



PT MEDAN TEHNIK

**A Proposal to Increase Waste Management System in Asia
Submitted to Amplifier Programme
January 2024**

Soy Nugget



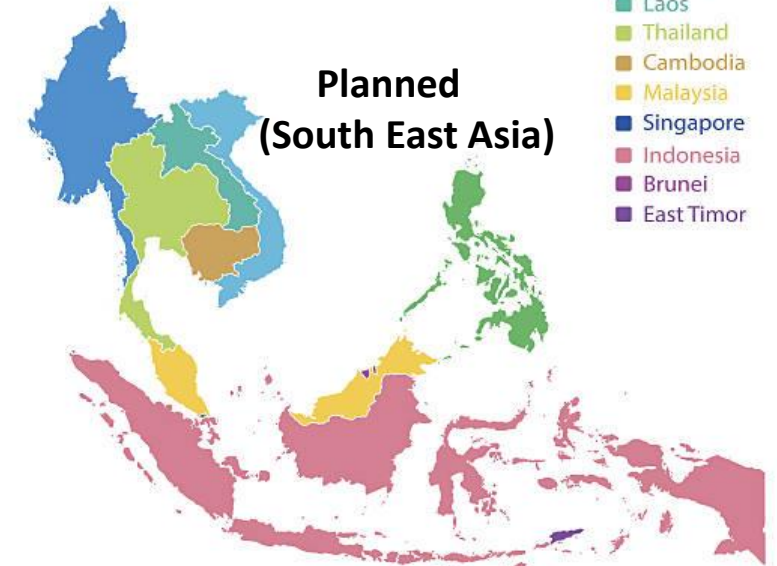
Soy Bread



Soy Floss



SOUTHEAST ASIA



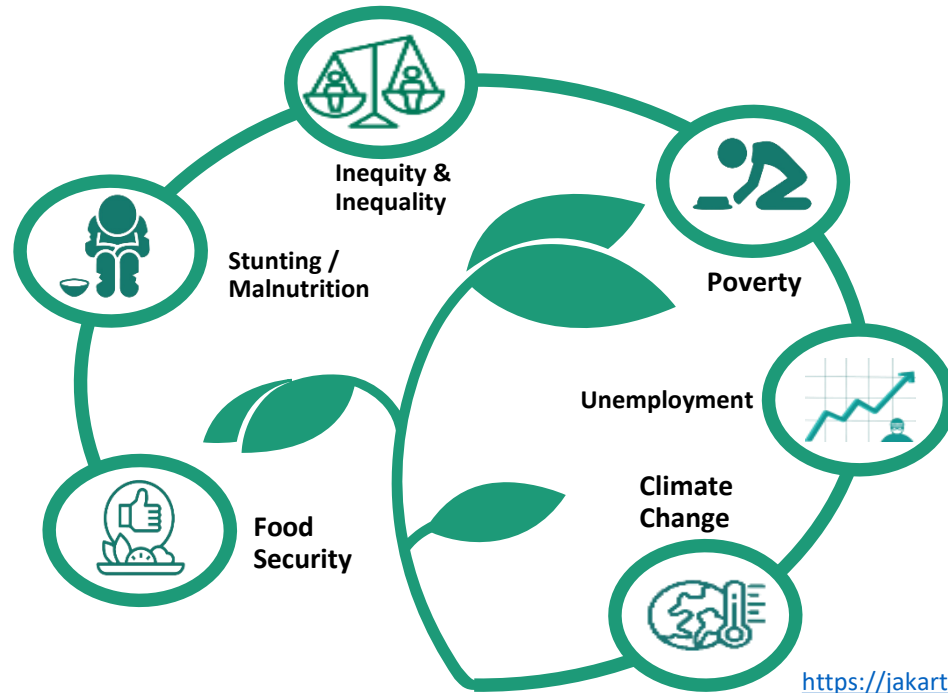
**Planned
(South East Asia)**

Existing (Indonesia)

