

SEED RAISE

Hungry Tum turns underused kitchens into profitable multi- brand businesses.

Hungry Tum licenses proven food brands into existing kitchens so operators can earn more from the space, team and equipment they already have.



PROBLEM

Fixed costs keep running while capacity sits idle.

When sales do not cover rent, staff, bills and food costs, restaurants lose money every day they stay open.

The cost base

- Rent and rates
- Staff and management
- Equipment and utilities
- Food waste and margin pressure



The lost upside

- Underused kitchen space
- Spare production capacity
- Too few profitable revenue channels
- Limited resources to build new revenue channels alone

BUSINESS DEATHS

26,195

UK hospitality businesses died in 2024.

INSOLVENCIES

3,369

UK hospitality insolvencies in the 12 months to Apr 2025.

FAILURE CONCERN

1 in 5

Hospitality businesses feared failure within 12 months in a 2026 survey.

FOOD WASTE COST

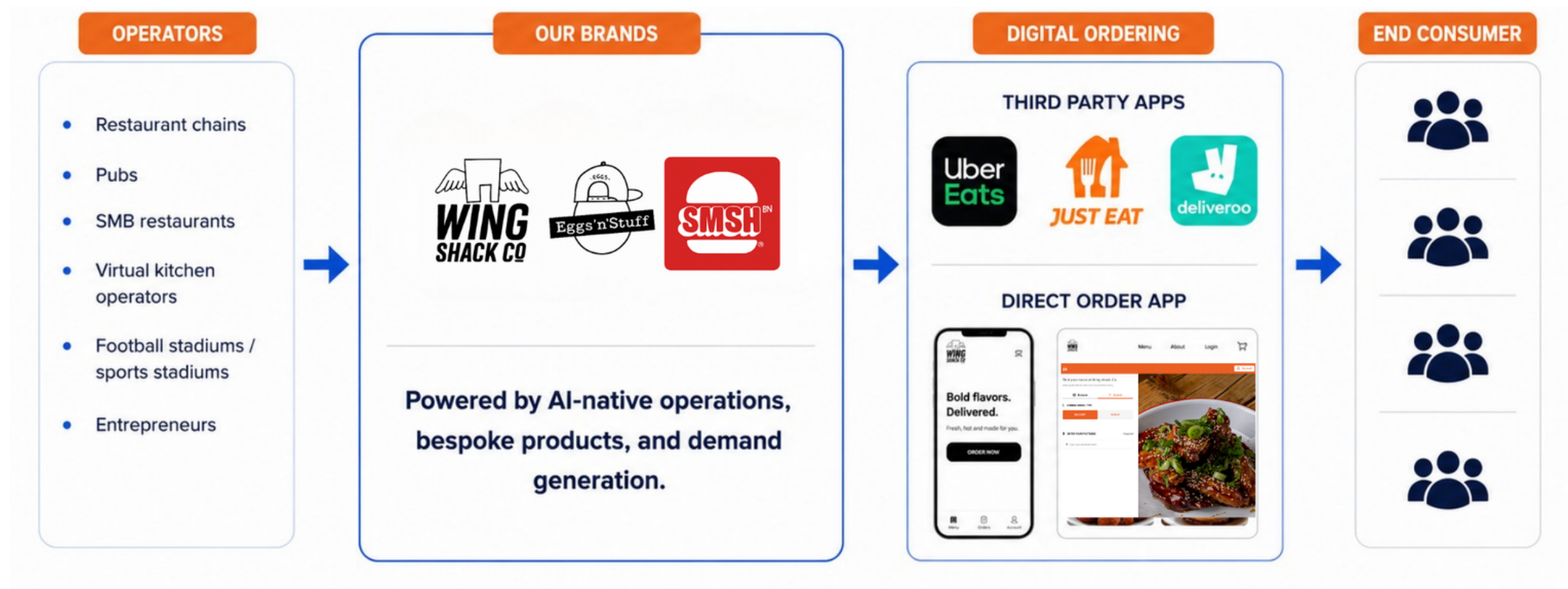
£3.2B

Annual UK hospitality and foodservice food-waste cost.

SOLUTION

Hungry Tum adds new revenue channels.

We license proven Hungry Tum food brands into existing kitchens so operators can earn more from the space, team and equipment they already have.



HOW IT WORKS

One kitchen can run multiple Hungry Tum brands.

A kitchen joins, launches Hungry Tum brands, receives orders and earns incremental revenue from the same space.

STEP 1

Kitchen joins

We check capacity, team, equipment and location fit.

