



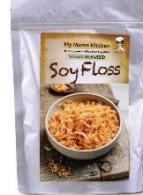
Soy Nugget



Soy Bread



Soy Floss



SOUTHEAST ASIA

Planned
(South East Asia)

- Burma (Myanmar)
- Vietnam
- Laos
- Thailand
- Cambodia
- Malaysia
- Singapore
- Indonesia
- Brunei
- East Timor

Existing (Indonesia)

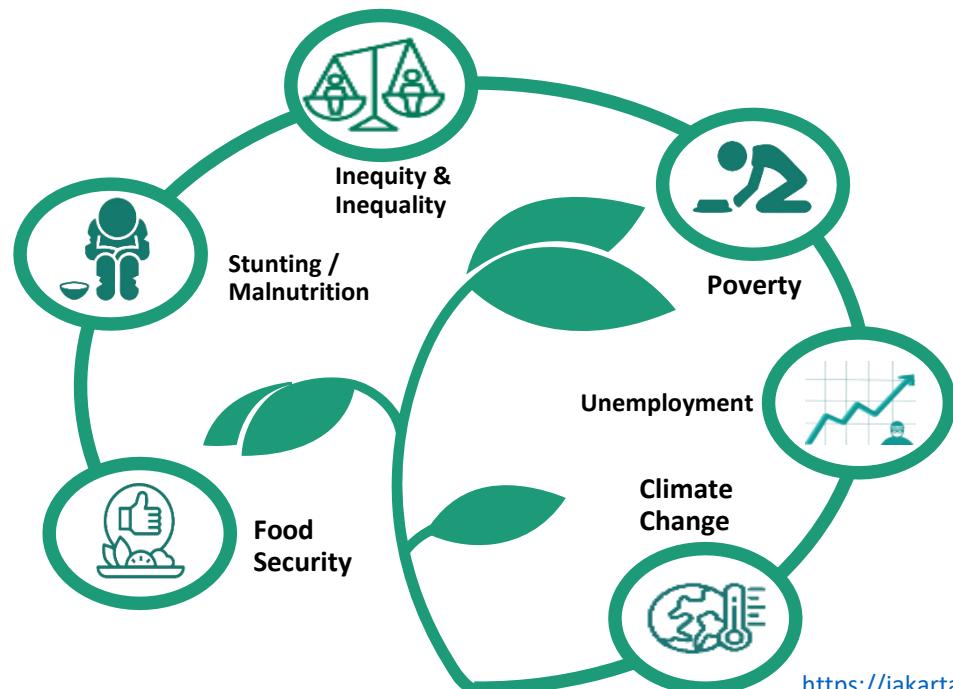


A Proposal to Increase Waste Management System in Asia
Submitted to Amplifier Programme
January 2024

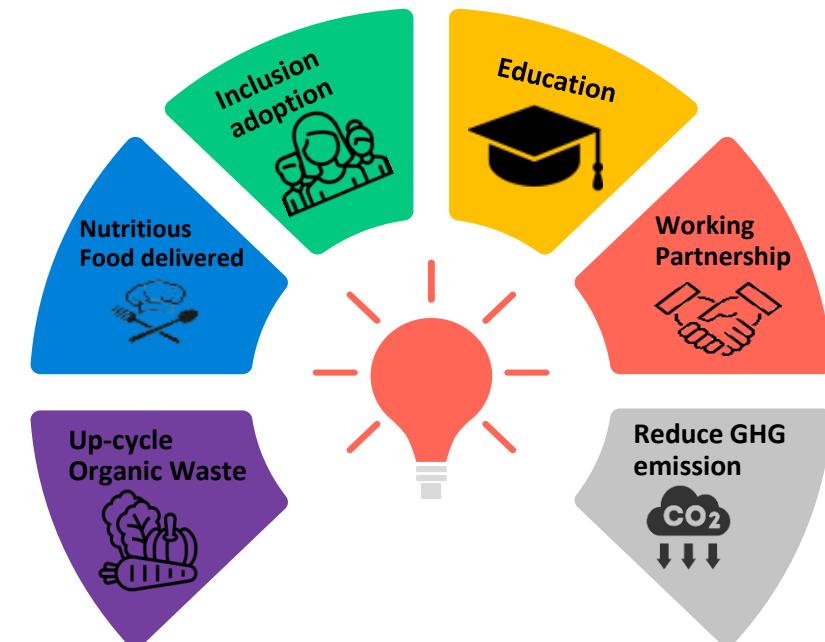
#Accelerating food waste★
 solutions for food security problems
 #Be Vegan Act 4 Disadvantaged Now

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

Problem Statement



Relevant Solution



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

UNMET NEED

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.

