

EatCookJoy UAE — What's Missing & 50-Point Launch Plan

Cross-referenced from: Competitor Analysis Report + Chef App Design Spec v0.3

Executive Summary

After cross-referencing the 20-competitor analysis against the EatCookJoy Chef App Design Spec v0.3, EatCookJoy has a strong product intelligence core (16,848-recipe vault, 18 cuisines, 11 dietary profiles, Google Calendar sync, Claude AI integration) but has critical gaps in four dimensions that will determine launch success: **supply-side chef acquisition, consumer-side trust signals, social and marketing visibility, and operational/legal readiness for the UAE market.**

The spec itself acknowledges 10 features still missing from competitors (DB-01 through DB-10), 7 open architectural questions unresolved before build, and several P0-level gaps flagged as operational blockers. This report maps every gap, then delivers a numbered 50-action launch plan organized by urgency, owner, and success metric.

Part 1: What Is Still Missing

1.1 Product & Technology Gaps

The Chef App v0.3 spec identifies these as "must-have" or competitor-benchmarked gaps :

#	Missing Feature	Source / Benchmark	Priority in Spec
DB-01	Chef video introduction (30–60s selfie)	Sous (USA) — higher conversion than photo-only	P1 — add to 4.5/4.6
DB-02	Pre-booking video call	ChefMaison (UAE/NL) — highest-trust conversion feature; reduces no-shows	P1 — add to 4.9
DB-03	AI quote & menu builder	Yhangry, Private Chef Manager — chefs take 30–40% more bookings	P1 — 4.14 AI Assist
DB-04	Client rating & review system	All 5 US competitors studied — most universal trust driver	P0 CRITICAL
DB-05	Next-day / fast payout option	Yhangry yPay — cash flow is #1 chef pain point	P1 — add to 4.4/4.12
DB-06	Cancellation pay protection for chefs	Yhangry (100% if <7 days) — suppresses supply without this	P1 — add to 4.10/4.3/4.4

#	Missing Feature	Source / Benchmark	Priority in Spec
DB-07	Liability insurance badge / upload	Yhangry (\$5M cover) — trust signal in private homes	P1 — add to 4.5/4.6
DB-08	Chef-branded subdomain	Yhangry, Private Chef Manager — top chefs treat profile as personal brand	P2 — chef-ahmad.eatcookjoy-uae.com
DB-09	Multi-proposal / quote system	Take a Chef, Yhangry — pricing agency for chefs	V2 — product strategy decision
DB-10	Recurring client history	Sous, PCM — long-term relationships = higher LTV	P2 — add to 4.3/4.5

Additionally, the spec flags these open questions as unresolved before build :

- Public profile link routing : consumer booking flow vs. inquiry form (4.6)
- Is the prep schedule chef-editable or system-generated? (4.3)
- Are attendee names reliably provided or just a guest count? (4.3)
- "Test client" mode: chef preview vs. internal QA account? (4.8)
- Messaging : in-app thread (recommended) vs. native WhatsApp handoff? (4.9)
- Thread lifespan after booking completes (4.9)
- Recipe servings scaling : v1 or fast-follow? (4.7)

1.2 Consumer-Side (Client App) Gaps

The spec explicitly notes: *"Client-side discovery and booking flow lives in the consumer app"* — which means the consumer-facing product is entirely out of scope in this spec . The entire client acquisition, browsing, and booking journey is not yet specified or built. This is the most critical gap: without a polished consumer app or web booking flow, all chef supply has no demand channel.

