

HOT 'N' READY

It's about heat. It's about meat.

7/10/2008

Dear Investor:

We have a problem. By we, I mean, those of us who love to grill.

By problem, I mean, meat and sides coordination. From painful experience, you probably know what I'm talking about. The meat is fresh off the grill, hot and begging to be served. But the sides – well, who among us can prepare side dishes with such precision timing that they are ready at exactly the same time – particularly since timing the meat involves a bit of guesswork?

The tragic result: The meat waits – naked, forlorn, cooling – for the side dishes to catch up. And once those are ready, well, quite often, it's too late for the meat. Trying to keep the meat warm in the conventional way – on a warming rack, or by covering it with aluminum foil – typically results in overcooking and dryness. Dinner is ruined. Sadness abounds. And thus concludes another senseless episode in our long national nightmare.

Why does this happen? Well, we'll spare you the anthropological analysis of humanity in the early 21st century – the menfolk in charge of grilling, the ladyfolk responsible for sides, the Mars/Venus incompatibility torpedoing something so seemingly simple as meal coordination. In primitive times all was simpler as men hunted meat while women gathered nuts and twigs and fire hadn't been figured out anyway so there was nothing hot to get cold in the first place.

But today ... Today, uneven temperature is the scourge of many a grilled family meal, the source of so much senseless strife. Really, with gas prices and global warming and the Cubs in first place, doesn't the American family already have enough to worry about?

Well, in my family we are good stalwart Midwestern people and we didn't just sit there complaining. Okay, we did for the first few years, but one day we had an idea. A wonderful, beautiful, obvious and – we should mention – *patentable* idea. An idea for keeping freshly grilled meat hot and ready to serve. After at least two minutes of brainstorming, we named it the HOT 'N' READY.

Simply put, the HOT 'N' READY is an extremely innovative solution to a universal problem that has never to this day been addressed. The HOT 'N' READY leverages a patent-pending design approach to keep freshly grilled meat hot and – this is important – juicy and delicious. Moist, tender, perfectly prepared meat is central to the American ideal of outdoor grilling. Our invention is a huge leap forward, solving a problem that has for too long been neglected by the barbecue-industrial complex.

The HOT 'N' READY is an insulated, portable hot food container that maintains the temperature of cooked food while guarding against overcooking. Through informal market research – and of course our own experience – we believe that the HOT 'N' READY represents an exciting new product category for the grilling industry – a mature business continually on the lookout for new product innovation. We believe the HOT 'N' READY will be both a hot seller and a hot topic of discussion in the industry – lending an air of innovativeness to the company that brings it to market.

We have a patent pending on the HOT 'N' READY and are currently seeking out partners to work with us to move this revolutionary design into production. And that, quite simply, is why we are writing you.

We believe that the marriage of our technology and your manufacturing prowess and marketing expertise is exactly the recipe for success. We seek a partner with the vision to see that this is where the market is headed plus the steely resolve and financial wherewithal to turn that vision into a reality. We seek a partner who believes deeply and passionately in the power of a simple great idea – like the backyard grill itself – to revolutionize an industry and make a positive impact on people's lives and lifestyles.

We would like the opportunity to meet with you to describe our invention further and discuss ways we could partner to bring this to market. Please contact me to arrange a mutually convenient time for our discussion. If I don't hear from you shortly, I will get in touch with you next week.

Thank you in advance for your consideration. I look forward to a productive and rewarding partnership.

Sincerely,

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