



# Kafei: A Coffee Ground-Based Mask and Scrub


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Video Link : [LINK](#)

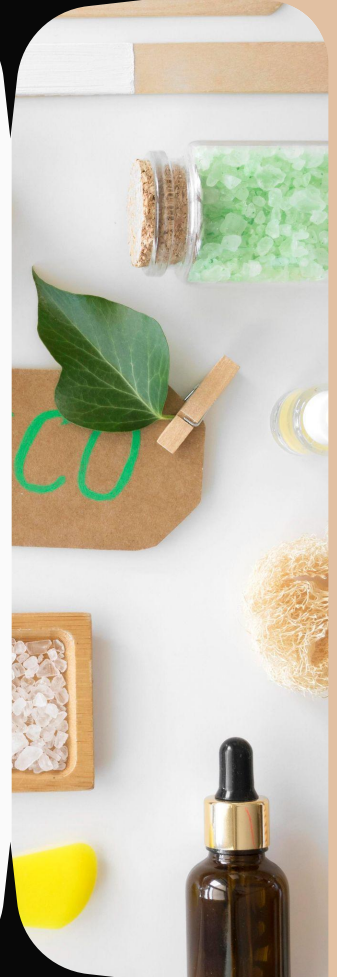
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**Kafei** Was recently founded by five students from Universitas Prasetiya Mulya as a project of one of their classes, Business Innovation. Kafei Works by procuring unused coffee grounds, which are normally thrown away by big coffee factory, cafes, and restaurants, and manufacture the raw coffee grounds into beauty two beauty products, namely coffee ground mask and coffee ground scrub.

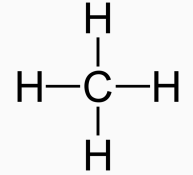




# Problem statement



**25x**



Coffee grounds waste emits greenhouse gas (methane) which is 25% more dangerous than CO<sub>2</sub> in a period of one hundred years.

**2,25 Billion**

In 2022, the world consumed over 2.25 billion cups of coffee per day. It is estimated that each cup contains around 11 grams of coffee grounds.

**TOP 5**

In 2021, Indonesia is the 5th country with the most coffee consumption.



# Solution

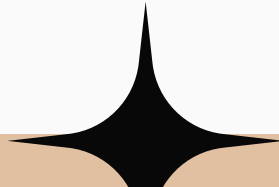
*“We provide a natural, eco-friendly, and high-quality skincare brand that utilizes coffee grounds as a base ingredient to address these issues and provide a unique and beneficial skincare experience to the market”*



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# Product Design

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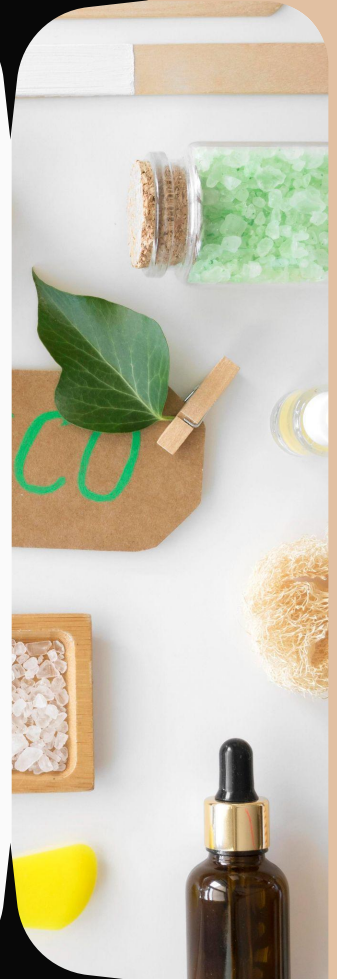
## Product / Technology Concept

### User Journey and Services Flow:

- User Discovery and Onboarding
- Product Selection
- Purchase and Checkout
- Delivery and Customer Support

### System Topology or Architecture:

- Presentation Layer:
  - Website or mobile app interfaces for user interaction.
- Application Layer:
  - Handles business logic, product management, authentication, and order processing.
- Data Layer:
  - Manages storage and retrieval of user profiles, product info, and order history.
- Integration Layer:
  - Enables integration with payment gateways, shipping providers, and support tools.



