



MIND FUEL

GROUP 7

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PROBLEM STATEMENT

Problems

In Indonesia, individuals face significant challenges in maintaining a healthy lifestyle due to limited access to comprehensive services and support.

Our Mission

Providing a comprehensive, accessible, and personalized fitness solution that combines technology, education, motivation, and convenience to help individuals lead healthier and more active lifestyles

**Consultation
with
Psychiatrist &
Nutritionist**

**Seamless
Integration**

MINDFUEL

**User Friendly
Interface**

**Curated diet food
options**

Our Product

MINDFUEL

Strength

- Consultation with Psychiatrist & Nutritionist
- Seamless Integration
- User Friendly
- Interface
- Curated diet food options

Weaknesses

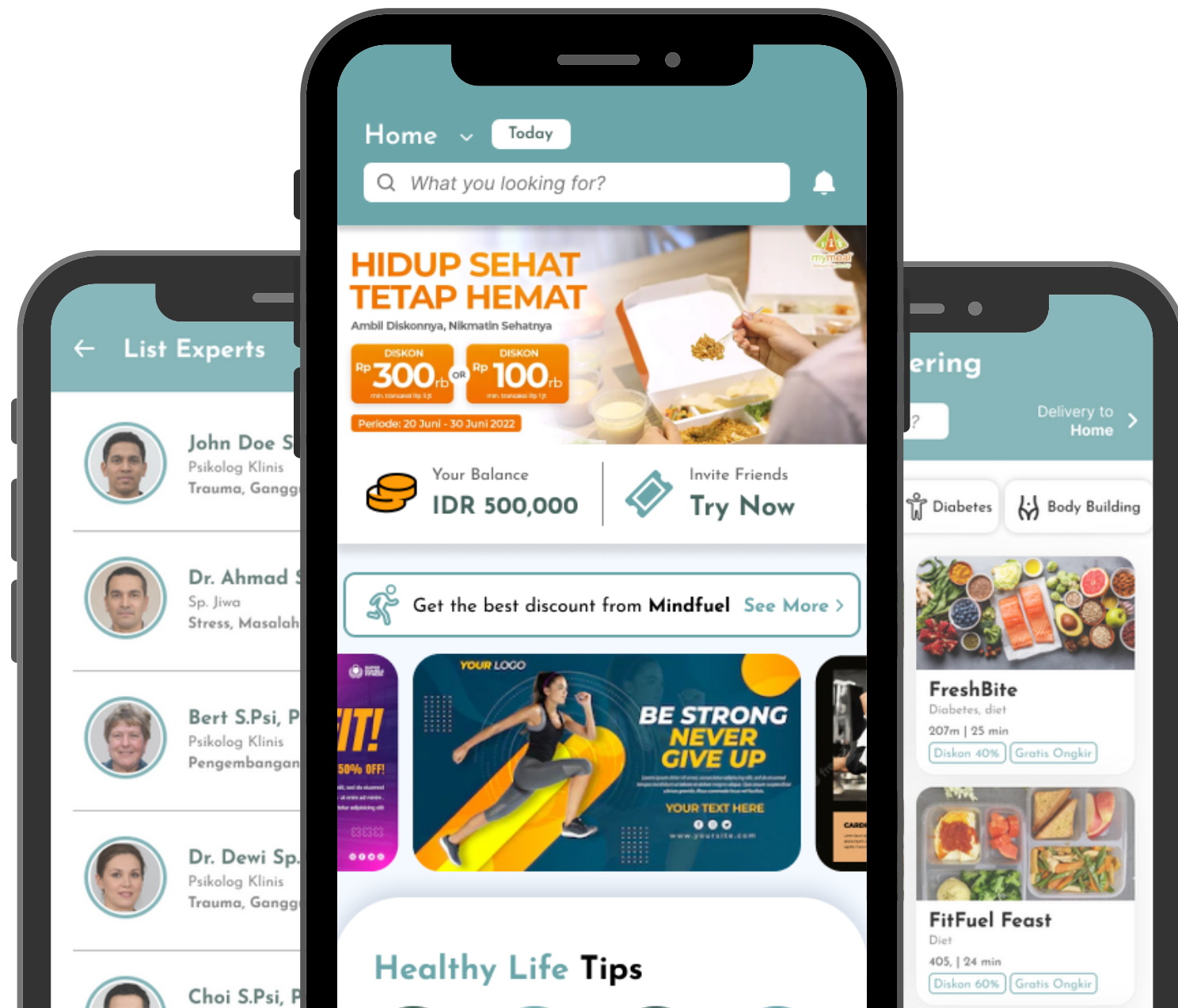
- Integration challenges
- User adoption
- Competitor differentiation

