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Cook Well: Home Cooking Companion

Learn intuition and flexibility without relying on recipes.



Ethan Chlebowski

First created • 0 backed

More

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Apps



Austin, TX

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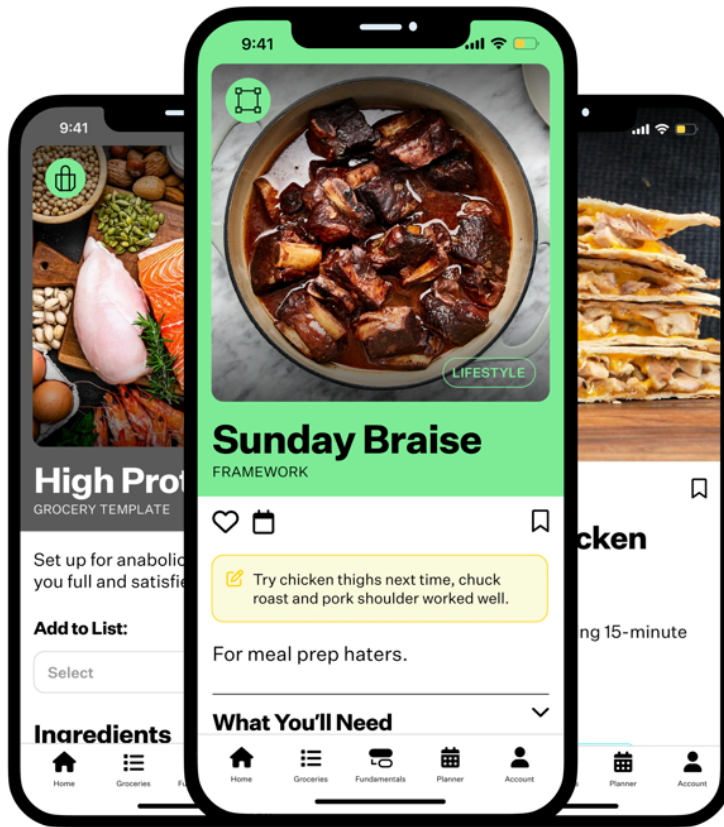
Community

Story



COOK WELL

Think like a **home cook**



Home cooks have one of the hardest jobs in the world. Because cooking is much more than following a recipe. It's figuring out:

- What are you in the mood for?
- What ingredients are already in your fridge that you need to use up?
- How many people are you cooking for?
- How do you figure out what to make in the first place?
- How do you grocery shop efficiently?
- How do you feed yourself and others with different preferences?

And home cooks have to navigate these questions based on their unique constraints — like juggling work schedules, multiple mouths to feed, changing moods, health goals, cuisines, preferences, and budgets.

This is why we are building the **Cook Well companion app**, which will teach you how to think like a home cook. Our core features are designed around these beliefs:

- Why home cooks should learn **frameworks** first, before recipes.

- Why **grocery shopping** matters as much as cooking.
- Why every home cook needs a personalized **cooking system**.

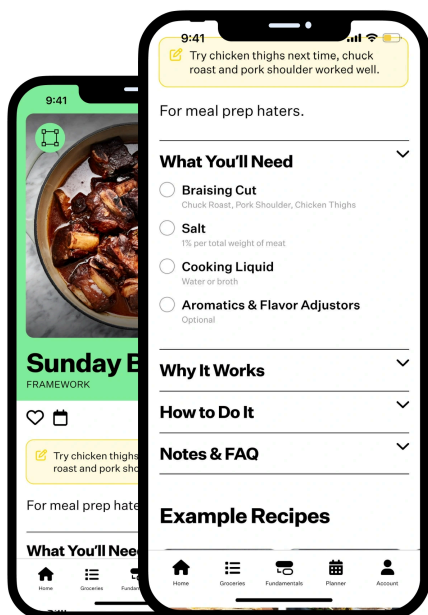
Why home cooks should learn frameworks first, before recipes

Frameworks

Cook flexibly and with intuition, without relying on exact ingredient lists.