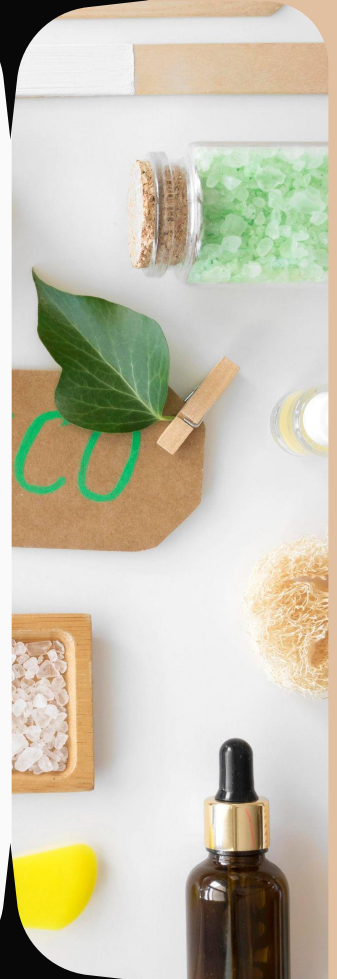
## Product / Technology Concept

### Technology Used:

- Front-end: HTML, CSS, JavaScript, React/Angular.
- Back-end: Python, Ruby, Node.js, Django, Ruby on Rails, Express.js.
- Database: MySQL/PostgreSQL for data storage.
- Integration: APIs for payment, shipping, and support integrations.

### Underlying Magic:

- Coffee grounds combined with natural ingredients for effective skincare.
- Expert formulation balances antioxidants, caffeine, and exfoliating agents.
- Commitment to sustainability by using coffee grounds that would go to waste.
- Seamless user experience and exceptional customer support prioritize satisfaction and efficacy.



# Business Model



## Monetization, Revenue Streams, and Offering Models:

- **Product Sales:** Generate revenue through direct sales of coffee ground-based skincare products to consumers.
- **Subscription Model:** Introduce a subscription-based offering where customers can sign up for regular deliveries of their favorite skincare products.
- **Bundled Packages:** Create bundled packages that combine multiple skincare products for a discounted price.
- **Collaboration and Partnerships:** Explore collaborations with influencers, bloggers, or other skincare brands to expand the product reach and generate additional revenue through sponsored content, co-branded products, or joint marketing initiatives.