**#Accelerating food waste★
solutions for food security problems
#Be Vegan Act 4 Disadvantaged Now**

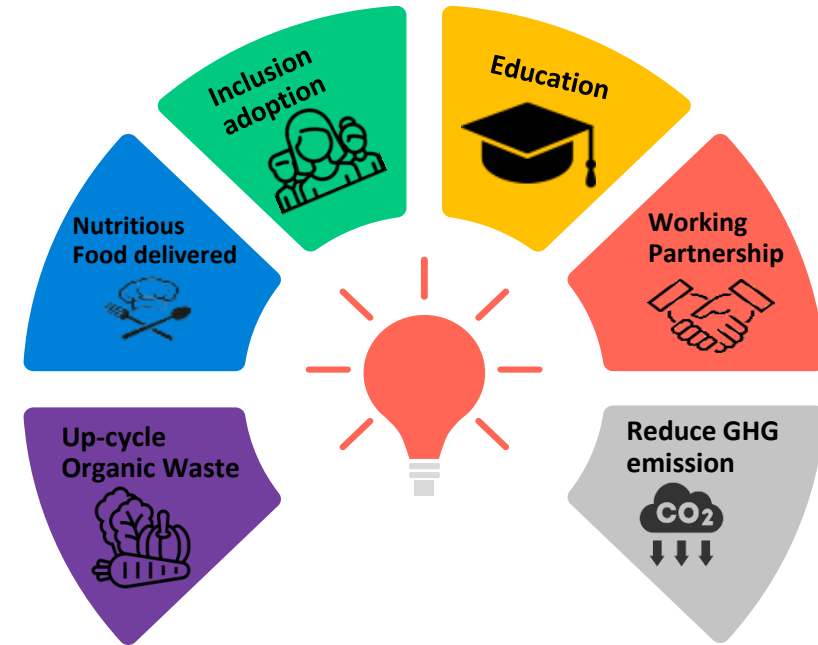
Food waste referred to soy / coffee's dregs, fruit's peel, egg's skin, left-over rice etc. in fresh/unspoiled conditions ★

Problem Statement



<https://jakartaglobe.id/business/indonesia-second-largest-food-waster/>

Relevant Solution



UNMET
NEED

LEVERS

INPUTS

OUTPUTS

OUTCOMES

IMPACT

While **food security and food waste** has been a major problem, transforming **food waste** to Plant-Based Product is an accelerating solution not only to reverse climate change but also to end poverty.

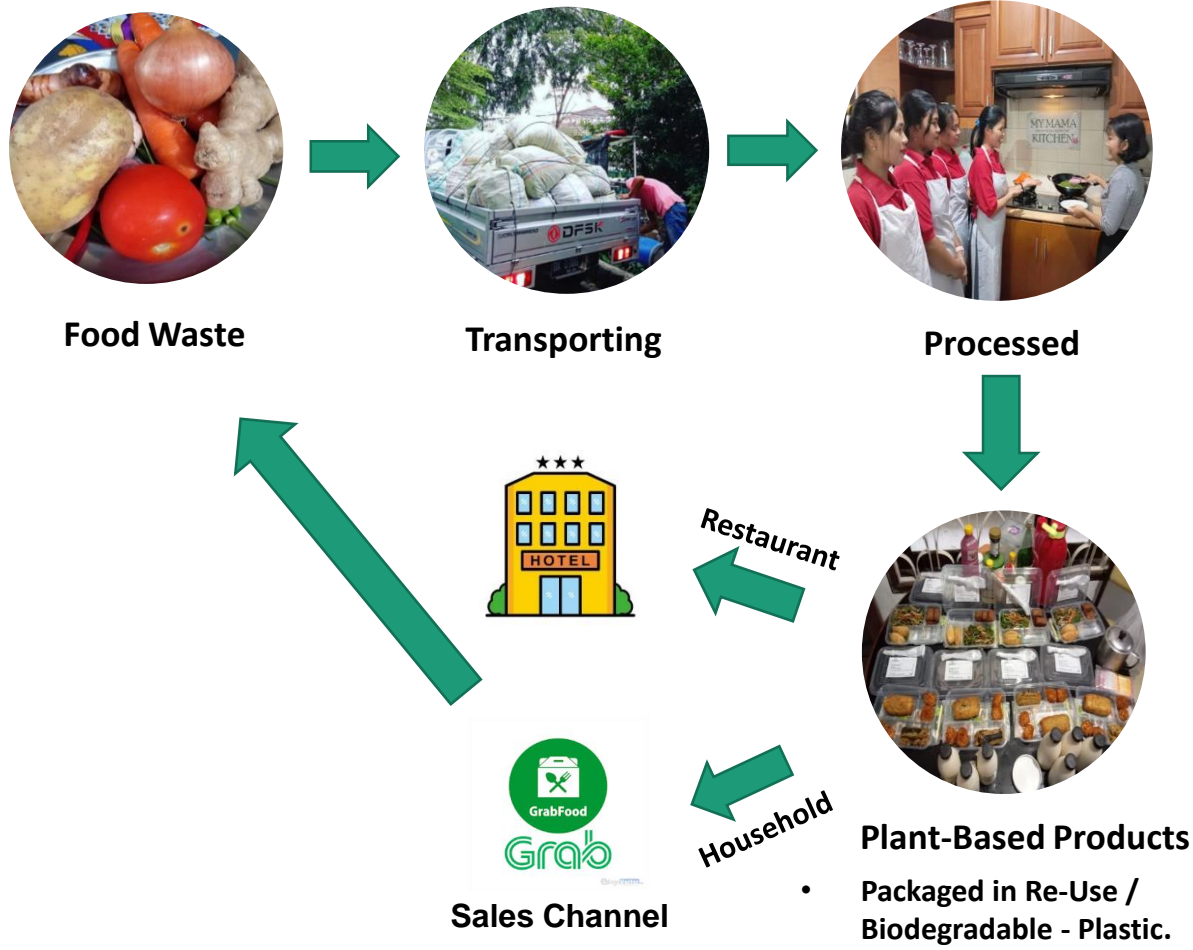
Technology TRL 6 (application of Lactobacillus Fermentum BR 17 for soy dregs) can be deployed to customer adoption
豆腐是我的生命

+ **Affordable investments** in addressing food waste
+ **Lever expertise from network** to succeed.

