

HUNGRY TUM · THE OPERATING SYSTEM FOR MODERN FOOD

**We turn underused restaurant
kitchens into profitable food
businesses — by putting proven
delivery brands into them.**

Great food for customers. New revenue for kitchens. A network
we run on our own AI-native software.

THIS ALREADY WORKS — AND IT'S ALREADY MAKING MONEY

A proven track record — and a **growing network**.

9 years

running restaurants & delivery kitchens across London
— Loughton, Bromley, Soho, Notting Hill, Clerkenwell,
Holloway

£16k+/week

peak single site (Loughton · 90% delivery · 4.1★) —
over £20k a week at its best

£1.1M

customer orders through the network, last 12 months ·
40,000+ orders

Signed

first international franchise — Kosovo

Today's network: **52 active kitchens** (47 across our partner network, 5 on Hungry Tum's own) · **peak £108k in a single month**. We've run eat-in, takeaway and delivery for nearly a decade — we know what makes a kitchen profitable.

THE PROBLEM

Kitchens run half-empty, and delivery margins are thin.

Idle space

Kitchens sit quiet most of the day. The rent and staff are paid whether 10 or 100 orders come in.

Thin margins

Delivery apps take a big cut. One brand on one kitchen rarely makes enough.

Running several brands well from one kitchen used to be too complex and too expensive to manage. That's the gap.

THE SOLUTION

Fill the kitchen with brands that **already sell.**



Wing Shack

Wings, sauces, sides — big flavour.



Eggs n Stuff

Brioche breakfast builds & morning offers.



SMSH LDN

Premium smash burgers, London builds.

We run several proven brands from one kitchen on our AI-native software — so the kitchen earns more from space it already has. **8x more revenue per kitchen on our AI-native software vs without** — same brand, same delivery apps. Four brands live today; two more launch with this round — **six by mid-2027**, each designed for delivery and easy to cook.

HOW IT WORKS

How it works, in four steps.

01

Sign a kitchen

An existing kitchen with spare capacity joins the network.

02

Load proven brands

We add our delivery brands and recipes — live in 2–3 weeks.

03

Our AI-native software runs it

It watches every kitchen daily and fixes problems before they cost money.

04

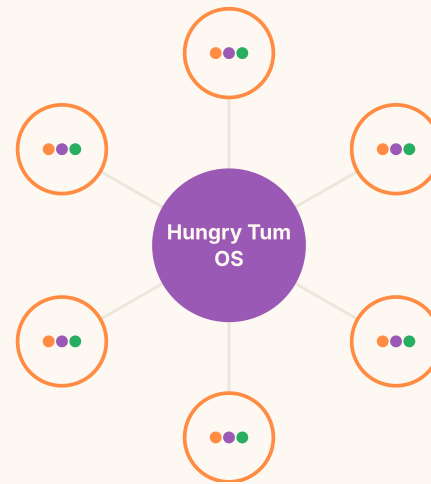
Everyone earns

The kitchen makes more from the same space. We take a cut.

We supply the food, the brands and the AI-native software — and we predict each kitchen's orders from its real data, prepping its supply basket so it never over- or under-stocks. The kitchen just cooks.

THE NETWORK

One platform. **Every kitchen, every brand.**



Our AI-native software runs every kitchen. Each one cooks 3–5 of our brands and sells on Deliveroo, Uber, Just Eat and our own app — all from one place.

Add a kitchen, a brand or a region and it compounds.

HOW WE MAKE MONEY

Four revenue lines.

REVENUE LINE	WHAT IT IS	RATE
Royalty (delivery apps)	On every Deliveroo / Uber / Just Eat order — we charge 6%, and 2% of it funds the kitchen's ads	4% net
Direct platform (our app)	Our own ordering channel — our growth engine. 17% of orders today, 25% target by year two	25%
Supply store	We sell + predict their stock from real order data — part of every new licence; the kitchen never over- or under-orders. £14.8k sold to date and growing	~12% margin today → 15–18% at volume
Franchise	Fee + ongoing royalty for a territory — Kosovo signed, first store opens July 2026, 10 planned	£50k + 7%

More kitchens × more brands × more supply = revenue that compounds with every site we add. By year two, the two channels we control — **direct + supply** — out-earn the delivery-app royalty.

WHY A KITCHEN SAYS YES

Extra profit from space they **already pay for.**

PER MONTH — WING SHACK AT LOUGHTON (REAL 12-MO DATA)

Delivery sales — 83% aggregator, 17% direct (our app)	£12,900
Platform commission (~32%, aggregator only)	-£3,400
Food cost (Wing Shack 32%, packaging incl.)	-£4,130
Hungry Tum — 6% aggregator (incl. 2% marketing) · 25% direct	-£1,200
Kitchen profit — labour shared with existing staff	~£4,170/mo

Marketing is included — we run the ads from our fee, so the kitchen pays nothing extra for it. **~£50k extra profit a year from one brand**, and a kitchen runs 3–5. Direct is only 17% of orders today: every order we move to our own app earns the kitchen more and earns us ~6× more. (Maidstone, 98% aggregator, does ~£3,360/mo.)

WHY NOW

Why the **timing is right.**

£14bn+

UK food delivery market — now permanent customer behaviour

10,000s

of underused kitchens that need more revenue from existing space

For the first time, AI-native software can run many kitchens and many brands cheaply. The window to build this network is open now.

THE TEAM

Operators with a **nine-year track record.**

Joshua Jarvis

Founder & CEO. Built the brands and the AI-native software that runs the network. 9 years running restaurants & delivery in London.

Nigel Owusu

Co-founder & COO. Runs the kitchens, supply chain and onboarding — the on-the-ground reality.

