

ROMISEAL



Team



Romi Goldhamer



Co-Founder & Inventor
A cook and a chef



Ilia Kaplun



Co-Founder & CTO
Industrial designer
R&D



Ron Angel



Co-Founder &
VP of Marketing & Sales



Koby Parsel



Co-Founder & CMO
Chef & PR director



Dangerous near Children



Inefficient Energy Utilization



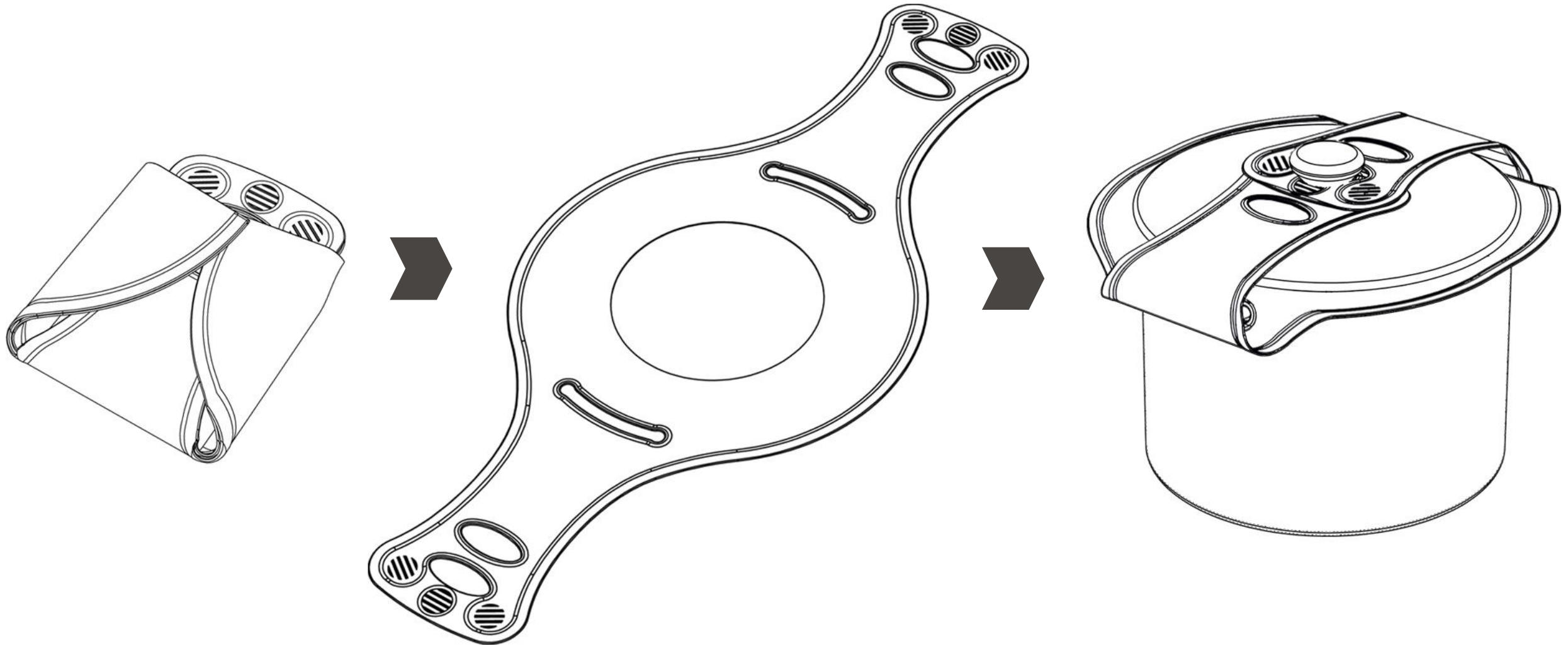
Long Time to Cooking



Low Mobility

Our Solution

A smart silicon seal made to hermetically close
any pot



Comes in Wide Color Range





Safe

Prevents children from hurting themselves

Transportation

Easily transport your pots

Time

Improve and accelerate the cooking process

Savings

Save money on gas and electricity

The Market

Key Kitchen Tool and Gadget Product Segments

Cooking/Serving Spoons



Spatulas



Peelers/Corers/Slicer



Kitchen Knives



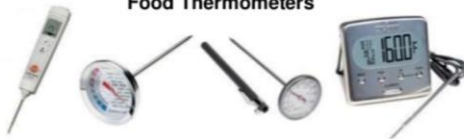
Knife Sets



Cutting Boards

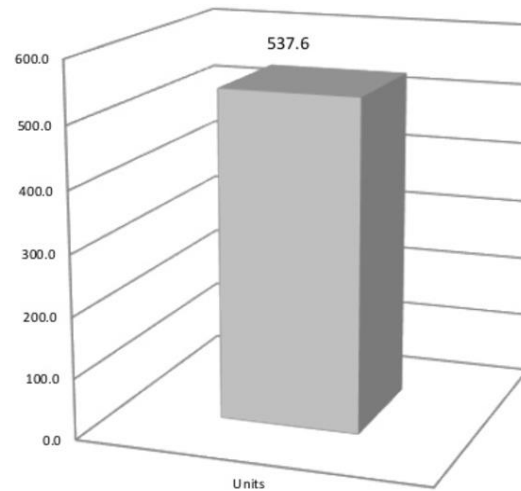


Food Thermometers

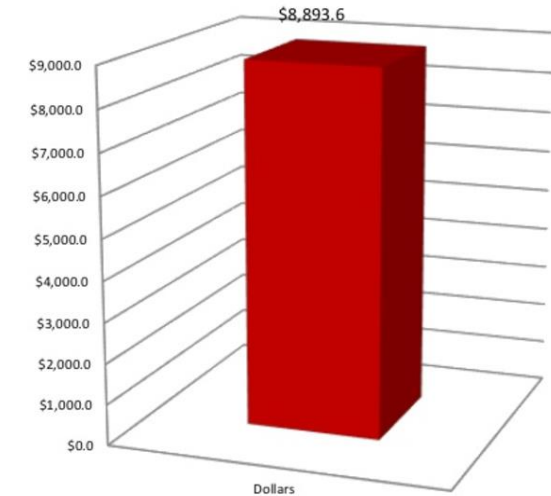


The US kitchen tool and gadget market is \$8.9 billion in retail dollar sales on volume of 537 million units.

Market Size in Units



Market Size in Retail Dollars



Kitchen tools and gadgets category includes: Peelers/corers, spatulas, food thermometers, cutting boards, barbecue tools and tool sets, cooking/serving spoons, kitchen knives, and knife sets.

Source: Riedel Marketing Group online survey May 2013

Cost Structure



\$13.5
Target Price



\$2.5
COGS

Comes in two sizes
that perfectly cover
almost any pot



20-25cm



25 - 35cm





Target Audience

Name: Sarah

Age: 25-55

Marital Status: Married +2

Education: University

Location: NYC, United States

Occupation: Illustrator



Cooking TV Shows



Food Bloggers



Supermarket Booths

We Seek

\$150,000

1



Tooling

2



Initial Inventory

3



12 Months of Marketing & Operations

