Yedir: The Architecture of Food Intelligence

Overview

Yedir is an end-to-end Food-Tech and Supply Chain platform that transforms domestic kitchens into a scalable digital economy. Beyond delivery, the platform orchestrates a hyper-local ecosystem that empowers culinary entrepreneurs through data-driven precision and personalized experience design.

The Core Engine: Yedir AI Agent

The platform is powered by a sophisticated AI orchestration layer designed for systematic optimization:

- **Predictive Matchmaking:** Advanced algorithms link home-based and private chefs with consumers by analyzing demographic data, nutritional requirements, and behavioral patterns.
- **Smart Sourcing:** Demand forecasting optimizes supply chains, ensuring raw materials and zero-waste packaging are delivered to chefs through a Just-In-Time (JIT) methodology.
- **Micro-Influencer Synergy:** The generation of data-backed personas allows F&B brands to execute targeted marketing campaigns via a trusted network of verified culinary entrepreneurs.

Sustainable Impact & SROI

Operational success is measured through social and environmental transformation metrics:

- **Carbon Footprint Tracking:** Real-time monitoring of hyper-local delivery routes and circular packaging systems ensures minimal environmental impact.
- **Social Return on Investment (SROI):** The model drives financial inclusion for women and private chefs, strengthening local economic resilience through digital entrepreneurship.
- **Waste Management:** A circular supply chain infrastructure ensures every transaction aligns with global zero-waste principles.

The "Soul Plate" Philosophy

Yedir redefines the concept of luxury by merging AI-powered personalization with the authenticity of home-cooking. The technology roadmap includes:

- **AI Calorie Tracker & Meal Planner:** Biological and lifestyle-based personalized nutrition.
- **Flavor Mapping:** Utilization of behavioral data to predict global food trends and local culinary cravings.
- **End-to-End Traceability:** A transparent, blockchain-ready journey from the primary producer to the final consumer.

Yedir App & Founders

Yedir App was born out of a vision to transform home kitchens into digital micro-restaurants and home chefs into empowered entrepreneurs. It's a foodtech platform that reimagines the food supply chain by placing home chefs and private cooks at the center connecting them with local authorities, universities, food schools, cooperatives, sustainable packaging and waste-management companies, and local food producers.

The platform enables women to become financially independent micro-entrepreneurs, while giving consumers access to diverse, healthy, and locally produced meals. By integrating food, technology, art, and tourism, Yedir App not only supports circular and digital economies but also creates social and cultural impact.

Founded in 2024 as a university-industry collaboration, Yedir App has already been recognized by leading programs and organizations in Türkiye. The platform was selected for TÜSİAD's Accelerator, Albaraka Garaj, and the Istanbul Chamber of Commerce's Bilgiyi Ticarileştirme Merkezi incubation program. It won the Bronze Stevie Award for Startup of the Year in 2024, was chosen for the KAGİDER Momentum Program, and represented Türkiye at the UN Women Expo 2025.

Today, Yedir App operates in 49 cities with over 750 home chefs 85% of whom are women, demonstrating both its scalability and societal relevance.

Esra Sarıhan is an Industrial Engineer and holds a Master's degree in Financial Economics from İzmir University of Economics. A serial entrepreneur, she co-founded Baskasindarama.com in 2016, a multi-category e-commerce platform featuring design-driven, high-quality local products. In 2018, she launched the "market" category within the platform, pioneering a model that connected local women producers from Anatolia with customers across Türkiye from hazelnut makers in Giresun to peanut producers in Central Anatolia.

Under her leadership, Baskasindarama.com won four Stevie Awards, including Gold in 2023, before being successfully acquired by a local investor.

At Yedir App, Esra brings her operational excellence and ecosystem-building expertise to empower women entrepreneurs, scale local food production, and bridge technology with human-centered food innovation.

Melis Sarıhan Taşyürek is an Electronics and Telecommunications Engineer with an MBA, blending a strong technical foundation with creative entrepreneurship. After years of experience in R&D project consultancy and sustainable energy, she co-founded Baskasindarama.com with her sister Esra, shaping its brand story, digital marketing, and design strategy. Her storytelling-driven approach helped the brand become one of Türkiye's most recognized creative e-commerce platforms.

As a Co-founder of Yedir App, Melis leads brand growth, community engagement, and strategic partnerships with universities, municipalities, and culinary institutions such as Le Cordon Bleu and İSMEK, where women receive culinary training. Her focus is on expanding Yedir App globally, turning it into a social impact foodtech brand that connects people, technology, and food culture.

Beyond entrepreneurship, both founders actively contribute to Türkiye's innovation ecosystem. They serve as mentors for TÜSİAD, the Sabancı Foundation, and the UNDP, supporting young women who are neither in education nor employment, and helping university students who want to be entrepreneur develop sustainable business ideas. They frequently speak and teach at universities, high schools, and entrepreneurship events.

As writers, Esra explores art and entrepreneurship, while Melis writes about the stories behind food and emerging food technologies for The Magger digital magazine. Both also contribute entrepreneurship-focused articles to Neuroscience Pulse, a UK-based digital journal, and regularly act as jury members in national entrepreneurship competitions.

Assoc. Prof. Dr. Kaya Oğuz, Head of the Computer Engineering Department at İzmir University of Economics, is a distinguished researcher specializing in artificial intelligence, machine learning, and computational neuroscience. He holds a PhD in Information Technologies from Ege University and an MSc in Computer Games Technology from the University of Abertay Dundee in the UK.

As the technology lead and co-founder of Yedir App, Dr. Oğuz designs the AI-driven infrastructure that personalizes user experience, ensures data-driven decision-making, and supports the platform's scalability in international markets. His academic background and leadership in university-industry collaborations have been instrumental in establishing Yedir App as a next-generation, research-backed foodtech solution.

Partnership & Investment
Yedir is seeking strategic partners and investors to scale this revolutionary, asset-light food-tech model across global urban centers.

Looking for partnership or investment opportunities in the intersection of AI, Sustainability, and Food-Tech? Connect with Yedir App!

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