



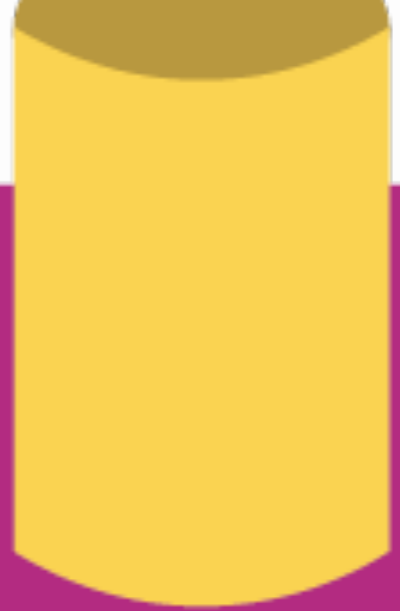
Nomster Chef

cook. learn. grow.





Nomster Chef is a digital library of illustrated step-by-step recipes that help kids cook with their parents for more healthy eating + fun family time!



See an illustrated recipe here: <http://bit.ly/nomsterpizzarecipe>



Mission



Nomster Chef is on a mission to raise a healthier generation of kids and a happier generation of parents by teaching kids how to cook.

Research shows that:

Kids are more likely to try food that they've helped to cook

People form their lifelong eating habits in childhood

We believe that kids who cook develop lifelong healthy eating habits. Also, it's really fun!





