

SIZZL

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AGENDA

I. Discovery

- Industry Analysis
- Company Insights
- Cultural Context

2. Strategy and Creatives

- The Challenge
- Target Audience
- Competitive Analysis
- Positioning #1
- Positioning #2

3. Conclusion



DISCOVERY

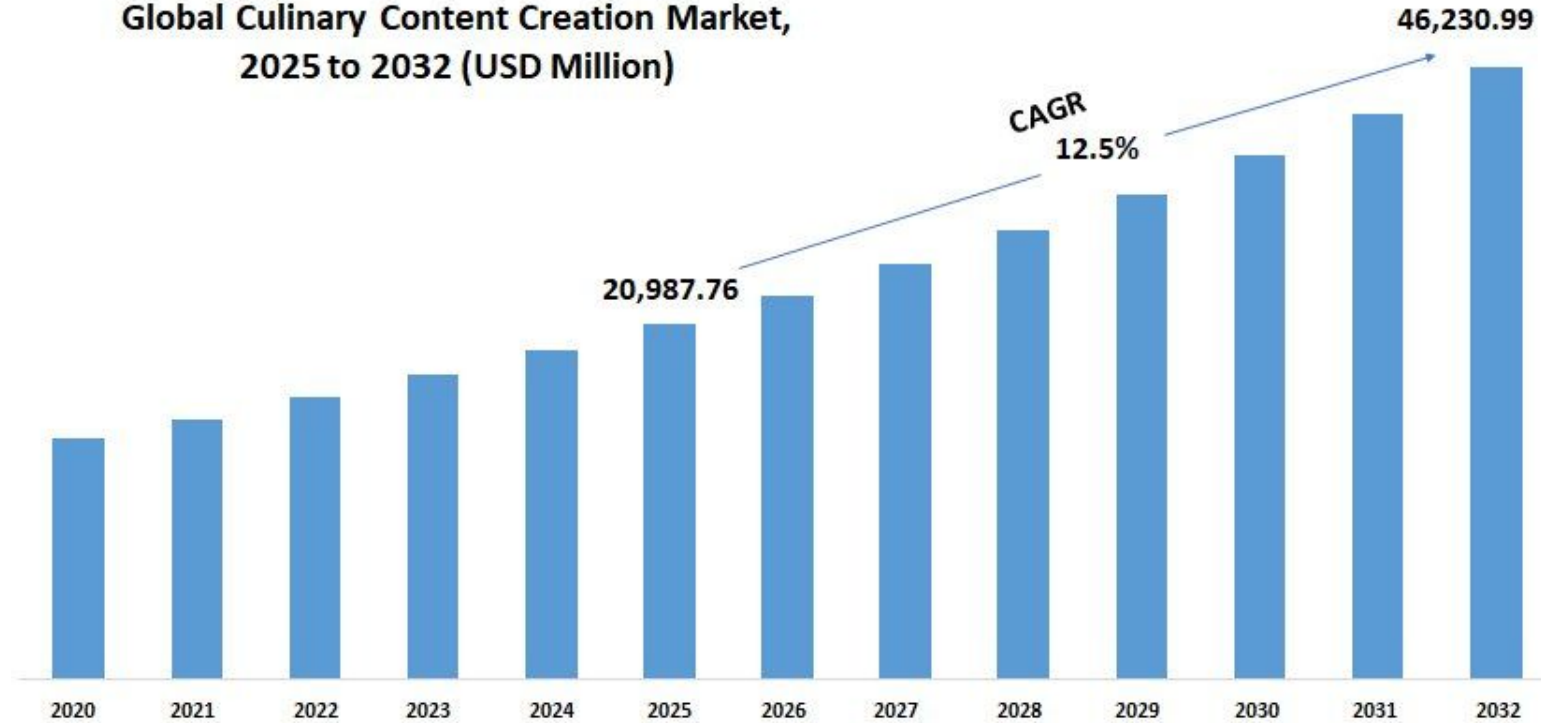


INDUSTRY ANALYSIS

THE \$21B QUESTION



Global Culinary Content Creation Market,
2025 to 2032 (USD Million)



THE CULINARY CONTENT BOOM

**100B+ annual food
content views
worldwide**

**Cooking shows =
top streaming
genre**

**Live streaming =
23% of global viewing
time; real-time
experiences are now
mainstream**



- **Food Tech:** \$229B (2025) → \$538B (2034) | ~9.94% CAGR
- **Creator Economy:** \$202B (2025) → \$848B (2032) | 22.7% CAGR
- **Food Influencer Demand:** +30% YoY as brands look for authentic, cultural content

