



Expectation Based Reward Platform for the Food Delivery Industry

August 2021

ABSTRACT: WHAT IS FOOD CLUB?

Food Club is about democratization of wealth in the growing online food delivery industry.

It is based on the powerful idea of reward systems using the efficiency of blockchain technology, a game changer providing unprecedented tools and mechanisms to transform industries.

Food Club, as a disruptive initiative, will serve as an example to other projects in the food delivery industry and others such as online travel, e-commerce and more.

Food Club targets a sizable real world business environment, the Turkish online delivery market, and a general population of a country welcoming crypto assets investments - Turkey is listed the 4-th country in terms of investment in crypto currencies as of 2020 according to Statista.¹

The next stage of the project includes international expansion with the currently available enterprise level software, localized for the markets with high level of interest in innovations such as cryptocurrency and blockchain.

The valuation of the Food Club token (“FOODC”) will be supported by arranging the supply of the tokens with the revenue generated from the operations of the underlying food delivery business growing globally.

Food Club has the opportunity of becoming an outstanding blockchain project based in a robust, high frequency transaction and high profit margin business instead of fully residing in the virtual environment.

¹ <https://www.statista.com/chart/18345/crypto-currency-adoption/>

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PROBLEM AND SOLUTION

1.1 PROBLEM

The online food delivery business in developed countries is under the domain of big players that have access to enormous financial resources and have built high barriers of entry. These monopolies eliminate the chance for competition, leaving clients and restaurants with limited options.

The Turkish online food delivery market was served by only one monopolistic player by the end of 2020 – Yemeksepeti.com. Two more competitors with multibillion dollar valuations (Getir.com and Trendyol.com) effectively entered the food delivery market at the beginning of 2021.

1.2 SOLUTION

With Food Club, we introduce an asymmetric competition in the market by providing the customers, restaurants and couriers with a system to transform the sector by enabling entry to the market facilitating expansion with new participants in the sector.

The Food Club token is designed to be distributed as a reward to the involved parties on a per transaction basis. A whole token or a fraction is automatically distributed instantly to the end users, restaurants and couriers involved in transactions.

The innovation in this model is the difference between legacy promotional reward systems with fixed value and blockchain market based tokens.

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FOOD CLUB ECOSYSTEM

2.1 Food Club Definition and Related Parties

Food Club is a token designed to facilitate the growth of any online food delivery business.

Food Club tasks for a start up initiative:

- 1 - Fundraising to support business development
- 2 - As a viral marketing engine and catalyst for the growth of food delivery brands
- 3 - As a value medium, redistributing wealth from the established monopolistic structures to other parties essentially creating the ecosystem

Currently, the Food Club token is implemented to accelerate the growth of a specific online food delivery company active on the Turkish market – TurBit Bilisim Turizm Ticaret AS.

In order to penetrate the market, the business of TurBit Bilisim Turizm Ticaret AS is segregated into two brands.



Yemeksis.com - an online back-office restaurant registration platform for generating additional sales and increased operational efficiency for restaurants



Yemek.ci - an online food delivery aggregator for customers with simplified user interface and workflow

A brief description of the food tech platforms is provided in the following sections.

2.2 Yemeksis.com platform

Yemeksis.com is an innovative food tech initiative providing the restaurant industry with a comprehensive software solution to facilitate additional delivery order sales from the existing channels and manage the complexity for vendors to grow their businesses.

The primary objective of the system is to bring additional sales to restaurant businesses and to provide a fully equipped website, mobile application, call center and sales channels management system.

The project functions over the Internet in the form of Software as a Service (SaaS) and works as an indirect business model reaching out to the end-user by generating additional sales from the company's own website, Business to Business to Customer (B2B2C) commercial model. An illustration of the business model, components and order flow of Yemeksis.com is in **Figure 1**.

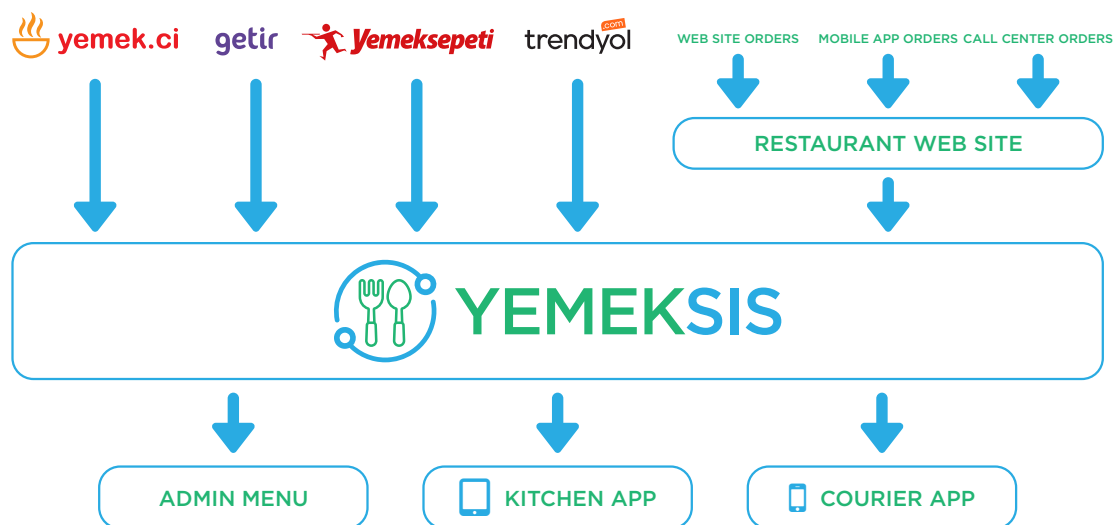


Figure 1. Yemeksis.com business model, components and order sales flow

Yemeksis.com also acts as a channel management system, incorporating order sales from the major B2C aggregators on the Turkish market: Yemeksepeti.com, Getir.com and Trendyol.com with corresponding API integrations to centralize and simplify the order lifecycle management process.