We give you:

- **What you need**
Instead of a long list of exact ingredients, we give you the core components every version of this dish needs.
- **Why it works**
We break down the underlining principles behind the dish; what makes it work, what's flexible, and what's not.
- **How to do it**
Streamlined instructions that show you how to make it happen, whether you're cooking on a weeknight or prepping ahead.



For 99% of us, recipes are our first introduction to cooking, and while recipes can be great for inspiration, most are written in a way that makes you reliant on specific steps and ingredients.

Frameworks, on the other hand, are a new cooking format that's flexible, intuitive, and customizable with different ingredients. Think of these as "plug-and-play" blueprints.

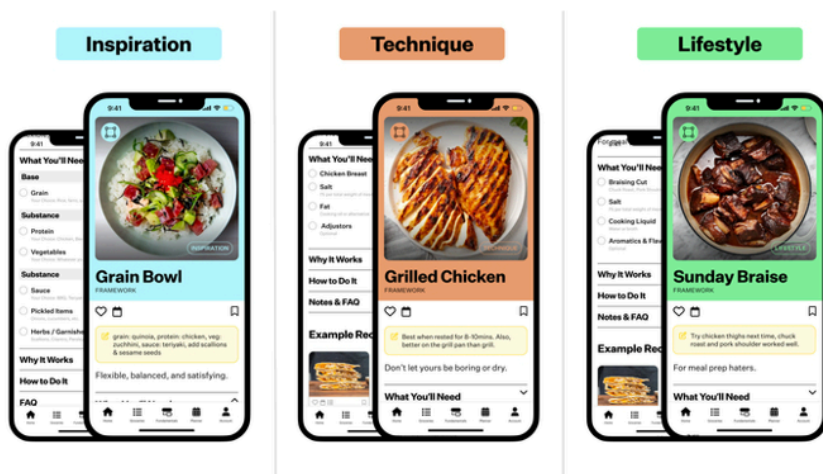
- ✗ Recipes focus on teaching 1 specific meal
- ✓ Frameworks teach you a formula for creating hundreds of meals

And what you learn with frameworks will change how you navigate the kitchen:

- Instead of staring into your fridge feeling stuck, you start thinking in terms of possibilities.
- Instead of trying to justify why you can't cook, you'll start asking, **"What can I make with what I already have?"**
- You'll waste less food. You'll shop more efficiently.

And when you do go back to recipes? You'll understand them on a much deeper level.

What kind of frameworks will there be?



Inspiration

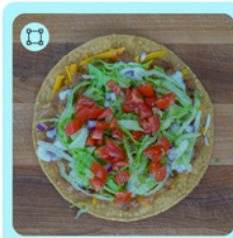
Think of these as common form factors



Grain Bowl
FRAMEWORK



Pasta Salads
FRAMEWORK



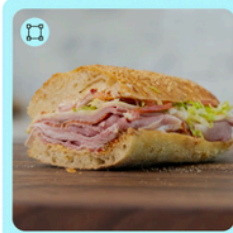
Tostadas
FRAMEWORK



Noodle Stir Fry
FRAMEWORK



Breakfast Sandwiches
FRAMEWORK



Hoagies
FRAMEWORK

+ Many more to discover...