FOOD + TECH +
CREATORS =
OPPORTUNITY





COMPANY INSIGHTS



COMPANY INSIGHTS

Origin

Inspired by Gina Hughes passion for storytelling& entertainment

Fueled by Norman “Scott” Harrower’s love for traveling, culture & food

Made for Everyone

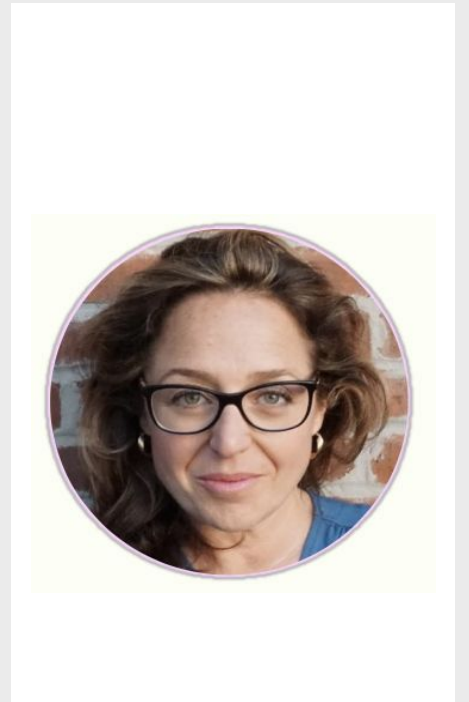
Foodies, home cooks, professional chefs

Anyone who loves to cook, create or compete

Core DNA

Heritage+ Innovation

Gamified experience



KEY FACTORS

REAL-TIME

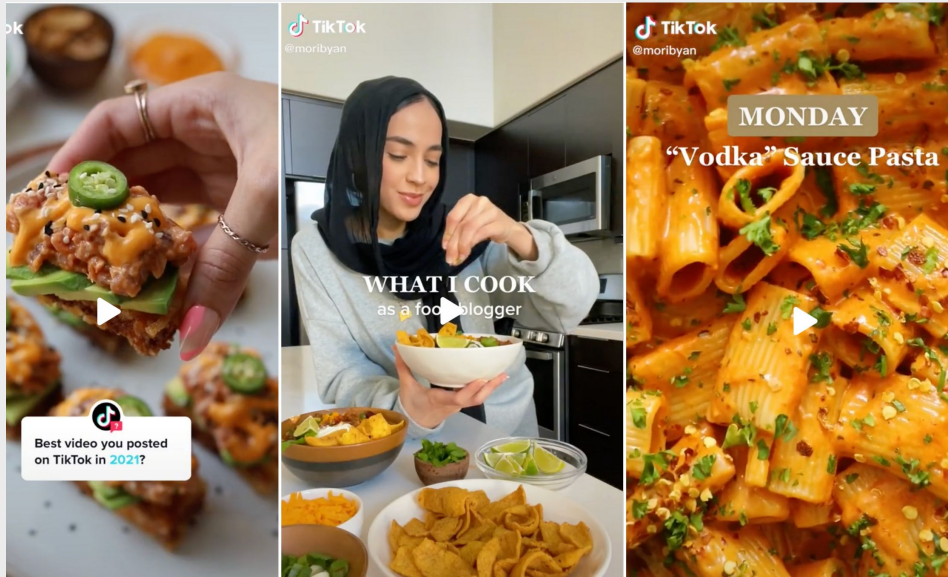
COLLABORATIVE

PLAYFUL





CULTURAL CONTEXT



HISTORY

- Cooking competitions have long been cultural staples
- Food has always been central to social connection
- Drastic shift - in the past cooking shows were instructional
- Digital Evolution:
 - YouTube tutorials □ TikTok Trends □ Netflix streaming live shows



CURRENT TRENDS

- Interactive entertainment ↑
- Gamification of everyday life
- Food = digital way to communicate and social community
- Global curiosity ↑
- Loneliness, but crave connection



STRATEGY & CREATIVES

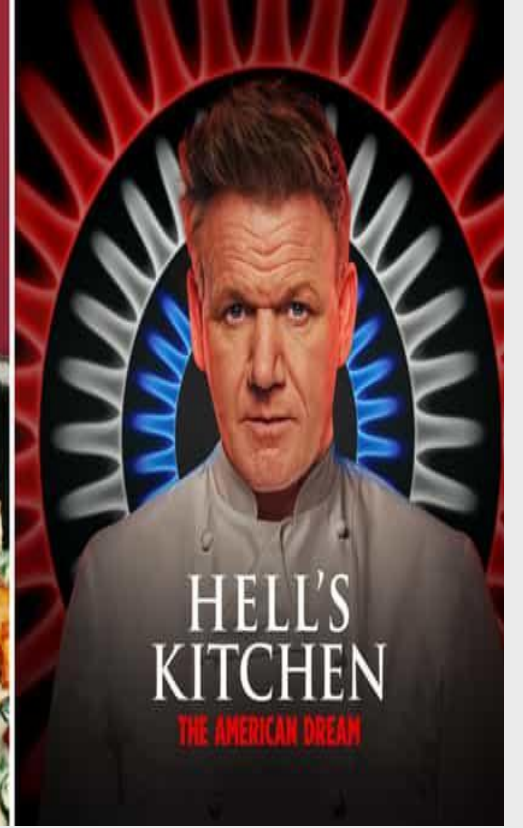


THE CHALLENGE

THE MISSING GAP



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Too Much Watching, Not Enough Doing