Digitalization + semi-automation equipment which will generate more revenue or reduce costs.

Super-charge maturity growth (faster and bigger) ; overcome company's "valley of death"

resulting in solving food security problems while reducing food waste, leaving poverty, getting inclusive quality of life to achieve human potential



SUBSCRIBE



Plant-Based Products

https://linktr.ee/mymama_kitchen

<https://www.bcorporation.net/en-us/find-a-b-corp/company/pt-medan-tehnik>

Facebook page : B Corporation Southeast Asia

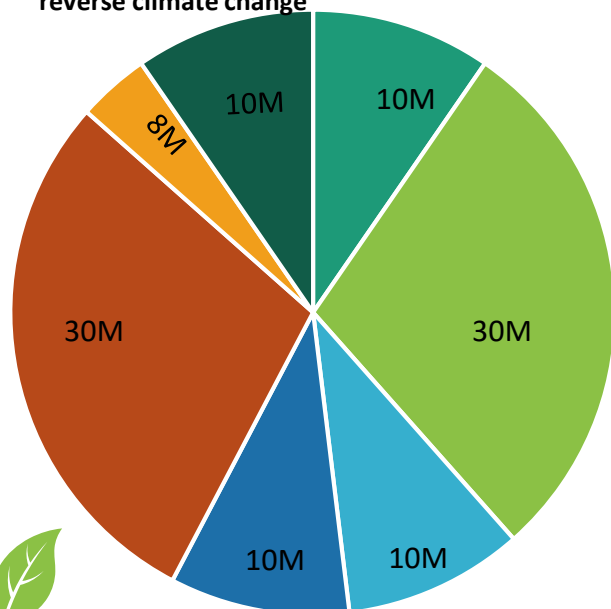
LinkedIn page : Corporation Southeast Asia



TAM population for Vegan Products (# people)



the #stakeholders benefitting from the Company's products and services and rationale for serving this specific population due to the growing demand and could reverse climate change



- Restaurant in 10 regions
- Business in 17 SDG's sectors
- Grass-roots Community across CSOs
- SME across ZFW value chain
- Individual earning <1K/mo.
- Households in low-middle income class
- Green Schools in 10 regions

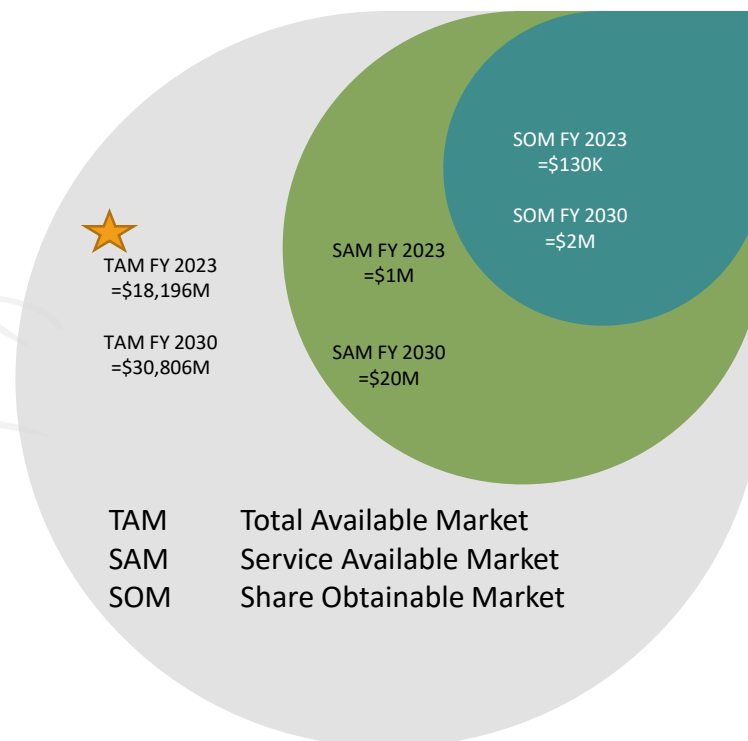


FY 2023 Vegan Products :
Average Transaction : USD 1.-
Sales Revenue (SOM) : USD130K (500 customers)
Assumption SAM : 25,000 customers
Average customer buys 40 times/year
SAM = USD1 .-x 25,000 x 40 annually=USD 1M