The startup B2C aggregator Yemek.ci coexisting with Food Club is also seamlessly integrated to Yemeksis.com as an additional distribution (sales) channel.

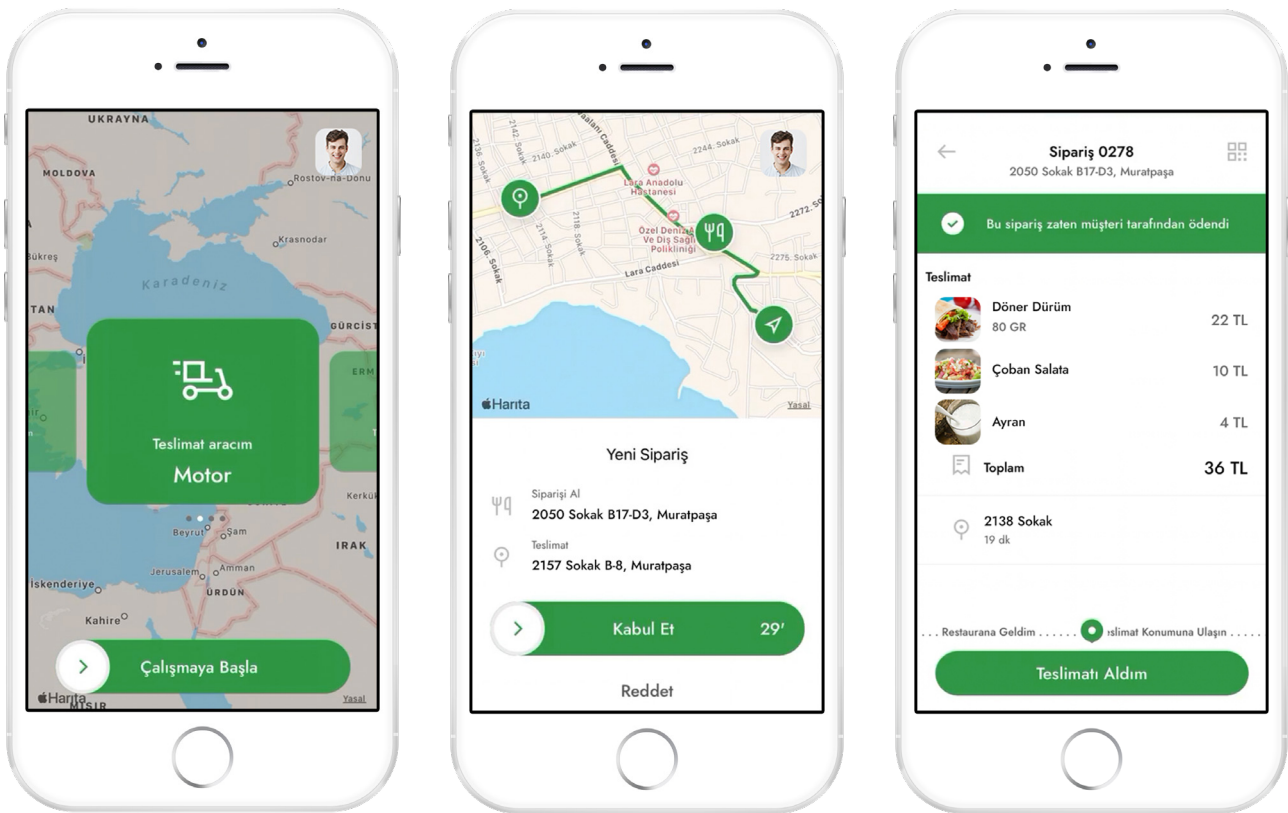


Figure 2. Yemeksis.com geolocation-based courier mobile application

During the delivery process, a specifically designed geo location tracking enabled mobile application for the courier personnel facilitates the timing, accuracy and coordination with sales channels and the kitchen (Figure 2).

