

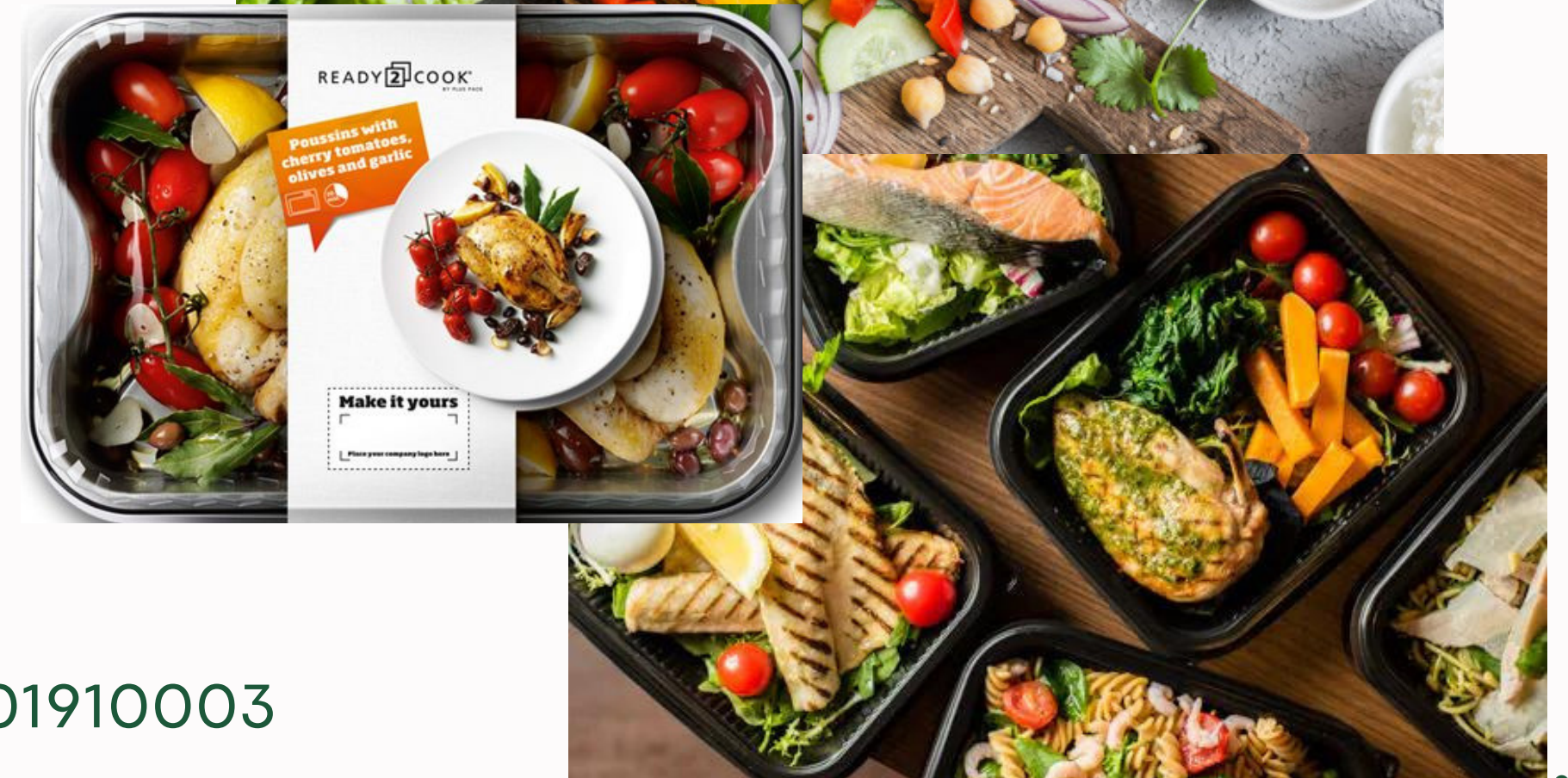


Pitch Deck 2023

HEALTHY BUDDY

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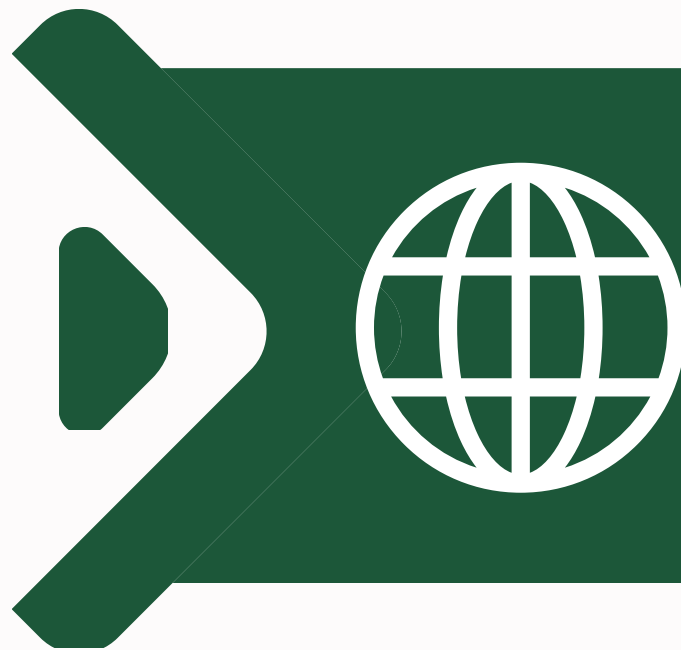


PROBLEM STATEMENT

The lack of efficient meal planning combined with the prevalence of bulk-buying leads to increased food waste and limited food options



Solution: Our Product



A website that provides meal plans and practical ready-to-cook meal (include recipes with fresh ingredients).

We provide planning for customers and serving ingredients by taking supply from a third party company that supplies fresh ingredients.



Values

1

Simple ready-to-cook with **fresh ingredients**

2

Affordable pricing with customized individual dietary needs

3

Calorie guidance on each ingredients

How Our Business Works

Revenue Streams

01

Product Sales

with **tiered pricing** depending on package size

Rp29,999 single pack (1 pax)	Rp56,999 couple pack (2 pax)	Rp109,999 family pack (4 pax)
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02

Platform & Administration Fee

Small, standardized platform fee to help maintain website services

Cost Structures

- Operational Costs: website services, warehouse and other utility costs
- Chef and nutritionists partnerships
- Marketing and advertising costs
- Ingredients and Packaging
- Research and development costs