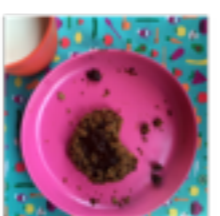
Applesauce



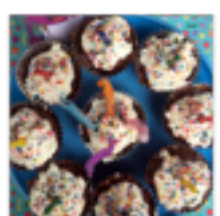
Breakfast Smoothie



Chicken Fingers with Butternut and Brussels



Pecan Chocolate Chunk Cookies



Un-Beetle Red Velvet Cupcakes



Indian Spiced Egg Scramble



Falafel Pockets with Zingy Tzatziki



Great Green Guacamole



Mexican Hot Cocoa



Happy Hummus



Spicy Taco Kale Chips



Blueberry Mug Muffin



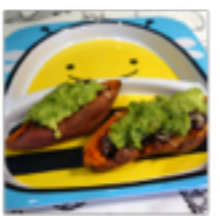
Blueberry Cinnamon Overnight Oats



Banana Pumpkin Pancakes



PB&J Sushi



Stuffed Sweet Potato Skins with Guac



Teriyaki Chicken with Broccoli



Tomato and Mushroom Pizza



Wonderful Whole Wheat Waffles



Chocolate Chip Zucchini Bread

Our Secret Sauce

Each recipe is fully illustrated

Recipes are 25+ pages long and can be flipped through like a digital storybook

Recipes can be accessed with any device

Includes grocery list and parent tips

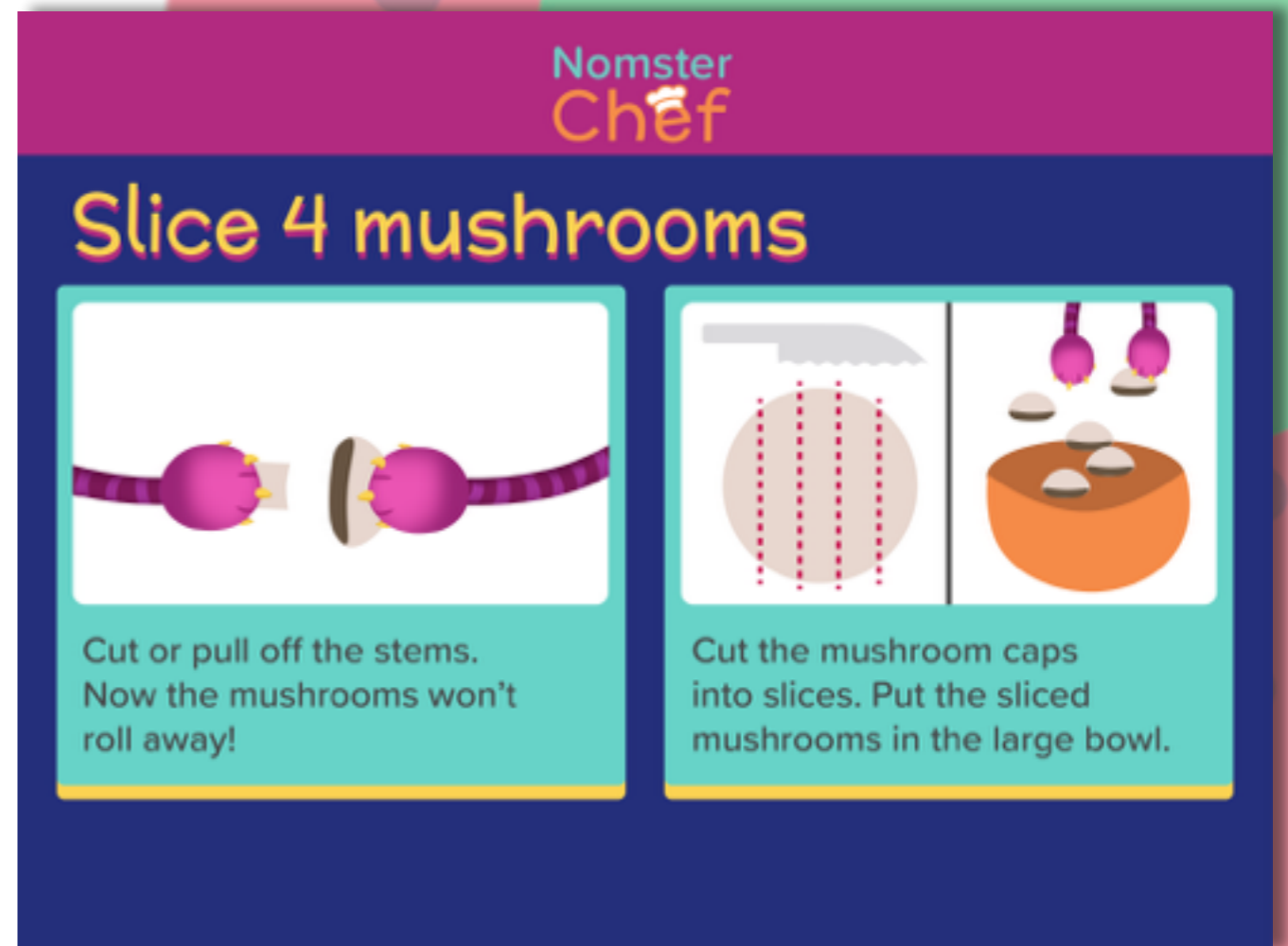


Illustrated recipes even little kids can “read”

Pictures help kids age 2+ understand the recipe steps

"Grown-up only" steps clearly indicated

Kids are excited about instructions made just for them



Nomster
Chef

Slice 4 mushrooms

Cut or pull off the stems. Now the mushrooms won't roll away!

Cut the mushroom caps into slices. Put the sliced mushrooms in the large bowl.

Nate Nomster keeps kids engaged and learning

Recipe instructions created by educational experts

Kids learn about cooking techniques, food science, the culture of food, and nutrition

Our test parents say kids Nomster Chef keeps kids engaged while cooking



Mushroom Exploration!

Look closely. See the gills?

That's where mushrooms store their fungus spores.

Spores are sort of like seeds.

The card features a purple furry character wearing a white chef's hat and apron, holding a wooden spoon. To the right is a photograph of a brown mushroom with gills.

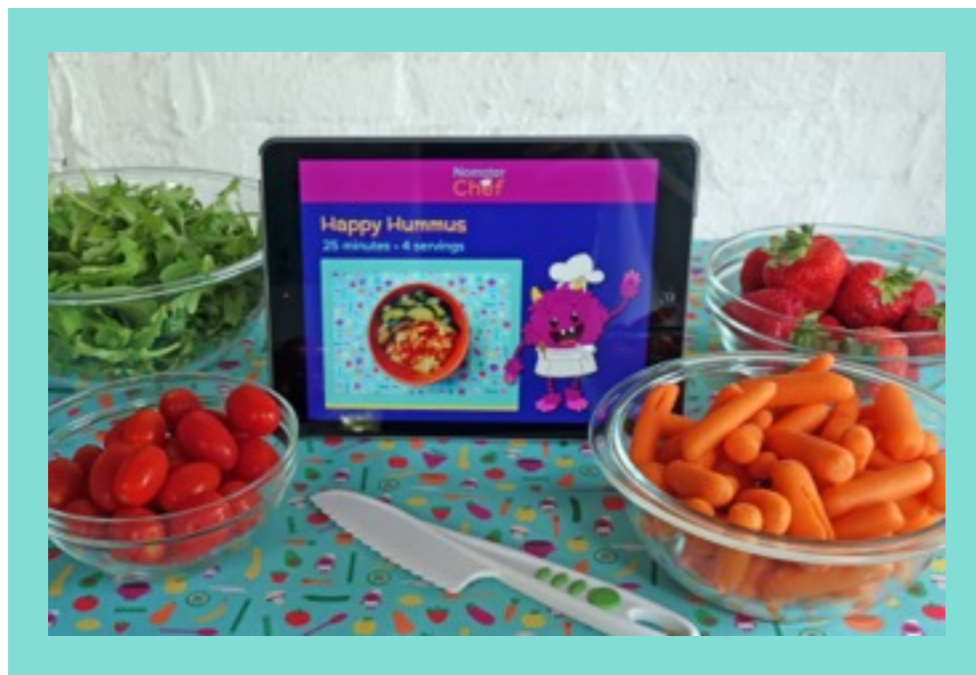
Every recipe kid tested and grown-up approved



Every recipe tested with real kids to make sure
your family will think they're awesome