Assumption FY 2030 Vegan Products:
Average Transaction : USD 1.-
Assumption SAM : 500,000 customers
Average customer buys 40 times per year
SAM: USD 1 x 500,000 customer x 40 annually = USD 20M (SAM)
SOM : USD 1 x 50,000 customers x 40 annually = USD 2M (SOM)

ROI in 2 years
Sales (SOM) USD 100K
EBITDA USD 68K (Revenue x EBITDA Margin (25%))
Valuation at Exit: USD 544K (8x EBITDA)
ROI $\frac{USD 544K \times 20\% \text{ ownership}}{USD 200K} = 54\%$

Market Size



The global vegan Asian food market is anticipated to be valued at US\$ 18,196.8 million in 2023 and to reach a valuation of US\$ 30,806.3 million by 2033. The demand for vegan Asian food is estimated to record a steady 6 percent CAGR

<https://rb.gy/jmxvpn>



Expected Impact Outcomes

Historical & Projections

1. No. of beneficiaries reach (#people)
2. Earnings / day (\$/day)
3. Food waste (kg/day)



1 NO POVERTY
Beneficiaries earning from below 1.00 USD / day in 2018 to 20.00 USD / day in 2029



2 ZERO HUNGER
Reduce food waste 100 kg/day with 100 kg food for 500 meals or 200 people meals



4 QUALITY EDUCATION
Education of work force from 10 people in 2018 to 95 people in 2029.



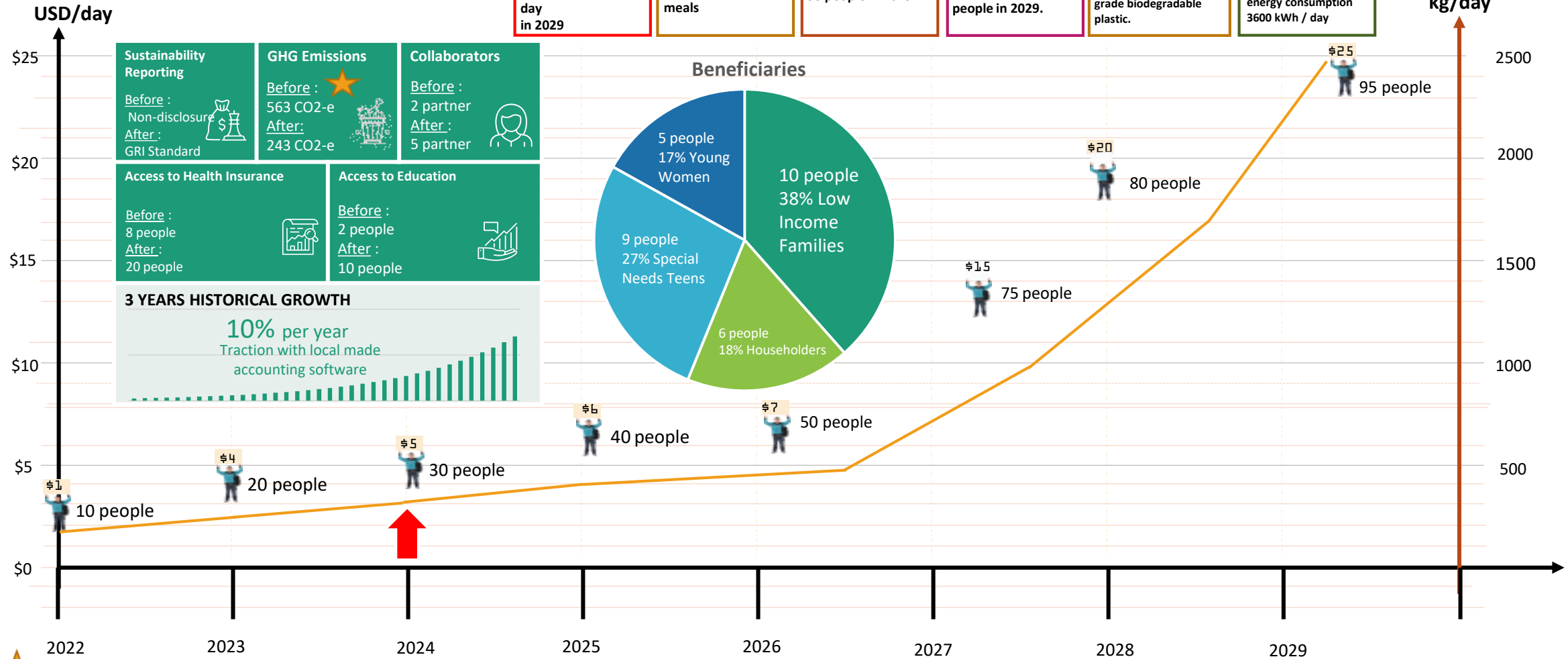
10 REDUCED INEQUALITIES
Job placement opportunity for beneficiaries, 5 people in 2018 to 45 people in 2029.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Sustainability in supply chain of sourcing raw materials and products packaging by using food grade biodegradable plastic.