STEP 1 PICK YOUR CHOICE

of proteins, carbs, vegetables and seasoning



STEP 2 ORDER & PAYMENT

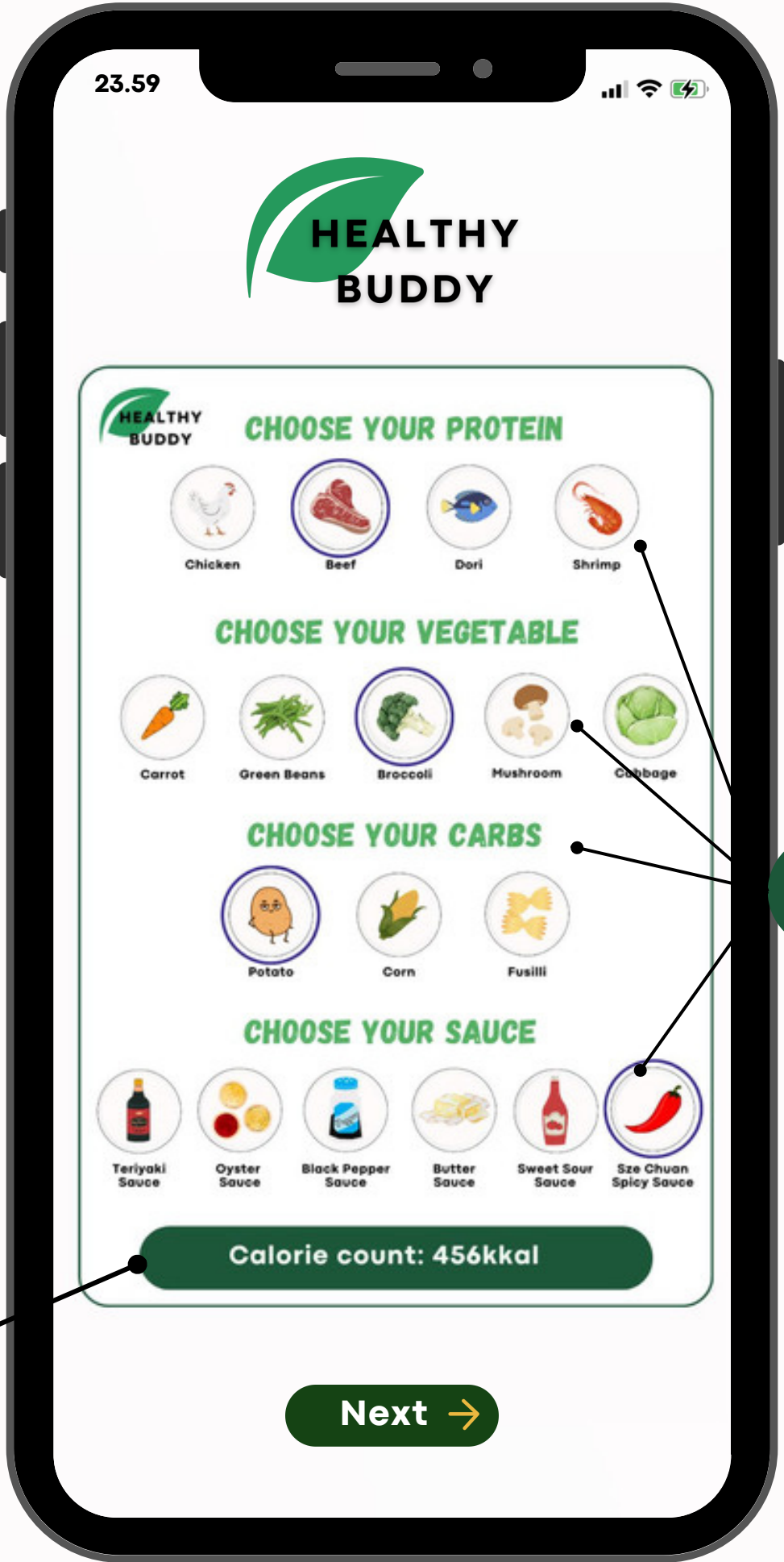
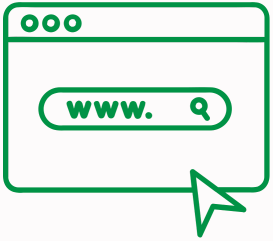
Customers will choose which time batch for the food delivery and payment details to finalize the transaction.



