

Whitepaper: Stardish — A Platform for Monetizing Culinary Expertise in the HORECA Sector

1. Executive Summary

Stardish is an innovative blockchain-based platform built on Solana for professional chefs, restaurateurs, and culinary enthusiasts. We combine creativity and economics within a single ecosystem, enabling participants to monetize culinary knowledge, discover new business opportunities, and engage with a global audience.

Key Features: - Tokenization of recipes as NFTs on Solana; - CHEFCOIN digital currency (SPL token) for all transactions; - Online courses and masterclasses; - Content reward system; - Tools for franchising and staff recruitment; - Chef AI agent (personal nutritionist and platform assistant).

Target Audience: - Professional chefs (500,000+); - Restaurants and HORECA businesses (2M+); - Culinary enthusiasts (1B+).

3-Year Goals: - Reach 50,000,000 active users; - Launch 15,000 NFT recipe collections; - Achieve \$50M CHEFCOIN transaction volume; - Deploy Chef AI for 75% of platform users.

2. Problem and Solution

2.1 Industry Challenges

The HORECA sector faces systemic barriers: - Lack of monetization tools: chefs cannot efficiently sell unique recipes. - High cost of education: access to masterclasses is limited by geography and price. - Complex hiring process: restaurateurs spend up to 3 months recruiting specialists. - Lack of transparency: difficult to assess reputation and skills. - Market fragmentation: local culinary traditions do not scale globally. - Lack of personalization: users do not receive tailored nutrition recommendations.

2.2 Our Solution

Stardish addresses these challenges through: - NFT tokenization of recipes on Solana, transforming culinary knowledge into digital assets with real market value (low fees, high throughput); - CHEFCOIN (SPL token) as a unified currency for payments, rewards, and investments; - A decentralized platform providing direct access to audiences without intermediaries; - Chef AI assistant delivering personalized recommendations and task automation; - DAO governance mechanisms for collective ecosystem management.

Example Workflow: A chef creates an NFT recipe on Solana and sells it for CHEFCOIN, hosts a masterclass and earns CHEFCOIN from subscribers, uses Chef AI to calculate food cost, and recruits staff via the platform.

3. Technology

3.1 System Architecture

User ↔ Phantom/Solflare Wallet ↔ Stardish Smart Contracts (Solana) ↔ NFT Marketplace

Chef AI (Dietary Recommendations) ↔ Nutrient Databases

Chef AI (Platform Assistant) ↔ Third-party APIs

- **Blockchain:** Solana (high throughput, fees < \$0.01)
- **Smart Contracts:** Rust-based, deployed via Solana Program Library (SPL)
- **NFT Standard:** Metaplex
- **Token:** CHEFCOIN (SPL)
- **AI Module:** Chef AI based on transformer models and graph neural networks

3.2 CHEFCOIN Tokenomics

- **Type:** Utility token (SPL)
- **Total Supply:** 100,000,000 CHEFCOIN

Distribution:

- **37%** — Marketing & Ecosystem (staking, airdrops)
- **15%** — Liquidity (DEX/CEX)
- **12%** — Team (24-month lock)
- **10%** — Public IDO
- **7%** — Treasury
- **5%** — Strategic partners (12-month lock)
- **4%** — Advisors
- **10%** — Reserve fund

Mechanisms: - Staking with up to 10% APY (Marinade, Jito) - 1% burn on NFT sales fees - Activity rewards (comments, ratings) - 5% cashback for payments in CHEFCOIN

3.3 Security

- Smart contract audits (Neodyme, Kudelski Security)
- Multisig treasury wallets (Squads)
- KYC/AML for transactions over \$10,000 (TRM Labs)
- Decentralized backups via Pinata

3.4 Chef AI Artificial Intelligence

Chef AI is a proprietary neural network with two core roles: - Personal nutritionist - Virtual platform assistant

Key Capabilities: - Transformer-based culinary models - Federated learning (GDPR compliant) - Context-aware analysis (region, allergies, budget)

Modules: - Dietary assistant (meal analysis, menu generation, macro calculations) - Platform assistant (costing, tech cards, SEO descriptions) - Recommendation engine (restaurants, chefs, courses)