Missing consumer-side features, benchmarked against competitors :^{[1][2]}

- Chef search / discovery with filters (cuisine, date, emirate, dietary needs, price range)
- Consumer booking flow (date picker → menu selection → payment)
- Client-facing dietary & allergy input form at booking
- Booking confirmation system with calendar invites
- Client-facing cancellation and refund policy (MonChef publishes 48-hr for full refund)^[^3]
- Consumer ratings submission (connects to DB-04)
- Guest-count and event type selector (intimate dinner vs. party vs. weekly prep)
- Payment gateway (card, Apple Pay, Google Pay, local UAE options)
- Client dashboard: past bookings, upcoming, chef favourites
- WhatsApp integration for booking confirmation (UAE-dominant messaging)

1.3 Marketing & Social Media Gaps

Compared to direct UAE competitors:[⁴][⁵][⁶]

Platform	Hello Chef IG	EAZ Chef IG	MonChef IG	Zen Cook IG	EatCookJoy IG
Followers	54,000+	35,000+	9,100+	9,900+	Not publicly visible

- No visible Instagram account with active follower base
- No TikTok presence (EAZ Chef using TikTok at @eazchefuae; essential for UAE Gen Z and expat discovery)[⁷]
- No influencer/food blogger partnership announced
- No PR / press launch strategy identified
- No Google Ads / Meta Ads campaign architecture
- No SEO landing pages for high-intent queries ("private chef Dubai", "personal chef Abu Dhabi", "meal prep service UAE")
- No referral program (word-of-mouth is the highest-converting channel in private chef services)
- No chef ambassador program to leverage chefs' personal social networks

1.4 Legal & UAE Regulatory Gaps

Operating a marketplace of home-visiting private chefs in UAE requires:

- Dubai Municipality Home Food License for any chef cooking from their own home (AED 1,000–3,000, food safety certification required)[⁸]
- UAE VAT Registration if revenue exceeds AED 375,000 threshold[⁸]
- Privacy Policy & Terms of Service in Arabic (mandatory for UAE consumer apps)[³]
- IBAN payout infrastructure for UAE banks — spec notes this as required (4.12) but not yet built
- Chef freelance license verification — platforms must verify chefs hold valid freelance or trade licenses[⁹]
- Liability / insurance framework — the spec notes liability insurance badge (DB-07) but no policy is defined for what happens when a client claims damage or injury
- Published, competitive commission rate — not yet public; Take a Chef publishes flat 20%, Shef 15%; ambiguity deters chef sign-ups[²][¹⁰]
- Cancellation policy for client-side (MonChef: 48-hr full refund, 72-hr amendment notice) [³]
- Data protection compliance: PDPL (UAE Personal Data Protection Law)

1.5 Operational Gaps

- No published chef count — competitors like Take a Chef actively publish "613+ chefs in Dubai" as a trust signal; EatCookJoy has no public chef numbers^[11]
- No chef vetting / approval flow in production — spec notes onboarding is via invite/SMS but the approval pipeline (from ops.eatcookjoy.com) is not operationalized
- No customer support structure — spec mentions "help & support" in Settings (4.12) but no channel (WhatsApp, email, chat) is live
- No post-service quality control loop — review system (DB-04) is missing; no NPS tracking
- No photography / content production for chef profiles — without professional food photos, chef profiles will underperform competitors like Private Chefs Atelier and MonChef^{[12][13]}
- No BNI / referral network activation despite Aziz being a BNI member (a high-trust referral channel for corporate events and HNWI clients)

Part 2: The 50-Point UAE Launch Plan

Organized across 6 phases: Foundation → Chef Supply → Consumer Demand → Marketing Blast → Operations → Scale.

Phase 1: Foundation (Week 1-2) — Fix the Non-Negotiables

1. Resolve all 7 open architectural questions in the spec

Assign decisions (public profile routing, prep schedule editability, messaging model, thread lifespan, recipe scaling, attendee names, test-client mode) to a decision log. No build should start until these are closed. Target: 5 working days.