Opportunities

- Increasing demand for mental health services
- Rising interest in healthy lifestyles
- Partnerships and collaborations

Threats

- Strong competitions
- Technological advancements
- Data privacy and security concerns





Mental Well-being Support

By expert consultations



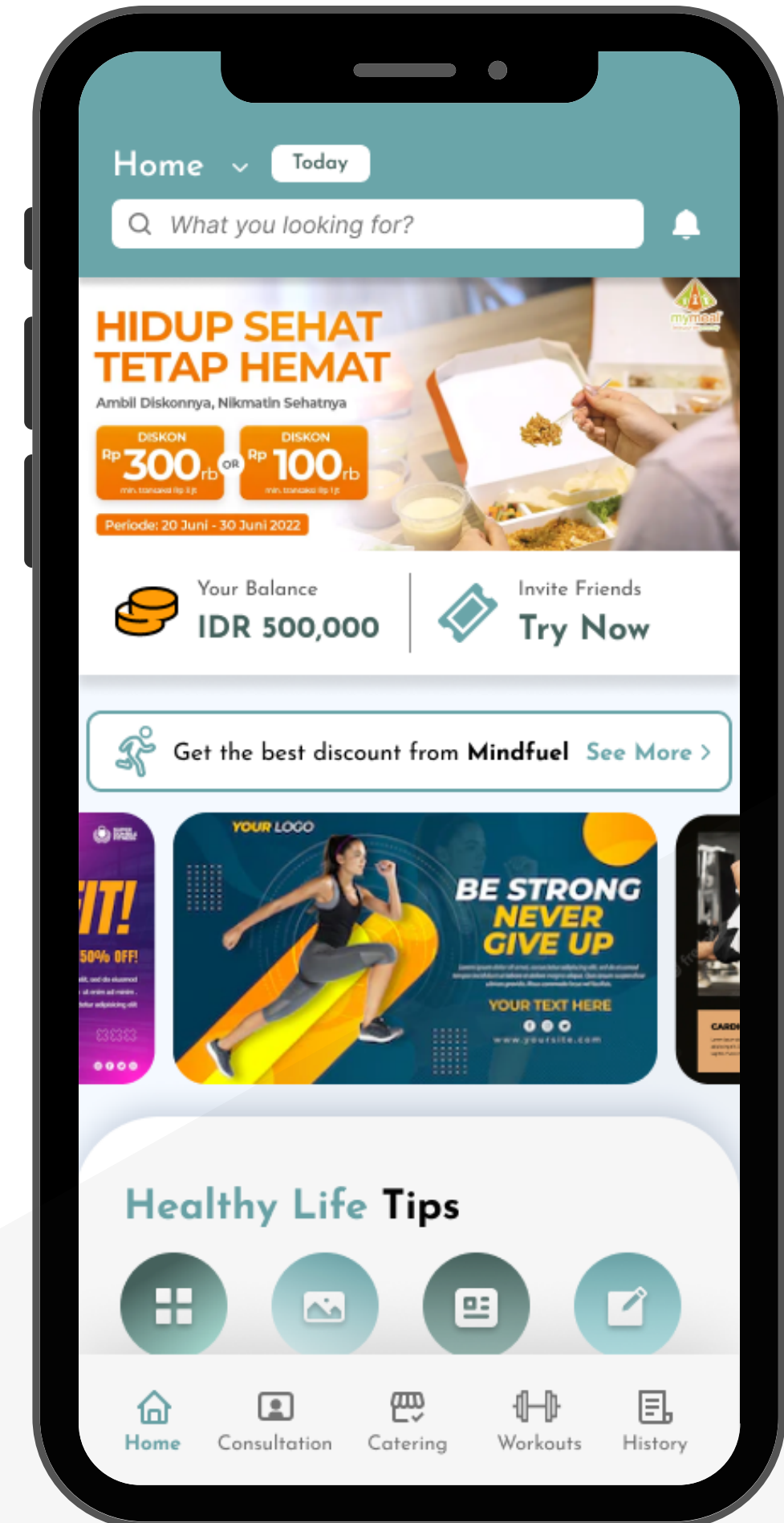
Curated Diet Food Options

Healthy diet catering service



Healthy Lifestyle

3 in 1 (Physical, Nutrition, and Mental)





Logo:

Welcome!


Email

Password [Forgot password?](#)

Login

Or continue with

Don't have an account yet? [Register here](#)



Cultivate Inner Peace and Happiness in Life

Achieve an ideal and healthy body through food, exercise, and mental health, all at once

Login **Register**

Home Today

What you looking for?

HIDUP SEHAT TETAP HEMAT


Amal Diakannya, Nikmatin Sehatnya

Diskon Rp 300,000 **100%** Diskon

Periode: 20 Juni - 30 Juni 2022

Your Balance **IDR 500,000** **Invite Friends Try Now**