Technique

How to make core elements of a dish with a specific technique



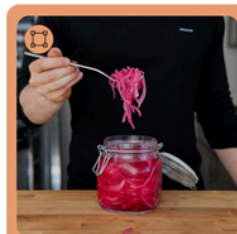
Grilled Chicken
FRAMEWORK



Roasted Veggies
FRAMEWORK



Seared Steak
FRAMEWORK



Pickling
FRAMEWORK



Blanched Greens
FRAMEWORK



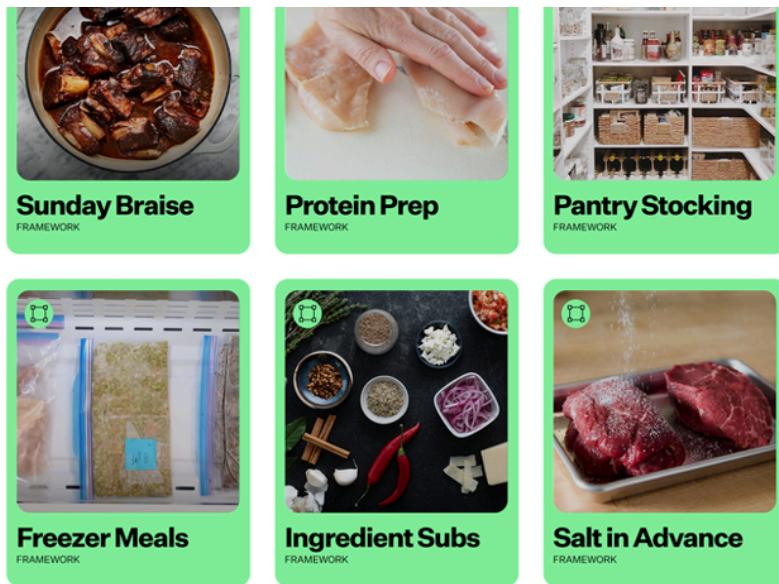
Vinaigrettes
FRAMEWORK

+ Many more to discover...

Lifestyle

A lifestyle focused action or habit you can incorporate into your cooking routines





+ Many more to discover...

Just like recipes, frameworks will be woven throughout the app — you can discover them on the home feed, browse or search through our collections, favorite and save them, add components to your grocery list, and write notes to make them your own.

Built on recipes & fundamentals

Frameworks work hand-in-hand with recipes, too: they help you understand recipes, and recipes help you cook through frameworks. We'll connect relevant recipes to each framework so you can put them into action and try out a few specific examples.



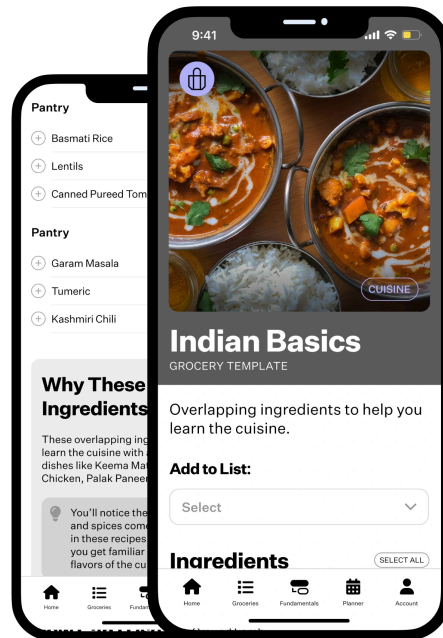
Of course, no ads, and no life story. Just concise, easy-to-read content with clean instructions and our signature Cook Well fundamentals.

Why grocery shopping matters as much as cooking

Grocery Templates

A starting point for your weekly shopping. Learn how to:

- save money
- stock your pantry
- cook a new cuisine
- & more!



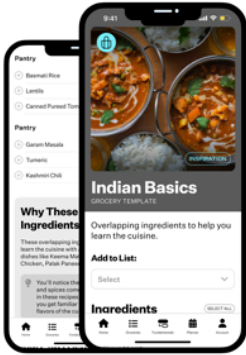
Frameworks can teach you how to cook — but **grocery shopping** decides what you can cook. The ingredients you have (or don't have) are the invisible force shaping every meal. Grocery shopping isn't just an errand, it's a skill just like cooking. A skill that sets you up to succeed before you even step into the kitchen.

That's why we're introducing grocery templates, which simplify the grocery shopping experience.

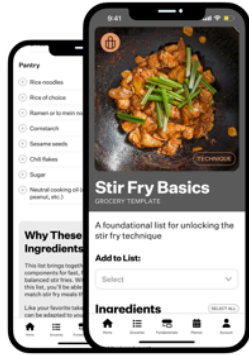
- Shop lists directly
- Edit and customize them to your liking
- Use templates as inspiration
- Learn to shop efficiently

What kind of grocery templates will there be?