2. Publish Terms of Service and Privacy Policy in English AND Arabic

Use MonChef's T&C structure as a reference. Must cover: booking, cancellation (recommend 48-hr full refund), payment, liability, data use. Required before any consumer accepts a booking.^[3]

3. Define and publish the chef commission rate publicly

Set a competitive, transparent rate. Take a Chef charges 20%; Shef charges 15%. Recommended: 20% standard, 15% for "Featured" chefs with 10+ reviews. Publish it on the Chef landing page. Transparency is the #1 chef recruitment tool.^{[10][2]}

4. Set up UAE IBAN payout infrastructure

Integrate with a UAE payment processor (Telr, PayTabs, or Network International) for both client card payments and IBAN chef payouts (spec Section 4.12). This is a PO blocker — chefs cannot be paid without it.

5. Register / verify EatCookJoy's UAE trade license for marketplace operations

Ensure the business entity (Dubai mainland LLC or Free Zone) is authorized for both

technology and food marketplace activities. Consult a UAE business setup advisor (e.g., DMCDubai.com connections).

6. Draft a chef liability and insurance policy framework

Define: who is liable if a chef injures themselves in a client's home, or a client has an allergic reaction? Minimum: require chefs to confirm they have personal liability insurance (DB-07) or EatCookJoy provides a group policy. This is the spec's DB-07 liability insurance badge feature .

7. Build an Arabic + English bilingual Privacy Policy landing page

UAE PDPL compliance: Arabic-language privacy policy is legally required for UAE-resident user data. RTL-formatted page needed per spec cross-cutting notes .

Phase 2: Chef Supply Build (Week 2–4) — You Need 20 Chefs Before Launch

8. Launch Chef Recruitment Landing Page ("Cook with EatCookJoy")

A dedicated page at eatcookjoy-uae.com/chefs. Highlights: earnings potential (AED/session), transparent commission, flexible hours, app tools. Include a short application form. Benchmark: Take a Chef shows 613+ Dubai chefs as social proof.[^11]

9. Activate BNI network and personal network for chef referrals

The highest-ROI chef acquisition channel before paid marketing. BNI member referrals within F&B, hospitality, and culinary communities can yield 5–10 quality chef introductions within days.

10. Recruit chefs from UAE hotel culinary teams (day-off moonlighting)

Target 5-star hotel chefs who are UAE-based but have free time on days off. Partner with culinary schools (ICCA Dubai, Emirates Academy of Hospitality Management) for recently graduated chef recruits.[^8]

11. Set up the Chef App onboarding pipeline: ops.eatcookjoy.com → approval → SMS invite

Build the approval pipeline defined in spec Section 4.1 : application → ops review → approved → SMS invite → sign-in → profile setup → bookable. Target: <48 hours application-to-bookable time.

12. Run a "Founding Chef" cohort campaign (first 20 chefs get featured status)

First 20 chefs get: a "Founding Chef" badge, 0% commission for first 3 bookings, professional photo shoot (see #20), and subdomain (DB-08). This creates early supply urgency and premium feel.

13. Resolve DB-04 (ratings) and DB-06 (cancellation protection) before chef launch

Chefs will ask: "What if a client cancels last-minute?" and "How do clients rate me?" These two missing features are the top supply-side objections based on competitor analysis . Brief answer or policy must exist before chefs sign.

14. Set chef availability constraints for UAE-specific logistics

Define which Emirates ECJ serves at launch (start with Dubai+ Abu Dhabi; expand later). Spec 4.13 availability grid must support this. Chef-to-emirate mapping prevents dispatch failures.

15. Conduct 10 "shadow bookings" (internal test bookings with friends/family)

Before opening to the public, run end-to-end test sessions: client books → chef gets notified → chef arrives → service → close-out → payout. Catch UX, notification, and payment failures before they hit real customers.

Phase 3: Consumer Demand Build (Week 3–5) — Make Booking Dead Simple

16. Build and launch the consumer booking flow (web-first, mobile-optimized)

This is the most critical missing piece. Must include: chef discovery with filters, service type selection (meal prep / dinner / event), date + time + emirate + guest count, allergen input, payment, confirmation.