Get the best discount from Mindfuel [See More >](#)



Healthy Life Tips

Home Consultation Catering Workouts History

Consultation

28 Juli '22 14.00 - 16.00 WIB

Pricing & Promotion Strategy for Startup

Free Consultation

Dr. Sandy Wahyudi

Calendar Consultation **Set Schedule**

Come on, start learning by setting your daily schedule here!

Expert Option

Psikolog Mental assessment and counseling assistance

Psikiater Intensive care and medical therapy

Perceived Problem

Stress Family & Relationships Anxiety Disorder

Trauma Mood Disorder Depression

Home Consultation Catering Workouts History

List Experts

John Doe S.Psi, Psikolog
Psikolog Klinis
Trauma, Gangguan Mood, more+

Dr. Ahmad Sp.KJ
Sp. Jiwa
Stress, Masalah Hubungan, more+

Bert S.Psi, Psikolog
Psikolog Klinis
Pengembangan Diri, Depresi, more+

Dr. Dewi Sp.KJ
Psikolog Klinis
Trauma, Gangguan Mood, more+

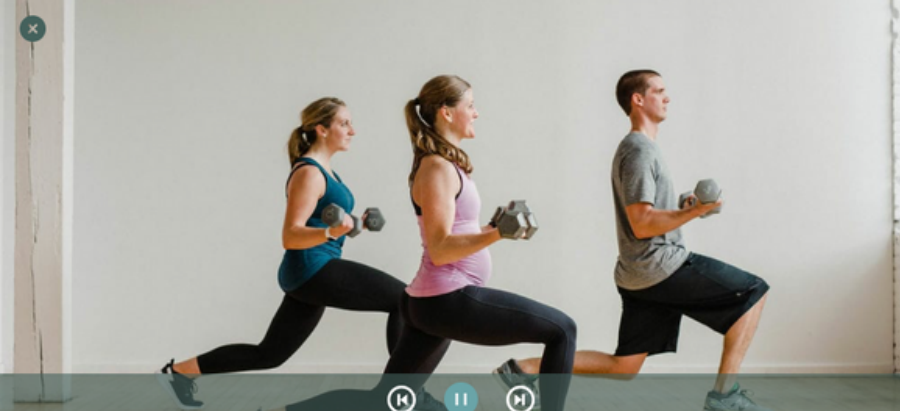
Choi S.Psi, Psikolog
Sp. Jiwa
Pengembangan Diri, Depresi, more+

