**Mission:**

Pursuit rewires recipes into actionable behaviors through personalized content and a habit-forming delivery model.

**Vision:**

Pursuit's vision is to empower individuals and communities to live healthier lives through equitable habit solutions.

**Word bank:**

* Recipe frameworks = Pursuit’s recipes
* Habit-forming delivery model = content delivery platform
* Personalized = (maybe instead of customized)
* Static = meaning constant/cannot be changed

**Value For Businesses (B2B)**

The problem being solved – for internal use only

* Health and wellness industries are white-centric and demonstrate tokenism and food acculturation.
* Content development is expensive (especially when trying to serve diverse populations). One new recipe can cost over $1K and is used by <0.1% of people.
* The White House Food, Nutrition, and Health Conference proclaimed a call to action for food-as-medicine. However, companies are still not sure on how to address it.

Value Proposition

Culinary Medicine-as-a-Service

* *Personalize to each User*: Celebrate diversity, equity, and inclusion by encouraging people to use the ingredients that they prefer or have available.
* *Stop Creating, Start Optimizing:* One new recipe can cost over $1K and is used by <0.1% of people. Our frameworks can generate between 5,00-20,000 different variations.
* *Improve Engagement:* Translate dietary recommendations into daily behavior through step-by-step instructions, repetition, and reward.
* *Collect feedback:* Capture food preferences, effort, and learned skills through data driven matrix.
* *Leverage Culinary Medicine*: Transforms cooking into learning and translate dietary recommendations into personalized and achievable behaviors.
* *Environmental Sustainability*: Nudge plant forward ingredients, reduce food waste, and avoid all the “extras” with packaged kits and meals.

Other potential copy

* We do not build recipes. We build customizable, technique-driven frameworks that are anchored in habit science and are personalized to a person's access, preference, and dietary need. One framework provides more than 2,000 recipe variations!
* Our habit-forming delivery model uses step-by-step instructions to facilitate practice in routine ways while rewarding small wins.
* Stop creating and start optimizing. Creating 1 new recipe can cost over $1,000 AND is used by less than 0.1% of people. Our frameworks generate over 1,000 recipes to improve efficiency and engagement.
* Bring culinary medicine to your content to transforms cooking into learning and translate dietary recommendations into personalized and achievable behaviors.
* Sustainable and plant forward ingredients are used to reduce food waste and carbon footprint.
* Empowering individuals and communities! Our research-backed methods activate behavior and enhance engagement.
* Research-backed methodologies We partner with healthcare, community organizations, technology companies and food retailers to pilot our proprietary methods.
* 90% of people are health-motivated but need guidance to turn motivation into action.
* People reuse the same 6 recipes. Creating and searching for new recipes is a waste of resources.

Price​ (do not want to list exact price)

What do you get

* 100 FREE framework recipes ​
* Medically tailored and customizable content ​
* Habit-forming delivery platform
* Meal planner and grocery list ​

Add On(s) ​

* White labeled mobile application
* API integrations ​
* Turn your recipes into recipe frameworks

**Value for End Users (D2C)**

The problem being solved – for internal use only

* People do not know how to cook OR do not know how to cook for their medical condition
* Looking for recipes is hard and time consuming
* Turning motivation into behavior requires time, money, and mental load
* “All or nothing” mentality. When in fact it is most effective to do small and achievable changes.

Value Proposition

*Save money:* Ordering out is 5X more expensive than cooking at home. Meal kit services are 3X more expensive than cooking with your own groceries. Our founders tested this and found similar results. Check out our Racing UberEats posts.

*Save the environment:* It takes about 2X the amount of natural energy to process, prepare, package, and transport food then it does to cook it at home. With each purchase of a frozen pizza, you are using twice as many resources to feed yourself than if you cooked a meal for you and your friend.

*Save lives:*We are not being dramatic. Eating highly processed foods are associated with an increased risk of diabetes, heart disease, cancers, and overall mortality (that means death). Pursuit’s recipes are made with minimally processed ingredients to keep you healthy.

*Build better moods:*Eating the right foods can increase serotonin levels in the body making you feel happy. Cooking is also “mindful” and “relaxing” for some people. We also know that other people find it stressful. Pursuit makes cooking instructions easy to help you stay “cool, calm, and collected”.

*Build strong relationships:*There are psychological, social, and biological benefits of eating together. It can provide an opportunity to catch up on your day, teach kids healthy habits, and show someone that you care about them.

*Build healthy habits:* PursuitTM has been strategically engineered to help you practice cooking skills in routine ways to turn learning into a habit. Our studies have found that using PursuitTM for only 4 weeks can build breakfast habits and 8 weeks can create a sustainable dinner routine.

Other Potential Copy

* *Cooking is hard. This why Pursuit offers*:
	+ Personalized recipe library based on your bandwidth
	+ Customizable recipes that use the foods that you like or have on hand​
	+ Step-by-step instructions to help you practice skills in routine ways, making cooking easier over time. ​
	+ A meal planner and grocery list to make cooking 3x a week a doable goal.​
	+ And, not to mention, all recipes can be medically tailored or adjusted for food allergies ​
* Pursuit is founded on science and created by a registered dietitian. Download pursuit to start cooking 3x a week today!
* Did you know that cooking at home as little as 3x a week has been shown to build habits, improve health, save money and is better for the environment? ​  ​
* Fresh food, cooked by you: ​Cooking at home as little as 3X a week has been shown to build habits and improve health, wealth, and the environment.
* Personized content: Cook recipes that you will love while using the ingredients that they prefer or have available.
* Turning skills into habits: ​We rewire recipes to personalize content based on your time and cooking confidence to help make cooking quick, easy, and enjoyable.
* Pursuit is a health education app that helps users build healthy habits. We offer personalized content and step-by-step instructions delivered through a habit formation model that helps build skills while making easy and delicious meals
* Pursuit makes cooking easy by personalizing recipes, offering step-by-step instructions, and helping plan meals. Our large community of at-home chefs are already using and loving Pursuit!
* Making a meal as simple as a sandwich can save you $5, protect against heart disease, and reduce your carbon footprint by 2%. ​

**Testimonials**

* "I really liked level 1. It introduced me to healthy choices that were easy to put together. I liked that it is was easy to follow and good for one person." ​
* "I loved that I would swap out yellow squash for bell pepper. I do not like bell pepper so I would swap it out for squash instead and that was perfect." ​
* “I had zero exposure to cooking with tofu and always wanted to use. I had bought it so many times and threw it out. I was finally able to cook with it."