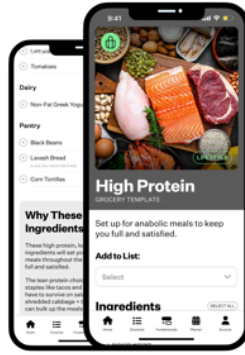
Inspiration



Technique

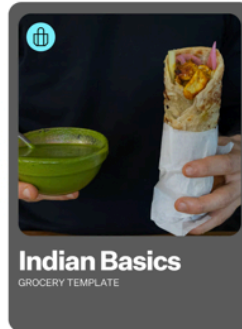
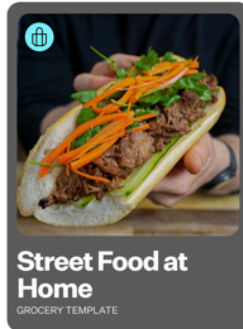
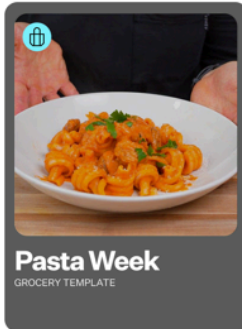
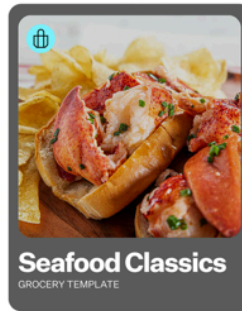
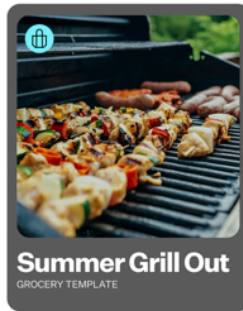


Lifestyle



Inspiration

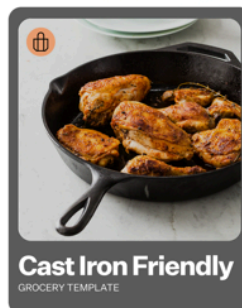
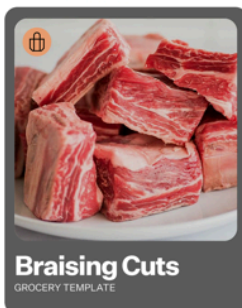
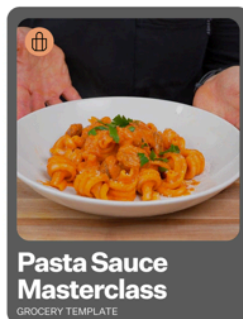
Lists that inspire you to try new dishes or get your gears turning



+ Many more to discover...

Technique

Lists that help you dive into a specific technique to level up your cooking

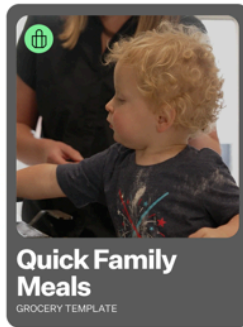
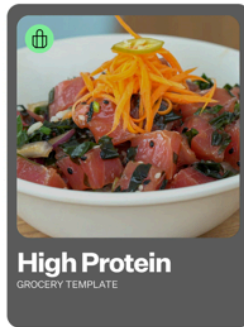
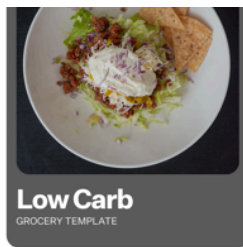
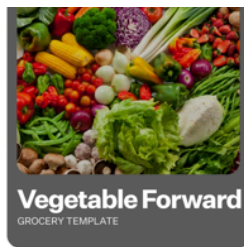
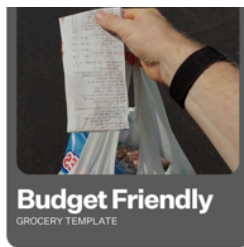


+ Many more to discover...

Lifestyle

Lifestyle focused grocery lists that help you shop to your constraints





+ Many more to discover...

