

## Concept

People spend **2 hours** per week shopping for food, whether in store or online, and tediously choose each product one by one.

**People are shopping backwards:** they buy ingredients first and then try to figure out what to cook.

Jow created a mobile app and website allowing consumers to do their weekly grocery shopping at the retailer of their choice, based on a selection of ready-made recipes.

## Mission

To create the simplest way to plan meals and shop for groceries and ease the burden on busy households globally.

## Vision

A future where there's always time for the best things in life; family, friends, and food.



“

We are what we eat :  
the way we eat reveals our  
place in the world. It's our  
health, our impact on the  
environment.

”

“

A world where **homemade cooking** is not a duty but a **pleasure**, unlike ordering fast food and eating microwavable food.

”



**Jacques Sabatier**  
Jow CEO



### Homemade 3-Cheese Pizza

Ordered **38 times** by  
two users in 2021



### Monday

Most popular day for Jow users to  
order a **virgin piña colada**



**Most Ordered** in 2021

**Shepherd's Pie**  
**Crispy Italian Chicken**  
**with Pasta**  
**Croque Monsieur**



**3m+**  
users



**40m**  
meals served in  
2021



**2,1m€**  
saved by our users  
in 2021



**650t**  
less food wasted  
by users in 2021

Offices in **Paris**  
and opening soon in **NYC**

**50** collaborators between Paris  
and New-York



**16m**  
liked recipes



**\$30m**  
total funds  
raised



**#2**  
Ranking in "Food &  
Drinks" category on  
the French AppStore



**4.9/5**  
AppStore rating



**350k**  
social fans  
and followers