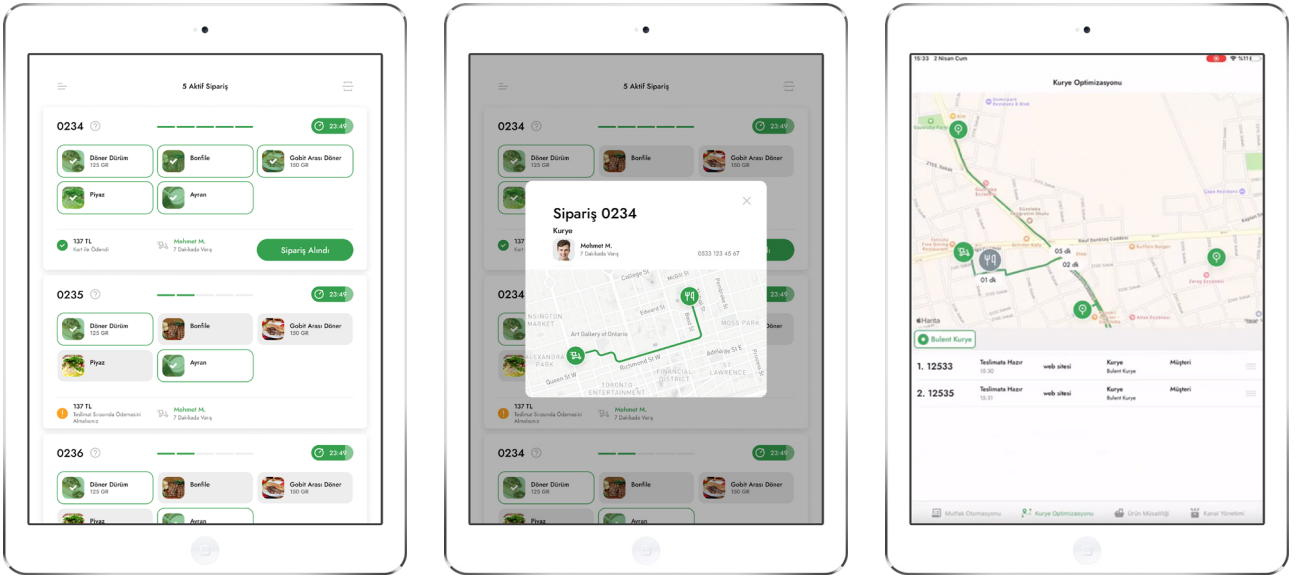


Figure 3. Yemeksis.com restaurant mobile application

The software platform also addresses the complex and time critical process of kitchen operations by providing a cutting-edge mobile application for the kitchen personnel to enable centralized management of order processing, inventory management and courier logistics optimizations (Figure 3).



2.3 Yemek.ci aggregator

Yemek.ci is an innovative user -friendly B2C aggregator, serving the food delivery sector in the Turkish market. The website and the mobile application allow for transaction processing with minimal input required from the end-user.

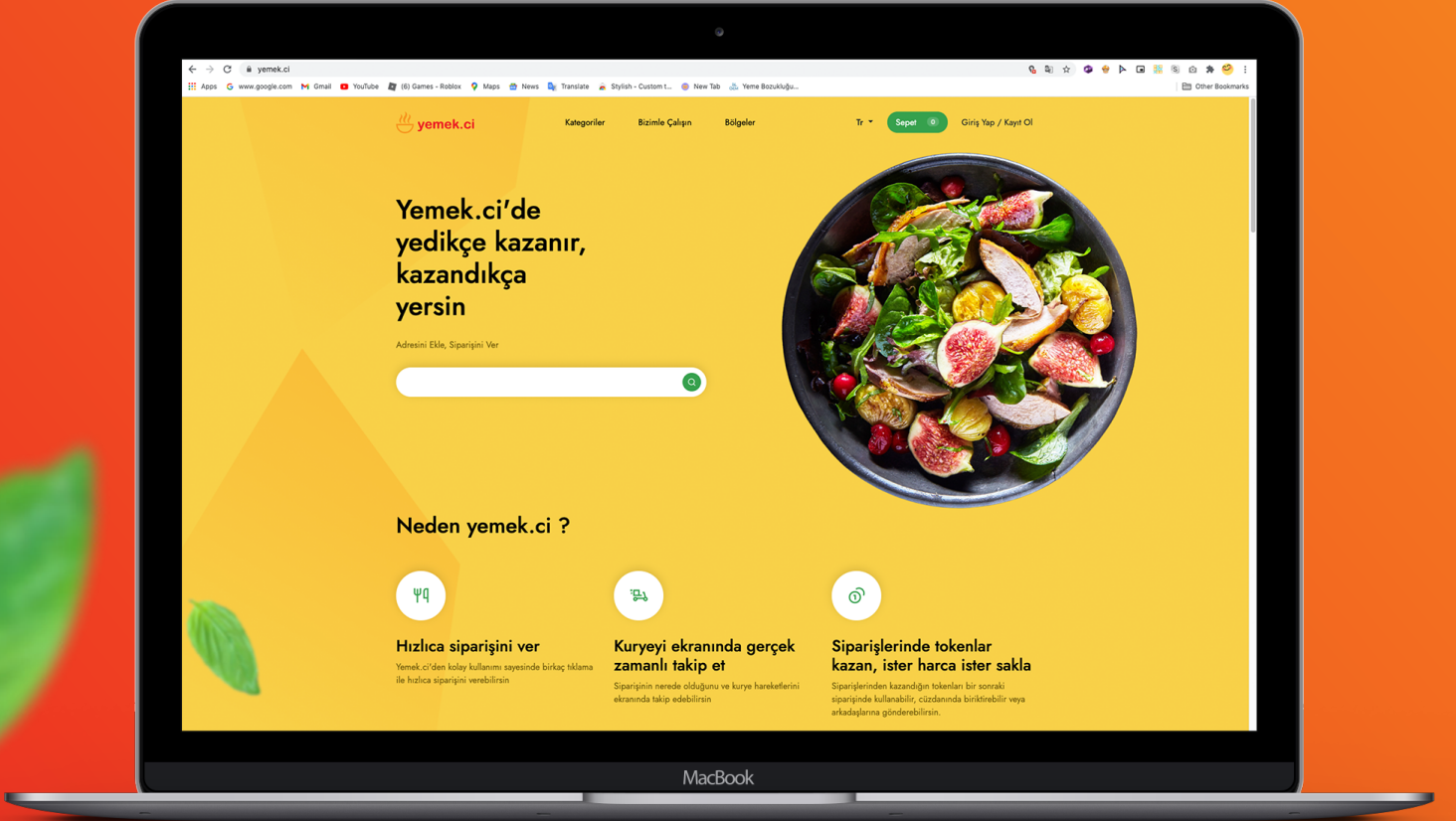


Figure 4. Yemek.ci food delivery system web site interface



2.4 Food Club workflow

The Food Club token acts as a catalyst between food delivery brands and its corresponding entities: restaurants and couriers on one end, and the end users or customers on the other end. When an end user generates a food delivery request from the Yemek.ci mobile app, the system automatically generates a specific value of Food Club tokens and distributes that to the end user, restaurant and the courier instantly. The value may be in the form of multiple tokens, a single token or a fraction of a token depending on the market value of the Food Club token.