# Business Model

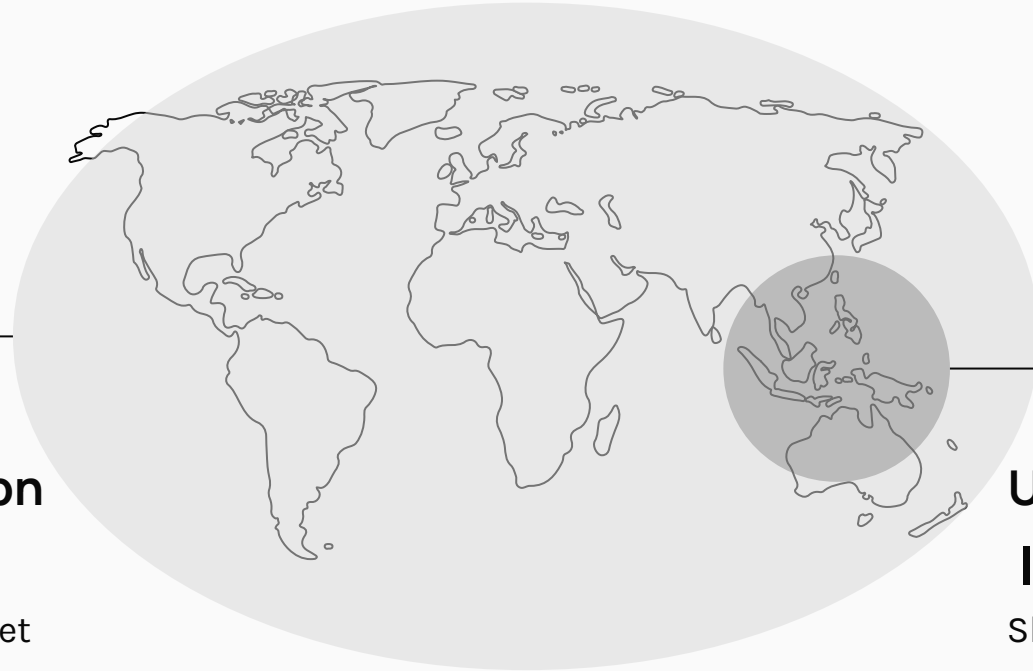


## Pricing Points, Margins, and Cost Structures:

- **Pricing Strategy:** Set competitive pricing that reflects the value and quality of the coffee ground-based skincare products.
- **Margins:** Aim to achieve healthy profit margins while remaining competitive in the market.
- **Cost Structures:** Optimize the cost structures by sourcing high-quality coffee grounds efficiently and at reasonable prices. Explore partnerships with coffee shops or coffee producers to secure a consistent supply.
- **Upselling and Cross-selling:** Implement strategies to encourage upselling and cross-selling, such as offering complementary products or suggesting additional skincare items during the purchasing process.



# Skincare Market size



**US\$136.71 bn**

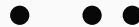
**Global**

Skincare Market  
Size

**US\$ 2.26 bn**

**Indonesia**

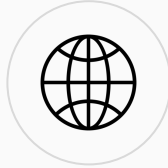
Skincare Market  
Size



# Sheet Mask, Target & Drivers

## Sheet Mask

US\$ 358.8 mn



Sheet Mask market size in the global skincare industry

Approx.  
US\$ 5.93 mn



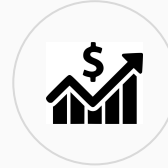
Sheet Mask market size in Indonesia skincare industry

5%



Company target of all the sheet mask market size.

## Revenue Drivers



Increasing Disposable Income



Growing Beauty and Personal Care Awareness



Urbanization and Changing Lifestyles



# Go-to Market Strategy

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## Market Entry Point:

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- Develop a unique Product
- Label as premium, eco-friendly, and effective skincare.
- Identify target market



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## Channels and Key Partners:

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- Utilize e-commerce platforms
- Establish partnerships
- Collaborate with influencers

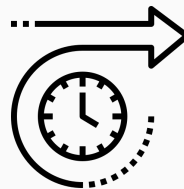


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## Long Term Goals:

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- establish a loyal customer
- Scale the business to international and build a recognized brand
- Innovate and introduce new products



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## How to Scale:

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- Invest in a robust online marketing strategy,
- Consider expanding your product line
- Expanding markets



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## Short Term Goals:

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- Generate brand awareness establish a loyal customer
- Secure partnerships
- Gather customer feedback