FROM LOCAL FLAVOR TO GLOBAL CONNECTION

- Food connects everyone but platforms keep people divided by algorithm and geography.
- There's no central place for cooks, creators, and fans to connect globally.
- Sizzl's upcoming “**Connect Tab**” breaks that barrier, letting users discover and engage with others who share their passion, locally or worldwide.

=> Whether you're in New York or Hanoi, food becomes a shared language.



TARGET AUDIENCE

- Gen Z and Millennials
- Intergenerational cooking
- Different cultural backgrounds
- Authentic experience
- Range of cooking experience and skills

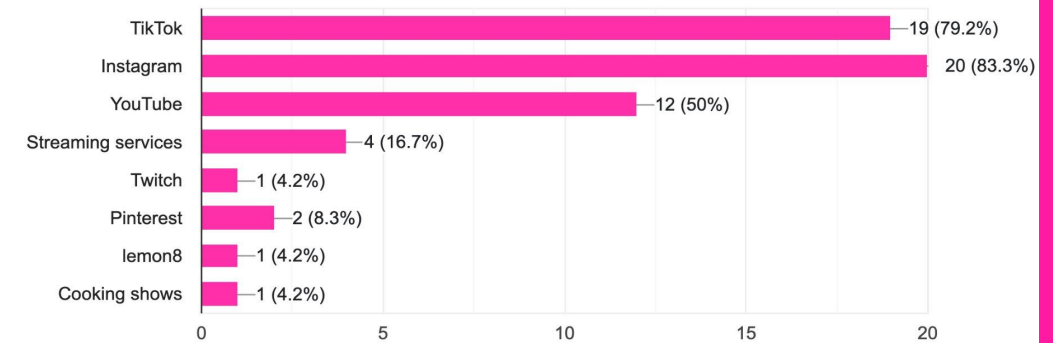


SURVEY RESULTS

- Cooking content mainly from social media
- 95% use it as entertainment or learning
- Rewards and prizes drive the most engagement, followed by points and leaderboards
- Users want to engage with people of similar interests
- Many are interested in challenges

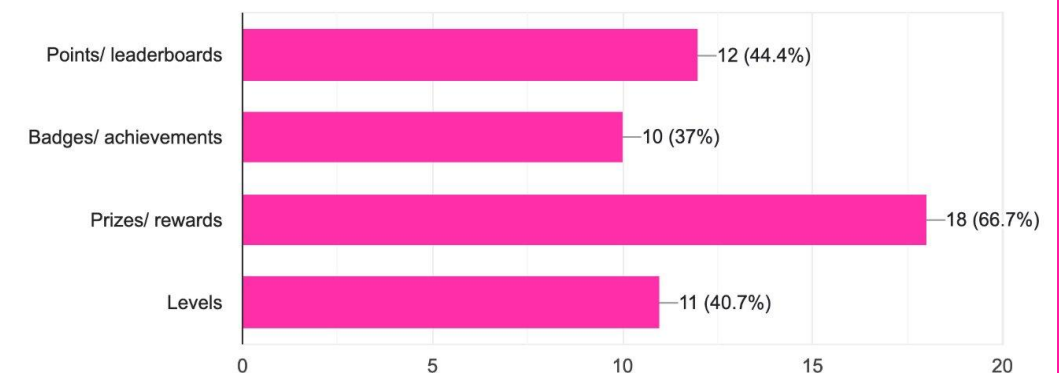
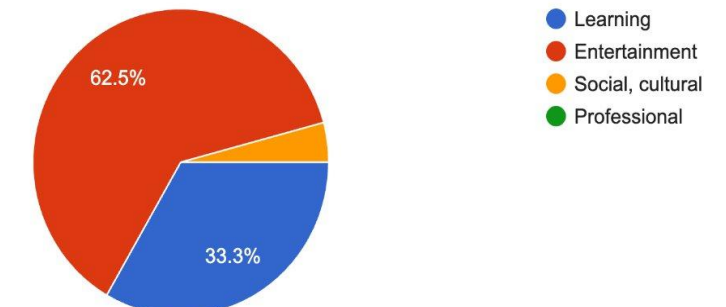
If yes, where do you get your content from? (select all that apply)