Tokens will be distributed automatically and added to a separate wallet accessed from <https://wallet.foodclub.ai> and the Food Club mobile application.



Figure 5. Food Club platform interaction with Yemeksis.com and Yemek.ci

Depending on market fluctuation, FOODC token distributed may be increased or reduced and managed selectively for specific districts, users and restaurants so marketing penetration is optimized.

An artificial intelligence (AI) supported personalized recommendation engine is integrated and optimized to provide restaurant and food recommendations, as well as strategically calculated token amounts offered for each end user.

FOODC tokens may be burned at various stages to maintain token value. The number burned and schedule for token burns will be at the discretion of Food Club.

FOOD DELIVERY BUSINESS PROJECTIONS

We expect the Food Club Token and corresponding marketing activities will have a considerable effect on the growth of the underlying food delivery business of Yemek.ci and Yemeksis.com.

The performance of that business will generate revenue that will allow liquidity of FOODC tokens from the market over time and have a stabilizing effect on the value of the released tokens. Steady growth projection is planned for the food delivery business of Yemek.ci and Yemeksis.com operating on the Turkish market.

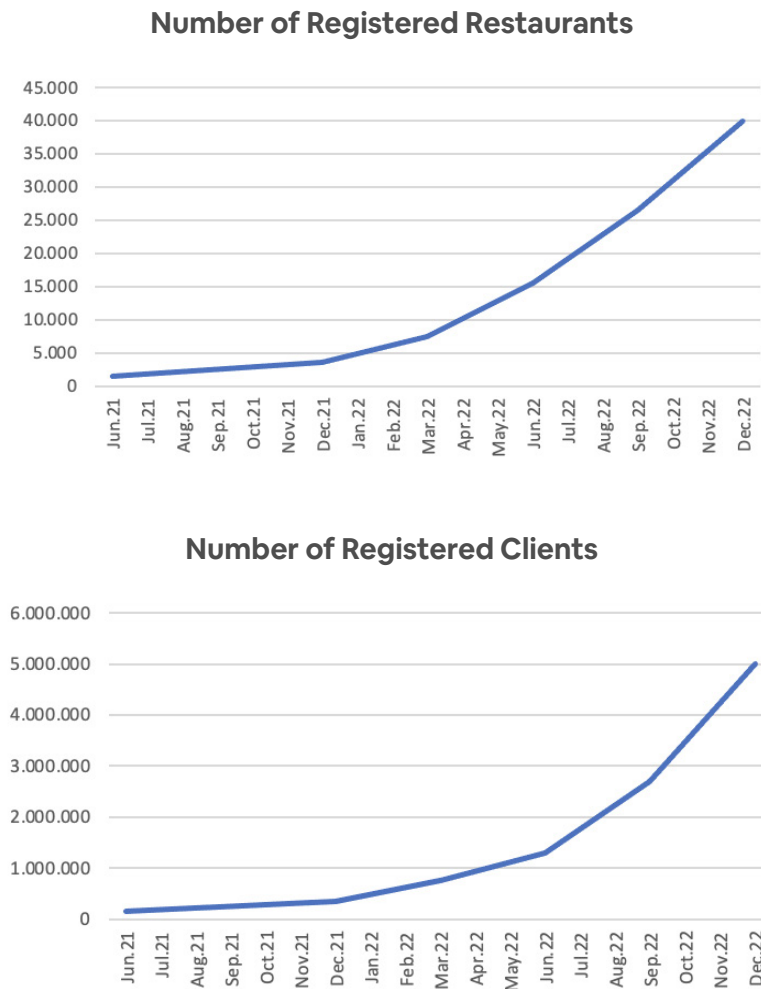


Figure 6. Food Delivery business projections 2021 - 2022

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MARKET AND COMPETITIVE ENVIRONMENT ANALYSIS

The Turkish food delivery market consists of online and offline segments with approximately 60% of the orders offline (over phone calls to the restaurants) and the remaining 40% of the online sales distributed by three aggregators.

With 350 million online orders annually as of 2020, the Turkish online food delivery market is ranked in the top countries globally.

It is estimated that there are more than 150,000 restaurants or food delivery vendors in Turkey.

Due to the effects of the COVID-19 pandemic, the online market has grown from new users accustomed to online delivery applications and web sites as well as transition from offline to online segments of the business. However, the offline business is still a greater part of the food delivery business due to most customers preferring personal contact with vendors.

Until the end of 2020, the online segment of the food delivery market in Turkey was mostly served by a single company, Yemeksepeti.com, effectively a monopoly, which was acquired by Delivery Hero in 2015 for \$590 mil USD.

In late 2020 and in the first quarter of 2021 two more companies started operations to compete for market share in that sector – Getir.com, originally a dark store operator, and Trendyol.com, an e-commerce platform. The market value of Getir.com and Trendyol.com are \$7.5 billion USD and \$11.0 billion USD respectively.

Yemeksis.com and Yemek.ci are well positioned to address the offline (with call center solutions of the B2B2C model of Yemeksis.com) and online segments (with Yemek.ci B2C food delivery aggregator) of the Turkish market.