13 CLIMATE ACTION
Reduce 100 kg food waste / day equals 206 kg GHG, Replacing 100 kg meat/day will save energy consumption 3600 kWh / day



Net scope 1 and 2 Location-Based Emissions in FY 2022 = 243 CO2-e (metric tons)

https://drive.google.com/file/d/1HvchIR_fIRxc3eWU15fayU19acX9bPyV/view?usp=sharing

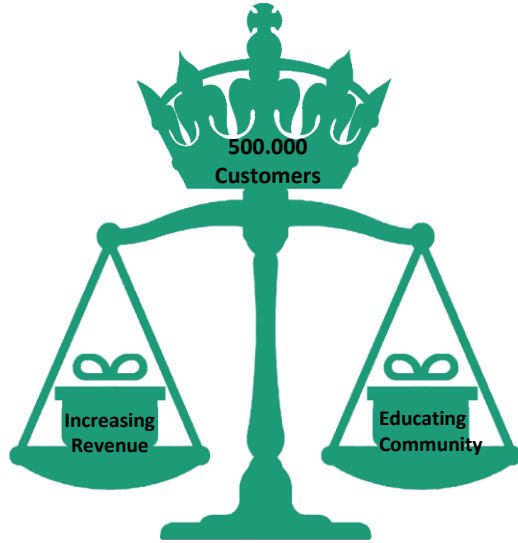
Net scope 1 and 2 Location-Based Emissions in FY 2021 (Baseline Year) = 563 CO2-e (metric tons)

https://docs.google.com/spreadsheets/d/1ymkDe1YubjN8el_N2x-y4uq_11ndQ1eU/edit?usp=sharing&ouid=114345549005520804156&npof=true&ad=trug

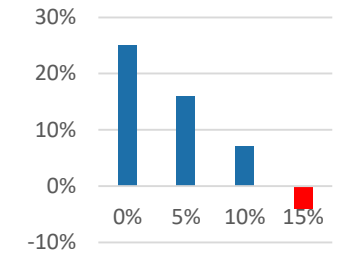
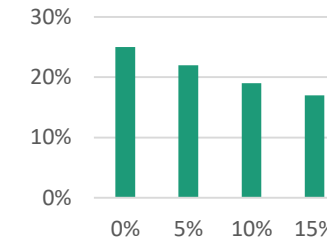
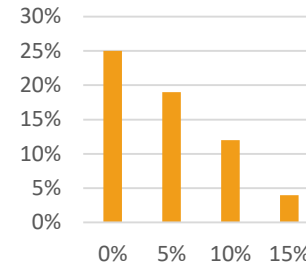
% change : {563 CO2-e (metric tons) minus 243 CO2-e (metric tons) } divided by 243 CO2-e (metric tons) multiply 100% = 320/243 x 100% = 132 %.

Unique Selling Proposition / Competitive Advantage

For :