LEVERS

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

INPUTS

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

OUTPUTS

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

OUTCOMES

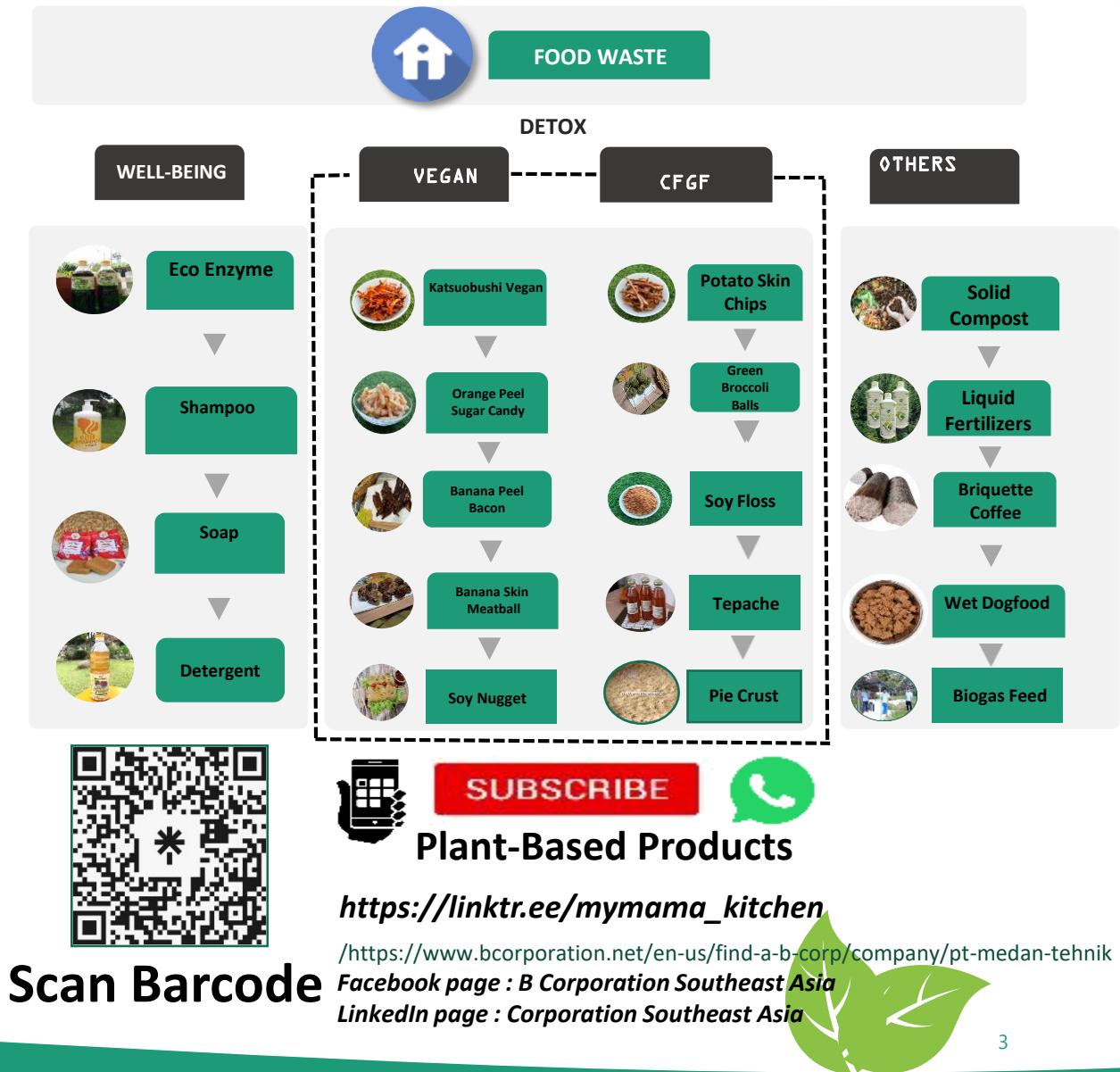
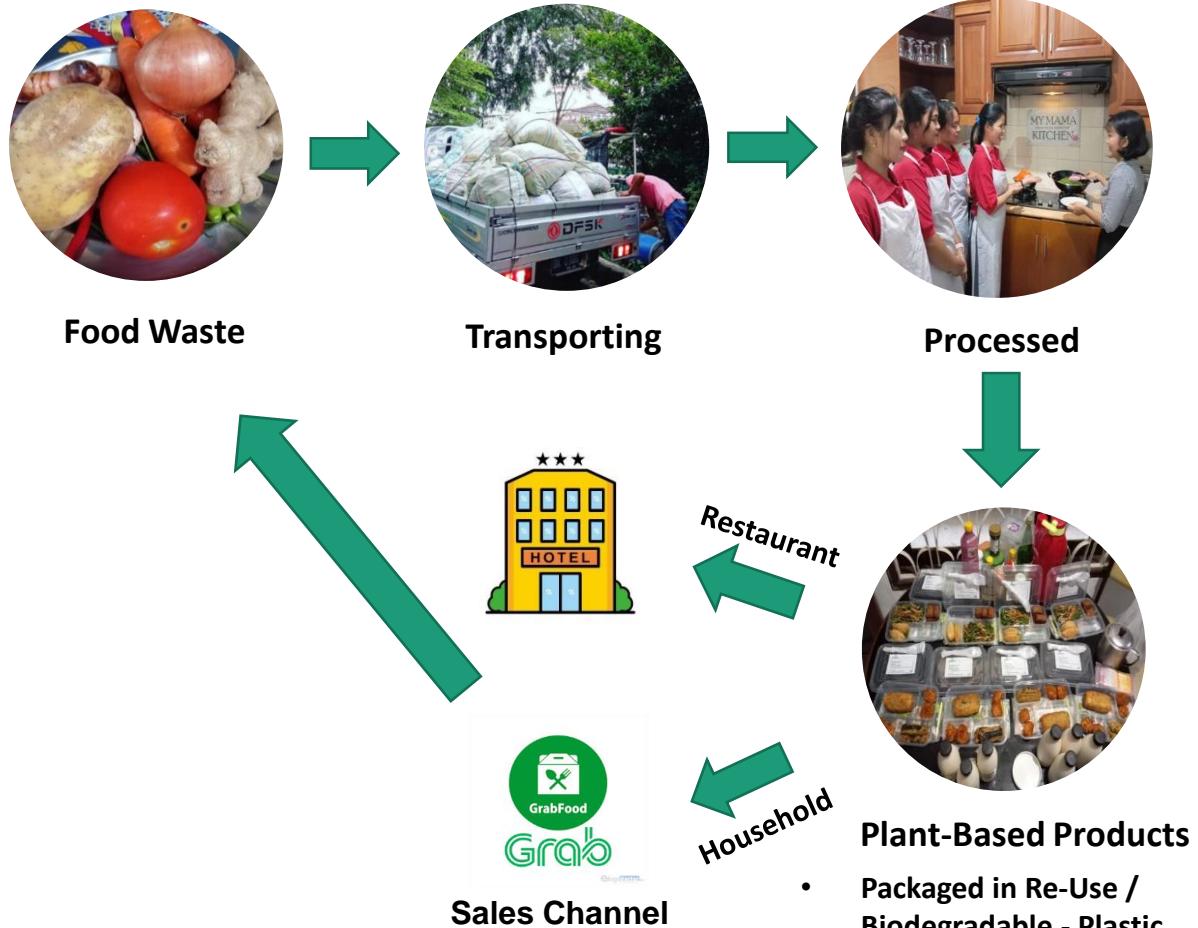
Super-charge maturity growth (faster and bigger) ; overcome company's "valley of death"