STEP 3 RECOMMENDATIONS

Menu suggestions will be given from the kitchen based on selected ingredients

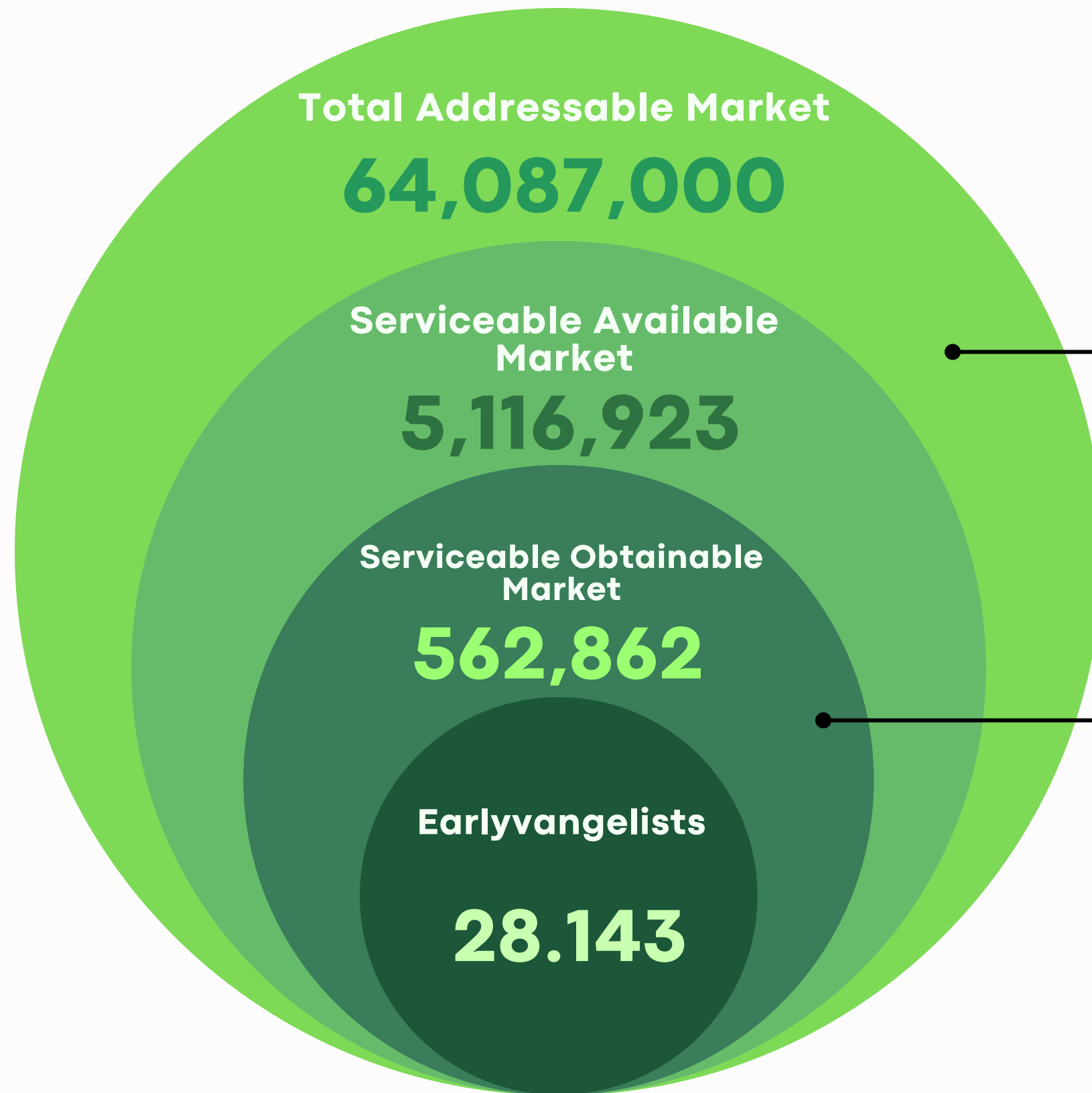
Website Preview



calories will vary based on ingredients you pick

pick 1 each

Market Size



Target Market: mass market, productive age market, healthy conscious people

Market Value

Rp53,364,574,236*

Serviceable Market

562,862 people

(calculated from Jabodetabek area productive age people who live a healthy lifestyle)

*avg sales price: Rp28,333

Go-to Market Strategy

Targeted Customers

- Live in Indonesia
- Productive Age (15-35 yo)
- Healthy food lovers
- In need of ready-to-cook and practical food
- Low mobility

Partnerships

- Create partnership with fresh groceries suppliers, delivery and logistic services, and chef or nutritionists
- Create partnership to promote products (for mouth-to-mouth selling and reviews)



Present

- Social media advertisement
- Digital and offline campaign
- Promotion by influencer
- Chef and nutritionist reviewer co-creation
- Product demonstration
- Digital marketing with Search Engine Optimization (SEO)
- Referral codes and vouchers

Future

- Period discounts
- New marketing campaign
- Giveaway event
- Identify new menu based on market respond
- Create more partnerships

Competition

Healthy Buddy
Meal Kits Delivery - Fresh Ingredients

Competitive Advantages:



Covered Jabodetabek



Customized menu



Easy ordering



Guaranteed quality



Affordable price

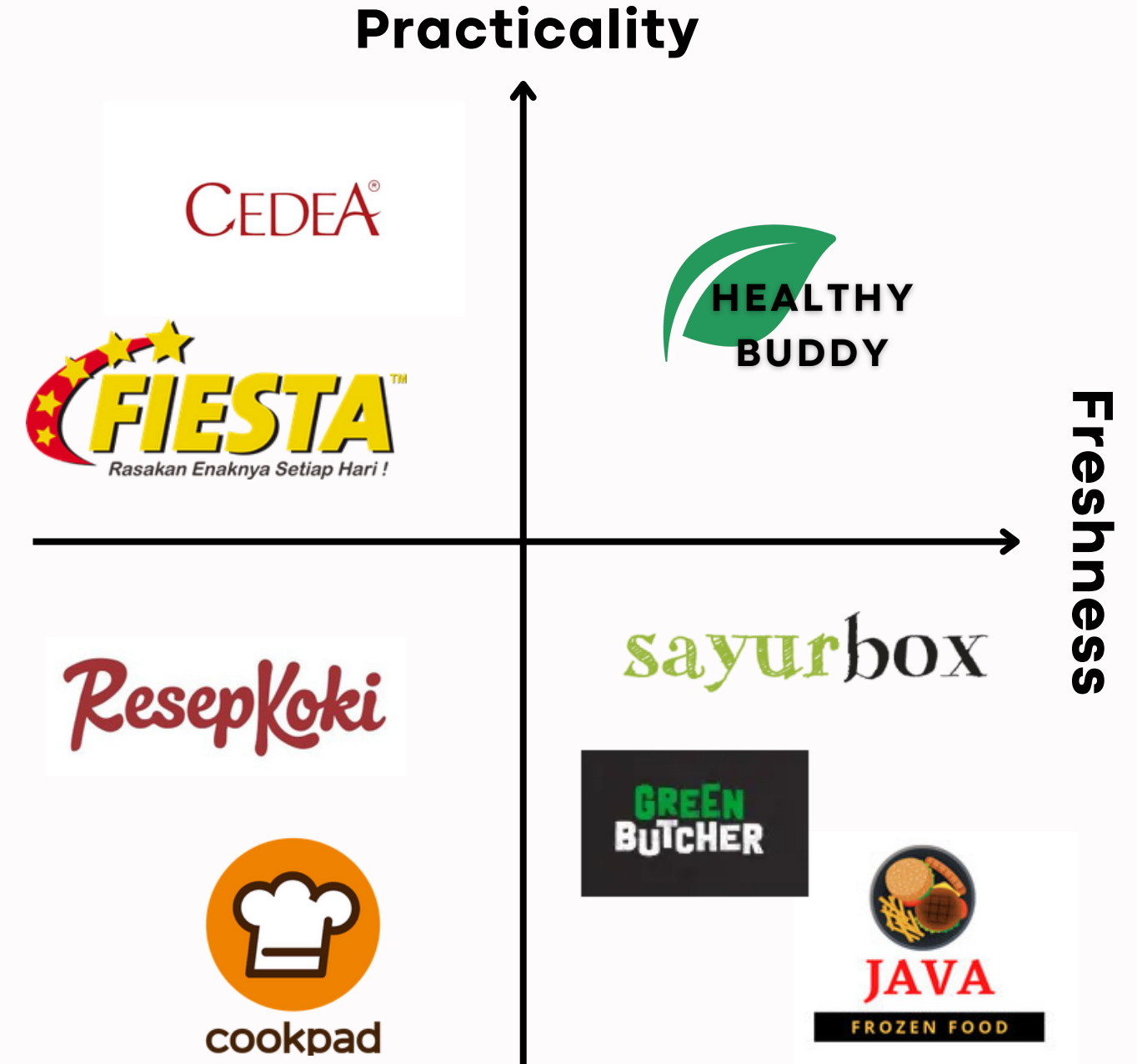


Fresh ingredients



Minimum waste

Competitors Analysis:



Our Team

CFO

CEO

CMO



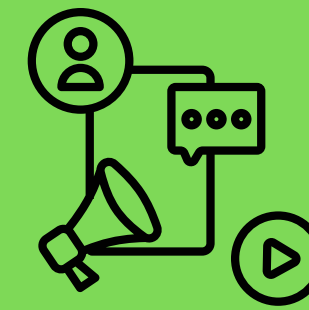
Finance



R&D



Operation



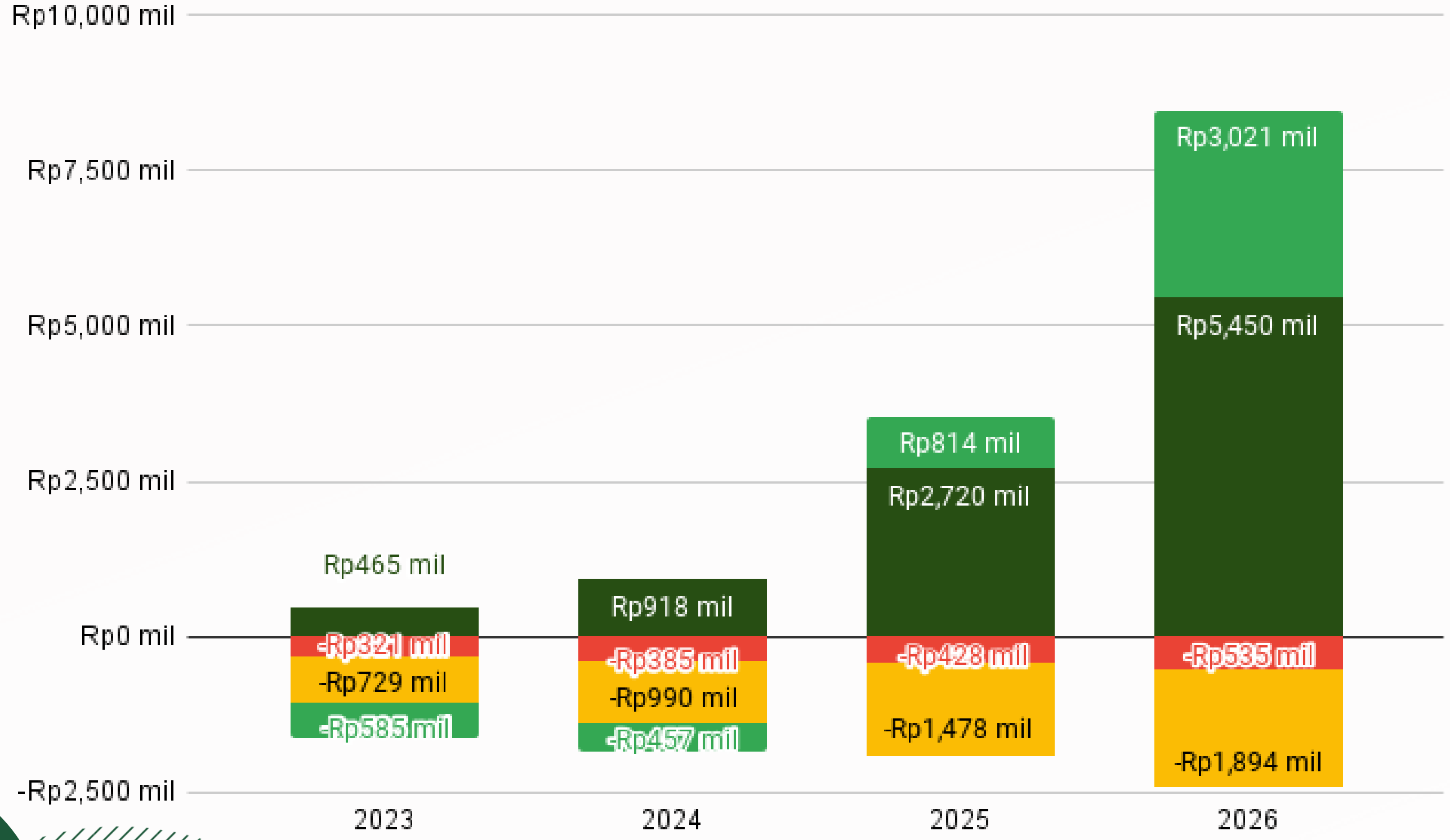
**Sales &
Marketing**



Admin

Financial Projection: P&L

■ Net Profit
 ■ (Less): OPEX
 ■ (Less): COGS
 ■ Total Sales



15.56%
 YoY Unit Sales Growth

Rp22,161
 avg COGS

31%
 avg Profit Margin

4 Year Planning Timeline

1

- Cover Jakarta area
- 15000 orders
- A hub

2

- Cover Jakarta and Bogor area
- 18000 orders

3

- Cover Jakarta, Bogor, Depok, and Tangerang area
- 20000 orders
- A hub in each city

4

- Cover Jakarta, Bogor, Depok, Tangerang, and Bekasi area
- 25000 orders
- 5 hubs

**PLANNING TO TRY AND
COOK YOUR OWN
HEALTHY MEAL?**

We provide!