Competitor Analysis★



Stop Salad	Value
Product	25%
Price	19%
Place	12%
Promotion	4%

Green Rebels	Value
Product	25%
Price	22%
Place	19%
Promotion	17%

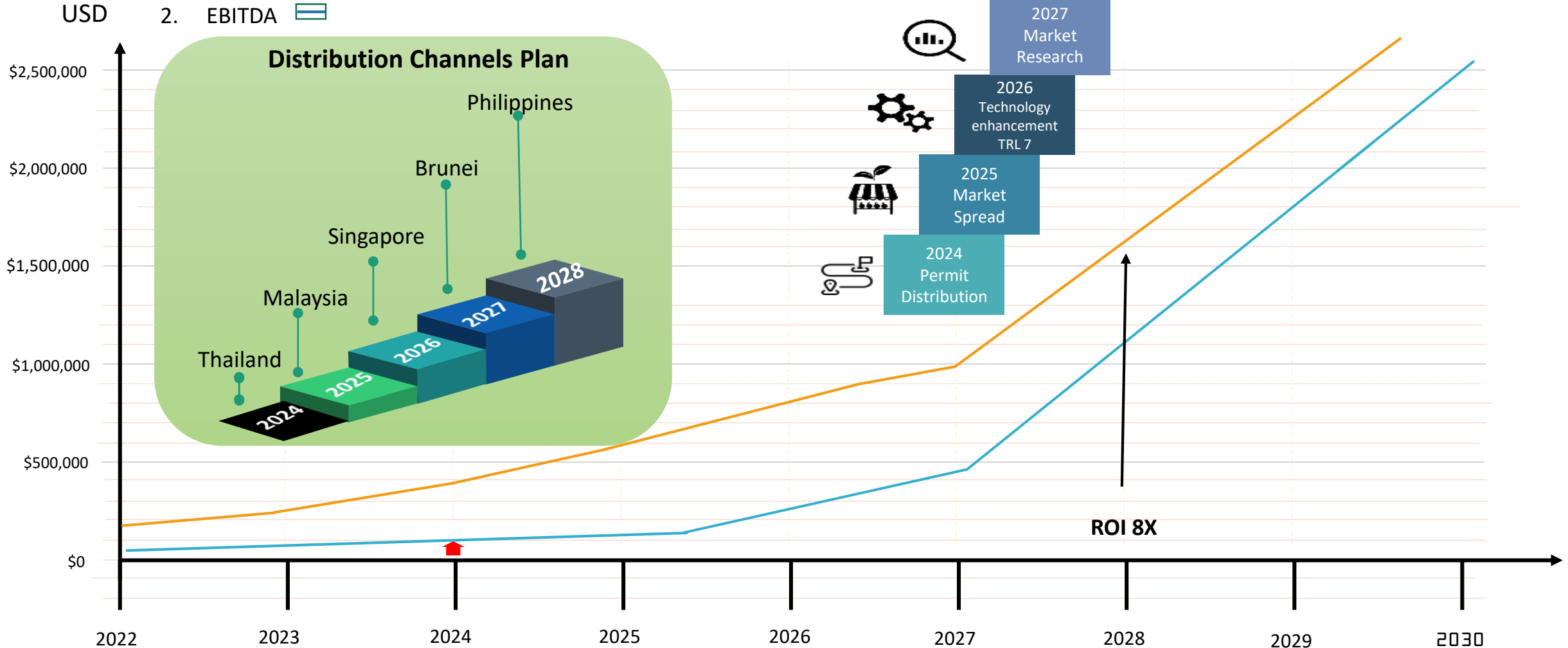
Brewerkz and Baker & Cook	Value
Product	25%
Price	16%
Place	7%
Promotion	-4%

★ Baseline 0% is My Mama Kitchen's line

Business Plan Go To Market Strategy

Indication of Unit Economics (Historical & Projections)