24 responses



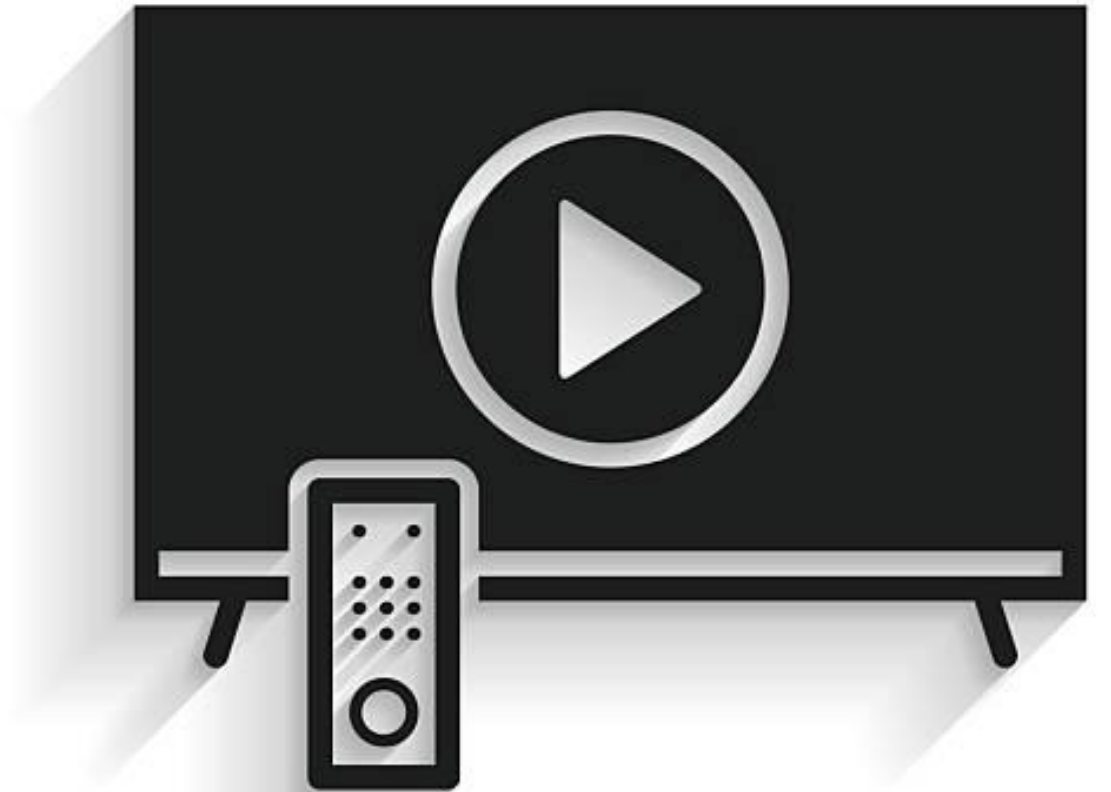
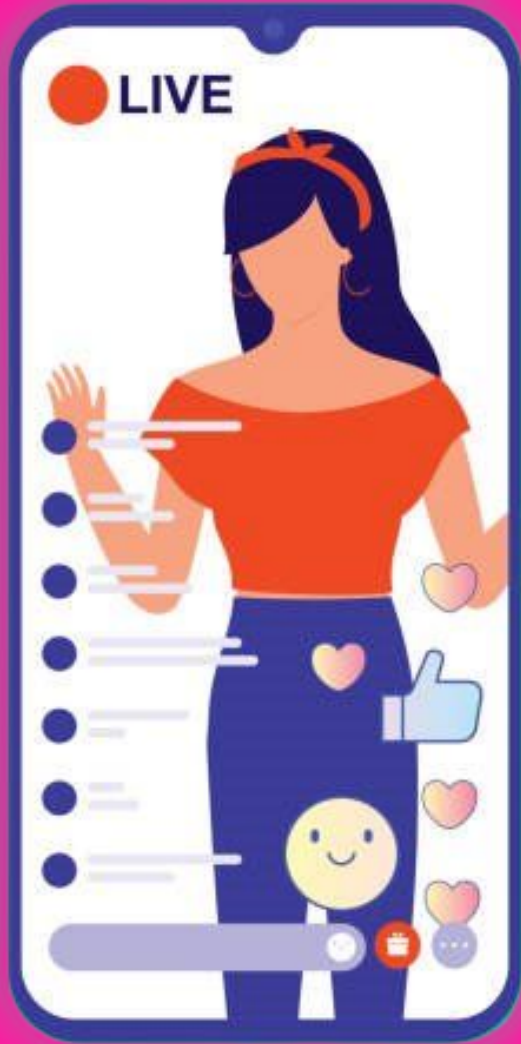
What is your main reason for engaging with cooking content?