An important distinction of the Turkish food delivery sector is that more than 95% of delivery is performed by the restaurant personnel. In developed countries, online delivery companies organize transport separately in their organizations, through Delivery Service Providers (DSP-s) or via freelancers.

It is important to note that the restaurant businesses in Turkey must manage complexities of the food production in the kitchen as well as logistics optimization of the couriers. In many restaurants this process requires prioritization of sales channels at peak times (noon and evening) by closing the sale distribution channels of lower priority.

Due to these production and logistics bottlenecks, it is important to incentivize restaurants and delivery personnel with Food Club token rewards to ensure continuous availability of the menu for premium restaurants in the Yemek.ci aggregator.

The Food Club reward model would facilitate growth in user numbers on the front end (Yemek.ci) and system adoption on the back end (Yemeksis.com), simultaneously in a synchronized manner.

Although the Food Club token is initially conceptualized to facilitate growth in the Turkish market, an international expansion is also envisioned with the next stage being implementation of food delivery brands in neighbouring countries and Europe, Middle East, Africa and Asia. Depending on the success of the fundraising campaign and the growth of the food delivery ecosystem in the Turkish market, launching the additional brands will take place by the end of 2021 in multiple countries simultaneously.

Food delivery business has been growing steadily in the last 20 years and received additional boost during the pandemic in almost every country. In addition to that trend, the so called “Ghost Kitchen” business model (cooking facilities that produce food only for delivery) is expected to reach a \$1 trillion-dollar global market by 2030², which will be powered by B2C and B2B2C software solutions like Yemeksis.com and Yemek.ci.

² <https://www.restaurantdive.com/news/ghost-kitchens-global-market-euromonitor/581374/>

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ROADMAP AND MILESTONES

Software development of Food Tech project has been completed. The system is functional and ready for the growth stage of the business. The system is currently functioning with real time business transactions (on Yemeksis.com part) and the software suite is completed with responsive web sites and mobile applications for IOS and Android.

The operational part of the business is also prepared for the next stage expansion with a limited number of account managers and contracted restaurants already available in Istanbul and Antalya.

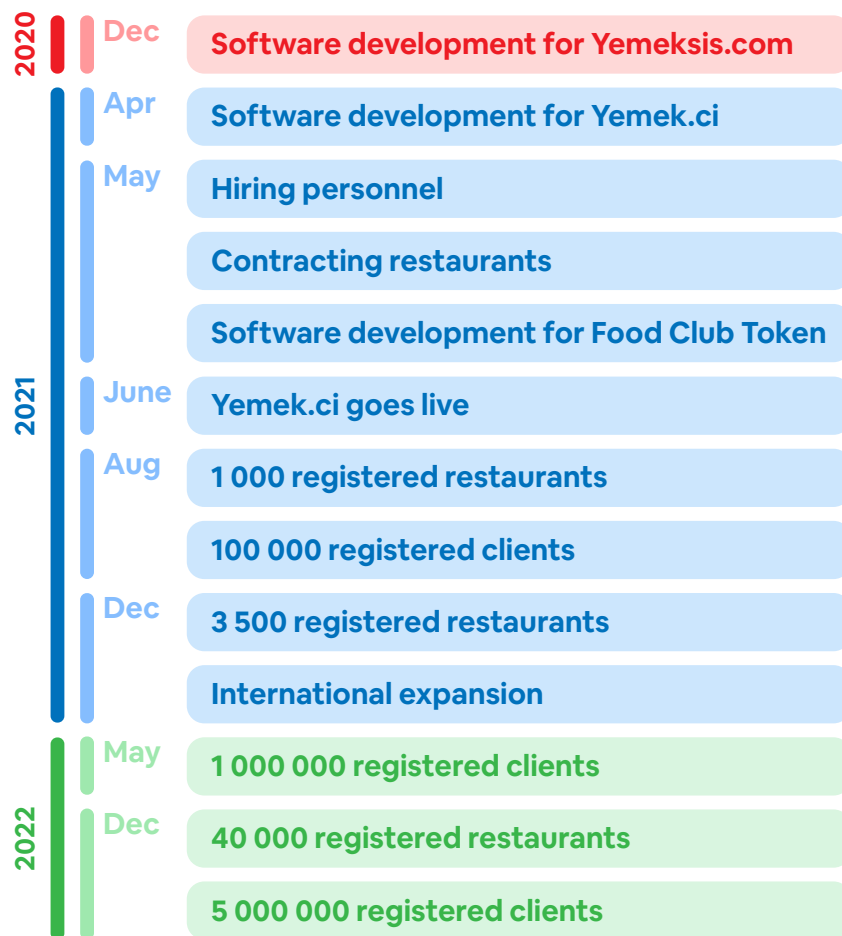


Figure 7. Roadmap and Milestones for Food Club

An effective digital marketing campaign will promote the project and reach the milestones specified in the next 18 months outlined in the table in **Figure 7**.

The market prioritization of the international expansion of the project will be determined based on criteria such as: formation of the Food Club community, market size, adoption of new technologies, competitive and regulatory framework.

Please note the above-mentioned milestones are for information only and do not constitute any binding commitment from Food Club, its officers or its operations team.

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FOOD CLUB TOKEN OFFERING

Food Club Token Creation

Food Club will create an ERC20 standard token (“FOODC”) on the Ethereum platform and will issue such tokens to Ethereum wallets.

Food Club Token Allocations

Food Club issues 1,000,000,000 tokens

25% or 250,000,000 are released for the token offering on various platforms.

