

THE CHEF GROWTH SYSTEM

Build the digital table.

Let the chef focus on the food.

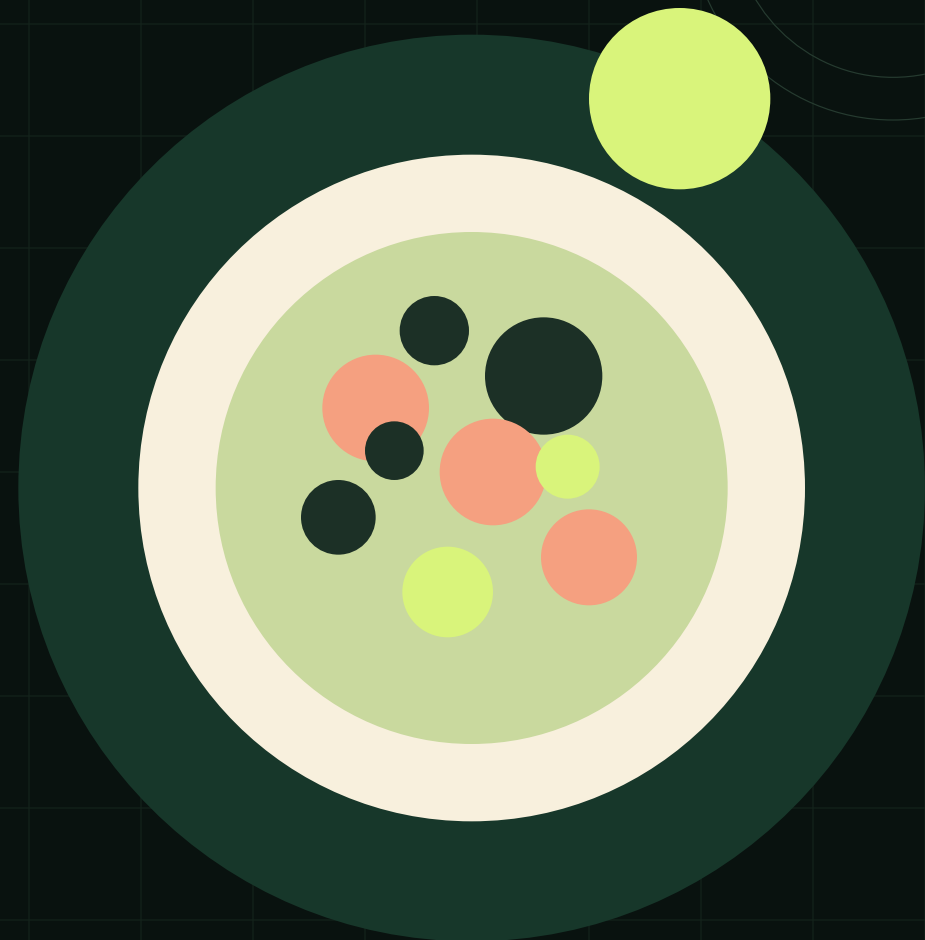
A name-free system concept that turns word-of-mouth, social interest, catering requests, and weekly meal-prep demand into a clear digital path.

MEAL PREP

CATERING

EMAIL + TEXT

“Green Table” is only a sample label. Replace it with the chef’s chosen brand.



The opportunity is not “more posting.”

It is a repeatable path from “I heard about you” to “I placed an order.”

01

DISCOVER

Facebook · referrals · QR



02

CHOOSE

Weekly menu or event inquiry



03

CONFIRM

Next step · response · payment path



04

RETURN

Next menu · repeat · referral

WHAT CHANGES

PLAIN LANGUAGE

Today, someone may find a dish in one place, ask a question somewhere else, then lose track of how to order. Give every interested person one clear next step.

WHAT THE SYSTEM DOES

UNDER THE HOOD

A QR or social link opens one friendly front door, then routes the visitor to weekly meal prep or a catering request. The owner can see the next action and follow up.

Keep the food brand together. Keep the work paths distinct.

REPEATABLE WEEKLY DEMAND

WEEKLY MEAL PREP

Menu → portions → order cutoff → production totals → pickup/delivery → next week.
The owner sees demand by dish, available capacity, packaging needs and the weekly handoff.

EVENT-BASED DEMAND

CATERING EVENTS

Date → guest count → venue → menu direction → quote → deposit state → prep → delivery/setup. The owner sees one event's details, open questions and readiness checklist.

One owner workspace can show both lanes without forcing them into one checkout.

MEAL-PREP PIPELINE

orders · timing · next action

CATERING PIPELINE

orders · timing · next action

OWNER ACTION QUEUE

orders · timing · next action

A demo that explains itself.

Not a picture of a dashboard. A guided operating story.

A

CUSTOMER FRONT DOOR

Sample menu, weekly meal-prep path and catering request.

B

WEEKLY ORDER

Choose meals and see quantities roll into production view.

C

CATERING REQUEST

Enter event basics and follow inquiry-to-prep steps.

D

OWNER DASHBOARD

See workload, missing details, capacity and next actions.

E

CONTENT WORKSPACE

Change approved menu/brand details while DV maintains the system.

F

DEMO TRUTH

Sample data stays labeled; simulated payment, outgoing message, and order states must never look like live transactions.