We've run real restaurants for **9 years** — Loughton, Bromley, Soho, Notting Hill, Clerkenwell, Holloway, plus delivery kitchens across London. The last 3 years we've run the whole operation lean, fully remote and AI-native, and signed our first overseas franchise. We've built and run this — now we scale it.

THE PLAN

5 kitchens today → 300+ by the end of 2027.



First step: **50 UK kitchens and six brands within 12 months** on this round alone. We run lean and fully remote, so we launch the same playbook region by region. **UK direct; Europe & Asia franchise-led** — local partners fund the sites, we earn fees + royalties. Kosovo is the template, already signed.

THE NUMBERS

The financial trajectory.

TARGETS	6 MO	12 MO	18 MO	24 MO
UK kitchens	30	50	100	130
Kosovo stores open	2	3	5	7
Hungry Tum income, per year	~£380k	~£800k	~£1.6m	~£2.7m
Profit, per year (before growth spend)	~£225k	~£405k	~£710k	~£1.2m

£150k gets us to 50 kitchens, six brands and ~£800k-a-year income — profitable from the first quarter. Running costs are just 4–7% of network sales because the operation is AI-run; growth spend comes from the round, not the P&L. The Europe + Asia franchise layer (300+ kitchens by end 2027) takes the 24-month pace to ~£4.4m. Forward targets, illustrative; capital at risk.

UNIT ECONOMICS

Near-zero cost to serve. **~25x return per kitchen.**

£13–19k/yr

Hungry Tum revenue per kitchen — royalty + direct + supply; grows ~45% as the kitchen matures

~£1.5k/yr

cost to serve a kitchen — ops is agent-run, QAs & trainers on-demand

~£12–17k/yr

contribution per kitchen (~90% margin)

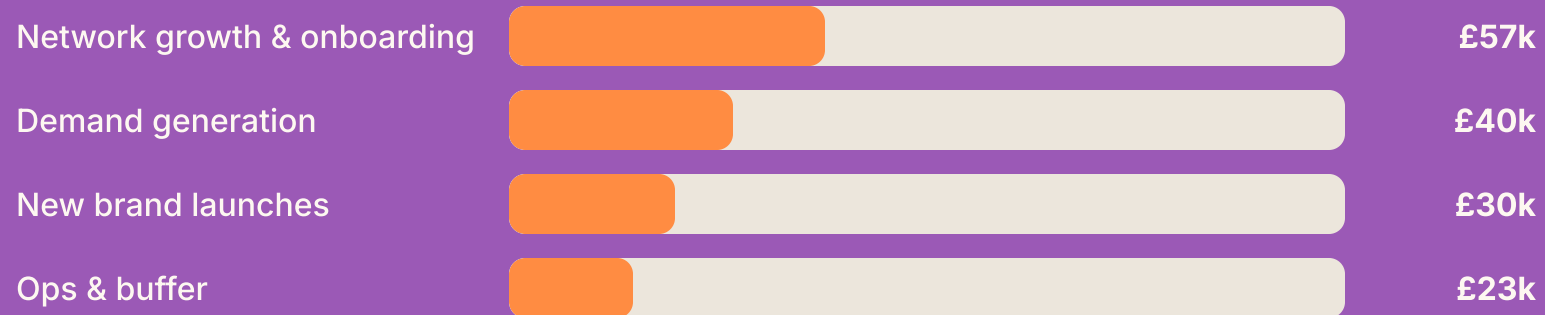
~6 weeks

payback on ~£1.5k to acquire a kitchen → LTV:CAC
~25:1

AI-native ops means each new kitchen adds contribution at almost no extra cost — and we already know the ideal kitchen profile from our own network, so acquisition is targeted. **At 300 kitchens that's ~£4M of contribution against a small fixed cost base.** Illustrative; CAC & lifespan to be validated.

THE ASK

£150,000 to go from 5 to 50 kitchens — and six brands — in 12 months.



This funds the move off our old partner network onto kitchens we control — where each site earns multiples more. The pace is roughly one new kitchen a week from month three: onboarding takes 2–3 weeks, runs in parallel, and the network turns profitable around month six — so profits recycle into growth alongside the round.

SEIS — YOUR DOWNSIDE IS COVERED

Strong downside protection through **SEIS**.

Invest £10,000 → £5,000 back in income tax relief → £5,000 net cost.

Any gain after 3 years is free of Capital Gains Tax. If it doesn't work, loss relief covers much of the rest.

50% income tax relief on what you invest

0% Capital Gains Tax on gains held 3+ years

Loss relief against income if it fails

Ordinary shares · SEIS Advance Assurance applied for

SEIS-eligible UK company · ordinary shares only · relief subject to your circumstances and HMRC conditions.

WHAT YOUR £150K BUYS

What your investment buys.

~4.8%

of the company for £150k at £3M pre-money · ordinary shares

£75k

your real cost after 50% SEIS income-tax relief

£13–19k/yr

Hungry Tum earns per UK kitchen (royalty + direct + supply); international adds fees + royalties

300+ kitchens

target by end 2027 across 3 regions → ~£2.6M annual revenue pace

Every kitchen we add earns across royalty + supply, on top of SEIS relief that covers half your cheque from day one. Detailed 18-month P&L and exit scenarios shared on request — illustrative only, capital at risk.

THE ROUND

An opportunity to **back the network.**

£150k

ordinary shares · £3M pre-money · min ticket £5,000

Closing June

Advance Assurance ready · SEIS certificates issued after close

Joshua Jarvis · jarvis@futureflow.digital · hungrytum.co

Risk warning: investing in early-stage companies puts your capital at risk — you may lose all of it. These businesses often fail, shares are illiquid and hard to sell, and returns are not guaranteed. SEIS tax relief depends on your personal circumstances and can be withdrawn if conditions change. Do not invest more than you can afford to lose, and diversify. This is not financial advice.