24 responses





COMPETITIVE ANALYSIS





TWITCH

TWITCH



Archetype: Jester



Branding: "You're Already One of Us", authentic, creator-first.



Key Differentiators: Chat interaction, community/ loyalty, unfiltered experience



Why SIZZL: Turns viewers into active participants, not passive watchers





INSTAGRAM, YOUTUBE, & TIKTOK

INSTAGRAM, YOUTUBE, & TIKTOK



Archetype: Creator



Branding: Innovation, fun, youthful, creative



Key Differentiators: Creator driven, algorithm built for discovery and influence, monetization



Why SIZZL: It transforms cooking into a real-time, gamified, and interactive experience where users aren't passively scrolling





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COOKING COMPETITIONS



NAILED IT!



Archetype: Jester



Branding: Community focused and friendly



Key Differentiators: Not professionals, fun, entertaining, creative, emotional connection



Why SIZZL: Celebrates creativity and skill growth, not just comedy or failure



NAILED IT CLIP



CHOPPED



Archetype: Hero



Branding: Elite, intense, and high stakes



Key Differentiators: Professionals, technical skills, and suspenseful



Why SIZZL: It turns cooking into an interactive and inclusive experience



CHOPPED CLIP



DINNER TIME LIVE



Archetype: Outlaw



Branding: Liberation and experimental



Key Differentiators: Disruptive, rebellious, independent, confrontational



Why SIZZL: Lets you join the action, not just watch it



DINNER TIME LIVE CLIP



OVERVIEW OF COMPETITORS

- Twitch: Live but mostly viewer-based
- TikTok, Instagram, YouTube: passive scrolling, influencer-led
- Cooking shows – professional, high-budget, non-interactive
- Why SIZZL:
 - Interactive and gamified
 - Made for everyone
 - Global, connecting all skill levels
 - Combines entertainment, learning, and innovation





POSITIONING #1: ENGAGING ENTERTAINMENT



Jester: At SIZZL, food is the game.

We turn cooking into play, inviting everyone to compete, create, and laugh together in real time. From bold flavors to silly challenges, SIZZL transforms kitchens into stages where cooking is not serious, it is social, spontaneous, and fun.

KEY
MESSAGE



HOW DOES THIS
POSITIONING
DIFFERENTIATE FROM
COMPETITORS?



Turns cooking into active play, not passive watching



Builds social connection, not solo consumption



Celebrates spontaneity and creativity, not perfection



Creates participatory entertainment, not static instruction



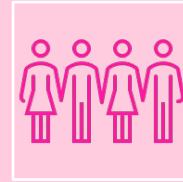
HOW DOES THIS POSITIONING DIFFERENTIATE FROM COMPETITORS?



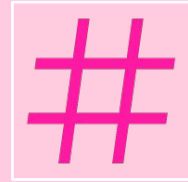
62.5% of respondents said they engage with cooking content for entertainment, while 33.3% said for learning



The boom in gamification has proven to increase engagement by 48%



82% of Gen Z want to be a part of a community



On TikTok, #FookTok has over 69B views and #Food has over 268B



TAGLINE



“FOOD IS THE GAME.ARE YOU IN?”



IN-APP CREATIVES

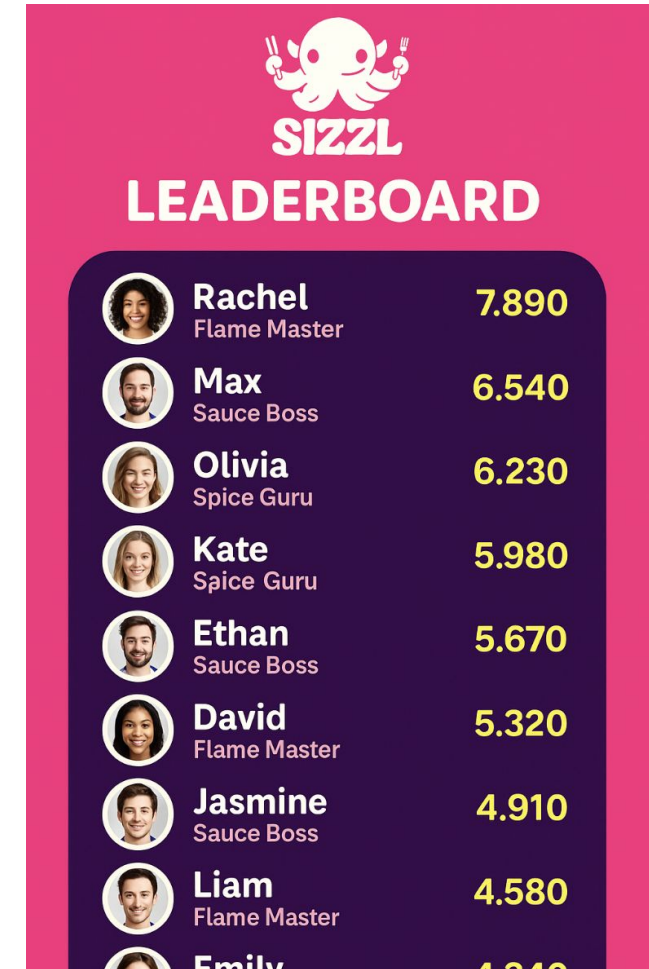
In our research...

