

**cluck**  
know what's cooking

Simple Product Overview (v1)  
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# product overview

cluck is a small, immersible, food-safe temperature sensor for the kitchen.

The cluck sensor and smartphone app provide important alerts and information about the foods being prepared (e.g. time to boil, time to done) while cooking.

By keeping home cooks connected to the kitchen, cluck provides peace of mind and convenience when stepping away from an active kitchen.



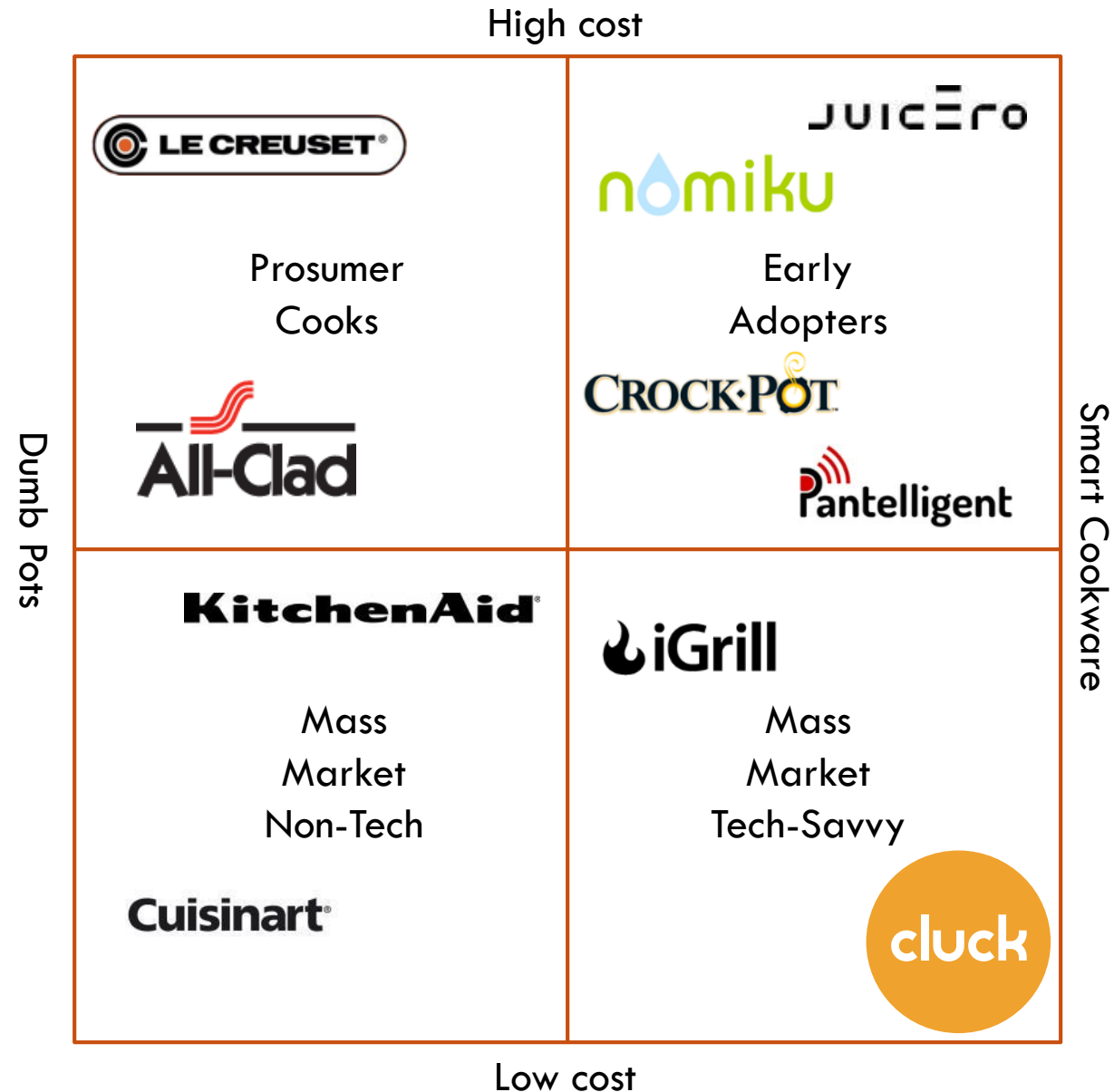
## Using cluck is easy.