Kickstarter campaign



Oct 3 - Nov 2 2017

\$10,000 goal

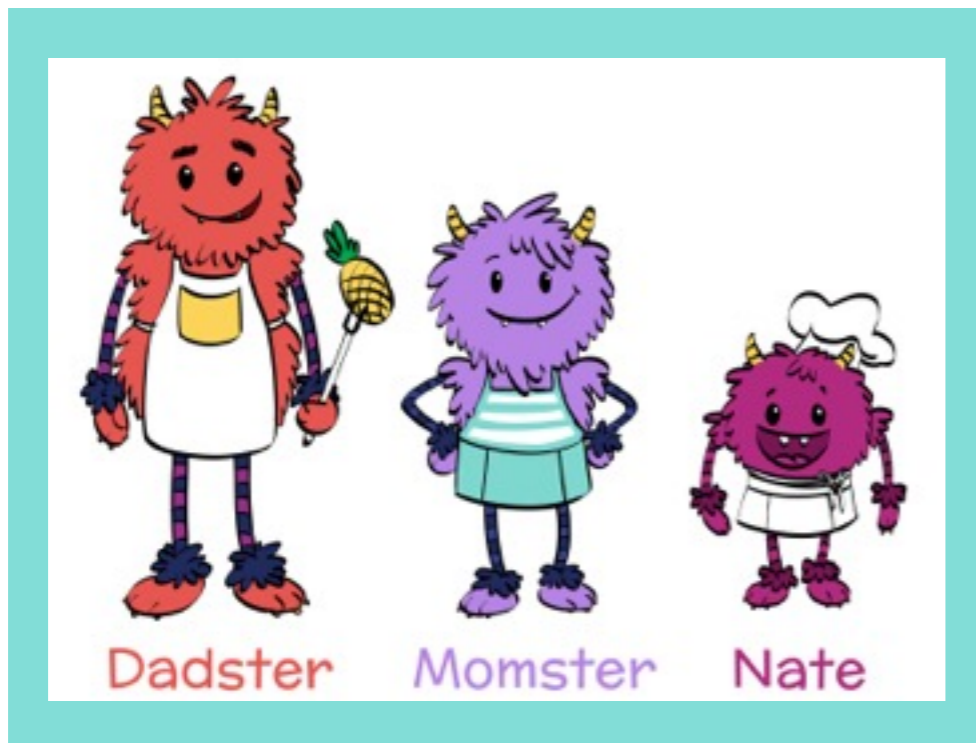
Project page: kck.st/2hgocNg

Launching our Digital Recipe Library

- Illustrate the steps in 20 digital step-by-step recipes
- Revise recipes based on recipe tester feedback and expert input to make them awesome
- Set up Recipe Library home page

Bringing the Nomster Family to Life

- Show Nate Nomster's personality with more illustrations
- Give Nate parents! Fully illustrating these Momster and Dadster character designs so that grown-ups are represented in the recipes too!





Kickstarter rewards



\$50

3 month subscription to recipe library

Decal
Magnet



\$75

3 month subscription to recipe library

Alphabet Noms Cards



\$125 or \$275

3 month subscription to recipe library

1 (or 2) Apron(s), hat(s), decal(s), magnet(s); \$275 also gets Alphabet Noms Cards



Ashley Moulton



CEO, Founder, Nomster in Chief

Ashley has worked in kids' educational media for 8 years: on a preschool TV show on Nickelodeon called "Team Umizoomi" and on apps at YouTube Kids and PlaySquare.

She is a 2015 graduate of the Stanford Graduate School of Education's "Learning, Design, and Technology" program. Nomster Chef was developed as Ashley's master's program project at Stanford, and she recently completed a fellowship in the University of Pennsylvania's Education School's Education Design Studio EdTech incubator.

She's been an avid home cook and foodie ever since moving to New York City opened her eyes to the wonders of food, and hopes to share this love with as many kids as possible!

FAQ

Is Nomster Chef an app?

Nope, the illustrated recipes are located on the website and are flipped through like an e-book

Do I need a certain device to use the recipes?

Nope, you just need any internet-capable device and a wi-fi connection. Recipes do look better on bigger screens like tablets or laptops, but phones work too!

What age kids is Nomster Chef for?

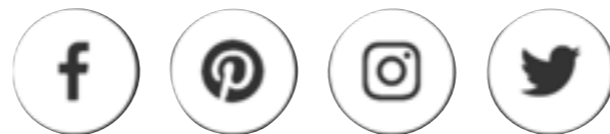
Age 2.5 - 12. Littler kids need more grown-up help and do better with shorter cook times; older kids can work more independently and handle longer recipes. Beginner grown-up chefs might like our recipes too!

What about knives, hot stoves, salmonella?

All grown-up only steps (involving the stove and sharp knives) are clearly marked. Many ingredients in our recipes can be safely cut with a butter knife or a plastic child's chef knife. Any recipe steps involving raw meat or eggs have "Germ Alerts" that remind kids not to lick their fingers and to wash their hands.

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