Dr. Huang Sp.KJ
Psikolog Klinis
Stress, Masalah Hubungan, more+

Mark S.Psi, Psikolog
Sp. Jiwa
Pengembangan Diri, Depresi, more+



Mute Stop Video Security Participants Share Screen Chat Record Reactions Closed Captions End



⌂ ⏪ ⏩ ⏹

Full body

4 Session - total 30 mins

20%

01 Warm Up
20 jumping jacks, 30 sec. high knees, 5 burpees, 1 min. plank

02 Upper Body
10 push ups, 30 sec. mountain climbers, 1 min. plank

03 Lower Body
20 squats, 20 lunges, 10 donkey kicks

04 Abs/Core
15 knee tucks, 30 sec. toe touch crunches, 10 leg raises, 30 sec. russian twists, 1 min. plank

Home Consultation Catering Workouts History

Healthy Catering

What you want to eat? Delivery to Home

All Diet Diabetes Body Building

NutriFit Delights Diet 199m | 24 min Diskon 60% Gratis Ongkir

FreshBite Diabetes, diet 207m | 25 min Diskon 40% Gratis Ongkir

GreenLeaf Body Building 277m | 28 min Diskon 40% Gratis Ongkir

FitFuel Feast Diet 405 | 24 min Diskon 60% Gratis Ongkir

WholesomeBites Diabetes 199m | 24 min Diskon 60% Gratis Ongkir

MindfulMunch Diet 199m | 24 min Diskon 60% Gratis Ongkir

Home Consultation Catering Workouts History

Greek Salad

Calories **211 kcal**

Servings **200 g**

Best eat at **Breakfast**

Simple salad without salad dressings.

Fat 35g Fibers 11g

Proteins 5g Carbs 8g

Ingredients

Order Food

1/2 red onion 42 kcal 100g

MARKET SIZE

75%
of population in
Jakarta and
tangerang are midle
and high income

>9 M
are considered to be
aware of healthy
living ad lifestyle

3 M
are customers of
healthy diet and
mental health
awareness in any
form

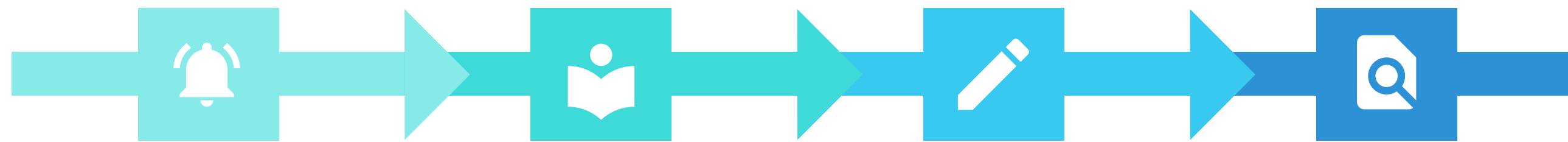
FINANCIAL PROJECTION

	Year 1	Year 2	Year 3	Year 4	Year 5
Net Revenue	546,153,300	817,841,979	1,229,187,524	1,792,800,645	2,489,732,441
Operating Expenses	269,922,995	218,876,297	299,422,129	401,094,377	520,238,810
Gross Profit	276,230,305	598,965,682	929,765,395	1,391,706,268	1,969,493,631
Other Expense	358,976,500	498,602,559	786,754,298	1,115,105,169	1,423,646,391
Net Income	-82,746,195	100,363,123	143,011,097	276,601,099	545,847,240