STEP 2

Brands launch

Menus, packaging, stock, pricing and training go live.

STEP 3

Orders flow

Demand comes through delivery apps, direct ordering and local campaigns.

STEP 4

Kitchen earns

The site adds incremental revenue without added overheads.

Hungry Tum supports launch, supply, demand and quality after go-live.

PROOF

£2.19M GMV generated since 2024.

Hungry Tum brands are live across 52 sites today: 47 partner-network, 5 Hungry Tum-network, plus a football stadium licence at Arsenal's Emirates Stadium.

BRAND GMV GENERATED

£2.19M

Across Hungry Tum brand channels, 2024-now.

CUSTOMER ORDERS

71,320

Excludes Emirates product quantity.

GROSS PROFIT / COMMISSION

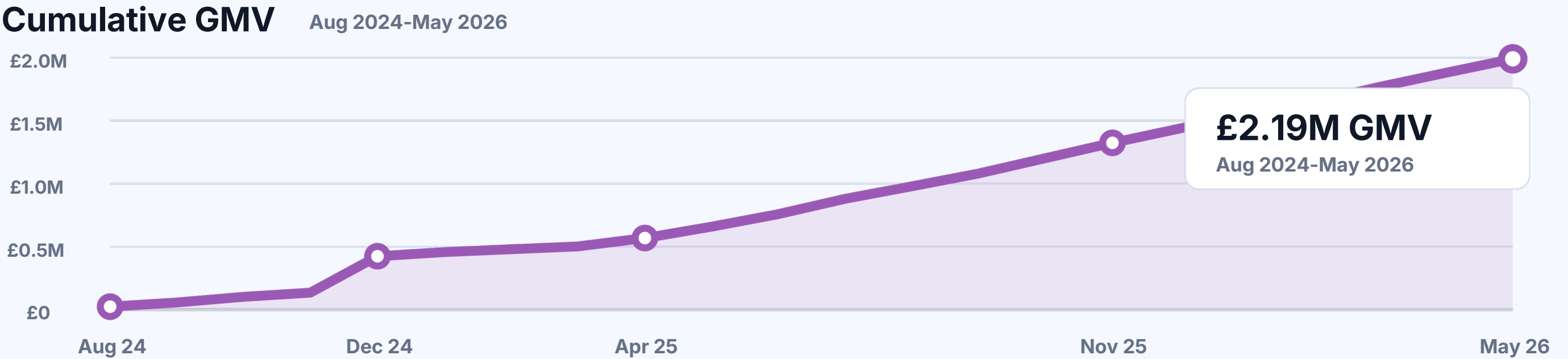
£260k

Network gross profit and commission.