20% or 200,000,000 will be used over the next 2 years, provided as reward to end users, restaurants and couriers, with encouragement for users to invite others.

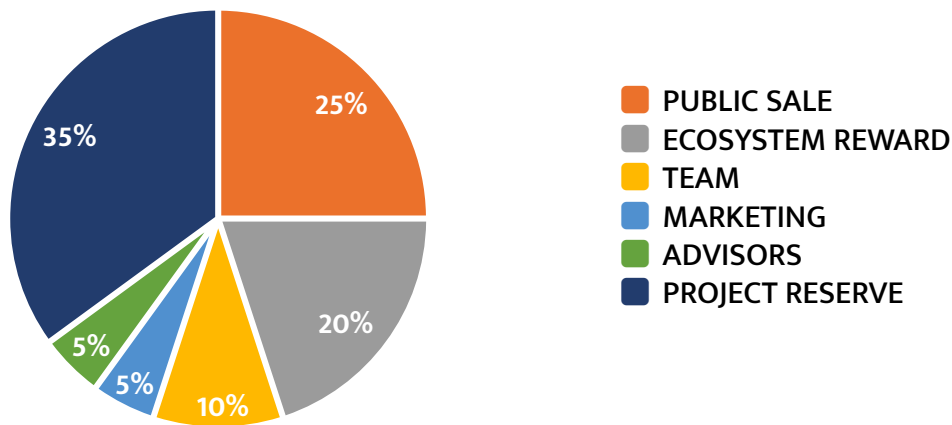
10% or 100,000,000 are reserved for the team and some stakeholders. There is also a 3-month lock-up period after the ITO. After that, monthly sales limits apply. For team awards, there will be a vesting period of 2 years spreading the token award on a quarterly basis over a 24-month period starting from their first day on the job.

5% or 50,000,000 are reserved for marketing, user acquisition and other needs.

5% or 50,000,000 are reserved for the advisors. There is also a 6-month lock-up period on these tokens after the ITO.

35% or 350,000,000 are reserved for future company usage.

FOOD CLUB TOKEN ALLOCATION



Reserved tokens, corresponding to 35% of the total, will be used in the following means:

- For usage in the international expansion in the event the project growth is above the expectation in the Turkish market
- For more aggressive or prolonged token reward distribution to the ecosystem, requiring more than 200 millions tokens to be distributed
- For additional fundraising in the event the growth model of the business require fiat money expenses (marketing, personnel etc)

There are effectively several methods that will be continuously managed for optimum valuation of the Food Club tokens:

1 - We are planning to allocate a monthly budget as a sub section in the overall marketing budget for the food delivery business used to collect the emitted FOODC tokens to the end users, restaurants and couriers. The assumption will be that a great number of tokens emitted to the ecosystem will be liquidated to fiat money or other major cryptocurrencies, so they need to be bought back from the market. It is estimated that an important part of the tokens that are emitted to the ecosystem will be kept in the user account, effectively reducing the number of FOODC tokens in circulation on a consistent basis.

2 - With the growth of the food delivery business the value of the underlying company will be formed based on the revenue and EBITDA multiples in line with the other major players in the online food delivery business. We can use investment as a private placement by selling equity of these companies and use parts of the proceeds to buy back tokens from the market in much bigger numbers.

Allocation of Funds

Food Club plans to raise \$10,000,000 USD through a token offering in multiple exchanges over the course of 12 months starting with UNISWAP at the beginning of August 2021. Total number of tokens to be distributed for that purpose is 250 millions.

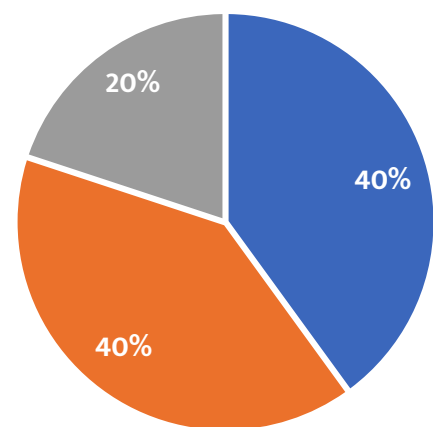
In addition 200 million tokens will be distributed as rewards to customers, restaurants and couriers for optimum business growth over the timeframe of 24 months.

FOOD CLUB TOKEN OFFERING
PROCEEDS ALLOCATION

40% of the proceeds will be used for marketing, user acquisition, etc.

40% of the proceeds will be used for product development, team hiring, network infrastructure.

20% of the proceeds will be reserved for compliance, tax and other uses.



- Marketing and User Acquisition
- Product Development, Team Hiring
- Compliance Tax and Other Uses

In the event the fundraising exceeds the planned \$11 mil USD, the funds will be used for more aggressive growth implementation of the business plan on the Turkish market and initiating the international expansion of the food delivery business sooner.

**Bulent Aydin**

CEO



Bulent Aydin is the co-founder and the CEO of IATI, a progressive Travel Technology company active on the Turkish market and globally which was ranked 99 th according to Fortune 500 Turkey magazine in the July 2020 edition. Bulent Aydin graduated, with a degree in Computer Engineering, from Boğaziçi University, one of the top universities in Turkey. He ranked 253rd among approximately 1.5 million candidates in the Turkish nationwide university exam in order to be accepted to the Computer Engineering department of Boğaziçi University in 1994. Mr. Aydin also received a Master of Business Administration from the University of Tampa in 2000. From 2000 to 2003, he was a software engineer at Parametric Technology Corporation in Boston, MA and from 2003 to 2012, he served as Director of Finance, Information Technology and Human Resources at Tez Tour. Mr. Aydin has extensive experience in software development, finance and management.