	Year 1	Year 2	Year 3	Year 4	Year 5
GPM	50.58%	73.24%	75.64%	77.63%	79.10%
NPM	-15.15%	12.27%	11.63%	15.43%	21.92%

GO-TO MARKET STRATEGY

How we are approaching the market



Crowdfunding

- Campaign Page
- Social Media
- Public Relations
- Partner

Introduction

- Digital Branding
- Digital Advertising
- Public Relations
- Content Distribution

Growth

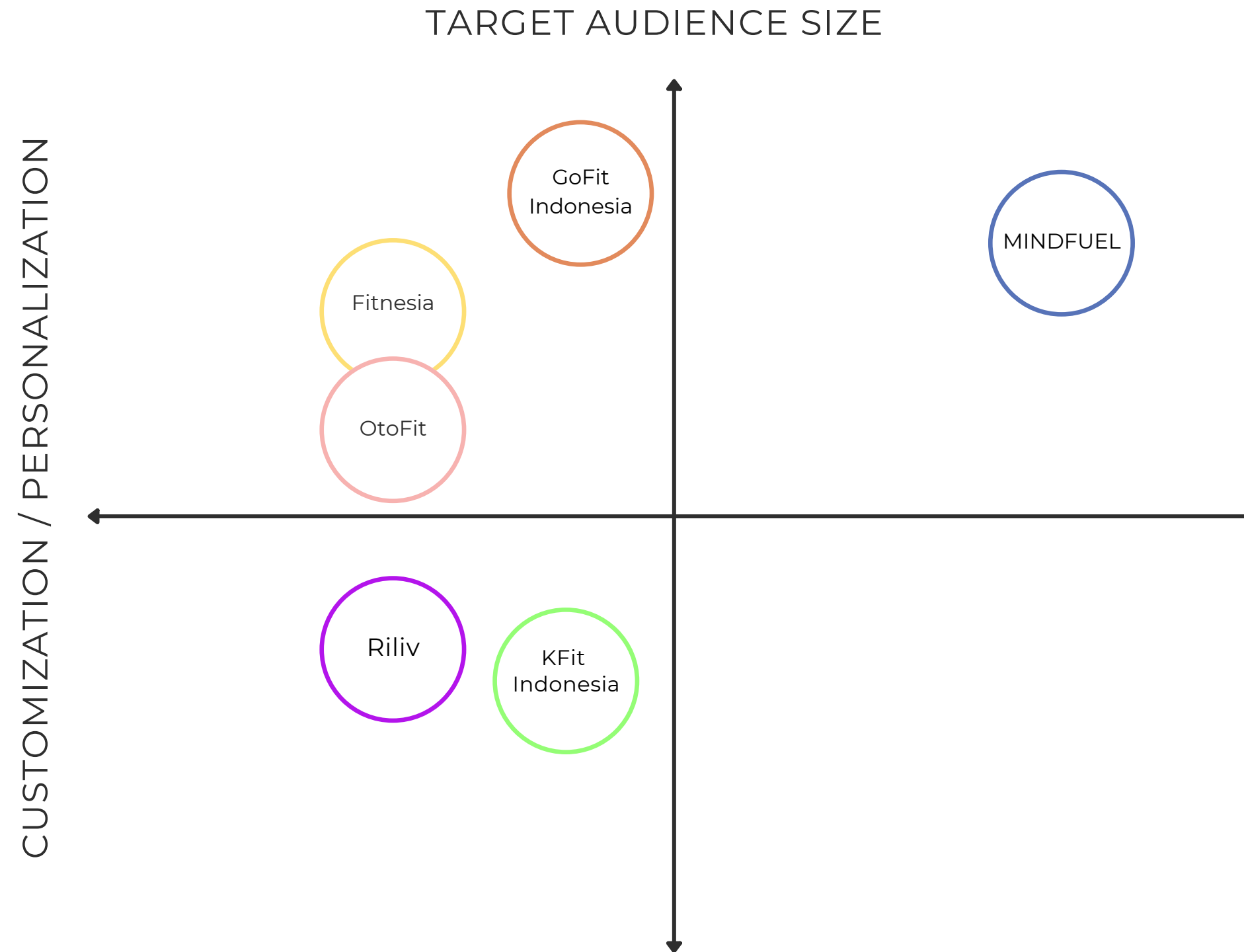
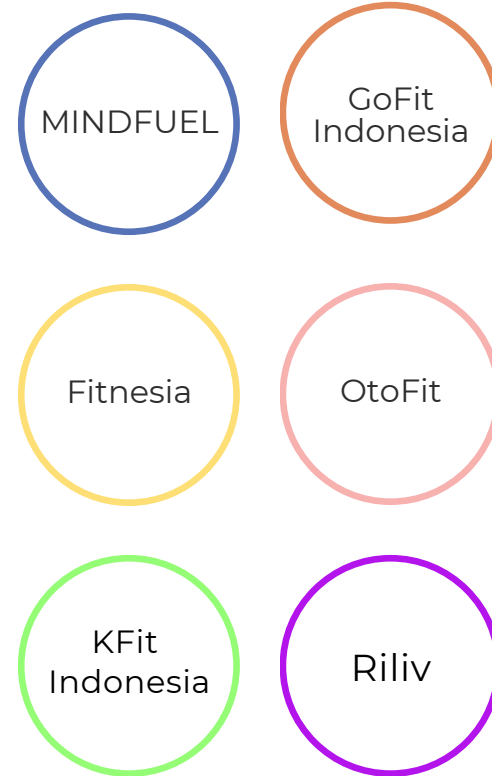
- Digital Advertising
- Cross Promotion
- Public Relations
- Social Media