One front door. Two workflows. One clear next action.

TRAFFIC

Social · referrals · QR

CUSTOMER EXPERIENCE

Brand · menu · service choices

WORKFLOW ROUTER

Meal-prep lane / catering lane

OWNER WORKSPACE

Inbox · dashboard · follow-up

LEARNING LOOP

What converts · what repeats · what to improve

CLIENT CONFIGURATION

CHEF CONTROLS

Brand, approved photos, menu, service area, hours, capacity, pricing, customer relationship and business decisions.

REUSABLE ENGINE

DV RETAINS

Reusable workflow, intake, admin patterns, integration adapters, verification methods and generalized improvements as set in the signed scope.

IMPLEMENTATION BOUNDARY

CONNECTIONS ARE CHOSEN

Business email, SMS, payment, delivery app, QR destination and ad accounts activate only after provider and scope approval.

Make the first audience yours.

Build demand in steps. Buy reach after the math works.

DAYS 1-14

FOUNDATION

Domain + inbox, menu/photos, service area, order rules, QR destination.

CHECK

Can a new person understand what to do?

DAYS 15-30

FIRST LOOP

Warm referrals, partner outreach, weekly email, optional SMS opt-in.

CHECK

Do leads become inquiries or first orders?

DAYS 31-60

REPEAT

Bundles, office lunch outreach, reorder prompts, source tracking.

CHECK

Do orders repeat after true costs?

DAYS 61-90

SELECTIVE SCALE

Test paid social, creators, streaming TV or delivery apps only when ready.

CHECK

Can capacity and margin support demand?



EMAIL + TEXT RULE

Separate email and SMS permission. Record how/when a person opted in, identify the sender, honor unsubscribe and STOP requests, and never treat a social follower as an email subscriber.

Start useful. Expand when it proves useful.

Planning ranges only · final price follows scope, content readiness and integrations.

QUICK LAUNCH

\$300-\$600

One focused front door

Landing page, contact path, QR-ready destination, email setup guidance.

SYSTEMS LAUNCH

\$600-\$1,500

First repeatable workflow

Menu + signup + catering intake + owner handoff + first measurement.

EVOLUTION

Scope-led monthly

Ongoing digital operation

Menu updates, campaign setup, reporting and workflow improvements.

ONE POSSIBLE STRUCTURE

PARTIAL BARTER, MADE SPECIFIC

Example: \$400 cash + up to \$200 of meal-prep credit against a scoped \$600 pilot. Set value, quantity, dates and unavailable-week rule in writing.

EARN THE NEXT CONVERSATION

PARTNERSHIP LATER

First prove completed orders and margins. Any later referral/revenue share needs separate written attribution, expense, duration, refund and reporting terms.

Protect the relationship.

Keep the first meeting welcoming. Put sensitive access on a clear written track.

CONFIDENTIAL INFORMATION

NDA · CONFIDENTIALITY

Use for genuinely non-public material: customer lists, unreleased recipes/processes, cost data, private system details or a campaign plan. Identify information, purpose, permitted reviewers, handling period, return/deletion and standard exceptions.

SPECIFIC INTRODUCTION

NCA · NARROW INTRODUCTION

Use only if introducing a named buyer, supplier, partner or opportunity creates a real bypass concern. Identify the introduction, transaction, limited period and exceptions for existing or independently sourced relationships.

PRACTICAL SEQUENCE

- Public demo: say clearly what is public; a visit does not create confidentiality.
- Before private disclosure: identify parties, purpose, exact agreement and signature record.
- Before an introduction: document who introduced whom, when, for what opportunity and any existing relationship.
- Georgia counsel should approve client-facing forms. The current capital-room NCA is a counsel-review draft for a different context.

SIGNATURE BOUNDARY

A checkbox or demo visit is not a signed agreement. This demo does not represent an NDA/NCA as legally reviewed or executed.

The 20-minute conversation.

00-04

HER BUSINESS

Listen: what sells, what repeats, what gets stuck, what she wants to keep doing.

04-08

SHOW THE DEMO

Start on the customer page; try both paths; finish at the owner workspace.

08-15

DISCOVERY

Capacity, service area, menu, best customer, cutoff, tools, budget and success measure.

15-20

NEXT STEP

If there is fit, agree scope, materials, decision date and any confidential exchange.

SUGGESTED OPENING

"I brought a name-free example of making it easier for people to find your menu, ask about catering and come back for weekly meals. You stay in control of the food and business. I can build the digital system around how you want to work, starting with one affordable piece."

Leave with proof, not a pile of promises.

- 01** **PICK THE WEDGE** Cleaner inquiries, first weekly menu list, or fewer manual order messages.
- 02** **COLLECT INPUTS** Menu, 2-3 photos, service radius, ordering rules, inbox/domain and capacity.
- 03** **LOCK SCOPE** Deliverables, responsibilities, costs, acceptance checks, timeline and exclusions.
- 04** **AGREE ON TERMS** Cash/barter in the SOW; counsel-approved NDA/NCA only for specific needs.
- 05** **MEASURE** Visits, qualified inquiries, opt-ins, response time, conversion, repeats and margin.

DV Labs doctrine: build once · configure for the chef · retain the reusable engine.

Discussion draft only. Not a binding offer, legal advice, food-safety certification, or performance guarantee.