Drop it in a pot, start the heat, set the app and then go do something else. The app tells you when to come back!

# market fit

Many 'smart' appliances are still rather expensive, making a transition to smarter cooking somewhat cost prohibitive. Moreover, many smart kitchen appliances are from new and untested players with regards to cookware.

cluck is uniquely positioned for an easy, low-cost entry into the smart kitchen with cookware (e.g. pots, slow-cookers, kettles) consumers already own.





cluck

**cluck** helps home cooks make their favorite foods more conveniently, consistently and safely by connecting them with their kitchens...and with their food.



cluck

know what's cooking

thanks!

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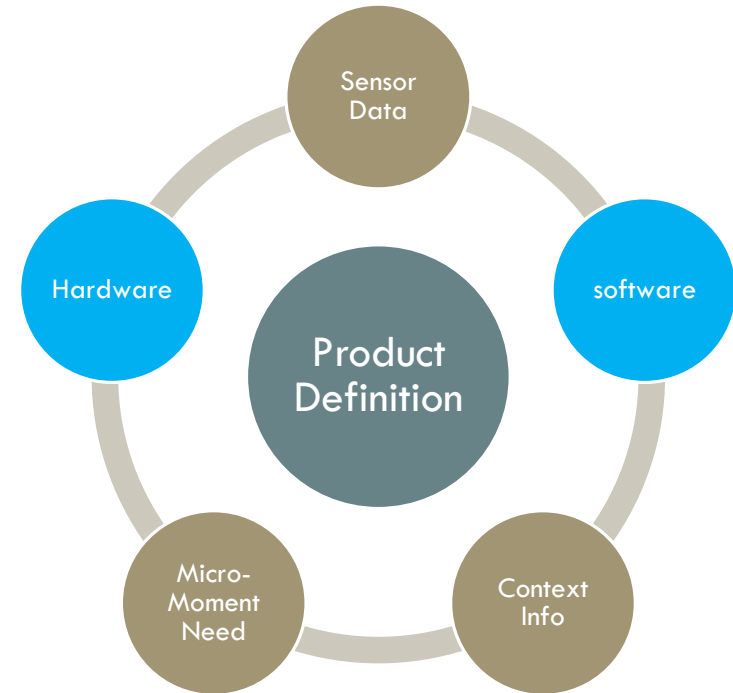
# Appendix

# about orbsense technologies

Our mission is to connect people in meaningful ways to their world in order to help them “do life better.”

By utilizing a variety of sensors along with the data they provide in different environments, we analyze, validate and provide tailored and actionable information and utility.

Our technology moves data from latent to living, making the unseen visible and the unused usable.



Products are optimized around context-specific micro-moment utility (e.g. temperature sensor + kitchen + need for reminders = cluck)



# team



**Arne Gaenz**

Co-Founder and Chief Technology Officer

Accomplished, customer-focused software industry executive and interaction leader offering a 17 year technical program management and design/engineering track record at Microsoft and Samsung. Hallmark of career is an ability to create and ship products that provide magical, indelible experiences for the end user.



**Feridoon "Doon" Malekzadeh**

Co-Founder and Chief Design Officer

High achieving, multi-faceted and results-driven User Experience design leader. 15+ year track record of success creating compelling solutions for PC, web and IPTV platforms as well as wireless and mobile technology experiences for global, Fortune 500 companies such as AT&T, Intuit, Microsoft, MSN, Siemens, Samsung and Vodafone.



**Michael Wolf**

Board Member / SME / Advisor

Michael Wolf is a technology analyst, advisor and founder of NextMarket Insights ([www.nextmarket.co](http://www.nextmarket.co)). He is one of leading authorities on the connected home, and has advised hundreds of companies in market strategy, market entry, M&A and more in the areas of smart home, IoT, smart kitchen, wearables, online video and more.



# team



**Stacy Able**

Channel Sales

High-energy and results-driven professional focused on consumer product sales, marketing and product development. Over her 20+ years, she has been involved in direct selling to nearly every North American retailer and in a wide variety of market channels including housewares, outdoor, pet and children's products.



**Seth Yates**

Social Media Marketing Specialist

Seth has been active working in Social Media since it's inception. Prior to his current Lead Social Strategist role at Yesler, he was a part of Spring Creek Group in Pioneer Square, one of the first social media specific marketing agencies. He's also co-founded a non-profit and helped launch a few start-ups in the Seattle area.