17. Launch the consumer-side pricing page with clear session types and AED pricing

Publish exact package pricing (Standard Weekly Prep from AED 1,260/month; Dinner Prep; Events) with what's included per session. Ambiguous pricing = abandoned bookings. Take a Chef shows individual chef prices publicly.[^11]

18. Add a WhatsApp "Book a Chef" button to every page

UAE consumers default to WhatsApp for inquiries. A sticky WhatsApp button at +971XXXXXXXXX handles soft inquiries and converts hesitant browsers. This is critical in the UAE market where WhatsApp is the dominant CRM channel.

19. Implement online reviews / testimonials section on the homepage

Before DB-04 (automated review system) is built, manually collect 5–10 testimonials from beta test clients and publish them. ChefMaison has Trustpilot; Chef On Demand has 4.7/5 on Trustpilot. Social proof must be visible on landing.[^14]

20. Commission professional food photography for the top 5 Founding Chefs

EAZ Chef built 35K Instagram followers largely through high-quality food photography. Without stunning food visuals, chef profiles will not convert. Budget AED 1,500–3,000 per chef shoot. These photos also power all social content.[^4]

21. Add a "Book for Ramadan / Eid / Special Occasions" landing page

UAE has strong seasonal demand peaks (Ramadan, Eid, National Day, New Year). A dedicated landing page with curated menus for these occasions captures high-intent seasonal traffic and differentiates from generic competitors.

22. Build a simple FAQ covering the top 10 buyer objections

"Is this safe?", "What if I have allergies?", "Can the chef shop for groceries?", "How do I pay?", "What's the cancellation policy?", "Is the chef licensed?" Answer these on the website. This reduces support volume and increases conversion.

Phase 4: Marketing Launch (Week 3–8) — Build Visibility

23. Create and fully optimize the EatCookJoy UAE Instagram account (@eatcookjoyuae)

Post a minimum of 3× per week: chef profile videos, behind-the-scenes kitchen content, finished dishes, client reactions. EAZ Chef grew to 35K followers this way. Use Reels heavily — they get 3× the reach of static posts.[^4]

24. Launch TikTok account (@eatcookjoyuae)

TikTok is the fastest-growing food content channel in UAE. Short-form chef content ("what I cooked for a Dubai family today") can go viral quickly with minimal spend. Post 5× per week at launch.[^15]

25. Run a Dubai food influencer campaign (5 micro-influencers, 20K–100K followers)

Partner with UAE food influencers for a "private chef experience" collaboration: influencer hosts a dinner cooked by an ECJ chef, documents the full experience (AED 2,000–5,000 budget per influencer). Target 5 collaborations in the first 6 weeks. Reference: EAZ Chef built its entire brand this way.[^16]

26. Launch Google Ads targeting 5 high-intent keywords

Start with: "private chef Dubai", "personal chef UAE", "chef at home Dubai", "meal prep chef Dubai", "home chef service Abu Dhabi". Budget: AED 3,000–5,000/month to start. These keywords convert at high intent.

27. Build and publish 10 SEO blog articles targeting chef-related long-tail queries

Example topics: "How much does a private chef cost in Dubai 2026?", "Best cuisines for private dining in Dubai", "How to hire a personal chef for Ramadan in Abu Dhabi". Use the 16,848-recipe vault as content fuel. Each article targets 1–2 high-traffic keywords.

28. Activate Arabic-language content marketing

EatCookJoy is the only platform with Arabic RTL spec built in . Post Arabic Instagram content, Arabic Google Ads copy, and Arabic WhatsApp templates. This is a defensible moat none of the international competitors (Take a Chef, ChefMaison) exploit effectively in UAE.

29. Launch a referral program: "Refer a client, get AED 50 credit"

Word-of-mouth is the highest-converting acquisition channel for premium home services. A structured referral incentive activates happy clients as advocates. Set up via a simple referral link in the post-service thank-you email.