1. Sales Revenue 
2. EBITDA 

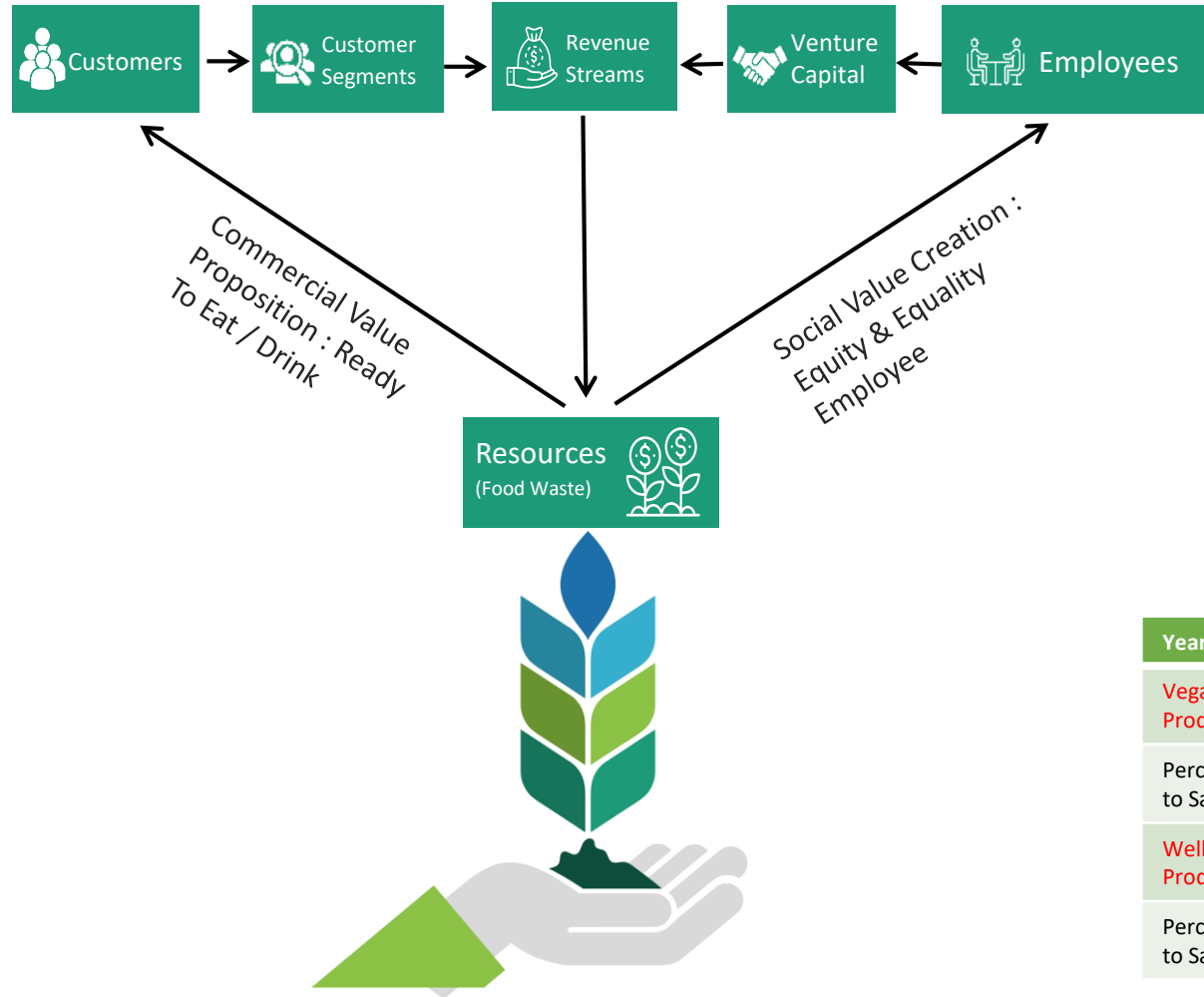


Past Financial

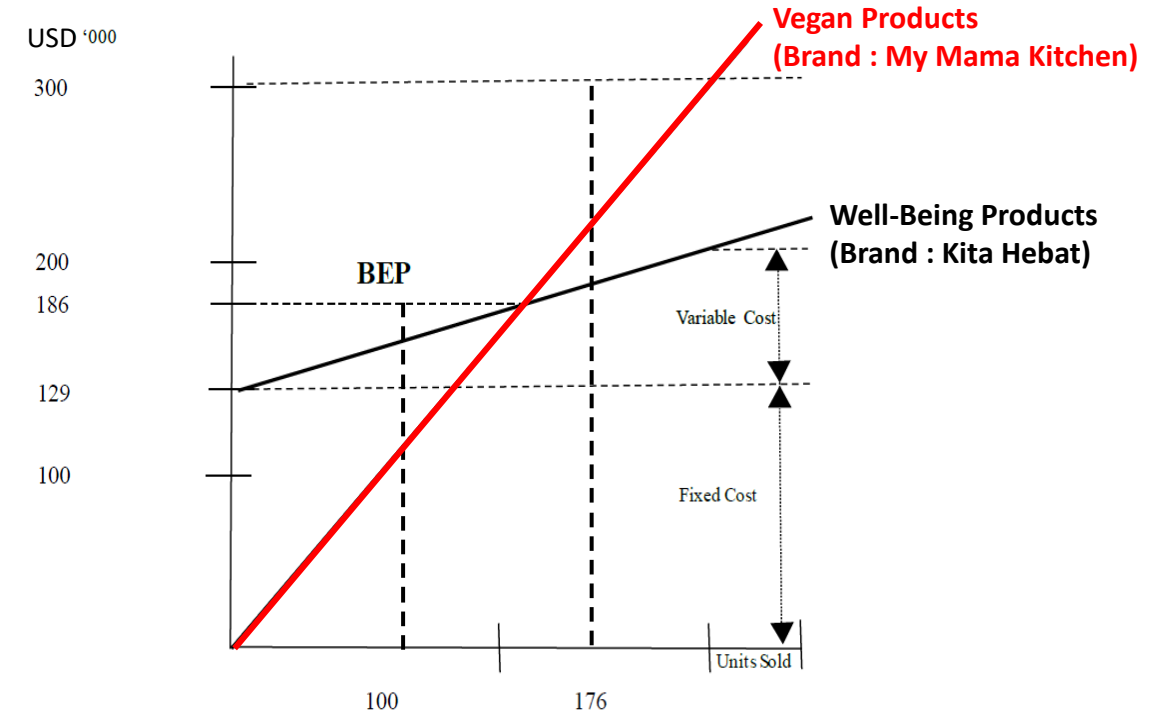
Projected Financial



Novelty Business Model Scale-Up Strategy



Break-Even Point Analysis



Year	2024	2025	2026	2027	2028	2029
Vegan Products	220K	186K	211K	260K	524K	469K
Percentage to Sales	172%	62%	33%	20%	42%	33%
Well-Being Products	550K	254K	186K	239K	338K	464K
Percentage to Sales	1447%	119%	41%	24%	33%	41%



Capacity and Resources to execute

Committed Teams



Sukendro Saputro, Ir. MBM
CEO



SIEMENS

- GRI Standard Sustainability Reporting
- 15 years MNC & 15 years social ventures
- <https://www.linkedin.com/in/andreas-s-sukendro-35619a20/>