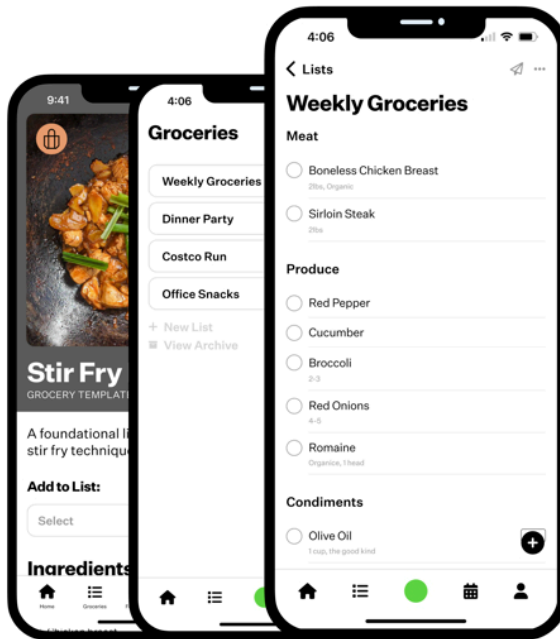
Once you have your ingredients, we'll provide relevant recipes or framework ideas to help you cook through the list and **actually use up the food you bought.**

Grocery templates are part of our grocery hub where you can here you can put them to use:

Grocery Hub

An intuitive space to keep track of all grocery related items.

- copy from grocery templates
- make free-form grocery lists
- compile recipes
- add notes
- archive and clear lists with ease
- revisit old shopping trips



But even with the right ingredients and smart grocery planning, the real question remains — how do you actually *use your groceries*, day after day?

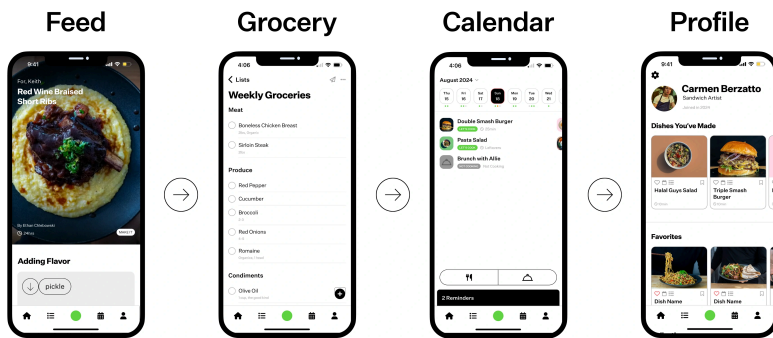
Why every home cook needs a personalized cooking system

After 7 years of listening to home cooks all around the world, one of the biggest lessons that we've learned is:

No two home cooks are the same.

You have your own schedule, your own tastes, your own way of doing things. That's why every home cook needs a system — not a rigid routine, but a flexible way to bring your ingredients, ideas, and habits together in a way that works *for you day after day*.

Build your own cooking system



We built Cook Well around four core areas:

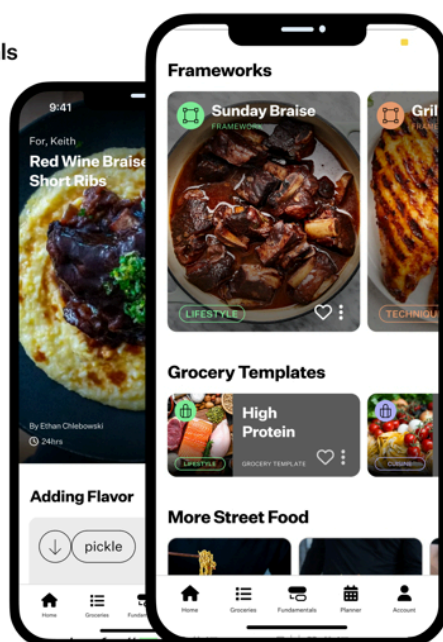
- Feed
- Grocery Hub
- Calendar
- Profile