**Burak Akpınar**

CCO



Burak Akpınar is currently the Chief Commercial Officer (CCO) of IATI. He has extensive experience in the services industry as well as marketing, management, business planning, e-commerce, sales, and sales management with experience in international business. Mr. Akpınar graduated from Bilkent University (Hotel Management & Tourism) and attended the American Hotel and Lodging Association (AHLA) educational program. From 1998 to 2004 he was the Assistant General Manager of the Royal Resort Hotel in Antalya, Turkey. From 2004 to 2012 he was the General Manager of Eray Tour in Antalya.



Rafi Rafioğlu

COO



Rafi Rafioğlu is currently Chief Operating Officer (COO) at IATI. He studied at Boğaziçi University 1993-1998 and graduated from the Computer Programming department and also has a Master of Business Administration (MBA) degree from Antalya Bilim University that he attended between 2015-2017. Mr. Rafioğlu worked as a Senior Software Engineer at Garanti Bank from 1999 until 2002. From 2002 until 2004, he was a Senior Software Development Engineer at Fintech in Istanbul. After five years of software development he worked more than six years on a key role as the Director of Operations at Tez Tour, which was the leading tour operator serving Russia and the CIS countries and Turkey as the destination country.



Tugay Özdemir

Business Development Director



Tugay Özdemir is currently a Business Development Director at IATI. He graduated from Akdeniz University with a degree in Travel Management in 2016. His work experience before IATI include a role as an Operational Specialist in 2015 at Tatil Sepeti, a leading travel portal in Turkey, and internship at Theodore Roosevelt Medora Foundation (ND, USA) in 2016. Mr. Özdemir gained extensive experience in IATI over the course of four years working in various departments related to operations, digital marketing, planning, hiring etc.



Kamil Ahıskalı

Digital Marketing Director



Kamil Ahıskalı specializes in multi-channel advertising, E-commerce SEO, Data Science, Analytics and Business Development. He is currently Digital Marketing Director at IATI. Mr. Ahıskalı attended Orta Doğu Teknik Üniversitesi, one of the top schools in Turkey, from 2004 through 2007 and studied for Electrical and Electronics engineering. He attended Istanbul University from 2007-2009, where he studied international business, trade and commerce.



Ivan Kovalenko

Data Scientist



Ivan Kovalenko has been a Digital Marketing Specialist at IATI since 2016. He holds a Bachelor's degree in Business, Management and Marketing from Belerussian Technical National University where he attended from 2000-2005. Ivan has gained expertise in analyzing data sets and optimizing digital marketing channels for multiple brands in various business models such as B2B, B2C and B2B2C through his career in IATI.



Yusuf Taştan

PR Director



Yusuf Taştan has served as Brand Director of Aerobilet.com (the B2C brand of IATI) since 2017. From 2014 to 2017 he was a Business Development Director at IATI and contributed to optimization of the existing departments as well as incorporating new departments such as Fraud Control and Reputation Management. Before his work at IATI, he worked as the Flight Operations Manager at MTS Globe between 2011 and 2013. His education and studies include Business Administration and Management at Anadolu University and Tourism and Travel Services Management at Mersin University. Mr. Taştan is fluent in English and Russian.



Tamer Yılmaz

Designer – Front End Developer



Tamer Yılmaz has worked as a design lead in multiple projects, in e-commerce, and travel tech with a keen interest in blockchain technology. He has been designing and coding digital products for 15 years. His interests are in solving design problems and creating pleasant user experiences. He has served as Design Manager at IATI since 2016 and as Web/UI Designer there from 2012 until 2016. He was Web Designer at Tez Tour from 2010 until 2012. He holds a Bachelor's degree in engineering from Mersin University. Mr. Yılmaz is currently focused on optimizing Food Tech with fast, easy-to-use and scalable blockchain applications.



Emrah Ar
Software Architect



Emrah Ar has 10+ years of development, technical management with full project life-cycle from design to implementation and integration as a software developer. His expertise is in coding, application design, defined architectures and successful project leadership marked by his high motivation skills, and his ability to lift team spirit. His specialties include Java J2EE, Spring, Enterprise Design Patterns & Architectures, Database Design, IOS/Android Development, Flutter, Vue.js, Php and Laravel. Mr. Ar is currently a Senior Software Engineer and Development Team Lead at IATI. In 2013 he was Senior Software Developer at CHK Technologies. From 2012 to 2013 he was a Software Developer for Teleses Telekom. He holds a Bachelor's degree in engineering and computer engineering from Kadir Has University.



Engin Şahin
Lead Blockchain



Engin Şahin is a Software Developer and Team Lead at IATI where he has served for over 8 years. From 2009 to 2013 he was the Software Developer Specialist at OTI Holding where he developed multi-layer Web-based B2B and B2C systems. From 2008 to 2009 he was a Java Software Instructor in the certification program at Oradata Informatics Academy. From 2007 to 2008 Mr. Şahin was a Software Engineer at Environmental Techtonics Corporation. He has also served on the faculty at TOBB ETU University of Economics & Technology (2007-2011) as well as Başkent University (2000-2005). He holds a Master's degree in Computer Engineering from TOBB ETU. Engin Şahin is certified and licensed in Pentest Expert Training (LPT) by BGA Information Security Inc. issued May, 2019.