- 44.4% - points/leaderboards
- 66.7% - prizes/rewards

Players are broken up into 3 chef levels based on overall achievement.

For each individual challenge, there will be a leaderboard demonstrating:

- What "level" you have achieved overall
- How many points you earned from specific challenge



A graphic of a Sizzl leaderboard. At the top is the Sizzl logo, which is a stylized octopus with its tentacles raised in a 'V' shape, with the word 'SIZZL' in bold, black, sans-serif capital letters below it. The title 'LEADERBOARD' is written in large, bold, black, sans-serif capital letters. Below the title is a dark blue rounded rectangle containing a list of players. Each player's entry consists of a circular profile picture, their name in bold white text, their title in smaller white text, and their score in large yellow text. The players are ranked from highest to lowest score.

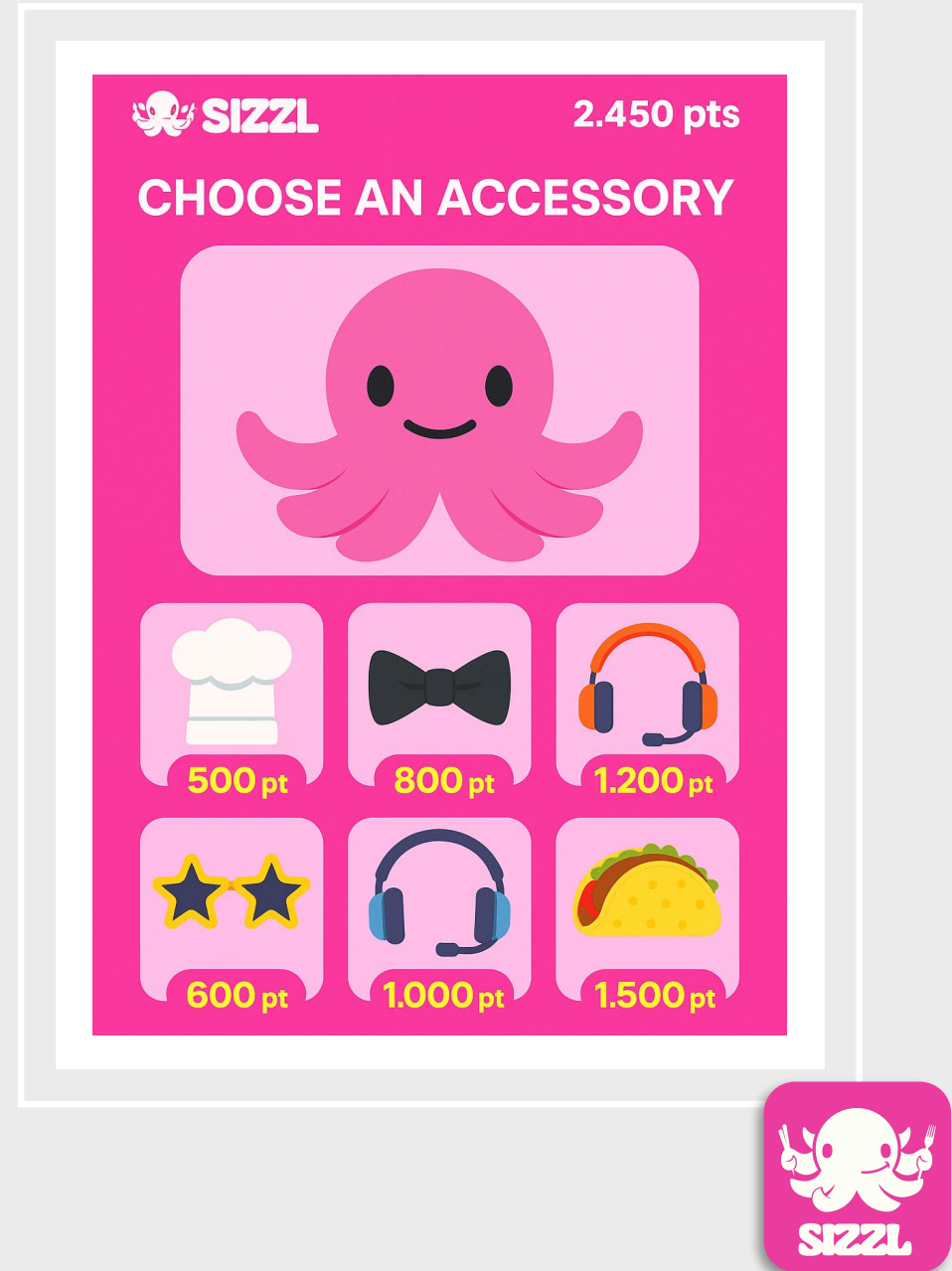
SIZZL		
LEADERBOARD		
	Rachel Flame Master	7.890
	Max Sauce Boss	6.540
	Olivia Spice Guru	6.230
	Kate Spice Guru	5.980
	Ethan Sauce Boss	5.670
	David Flame Master	5.320
	Jasmine Sauce Boss	4.910
	Liam Flame Master	4.580
	Emily Sauce Boss	4.240