ACTIVE TRADING SITES

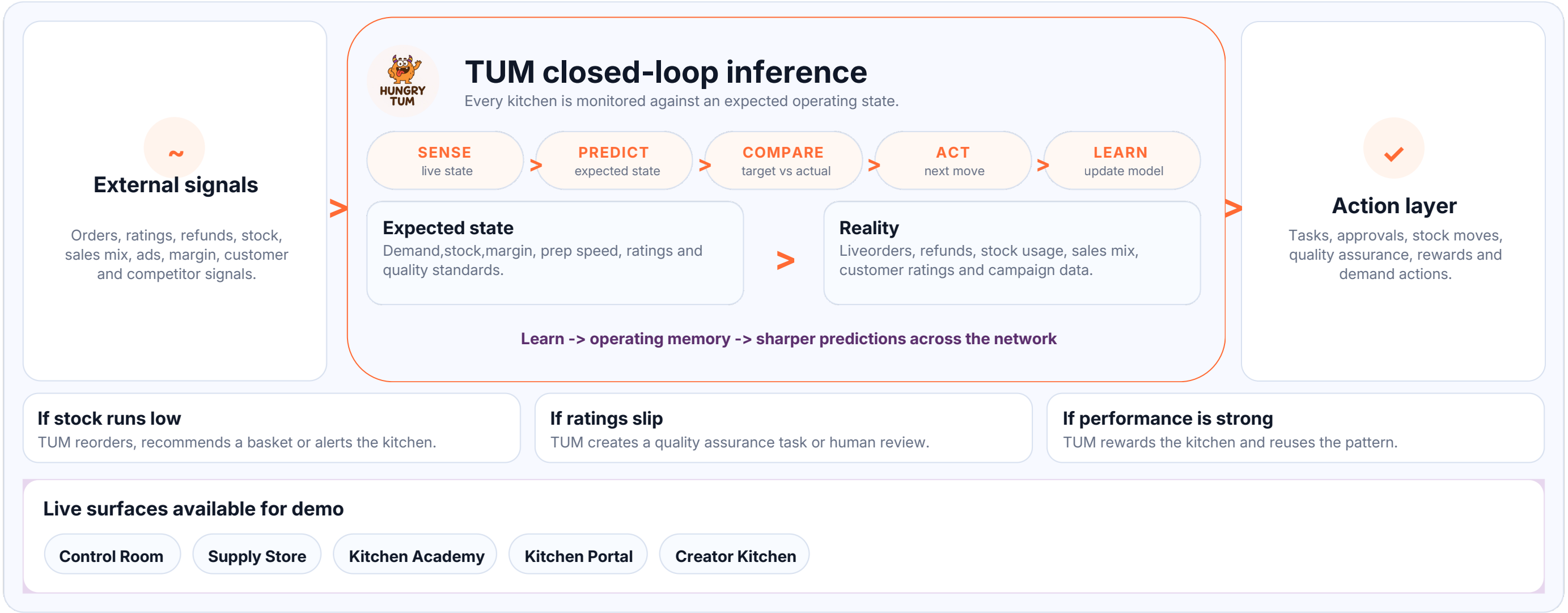
52

47 partner network + 5 Hungry Tum network + a football stadium licence at Arsenal's Emirates Stadium.



TUM is the AI operator behind every kitchen.

TUM compares expected kitchen performance with reality, then triggers the next action.



WHY NOW

The timing is opening the market.

Restaurants need more revenue, delivery-first demand is normal, and AI now lets a lean team support a distributed kitchen network at scale.

DEMAND BEHAVIOUR

Consumers are already trained to order food through delivery and direct digital channels.

OPERATOR PRESSURE

Restaurants need more revenue from the same fixed-cost base.

AI-NATIVE OPS

Training, performance monitoring and support can now scale with a leaner central team.

MARKET

150 Hungry Tum-network kitchens is a small wedge in a large operator base.

Hungry Tum does not need every restaurant to be serviceable. A small share of delivery-enabled kitchens can support the first venture-scale proof point.

Global foodservice	Foodservice market across outlet types and geographies.	\$4.34T
Online food delivery	Global delivery-enabled demand pool.	\$288.8B
UK operator base	VAT/PAYE accommodation and food businesses.	177k
UK serviceable kitchens	Planning estimate for delivery-capable kitchens with spare capacity and operating fit.	25k-50k
First proof gate	Hungry Tum-network kitchens running brands with launch, demand, supply and QA controls live.	150

We earn from brand sales, supply and franchise territories.

Core revenue is live or contracted today: royalties, direct ordering commission, supply margin and master franchise fees.

Royalties Royalty on Hungry Tum brand sales through kitchens and franchises. 6-10%	Direct commission Commission on Hungry Tum direct ordering, with upside as direct mix grows. 25-40%	Supply margin partners buy approved stock through the supply store; Hungry Tum earns margin without owning stock. 12.6-18%	Master franchise fees territory rights for Kosovo and Switzerland. £50k+	Ecommerce Future upside: brand-led sauces, CPG, merch and events. upside
Per-kitchen base case uses royalties, direct commission and supply margin. Master franchise fees are contracted territory revenue; ecommerce remains future upside.				

One order shows the ROI logic.

A Hungry Tum brand can create incremental contribution from the same kitchen, with higher upside as direct ordering mix grows.

KITCHEN CONTRIBUTION

~£14k-£45k

per kitchen/year, using 2-3 Hungry Tum brands

BASE HT INCOME

£24k-£34k

per kitchen/year, using 2-3 brands, royalties, direct commission and supply margin.

LAUNCH PAYBACK

<1 month

£750-£1,000 launch cost versus £2k-£2.8k monthly HT income per kitchen.

Example £28.12 order	Third-party app	Hungry Tum app
Order value	£28.12	£28.12
VAT allowance	-£4.69	-£4.69
Food cost	-£8.32	-£8.32
Delivery / app fee	-£8.44	-£7.03
Hungry Tum brand fee	-£1.69	Included
Labour cost assumption	-£2.00	-£2.00
Kitchen contribution after labour	£2.99	£6.08