# Competition Landscape



# The Team



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**COO**

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**Wesley M.**

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**CEO**

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**Andrew T.**

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**CTO**

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**Federico S.**

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**CFO**

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**Johanes T.**

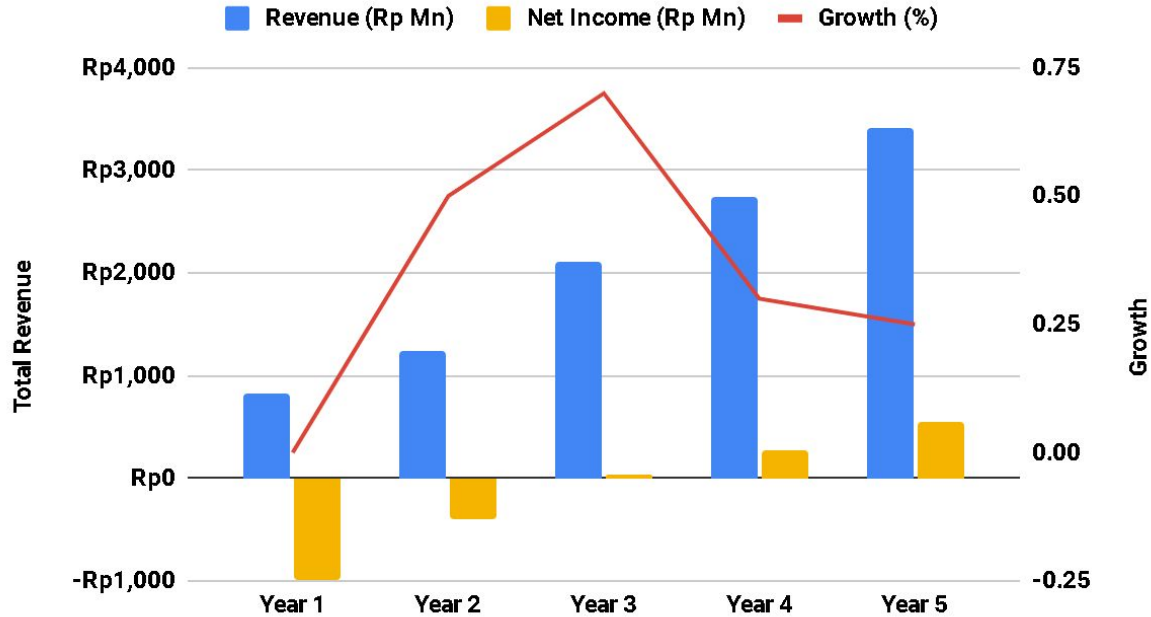
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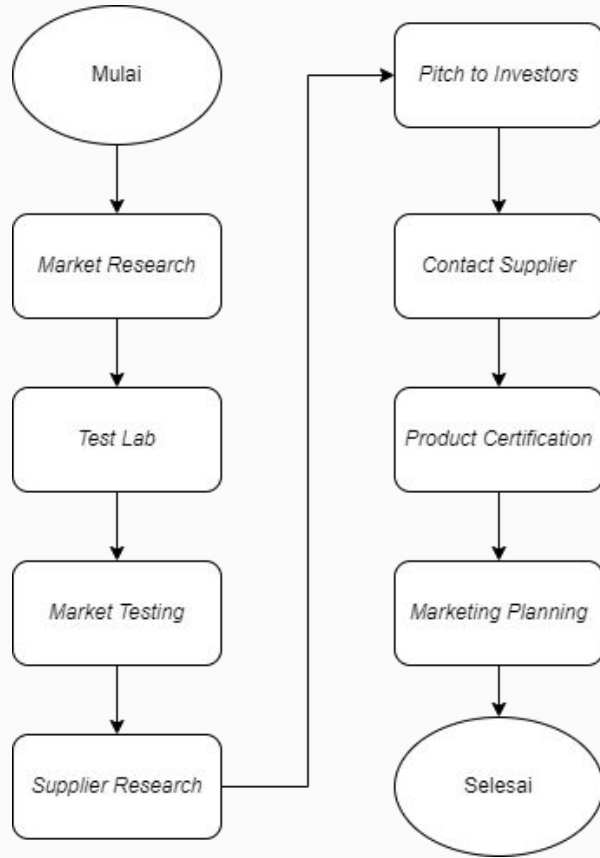
**CMO**

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**Kristina P.**

## Financial Projection





# Company Roadmap





# Summary

- Kafei works by procuring unused coffee grounds into a skincare product
- Key Product: mask & scrub product from coffee ground
- Solution: producing a coffee ground-based product to reduce methane emission.
- Market size: US\$ 5.93 mn in Indonesia
- Financial projection: if the requirement financial is met then approximately in three years the company will profit.

**Thanks!**