30. Issue a press release to UAE food and business media at launch

Target: Gulf News Food, Time Out Dubai, What's On UAE, Khaleej Times Business, The National. Angle: "Dubai startup launches UAE's only AI-powered private chef platform with 16,848-recipe vault." This is free earned media with high-trust readership.

31. List on UAE startup directories: Wamda, Magnitt, ArabNet, Crunchbase

Increases discoverability among investors and the UAE startup ecosystem. Fills in the funding story and builds credibility. MAGNITT listing also helps track competitors.[^17]

32. Present at a UAE startup event (STEP Conference, GITEX Startup, Dubai Future Foundation)

ChefXChange was shortlisted at STEP 2016 as a key MENA startup and got significant media coverage from it. ECJ should target STEP 2027 with an early application. In the short term, present at BNI and DIFC events.[^18]

Phase 5: Operations & Trust Infrastructure (Week 4–8)

33. Implement DB-04: Client Ratings & Reviews (CRITICAL — P0)

After every completed booking, auto-send a 5-star rating request to the client (via email + WhatsApp). Display ratings on chef profiles. This is the single most universal trust signal across all competitors and currently absent from EatCookJoy.

34. Build the "Booking Accept / Decline" flow (spec 4.10) — P0 operational blocker

Without this, chefs cannot accept or decline booking requests. Must include: request card (client, date, time, emirate, menu, guests, payout preview), 2-hour response timer, dietary summary shown before accepting.

35. Launch push notifications (spec 4.11)

Six push types are defined as MUST HAVE: new booking request, booking confirmed/cancelled, booking reminder (24h/2h before), new client message, payout paid, profile review result. Without push notifications, chefs miss bookings.

36. Set up a WhatsApp Business account for customer support (not just booking)

EatCookJoy support via WhatsApp Business API. Response SLA: <2 hours for booking issues, <4 hours for general queries. This is the UAE-native support channel .

37. Build an offline-cached booking detail (spec 4.2 cross-cutting note)

Dubai apartment buildings and villa kitchens often have poor mobile signal. All booking detail, prep schedule, client contact, and dietary info must be cached locally on the chef's device before they arrive. This is spec-mandated and safety-critical.

38. Implement DB-06: Cancellation pay protection for chefs

Define policy: if client cancels <48 hours before a booking, chef receives 50% of the session fee; if <24 hours, 100%. This directly addresses the #1 chef supply-side objection. Yhangry pays 100% if <7 days .

39. Implement DB-05: Fast payout option

Add a "next-day payout" option in Settings (4.12) with a small processing fee (2–3%). Weekly payout remains free. Cash flow is cited as the #1 chef pain point; this feature alone increases chef retention significantly .

40. Launch a "Chef Quality Standards" document (published on website)

Publish what every ECJ chef must meet: hygiene certification, food handler permit, professional appearance, on-time arrival, allergen protocol compliance. This builds client trust and sets chefs' expectations before they accept a booking.

41. Set up a Google Analytics 4 + Meta Pixel + Hotjar tracking stack

Without conversion tracking, ad spend is blind. Install GA4 on the main site and booking flow,

Meta Pixel for retargeting, and Hotjar for heatmaps to identify where users drop off in the booking funnel.

42. Create a post-service NPS survey (automated, 2 questions max)

"How likely are you to recommend EatCookJoy? What could we improve?" Sent 24 hours after service completion via WhatsApp. Track weekly. Target NPS of 60+ in first 3 months. This is the leading indicator of product-market fit.

Phase 6: Scale Preparation (Month 2–3)

43. Launch DB-01: Chef video introductions (30–60 second selfie videos)

Add to profile setup checklist (Section 4.5 spec) . Sous (USA) showed video profiles convert significantly higher than photo-only . Practical guide: record with iPhone, good natural light, 45 seconds, spoken in English + Arabic.