IMPACT

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

Relevant Solution

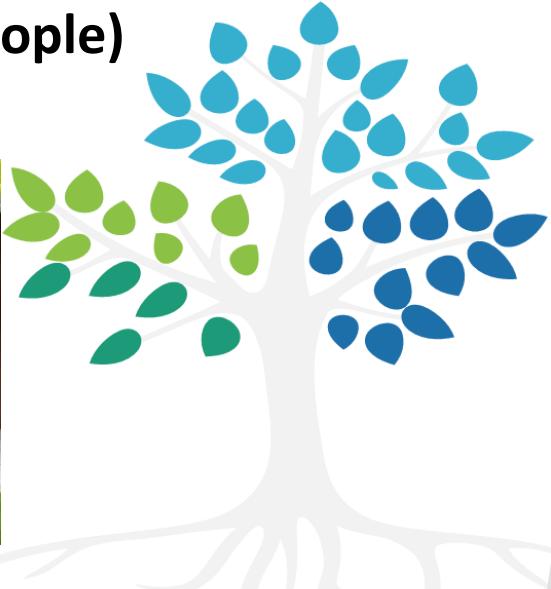
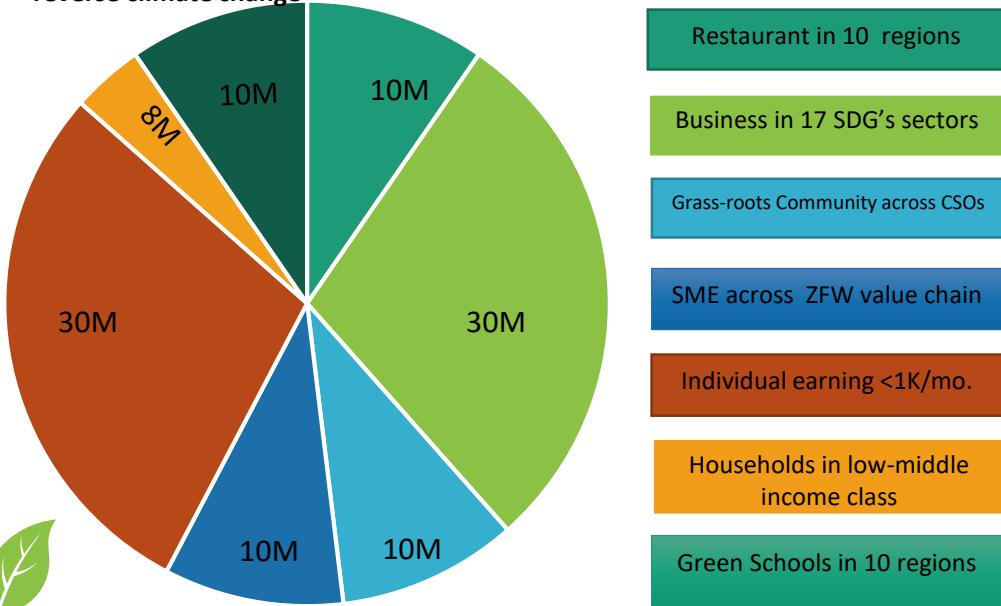
Circular Economy



TAM population for Vegan Products (# people)



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



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)

$$\frac{\text{USD } 544K \times 20\% \text{ ownership}}{\text{USD } 200K} = 54\%$$



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)

USD/day

\$25

\$20

\$15

\$10

\$5

\$0

Sustainability Reporting
Before : Non-disclosure
After : GRI Standard

GHG Emissions
Before : 563 CO2-e
After: 243 CO2-e

Collaborators
Before : 2 partner
After : 5 partner

Access to Health Insurance
Before : 8 people
After : 20 people

Access to Education
Before : 2 people
After : 10 people

3 YEARS HISTORICAL GROWTH

10% per year

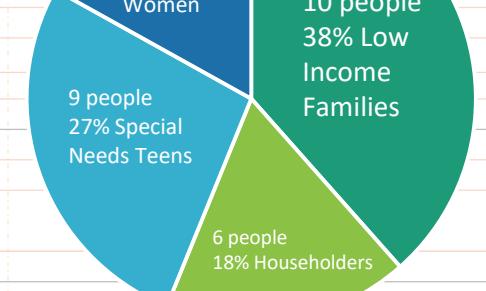
Traction with local made accounting software

10 people
\$1

20 people
\$4

30 people
\$5

Beneficiaries



40 people
\$7

50 people
\$15

75 people
\$20

80 people
\$25

95 people
\$25

kg/day

2500

2000

1500

1000

500

2022

2023

2024

2025

2026

2027

2028

2029



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

https://drive.google.com/file/d/11HvchIP_fLRxc3aW1I5fnvL1t9acX9bPvV/view?usp=sharing