All designed to support your personal cooking system, not someone else's:

Feed

A constantly refreshing landing page to keep you inspired & excited to cook

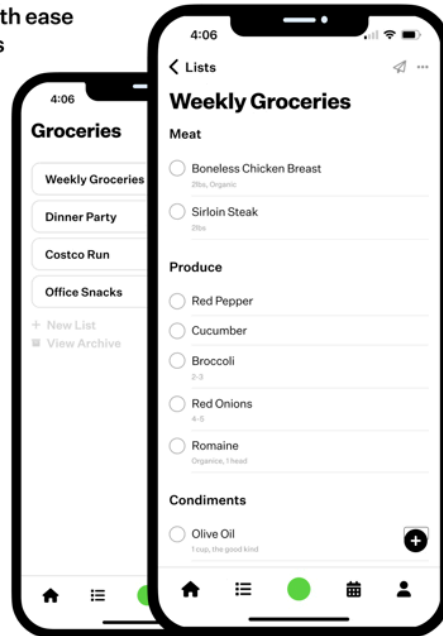
- curated frameworks
- grocery templates
- collections
- recipes
- educational fundamentals



Grocery

The ultimate shopping list that's always one tap away

- make free-form grocery lists
- compile recipes
- choose from our existing templates
- add notes
- archive and clear lists with ease
- revisit old shopping trips



Calendar

A flexible planner that helps you visualize how you're eating throughout the week, whether you're cooking for yourself or not.

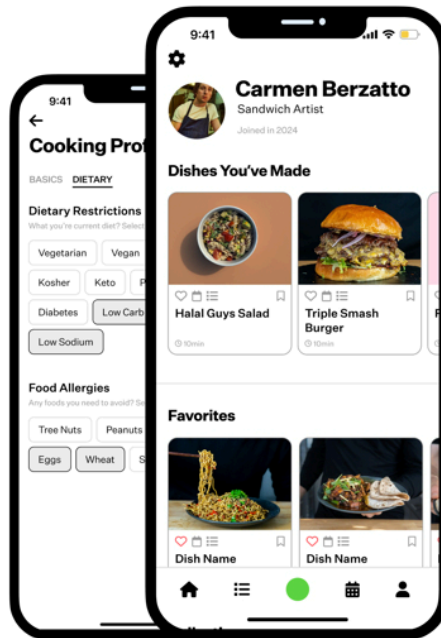
- drag leftover reminders
- add notes and reminders
- plan frameworks or recipes



Profile

More than just a place to change account settings

- central place to revisit and curate content
- track your favorites
- setup your personal constraints



What rewards are available?

Subscription Tiers

Included in every plan:

- Unlimited access to our full content catalog**
 Frameworks, grocery templates, recipes, and more--everything at your fingertips.
- All premium tool & features unlocked**
 Grocery lists, meal planner, profile customization, and utility tools designed to make meal planning effortless.
- Access to all future content and feature releases**
 Stay ahead with automatic access to every new release--no upgrades required.
- Exclusive beta testing opportunities**
 Be the first to explore new tools and features before anyone else, and help shape what comes next.



| | |
|------------------|--|
| 3 Months | \$30 <small>\$10/month</small> |
| 6 Months | \$48 <small>\$8/month</small> |
| 12 Months | \$80 <small>\$6.67/month</small> |
| 24 Months | \$144 <small>\$6/month</small> |
| Lifetime | \$300 |

Kickstarter Only

Optional Add Ons (Limited Quantities)

US Only

Cook Well Flavor Pills Comfort Color Tee



Cook Well Signature Hoodie



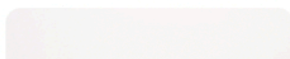
Cook Well x Baggu Tote



Cutting Board Care Kit



Foundations Cutting Board (Maple)



Foundations Cutting Board (Walnut)





Exclusive Merch Add Ons (US Only)

As a thank you to Kickstarter supporters, we're excited to offer exclusive Cook Well merch while supplies last, plus a reserved batch of our [Foundations Cutting Boards](#) & wood care kits.

