

EPIC MOTION Cooking AI Platform

Revolutionary AI-Powered Culinary Content Creation & Education

Executive Summary

EPIC MOTION's Cooking AI represents a shift in methods for food media production. By combining motion-captured master chef techniques with artificial intelligence, we enable automated generation of professional cooking instruction content while building the world's first comprehensive virtual cooking school back end, providing users an opportunity to create AI content specific to their favorite cuisine and connect with their audiences using our tools and templates.

Key Value Propositions:

- Transform any written recipe into professional cooking video instruction in minutes
- Provide personalized culinary education through personalized AI robot instructors
- Generate immediate revenue through brand partnerships and product placement
- Scale content production at unprecedented speed and cost efficiency once specific motion capture is complete

Market Opportunity: \$20.6 billion addressable market across online culinary education, smart kitchen integration, and digital content creation ecosystems.

Core Assets & Technology Platform

Proprietary Motion Capture Database

"True Human Culinary Movement™"

- **Cooking Technique Patterns:** Professionally captured from master chefs across all cuisines
- **Cultural Authenticity:** Motion data from all different kinds of chefs and techniques captured in a culinary studio from actual humans creating not just true to human form but also capturing cultural techniques that will match *all* cooking styles - who do you want to learn from? From a grandmother or from a 3 star Michelin chef? You choose
- **Technique Granularity:** eg. Knife skills (100s of variations per style of knife), sauce making, salad preparation, bread baking
- **Adaptive Variables:** Each movement pattern includes variations for skill level, physical limitations, ingredient differences, and equipment variations, location

AI Chef Creation System

Creators can come to Epic Motion and create their own cooking instructors in their own likeness, Users can come to Epic Motion to learn.

Fully Customizable Virtual Cooking Instructors:

Character Creation Engine:

- **Visual Customization:** Users design their AI chef's appearance, personality, and specialization from prompts or by uploading a photo of themselves
- **Personality Traits:** Choose from hundreds of combinations (patient teacher, energetic motivator, perfectionist, etc.)
- **Cultural Expertise:** Select from global cuisines or create fusion specialists
- **Teaching Style:** Adapt instruction methods to match user preferences and learning speed

Cooking School Builder:

- **Custom Curriculum Design:** Users create personalized cooking schools with their own lesson progression
- **Channel Creation:** Build YouTube/TikTok-style cooking channels with branded AI chefs
- **Student Community:** Other users can enroll in custom-created cooking schools
- **Monetization:** Creators earn revenue when others use their cooking schools and AI chefs
- *Epic Motion can license recipes from established publications (eg. NYTimes Cooking) to generate a library of recipes to start in the testing phase. This site can then host recipes generated by users.*

Advanced AI Processing Engine

- **Recipe Analysis NLP:** Converts written recipes into structured cooking workflows
- **Technique Classification:** Identifies required skills and maps to motion capture database
- **Dietary Adaptation:** Real-time modification for vegan, keto, gluten-free, and other dietary needs
- **Skill Level Scaling:** Automatically adjusts instruction complexity for beginner to expert users
- **Multi-Camera Choreography:** Generates optimal viewing angles for each cooking technique

Content Generation Pipeline

- **Recipe-to-Video:** Transform written recipes into professional instruction videos (15-30 minutes processing time; faster speed could be part of a premium subscription plan)
 - **Automated Editing:** Multi-angle cuts, timing optimization, and branded ingredient integration
 - **Quality Assurance:** AI validation of technique accuracy, food safety compliance, and cultural authenticity
 - **Format Optimization:** Automatic generation for YouTube, TikTok, Instagram, and educational platforms based on your setting. Added premium features generate automatic promo videos related to your video
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Business Model & Revenue Streams

Primary Revenue Channels

1. B2C Virtual Cooking School Subscriptions

2. Brand Partnership & Product Placement

3. B2B Licensing & White-Label Solutions

- **Cooking App Integration:** licensing for recipe-to-video generation
- **Appliance Manufacturer Partnerships:** for built-in cooking instruction
- **Food Network/Streaming Platforms:** AI backend instructor licensing
- **Corporate Training:** restaurant chain for employee training modules for showing cooks SOP for dishes, especially in fast casual market

4. Gamified Creator Economy

- **AI Chef Marketplace:** Users buy/sell custom AI chef characters
- **Cooking School Subscriptions:** Premium access to user-created cooking schools
- **Content Creator Revenue Share:** 70/30 split on AI chef and cooking school sales
- **Challenge & Competition System:** Entry fees and prize pools for cooking competitions

Secondary Revenue Opportunities

- **Certification Programs:** Industry-recognized culinary credentials
 - **Live Virtual Classes:** Premium real-time instruction with custom AI characters and real human chefs
 - **Corporate Wellness:** Healthy cooking programs for employee benefits packages
 - **International Licensing:** Localized versions for global markets with cultural adaptation
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Market Analysis & Opportunity Scale

Total Addressable Market: \$20.6 Billion

Online Culinary Education Market: \$0.9 Billion

- **Online Cooking Classes:** \$0.36 billion in 2024, growing to \$0.93 billion by 2033 at 11.3% CAGR (Business Research Insights, 2024)
- **Online Culinary Education:** \$0.32 billion in 2023, growing to \$0.86 billion by 2034 at 11.47% CAGR (EvolveBI, November 2024)
- **AI in Education:** \$2.42 billion in 2024, growing at 37.2% CAGR to \$48.3 billion by 2033 (Proficient Market Insights, 2024)