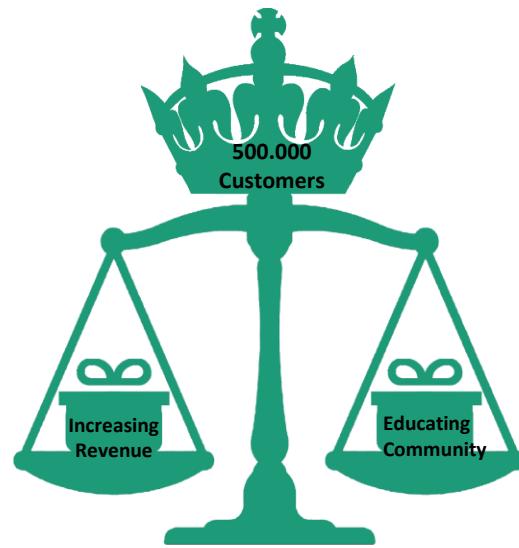
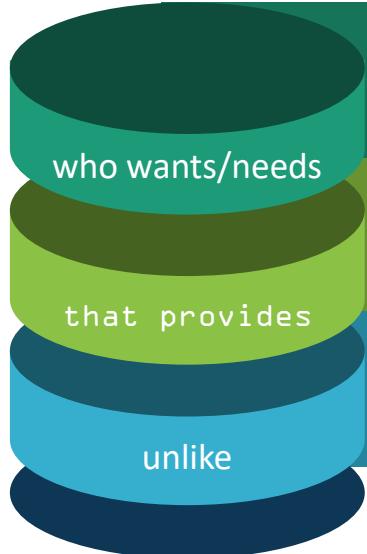
Net scope 1 and 2 Location-Based Emissions in FY 2021 (Baseline Year) = 563 CO2-e (metric tons)

https://docs.google.com/spreadsheets/d/1ymk0eLYubjN8el_N2x-y4ug_l1rdQTeU/edit?usp=sharing&ouid=114345549005520804156&rtfo=true&sd=true

% 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

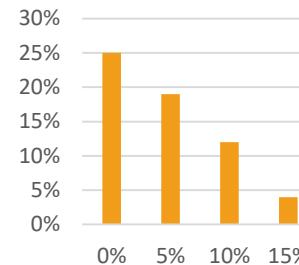
For :



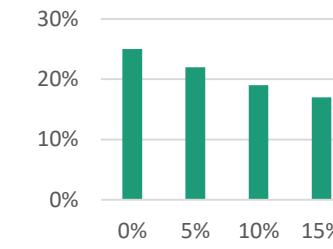
“Ready To Eat /Drink” derived from Up-Cycled Food Waste

“Convenient and Pride” for customers

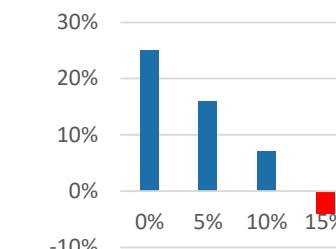
other products, our product is transformed from food waste, cooked with Biogas Stoves & online consultation provided