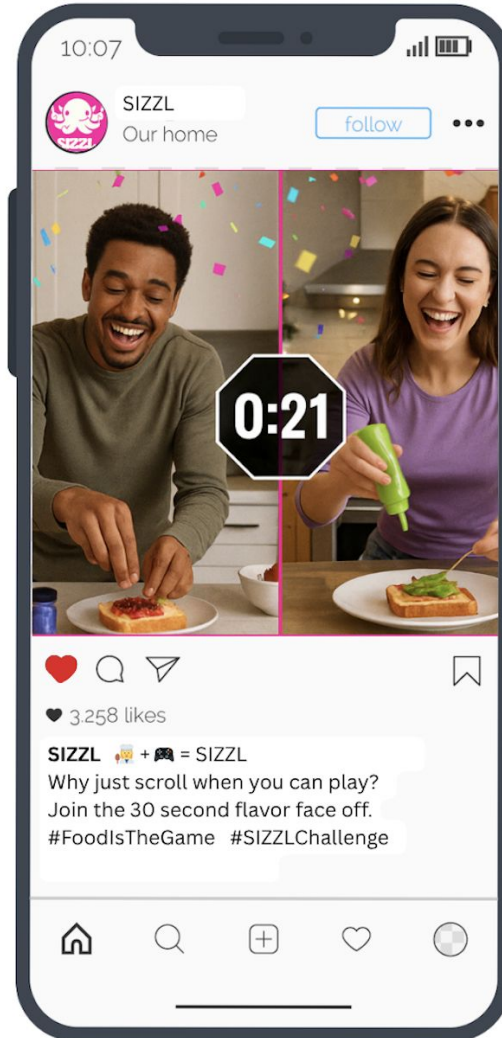
IN-APP CREATIVES

With the points you collect...

- Buy Accessories
- Brag to your friends!



CREATIVES





POSITIONING #2: COMMUNITY DRIVEN GLOBAL INTERACTION



Everyman: At Sizzl, everyone has a seat.

Whether you are a first-time cook or a professional chef, we welcome you to share, connect, and belong. When you join groups and go live, you become part of a community, from small circles to global connections, built on food and shared experiences

KEY
MESSAGE



HOW DOES THIS POSITIONING DIFFERENTIATE FROM COMPETITORS?



BUILT ON COMMUNITY-FIRST
SPACES, NOT INFLUENCER-LED
PLATFORMS



FOCUSES ON BELONGING,
NOT PERFORMANCE



CENTERED ON REAL PEOPLE
SHARING FOOD, NOT
CURATED CONTENT



WHY WILL THIS POSITIONING WORK?

Community Building

- **66% of users** join online communities to connect with people who share their interests

Information Exchange

- **62% of U.S. TikTok users** use the app to look for product reviews and recommendations

Globally Driven

- **81% of gen Z** say multicultural and diverse communities shape their brand preferences