Extension

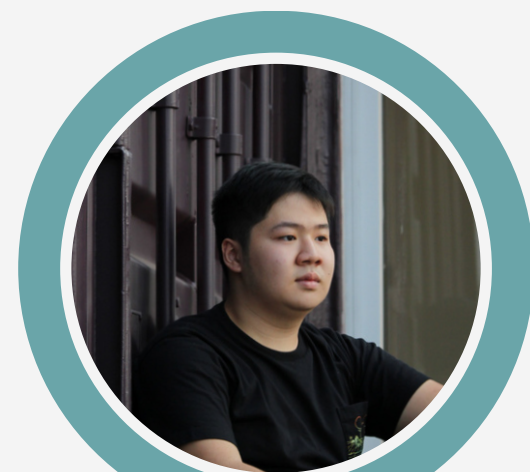
- Field Marketing
- Digital Advertising
- ATL and BTL Marketing Strategy

COMPETITIVE ANALYSIS

1 LEGENDS

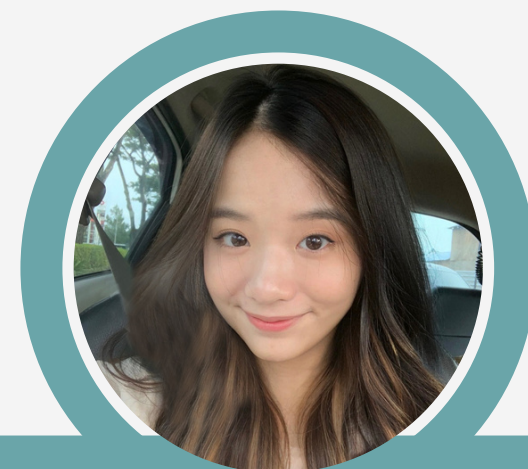


KEY PEOPLE



**ARVIN
LIENARDI**

Chief Financial
Officer



**VALEN
ISHEN**

Chief Technology
Officer



**IRWIN
BUDIANTO**

Chief Executive
Officer



**CYNTHIA
CLARISSA**

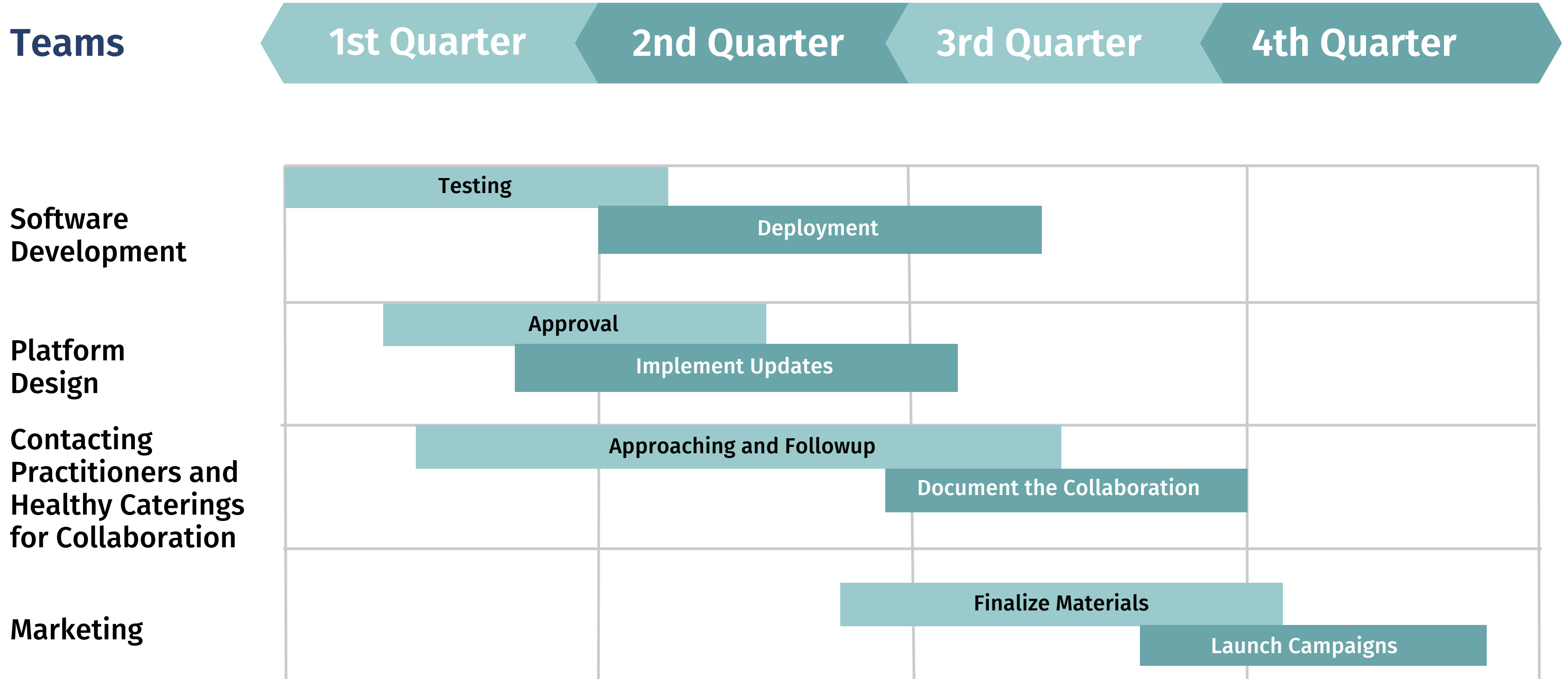
Chief Operations
Officer



**STEVANIE
KURNIA**

Chief Marketing
Officer

PRODUCT ROADMAP



SUMMARY

- Comprehensive application for a healthy lifestyle
- Connect with psychiatrists, nutritionists, and order curated diet foods
- Bridge the gap for mental well-being, nutrition, and convenience
- Intuitive interface, personalized recommendations, and educational resources



Take charge of your well-being

THANK YOU

We look forward to working with you