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%

Competitor Analysis



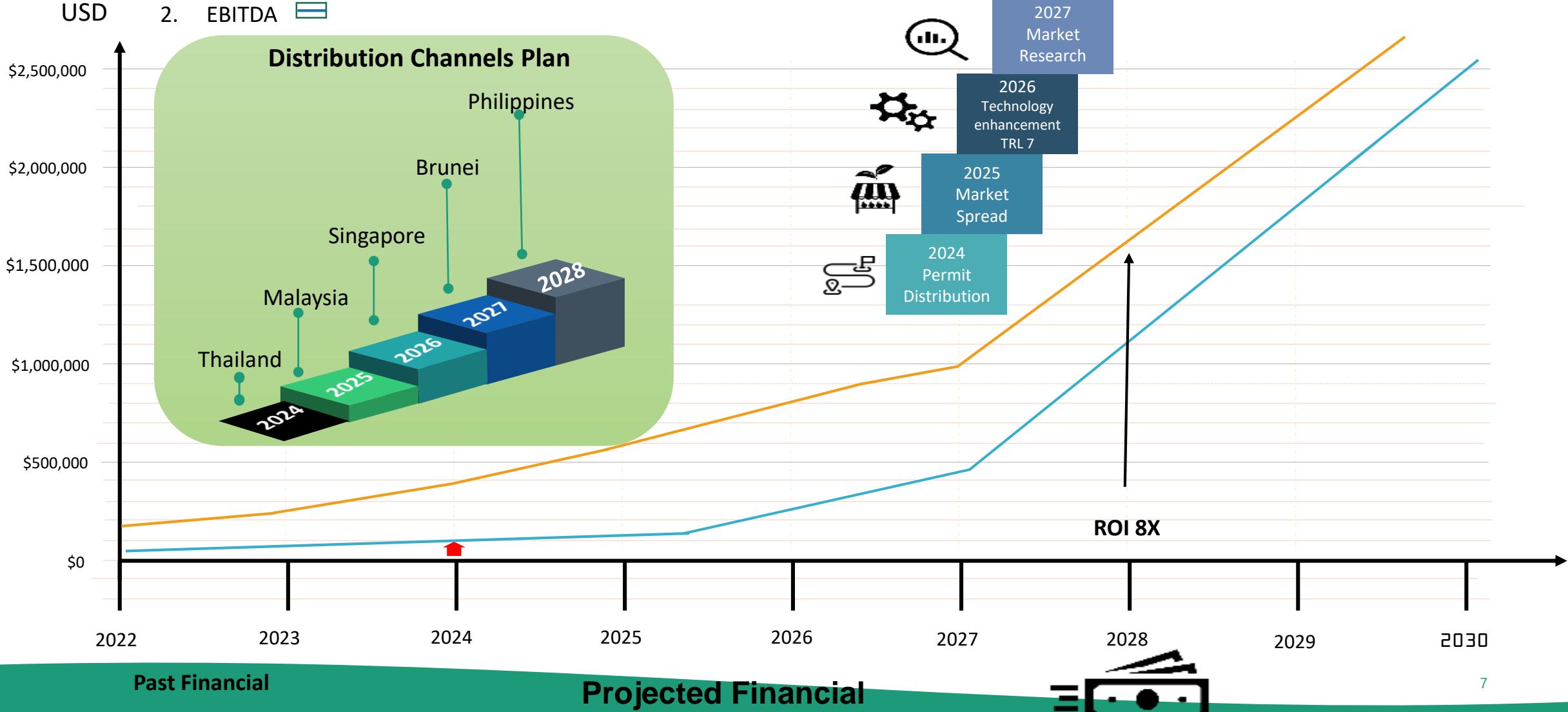
Baseline 0% is My Mama Kitchen's line

Business Plan

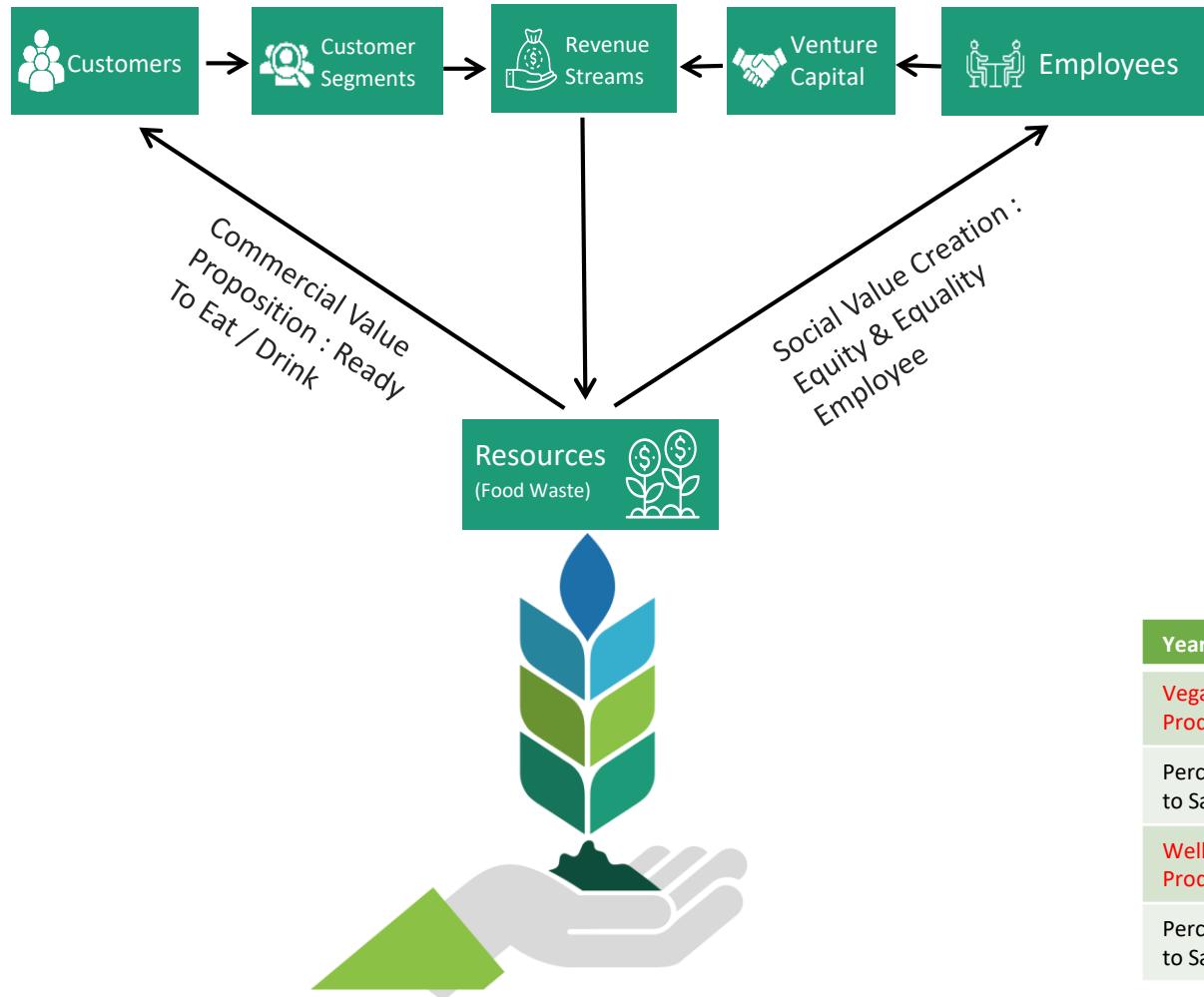
Go To Market Strategy