Training Roadmap: - Data collection (Q1 2026): 1M+ recipes, USDA/EFSA databases - Pre-training (Q1 2026) - Fine-tuning & validation (Q2 2026) - Continuous updates (quarterly)

Pricing: - Basic Chef AI: Free - Premium: \$4.99/month - Restaurant API: \$49/month

4. Market & Competition

4.1 Market Size

- **TAM:** \$3T (Global HORECA market)
- **SAM:** \$450B (Digital HORECA services)
- **SOM:** \$60B (Blockchain culinary solutions)

4.2 Competitors

Platform	Strengths	Weaknesses	Stardish Advantage
MasterClass	Famous chefs	High prices, no NFTs	Tokenization + Chef AI
Upwork	Freelance scale	No culinary focus	HORECA niche + CHEFCOIN
OpenTable	Reservations	No content monetization	Full NFT + DAO ecosystem

5. Business Model

Revenue Streams:

- NFT sales fee: 3%
- CHEFCOIN transaction fee: 1.5%
- Paid masterclasses: 2%
- Subscriptions (Stardish Premium, Chef AI Premium)
- Franchising: 0.5% of turnover
- Advertising & listings
- API access for restaurants and developers

Revenue Forecast (2026–2028):

Year	Revenue (\$)	Active Users	NFT Recipes	Chef AI Users
2026	\$2.5M	50k	1k	30k (60%)
2027	\$12M	200k	5k	150k (75%)
2028	\$35M	500k	10k	375k (75%)

6. Roadmap

2026: Platform beta, token sales, Chef AI beta, audits, mobile app, listings

2027: DAO governance, expansion into catering & delivery, Solana Pay integration, voice Chef AI

Q1 2026

- Launch of the platform beta on Solana
- CHEFCOIN private token sale
- CHEFCOIN public token sale
- Partnerships with 10 world-class chefs
- NFT marketplace testing (Metaplex)
- Integration with Phantom and Solflare wallets
- Start of data collection for Chef AI training

Q2 2026

- Mobile application release
- Smart contract security audit
- Public listing of CHEFCOIN on DEX/CEX
- Launch of Chef AI beta (dietary recommendations)
- Partnerships with 10 certified nutritionists for model validation
- Integration with fitness apps (MyFitnessPal, Apple Health)

Q3 2026

- Public listing of CHEFCOIN on Tier-2 CEXs
- First culinary competition “**Food Rave**” (prize pool of \$100,000 in CHEFCOIN)
- Mobile app update (Solana Wallet Adapter support)
- Release of the **Platform Assistant** module for chefs
- Testing of the pre-release Chef AI version with a 1,000-user focus group

Q4 2026

- Launch of HORECA recruitment system
- Franchise hub launch
- Expansion into the Asian market (partnerships with restaurant chains)
- Public API release for developers
- Multilingual support rollout in Chef AI (English, Spanish, Chinese)

2027

- DAO-based platform governance (via Realms)
- Expansion into catering and food delivery
- Integration with payment solutions (Solana Pay)

- Launch of Chef AI voice assistant (smart speaker support)
 - Scaling Chef AI for corporate catering (recommendations for office cafeterias)
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7. Team

- Alexander Volkov — CEO (ex-Deliveroo)
 - Elena Morozova — CTO (Solana & NFT patents)
 - Pierre Legrand — CBDO (ex-Michelin chef)
 - Anna Lee — CMO (ex-Yelp, Zomato)
 - Robert Kim — Head of AI (ex-Google)
 - Maria Gonzalez — Nutrition Lead
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8. Legal Considerations

- Jurisdiction: Switzerland
 - Compliance: GDPR, MiCA, FATF
 - IP protection and trademarks
 - Disclaimer: crypto investments are high-risk
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9. Call to Action

Join Stardish: - Register for beta access - Participate in the private token sale - Apply as a chef or restaurant partner - Test Chef AI early access

Website: www.stardish.club

Twitter: [@Stardishclub](https://twitter.com/Stardishclub)

Telegram: [@Cheffcoin](https://t.me/Cheffcoin)

10. Appendices

- Chef AI Technical Paper
- Partner agreements
- Nutrition calculation methodology
- NFT recipe licensing examples