seeker C.V.** fills multiple needs for today's professional and it is designed to interface with the users commonly used formats (i.e.: resume files, LinkedIn). This way users don't need to "reinvent" the way the present themselves by having to spend hours filling out employment profiles. Unlike many job site profiles **Chef Seeker C.V.** is link ready, e-mailable and is usable outside the site. This solves the major problem with most job site profiles, which is that your profile is only good to apply for jobs that are listed on the site. This brand is currently under consideration for trademarking.

Bidding Engine – This feature will involve code and design that will be patentable. The Bidding Engine (name and brand currently being developed) is an online module that eases the pressure with obtaining quotes for large restaurant purchases (china, glassware, silverware, equipment, furniture etc.). There are many options open to restaurateurs for obtaining these items, however many companies have vastly different overheads and shipping options, making the end pricing for the buyer very different. The bidding engine allows the buyer to submit a "request for pricing" to literally every company qualified to make the sale. The companies can electronically submit their bid and wait for the buyer to contact them.

News and Media Concept - With this industry bursting at the seams with relevant and engaging content, ChefsNetwork intends to be the first "Media Hub" for the food and beverage industry. By offering media in multiple categories, ChefsNetwork enables users to customize their media experience from many angles. Example: (location, Asian, celebrity, agriculture etc.)

1099 Bulletin Board - This feature and concept is also fully trademarkable and patentable. The industry has a direct need for independent contractors, and on many occasions a restaurant, hotel or club has an immediate need for an executive level chef or caterer. This may be due to turnover, the loss of a contract, or a very big business client that requires a business to double their workforce for 2 – 3 weeks. This presents a very big challenge for the industry: where do you find qualified individuals willing to work for 2 weeks? Queue ChefsNetwork 1099 bulletin board – a place where employers can find qualified and highly referred candidates that are available for immediate hire. Many chefs and entrepreneurs spend a good amount of time doing “contract work” while they build their food truck, small restaurant, catering business, etc.

Supplier Profile and Directory – ChefsNetwork is the first social network designed to focus on two specific users with a direct sales relationship. This provides the suppliers with a profile page that is specifically designed to reach their buyer (and at a fraction of the price of poorly measurable online advertising). This unique product will appeal greatly to the wholesale food community, as there is currently no directory for this type of business. And as often as chefs move around there certainly ought to be.

Code base for site – The base line concept of creating a social network for a specific industry, can be fairly ubiquitous, meaning they all function within the same framework.

They all operate within the following sectors:

- **News and media**
- **Marketing**
- **Sales relationships**
- **Education**
- **Employment**
- **Community**
- **E- commerce**
- **Wholesale commerce**

Our site will be wired together in such a way that any industry could plug in their content and create a network with the same code base, and formatting (with minor tweaks).

The web product could be licensed for use in other industries (i.e.: health care, manufacturing, financial, construction, educational etc.)

We intend on creating a high-functioning, monetizable and proprietary product that will be copyrightable.