EPISODE 2

Recipes as Currency and Who Can Cash In

Inputs

Recipe content
Homemaker knowledge

HT network
Print, radio, social

Community events
Workshops, Cooking Challenge

Slurrp Platform
(HTLabs)

Connects homemakers to brands and audiences

Outputs

Income
Per recipe, per deal

Recognition
Features, callouts

Brand deals
Sponsorships, ambassadorships

What the household does to the outputs
The system Slurrp's design does no account for

Income may be redirected, withheld, or quietly absorbed.
Recognition may be welcomed, argued, or kept hidden.
The platform records the output. It cannot see what the household does next.

Excluded by household, not by platform

The platform's distribution model requires public visibility. Some women cannot accept that cost. Others accept it and then pay for it at home.

Women without household permission

- Cannot be publicly named
- Never join the platform
- Not in the 750k figure

Women self-censoring earnings

- On platform, earning
- Underplay to keep peace
- Income without ownership