Indication of Unit Economics (Historical & Projections)

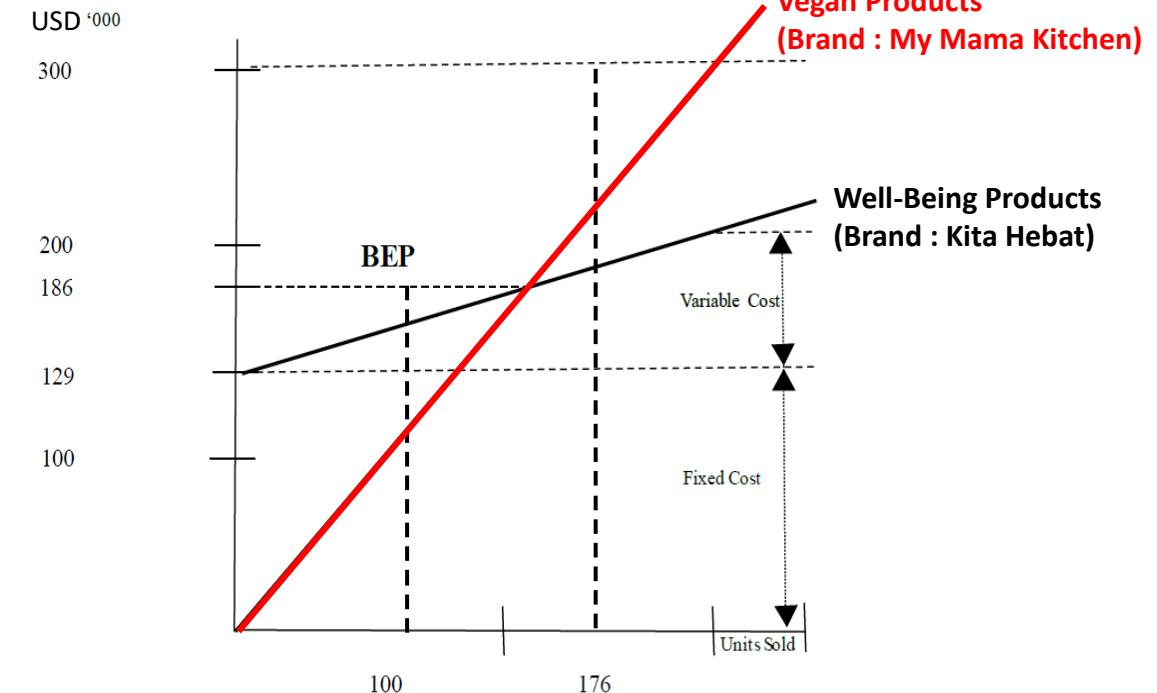
1. Sales Revenue 
2. EBITDA 



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
- 5 years social ventures experiences

