



# SOUSZEN

Co-designing a unique  
connected-food platform  
venture

The world's first network of connected kitchens will create new growth opportunities for restaurant chains and entrepreneurs seeking an edge on predicting food trends.

## DIGITAL SOUS CHEF

Xinova designed the SousZen venture in response to a leading food and beverage company's desire for a transformative dining experience, similar to the 90s' espresso cart phenomenon. The result? Like a digital sous chef, SousZen is the first cloud platform that manages the commercial food preparation process from inventory to cooked meal. Linking food preparation, inventory management and flavor trends, SousZen creates actionable insight for its network of connected kitchens. Turning each location into a network sensor, SousZen de-risks food service startup and expansion in an age where kitchens and appliances are rapidly becoming smarter and more connected.

## VENTURE DESIGN

Innit was tapped as the ideal technology partners for their culinary know-how and their smart oven hardware and connected platform technology. A CEO was recruited through the Xinova Innovator Network to lead the operation. The platform digitizes every aspect of food prep to help restaurant operators ensure consistent flavor and quality, reduce costs and make informed business decisions. Never-before-collected kitchen data from the Back of House (BOH) will enable unprecedented foresight into food flavor trends for whole restaurant chains and individual food cart operators. SousZen addresses a glaring imbalance of technological investment. While \$10 billion has been invested in Front-of-House (FOH) systems, only \$500 million has been contributed to the BOH, where loads of incredibly useful information goes untapped in favor of Front-of-House systems on point-of-service, ordering, delivery, reservations, and more.

## VISION

Imagine re-creating a delicious new recipe out of a food cart in Seoul that was tested in a Seattle restaurant and quickly found popularity in New York and Helsinki food trucks. As more connected appliances and cookware enter commercial kitchens, SousZen is positioned to serve as the ubiquitous control layer that automates kitchen management. The SousZen SaaS network grants subscribers access to recipes and reports generated from network data, which includes seasonal preferences and emerging trends. The SousZen system facilitates easier paths to growth by reducing startup costs and staff needs, while mitigating food safety and quality risks.

“The Front of House focus has been on counting beans, not making them! No one is focusing on Back of House, which is the central nervous system of the restaurant business and the heart of the dining experience. We are. By digitizing and connecting kitchens across a network, we'll create insights that will identify new flavors and ingredients to make amazing food that's healthier, safer, cheaper, local, consistent and better for the planet.”

– STEPHEN KING,  
SousZen, CEO



Xinova

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