TAGLINE



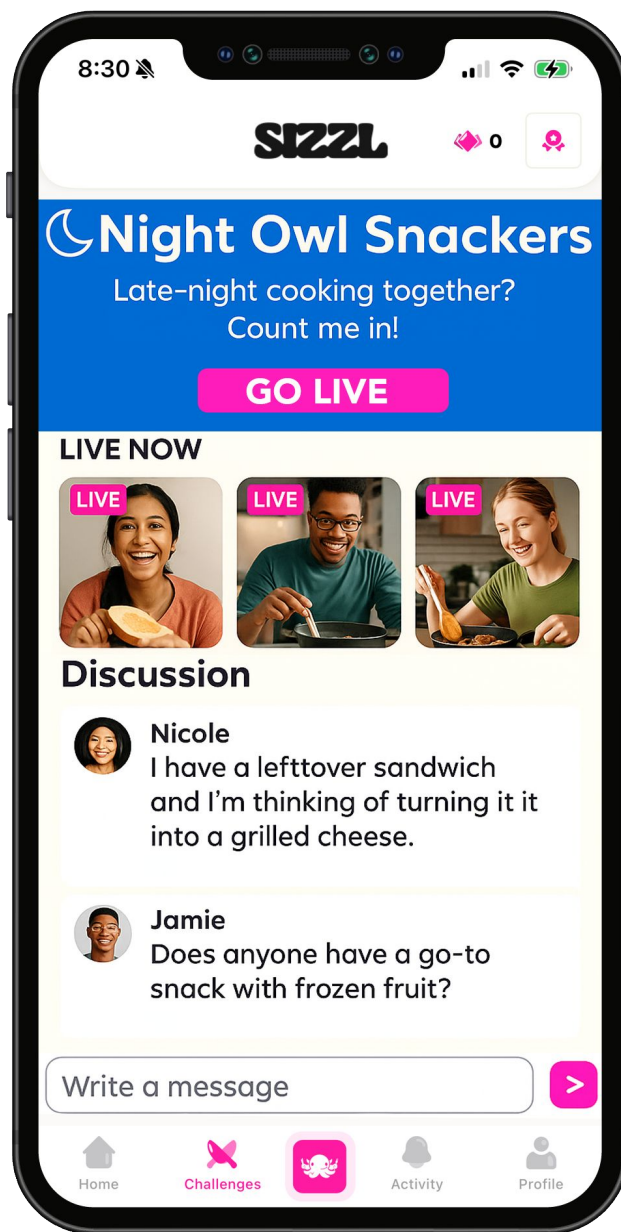
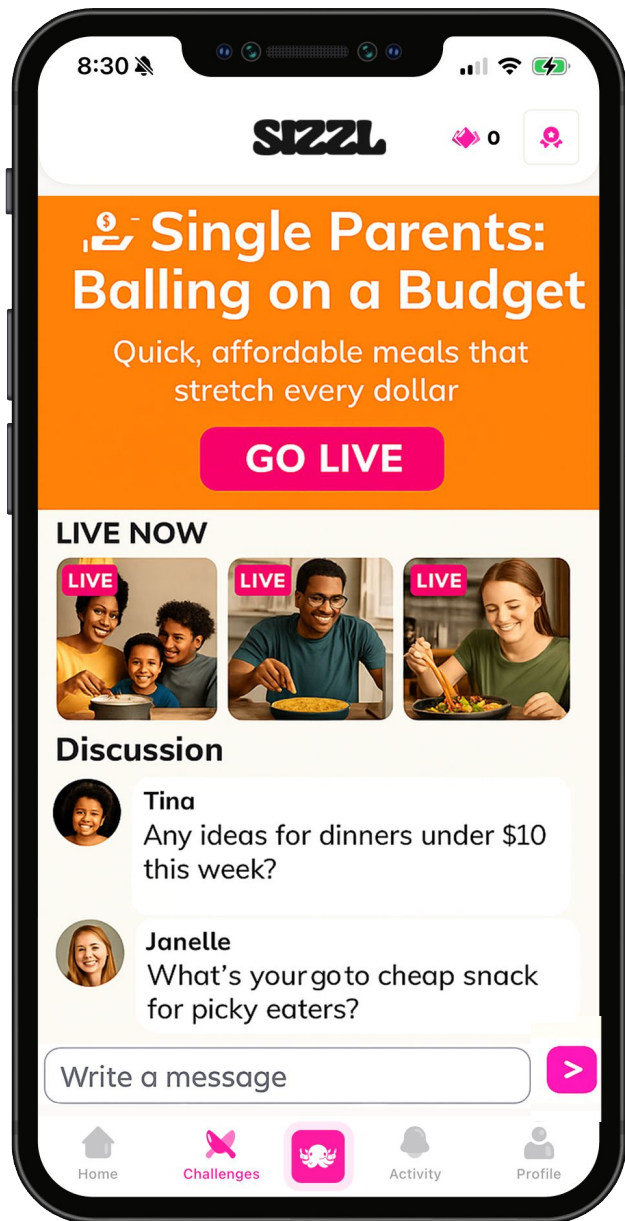
"EVERYONE BELONGS AT THE TABLE"





CREATIVES





CREATIVES



CONCLUSION

CONCLUSION

- The Challenge: Transforming traditional, passive food content into interactive, community-driven experiences.
- The Competition: Social media giants (TikTok, Instagram , YouTube) and established cooking shows (GBBO, Nailed It!) dominate attention.
- Positioning #1, Social Engagement: SIZZL turns cooking into an interactive game where everyone can socialize, compete, and share in real time .
- Positioning #2, Community Connection: Everyone has a community they can be part of. SIZZL fosters authentic, global connections through shared food experiences.