<https://www.linkedin.com/in/klara-juwita-tarigan-4537821a9>

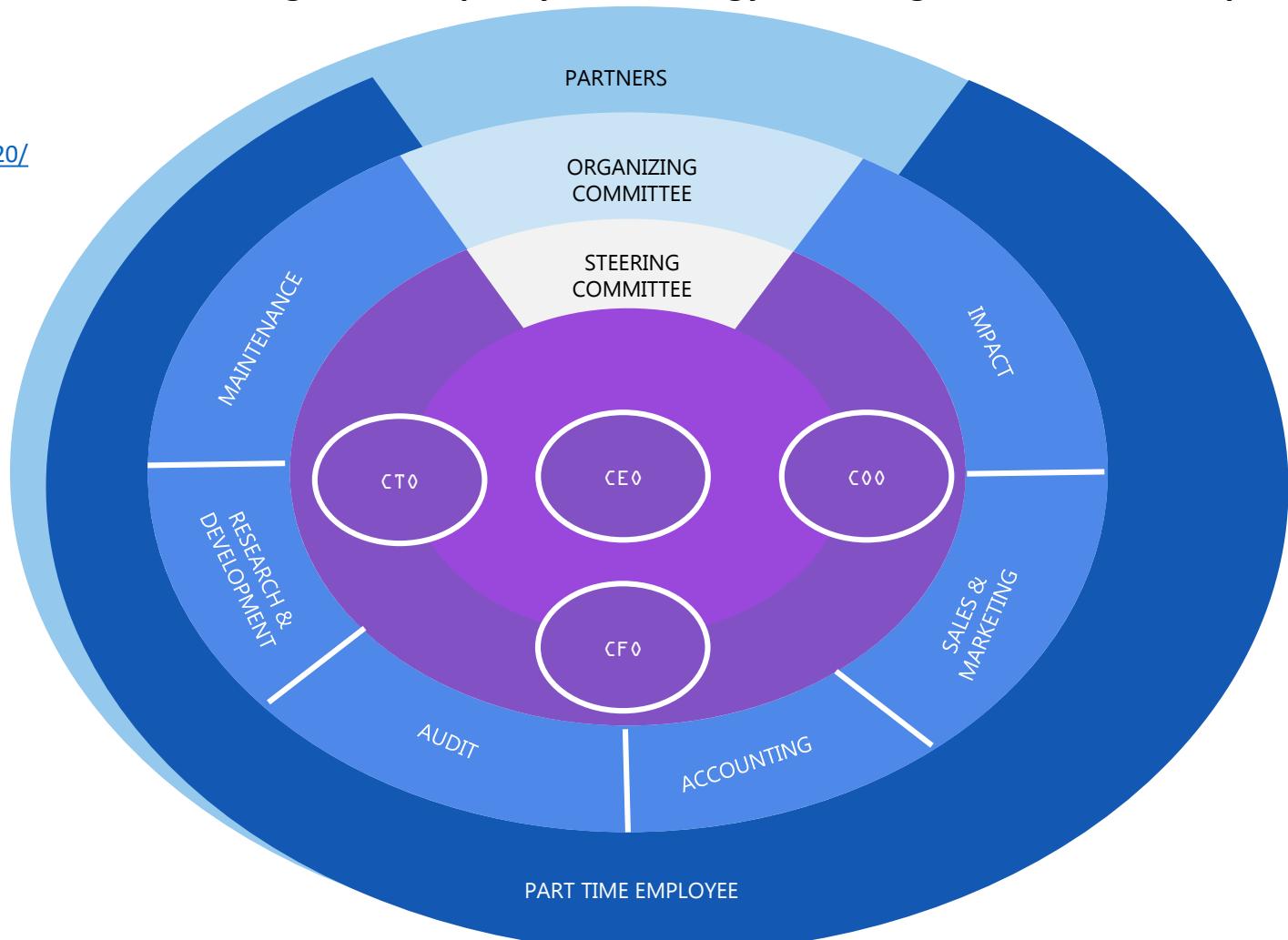


Advisor : Adj. Prof. Andreas Raharso, PhD – NUS Business School

<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