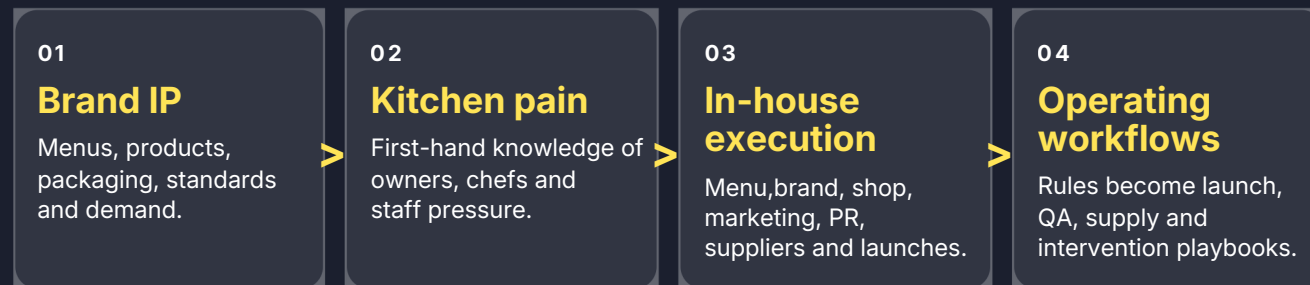
Example uses £28.12 order AOV, 29.6% food cost, 30% third-party app fee, 25% Hungry Tum app commission and

UNDERLYING MAGIC

Nine years of food operating judgment is hard to copy.

Hungry Tum is built from first-hand experience launching brands, running kitchens, building menus, managing suppliers and creating demand.

Operating judgment becomes repeatable.



Competitors can copy a dashboard. They cannot easily copy nine years of food operating judgment.

The underlying magic is food operating judgment turned into repeatable systems.

We have lived the pain.

Built from restaurant and kitchen work, not outside theory.

We build the full stack.

Brand, menu, creative, supply, marketing, launch and software are in-house.

We translate ops into systems.

Operating rules become QA actions, supply rules and launch playbooks.

COMPETITION

Competition owns pieces. Hungry Tum combines the system.

Others own parts of the stack. Hungry Tum combines brand IP, demand, supply economics, quality assurance and TUM operating support.

Layer	Hungry Tum	Growth Kitchen	Sessions	GFV
Owned brand IP	✓	~	✓	✓
Demand generation	✓	✓	✓	✓
Supply margin	✓	~	✓	~
AI-native ops support	✓	~	~	~
Quality assurance network	✓	~	~	~

Competitor rows are directional and should be used as positioning, not exhaustive feature diligence. Founder has operated with Sessions, Growth Kitchen and Global Food Ventures through Wing Shack.

TEAM

Built by operator-builders who have lived the problem.

Joshua and Nigel are food operators who have spent the last three years using AI to build internal tools, databases and operating workflows themselves.



Joshua Jarvis
CO-FOUNDER / CEO

Founded Wing Shack in 2018 and scaled it across restaurants, delivery kitchens and stadium retail. Leads brand IP, product vision, TUM logic and software buildout.



Nigel
CO-FOUNDER / COO

Runs the operating backbone: kitchen network, supply chain, partner relationships and franchise rollout. Builds the supply store and internal operational tools.

2018

Joshua started Wing Shack with a restaurant in Loughton.

2018-25

Opened a further 7 restaurants and 10+ delivery kitchens across London.

2023

Started using AI to build internal tools, databases and operating workflows.

2024-26

Joshua and Nigel have operated remotely for the last two years.

Mar 2025

Closed the last restaurant to go all in on AI and building the Hungry Tum platform.

Year 1

Planned team: Joshua, Nigel, 2 AI engineers, Head of Brand/Marketing, Network/Ops Coordinator, Head of Design and Head Finance/CFO.

SEED RAISE

£1.5M scales Hungry Tum to ~200 active UK kitchens.

The round funds 150 Hungry Tum-network kitchens, taking total UK reach to~200 active sites by Q4 2027, with 6 brands live and a target of £2.27M monthly GMV.

£1.5M

Seed round to build the Hungry Tum network

150

Hungry Tum-network kitchens

~200

total active UK kitchens

~87k

orders / month

£2.27M

GMV/ month

£700k

Team

Engineering, network operations, brand leadership, finance and founder runway.

£250k

Demand

Paid acquisition, creator campaigns, local launch demand and direct ordering growth.

£275k

Onboarding + Quality Assurance

Kitchen recruitment, launch gates, training, field support, supply and packaging stock.

£155k

Product / TUM

Control room workflows, data pipelines, hosting, AI/API usage, tools and reliability.

£120k

Brand IP

Menus, product development, creative, packaging, legal/IP and franchise territory assets.

Goal

Network milestone

150 Hungry Tum-network kitchens, ~200 total active UK sites and 6 brands live by Q4 2027.