44. Launch DB-02: Pre-booking video call option ("Meet your chef first")

Add a "Request a 10-min video call" CTA to the chef public profile page (4.6) . Minimum viable: a WhatsApp Video link. This is ChefMaison's most-praised feature in UAE and reduces booking hesitation dramatically.[^1]

45. Build DB-08: Chef-branded subdomains (chef-name.eatcookjoy-uae.com)

Top chefs want a personal brand, not just a listing. A subdomain like chef-ali.eatcookjoy-uae.com with a custom bio, gallery, and direct booking CTA makes ECJ a career platform, not just a gig app .

46. Build DB-03: AI menu and quote builder (Claude-powered)

Use EatCookJoy's existing Claude AI integration to build: client submits event details (guests, cuisine, dietary needs, budget) → AI generates a draft 3-course menu + quote → chef reviews and adjusts → sent to client. Yhangry shows chefs take 30–40% more bookings with AI-assisted quoting .

47. Expand chef network to Abu Dhabi, Sharjah, RAK (emirate-by-emirate rollout)

Start Dubai-only. Month 2: activate Abu Dhabi chefs with dedicated landing page ("Personal Chef Abu Dhabi"). Month 3: Sharjah and Northern Emirates. Each new emirate gets a geo-targeted Google Ads campaign.

48. Launch a corporate / MICE package ("Chef at your office event")

Corporate events (team lunches, client entertainment, C-suite dinners) are a high-value, repeat-purchase segment. Zen Cook Finder already serves B2B HoReCa. ECJ should build a dedicated "Corporate" product page with catering packages from AED 150/head.[^19]

49. Apply for UAE startup funding / grants (Mohammed Bin Rashid Innovation Fund, Hub71)

With a working platform, chef roster, and initial bookings, EatCookJoy can apply for UAE startup grants and acceleration programs (Hub71 in Abu Dhabi, Dubai Future Accelerators, MBRIF). The 16,848-recipe AI vault and two-market (UAE + USA) thesis is a strong application narrative.

50. Set a 90-day launch KPI dashboard and review cadence

Track weekly: number of active chefs, bookings completed, client NPS, Instagram followers, Google Ads conversion rate, average booking value, chef payout volume, and booking-to-inquiry conversion rate. Hold a weekly 30-minute founder review. The difference between platforms that succeeded (Hello Chef, Take a Chef) and those that didn't (ChefXChange) is operational discipline in the first 90 days.^[20]^[18]

Priority Matrix Summary

Phase	Actions	Timeline	Owner Priority
Foundation	#1-#7	Week 1-2	Legal / Tech / Payments
Chef Supply	#8-#15	Week 2-4	Operations / Founder
Consumer Demand	#16-#22	Week 3-5	Product / Design
Marketing Blast	#23-#32	Week 3-8	Marketing / Social
Operations & Trust	#33-#42	Week 4-8	Product / Tech
Scale Prep	#43-#50	Month 2-3	All Functions

Top 10 Items That Will Make or Break Launch

Ranked by impact on early traction:

1. Consumer booking flow live (Phase 3 #16) — no demand without it
2. IBAN payment infrastructure (#4) — P0 blocker
3. 20 vetted, active chefs before soft launch (#8-#15) — supply creates demand
4. Client ratings & reviews system (DB-04, #33) — universal trust driver
5. Published commission rate (#3) — chef recruitment transparency
6. Instagram + TikTok active (#23, #24) — UAE discovery is social-first
7. WhatsApp booking button (#18) — UAE's dominant CRM channel
8. Booking Accept/Decline push notifications (#34, #35) — operational P0
9. Professional food photography (#20) — content quality drives conversion
10. Cancellation protection for chefs (DB-06, #38) — supply retention insurance

Report prepared May 25, 2026. Cross-referenced from: EatCookJoy Competitor Analysis Report (20 competitors) + EatCookJoy Chef App Design Spec v0.3 (May 24, 2026). All spec references cite.^[^21]

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Chef App - MVP

Product Design Specification

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