Ismail Karakaş
Operations Manager



Ismail Karakaş is currently the Operations Manager at IATI where he has worked since 2013. His expertise include managing the call center staff and processes of the organization resolving complex problems on a timely manner as well as providing cross country coordination between IATI partners located in different countries. His education include Public Administration studies at Anadolu University (2012 - 2017) and Travel Management at Akdeniz University (2008 - 2012).



Haluk Yelten
Finance Manager



Haluk Yelten has been a Finance Manager at IATI since 2018. His responsibilities at the finance department include coordination with IATI partners in various countries regarding financial matters, cashflow management and receivables management. Before his career at the finance department, he also worked on various operations based projects at IATI that required analytical and quantitative skills. Mr. Yelten received his education at TOBB Ekonomi ve Teknoloji Üniversitesi (2012-2017).

8

ADVISORS



Brad Bulent Yasar



Brad Yasar is an entrepreneur, investor, mentor, and advisor with a global focus on blockchain and innovative technologies. He has conceived and bootstrapped several companies to maturity over the past 30 years. Brad is currently the CEO of EQIFI, the premiere decentralized global banking platform. He is also the Founder of Beyond Enterprizes, offering strategic and technical leadership, advisory, and support to projects in all blockchain implementation and development stages.

As the co-founder of Blockchain Investors Consortium (BIC) with over 5 Billion dollars allocated to blockchain/cryptocurrency projects, Brad has participated in dozens of successful crowd sales, raising billions from hundreds of thousands of investors since 2016.



Jason Hung



Jason is a serial entrepreneur and consultant in mobile business, blockchain, digital marketing, AI and ERP related business. He is co-founder of ICA (International Consensus Association). Before ICA, he was formal manager or VP of several enterprise companies including Oracle, Systex, Chidopi and iSoftstone.

He has been crypto project advisor and blockchain expert since 2018. He advised several projects including Avalgon, PointPay, MLGC, GoRecruit, PlayGame, IOTW, NHCT, VIHOR, BitRewards, DateCoin, USAT and EVENFUND.

Jason Hung has more than 20 years proven track record on managing business, consulting, RD and IT.



Richard Trummer



As a cryptocurrency enthusiast, advisor and investor, Richard Trummer is a part of an investors group, familiar with trading and mining cryptocurrencies.

His wide range of experience includes Internet Marketing now focused on the cryptocurrency market.

Projects he has assisted include Greenhashes, Bitozz, Kronn, GPM Planet, REALInvest, HydroCoin and others with emphasis on renewable energy and carbon emissions.

He has been working on the Blockchain field since 2018.



Timo Trippler



Timo Trippler is an ICO Advisor and entrepreneur with FinTech and InsurTech industry background. He is an expert in financial market and risk management with 12 years of experience in financial transactions. He advised various successful ICO projects and manages multiple crypto fund portfolios.

He has been working in Blockchain field since 2015 and had a large number of various ICOs under his advice.

He worked with a lot of ICOs and other projects, such as: AirPod, Loyakk, Faxport, Welltrado, Inclusivity, Centareum, Place To Rent, Energy Premier, WeiCrowd, Med-O Network, Vegan Nation, USAT, Tokenchanger, Autorize, Styxr, U Run It and many more.

Timo joined Food Club's advisor team and would provide professional guidance for Food Club's global fundraising as well as future project incubation and crowdfunding sectors.

He uses his business network to raise funds from institutional Investors, Family Offices, Venture Capital and Private Equity companies. He is currently connected to more than 300 institutional Investors around the world. He travels to Blockchain summits and conferences to meet new investors and to enlarge his fundraising network.

DISCLAIMER - PLEASE READ

This document, referred to herein as a “white paper,” introduces Food Club and the Food Club token (“FOODC”) on the Ethereum platform.

This document is distributed publicly, solely for the purpose of announcing the Food Club on the Ethereum platform project, our current vision for its development (subject to change) and to solicit comments from the developer community. It is not intended to serve as a binding commitment or contract. This document is not an offer to sell tokens, whether deemed securities or otherwise, or a solicitation of an offer to purchase tokens. All statements contained herein are qualified as subject to applicable law.

While we intend to realize this vision, please recognize that it is dependent on quite a number of factors and subject to a number of risks. It is possible that the Food Club will not be implemented or adopted, or that only a portion of our vision will be realized. We do not guarantee, represent, or warrant any of the statements in this white paper, because they are based on our current beliefs, expectations and assumptions, about which there can be no assurance due to various unanticipated events that may occur. Due to the retrospective nature of regulatory action, we can make no guarantees regarding the legality of the platform or token launch in any given jurisdiction.

Food Club Tokens are not securities and do not hold any rights in the company. We must operate our business in accordance with the laws of relevant jurisdictions. As such, Food Club Tokens may not be immediately available in certain countries. Please know that we plan to work hard to achieve the vision as described in this white paper, but there are no guarantees. Blockchain, other aspects of our technology and digital assets markets are still relatively new, and will be subject to many challenges, competition, and a changing environment. We will always endeavor to update our community as Food Club evolves to meet these challenges.

Website Links



Food Club home page www.foodclub.ai



Yemeksis home page www.yemeksis.com



Yemekci home page www.yemek.ci

Community Channels



<https://www.instagram.com/foodclub.ai/>



https://twitter.com/Foodclub_ai



https://www.reddit.com/user/foodclub_ai



<https://www.quora.com/profile/Foodclub-ai>



<https://www.linkedin.com/company/foodclub-ai>



https://t.me/foodclub_ai



<https://www.facebook.com/Food-Club-100236302217095>



<https://medium.com/@foodclub.ai>