- US shipping only (although the app is available worldwide)
- Limited quantities
- Ships upon campaign completion

Cook Well Flavor Pills Comfort Color Tee

- High quality Comfort Color heavyweight fabric
- Features our logo on the front and the 5 flavor pills on the back
- Available in S, M, L, & XL sizing

Cook Well Signature Hoodie

- High quality heavy fabric with a comfortable fit
- Features our logo on the front and technique illustrations on the back
- Available in S, M, L, XL sizing

Cook Well x Baggu Tote

- Roomy. Carries 2-3 plastic grocery bags worth of stuff
- Super strong. Holds up to 50lbs
- Compact. Folds into its own flat 5" x 5" pouch
- Machine washable recycled ripstop nylon

Cutting Board Care Kit

- 8oz Wood Conditioner
- Easy Applicator Bottle
- Fine Grit Sanding Sponge
- Mineral Oil Free: MCT Fractionated Coconut Oil, Organic Carnauba Wax, Essential Oil, Beeswax. [Read more info here.](#)

Foundations Cutting Board (Maple)

- 24x18" USA Maple Butcher Block (Made from American Hardwoods)
- Reversible & generous workspace for comfortable prep

- Sturdy 1.5" thick edge grain construction
- These are large boards! Make sure they fit in your kitchen before ordering. [Read more info here.](#)

Foundations Cutting Board (Walnut)

- 24×18" USA Walnut Butcher Block (Made from American Hardwoods)
- Reversible & generous workspace for comfortable prep
- Sturdy 1.5" thick edge grain construction
- These are large boards! Make sure they fit in your kitchen before ordering. [Read more info here.](#)

While the app won't be done until late Fall 2025, we'll be able to ship out the merch and cutting boards upon completion of the campaign so you can enjoy a physical product while you wait.

Why trust us to make this app?

About our founder



A self-proclaimed home cooking nerd, Ethan Chlebowski is a former consultant and [YouTuber](#) who lives in Austin, TX. His ultimate goal is to empower people to cook well for themselves every day.

Years of rethinking food education

Ethan's home cooking journey started early on with family, but teaching people about food and cooking began 7 years ago when he launched his [YouTube channel](#).

A few years in, Ethan realized his audience craved more than just recipes—they valued the *why* behind techniques, the frameworks behind meals,

and tips for reducing friction in the kitchen.

He and his team began shaping these insights into a platform focused on the science, lifestyle, and inspiration of cooking well. After the successful launch of cookwell.com last year, the team set out to build a full-featured app to bring these ideas to life.

Now, we need your support to help us bring it across the finish line.

We're not doing this alone

We're not doing this alone or trying to make this happen out of thin air.

The app is brought to you by the same team, seasoned developers, and award-winning design agency that made cookwell.com. We've been working for the past two years to design the app UI, and now we're ready for beta testing and your feedback.

When do you expect this to go live?

The Cook Well app will be launching on both iOS and Android (Google Play) Late Fall 2025.

Beta testing will be on iOS only via TestFlight.

Risks and challenges

Building an app is complicated, and even though we have prepared thoroughly and are partnering with seasoned engineering and design firms, you never know what issues might pop up during development. We are confident in our ability to see this project through, but there might be delays for us to ensure that you get the best version of the app you deserve.

Kickstarter is an all-or-nothing model. If the campaign goal isn't reached, you won't be charged and all orders will be cancelled.

[Learn about accountability on Kickstarter](#)

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The BARE Dutch Oven
BARE Cookware



**Banala® Relax Dot: Your Calm.
Anytime, Anywhere.**
Banala Life



**ChefLab: World's First AI-Powered
Wireless Meat Thermometer**



ChefLab

🕒 8 days left • 8882% funded


The Blending For Good

Playbook



The Blending For Good Playbook: A Vitamix Cookbook

Shalva and Lenny Gate

EXPLORE  10 days left • 9% funded

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- Film
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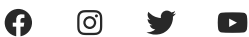
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