Smart Kitchen Appliance Integration: \$18.75 Billion

- **Smart Kitchen Appliances Market:** \$18.75 billion in 2023, growing at 17.9% CAGR to \$60.2 billion by 2030 (Grand View Research, 2024)
- Represents the largest component of our addressable market with built-in cooking instruction integration opportunities

Digital Content Creation & Food Media: \$1.0 Billion

- **Digital Content Creation:** \$32.28 billion in 2024, growing at 13.9% CAGR (Grand View Research, 2024)
- **Creator Economy:** \$117 billion in 2024, growing at 25.6% CAGR to \$1.143 trillion by 2034 (Market.us, February 2025)
- **Food Content Subset:** Estimated \$1.0 billion addressable portion focused on culinary content creation

Market Data Sources with Links:

 **Verified Sources:**

Smart Kitchen Appliances Market:

- **\$18.75B → \$60.2B by 2030 at 17.9% CAGR**
- Source: Grand View Research, 2024
- [Link](#)

Digital Content Creation Market:

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Serviceable Addressable Market: \$6.2 Billion

Immediate Target Markets:

- **Smart appliance cooking instruction integration:** \$750 million (estimated 4% of smart kitchen market focused on instruction/education)
- **AI-powered culinary education platforms:** \$180 million (subset of AI in education market)
- **Food content creation tools:** \$5.0 billion (estimated 15% of creator economy focused on culinary content)
- **English-speaking online cooking education:** \$270 million (primary geographic focus)

Competitive Landscape Analysis

Traditional Competitors:

- **MasterClass:** \$180M revenue, limited to celebrity chef content, no personalization
- **Rouxbe:** \$25M revenue, video-based but not interactive or AI-powered
- **Sur La Table:** \$200M revenue, in-person classes with geographic limitations

Technology Competitors:

- **Yummly:** Recipe apps without instruction video generation
- **Tasty:** Social media content without educational progression
- **PlateJoy:** Meal planning without cooking skill development

EPIC MOTION's Competitive Advantages:

1. **Impossible to Replicate Database:** motion-captured techniques from a wide array of chefs
 2. **AI Personalization:** Adaptive instruction based on skill level and dietary needs
 3. **Cultural Authenticity:** Real chef techniques, not AI-generated approximations
 4. **Revenue Integration:** Built-in brand partnership and product placement capabilities
 5. **Scalable Content Generation:** Unlimited recipe-to-video conversion
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Strategic Partnerships & Market Positioning

Key Partnership Categories

Food & Ingredient Brands

- **Tier 1 Partners:** Coca-Cola, Unilever, Nestlé
- **Emerging Brands:** Direct-to-consumer food companies seeking digital marketing
- **Regional Specialties:** Authentic ingredient sourcing for cultural recipes

Kitchen Equipment & Appliances

- **Smart Appliance Integration:** KitchenAid, Instant Pot, Weber, Vitamix
- **Professional Equipment:** All-Clad, Le Creuset, Global knives
- **Emerging Kitchen Tech:** IoT cooking devices like smart scales or connected thermometers

Media & Distribution Platforms

- **Traditional Media:** Food Network, Cooking Channel partnership opportunities
- **Streaming Platforms:** Netflix, Canal+, Hulu, Amazon Prime cooking content
- **Social Platforms:** YouTube, TikTok, Instagram creator economy integration
- **Recipe Resource Sites:** NYTimes Cooking
- **Epic Motion's own site**

Competitive Positioning Strategy "*The Netflix of Cooking Education*"

- Unlimited access to quality culinary instruction based on your needs
- Personalized learning paths based on individual skill and interest
- Cultural authenticity through chef motion capture
- Continuous content expansion and curriculum updates

Market Differentiation:

1. **Technology Leadership:** First AI-powered cooking instruction platform
 2. **Cultural Authenticity:** Real chef techniques, not algorithmic approximations
 3. **Personalized Experience:** Adaptive learning based on user progress and preferences
 4. **Revenue Integration:** Built-in monetization for creators and brand partners
 5. **Professional Quality:** Cinema-grade instruction video generation from simple text recipes
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Conclusion & Investment Opportunity

EPIC MOTION's Cooking AI platform represents a transformative opportunity to revolutionize culinary education while building a scalable, profitable business across multiple high-growth markets. With proprietary motion capture assets, proven AI technology, and established brand partnerships, we are positioned to capture significant market share in the \$20.6 billion culinary ecosystem. It should be noted that a physical representation of the brand should be considered in the future, as food will always be something we experience in person, and tying the information that you learn from our AI to real world application will bring our brand experience full circle. Having community centers where online chefs can perform their own recipes and host dinners for their audience could be something that allows this brand to become part of people's lives and they can take personal ownership in their connection to the brand.

Key Investment Highlights:

- **Substantial Market Opportunity:** \$20.6B addressable market with 17.9% annual growth in smart kitchen segment
- **Proprietary Technology Assets:** Impossible-to-replicate motion capture database + gamified AI creation system
- **Multiple Revenue Streams:** B2C subscriptions, B2B licensing, brand partnerships, creator economy marketplace
- **Scalable Business Model:** High-margin content generation with network effects and viral gamification mechanics
- **Experienced Team:** Proven expertise in animation, AI, and culinary arts

This cooking AI platform positions EPIC MOTION at the intersection of education technology, content creation, and artificial intelligence – three of the fastest-growing sectors in the digital economy.