Dr. R.A Aryanti W.P, B.Sc, MBM, CAPM
COO



- 20 years Tofu / Tempeh Producer
- 25 years education & social sector
- <https://www.linkedin.com/in/dr-ra-aryanti-w-puspokusumo-bsc-mbm-cplm-5b791929>



Lily Salim, SE Banking & Finance
CFO



- National Eco-Trainer Certified
- 6 years MNC and 15 Years SME experiences
- <https://www.linkedin.com/in/elisabeth-lily-1650b9240>



Klara Juwita Tarigan, S.I.Kom
CTO

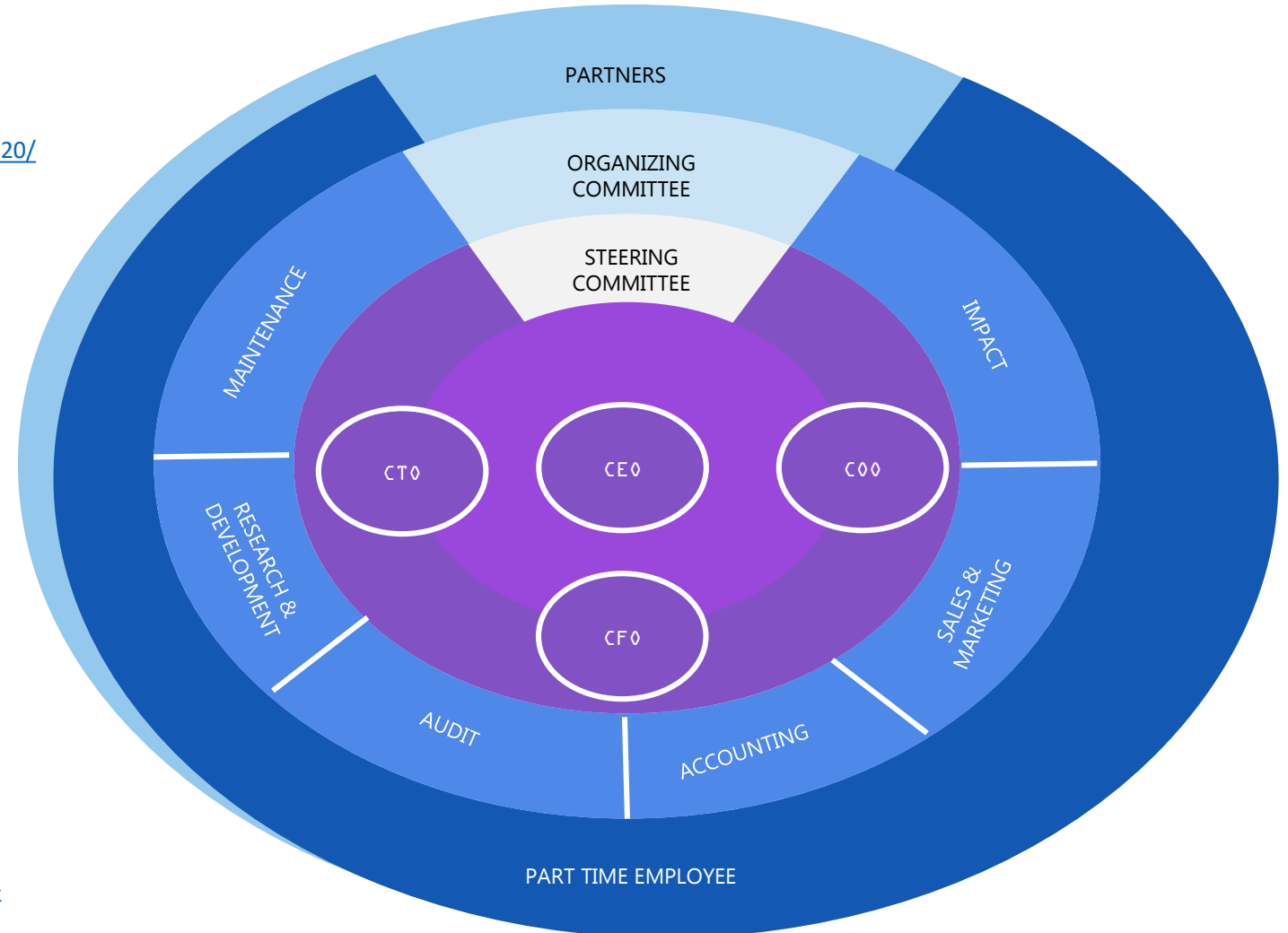


- International Eco Enzyme Certified
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Advisor : Adj. Prof. Andreas Raharso, PhD – NUS Business School
<https://www.linkedin.com/in/andreasraharso/>

Flexible 3 (three) dimension Organization Structure to ensure the purposeful journey of vision and mission, set the organization policy and strategy that are geared for social impact.



The main challenges faced by company

The mitigation' steps in 1 (one) year time with:

PT MEDAN TEHNIK's HOUSE

