

KOCHU

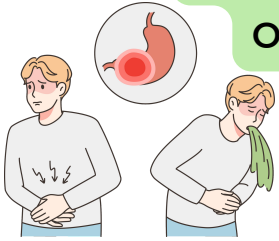
The logo for KOCHU features the brand name in a dark brown, serif typeface. The letter 'O' is stylized with a green leaf icon inside it, which has a white outline and a small white dot in the center.

Smart way to refresh and cleanse Food,
for healthier Family from local Salt farms

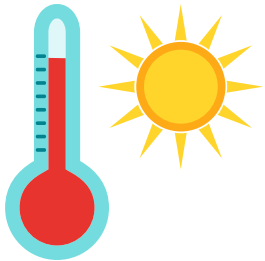


HIDDEN PAINS

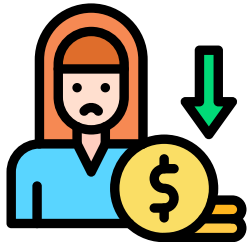
93.3% of people have a positive sense of prevention of Food Poisoning



~50%
population of HCMC
case Food Poisoning /year



Summer weather is a condition that is prone to food poisoning

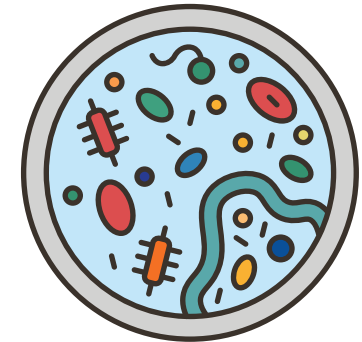


economic loss more
14.000 Bil Vnd

>10 \$ each home/year



Households are spending
on ways to wash food



Fear of Foodborne Illness,
Lack of Effective Cleaning Solutions
Time-Consuming Cleaning Processes



ROOT PROBLEMS

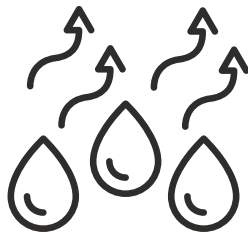
low income in agriculture, lack clean water



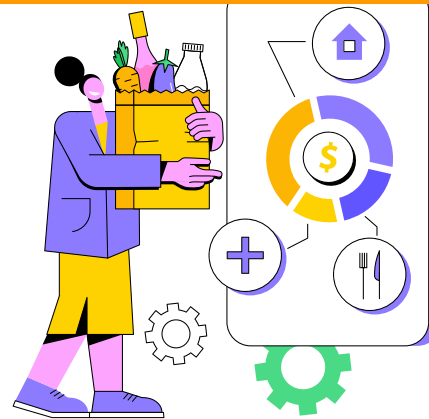
food storage and transportation;



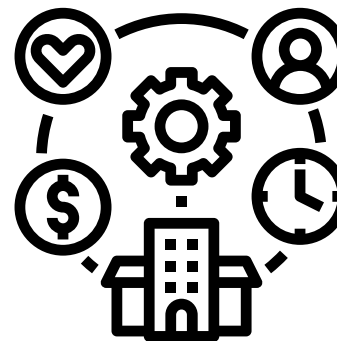
high temperatures
and humidity
in tropical countries



consumer demand,
cheap + good looking



limited resources



people lazy -
love convenience.



loversight in
the food safety regulations,



lack:
**education
and awareness



COSTUMER NEEDS

Convenience to use

Contaminant removal

Completely dissolved

Implied
Needs

effective against a broad
range of contaminants

Specifically designed

Regularly use

certified by regulatory
agencies

Underserved
Needs

Unmet
Needs

Compatible

biodegradable

does not alter
the taste, texture, or appearance
of the produce

easy to transport and store

KOCHU

OUR SOLUTION: THE FIRST FOOD WASHING BRAND



330.000



70.000



125.000



FRESH FOOD WASHING MACHINE



■ • SALT

■ ESSENTIAL OIL

■ STARCHES

■ • Quick Wash <7 min

■ • Disinfect 99.99%

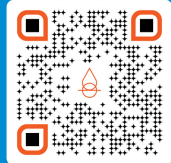
■ • Clean insects, worms

■ Clean dirt, toxic substances on the surface



droppii





"QUICK CLEAN, DISINFECT, KILL WORMS"

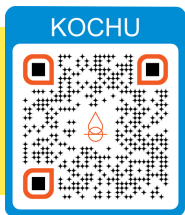
Neutral pH 6-7 between hand skin pH - water pH, this is the ideal condition, NO damage to the skin of the hands.

*Ozone generators, electrolysis of salt to create HOCL water, .. are not only corrosive, but also carry the risk of electric shock or fire.

Produced in an ISO-certified factory, Science Technology Company, has the ability to build machines, to quickly increase capacity in a few weeks.



USP	Kochu Salt	Other Powder: seashell powder	Other Liquids: Amway..
Mass	Light	Light	Heavy
Price	Normal	Expensive	Normal
Compatible	All	N.R.	Not Recommended
Eatable Ingredients	Tested	Not Clear	Not Clear
Antibac, AntiFungus, Insecticides	Tested	Not Clear	Not Clear
Wash Out Toxins	Testing	Not Clear	Not Clear
Fire	No	Not Clear	No
Corrosive	No	Caution	Caution
pH	pH 6-7	Base pH>9	Acid pH<5
Quick defrost	Tested	NA	NA
Clean tap water	Tested	NA	NA
Eco-Packaging	95% paper	Plastic Botle	Plastic Botle

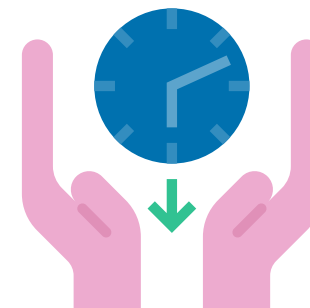


CORE VALUES

Value Proposition: Sanitizing Products For Fresh Fruits & Vegetables provides a simple, convenient and effective solution for cleaning produce, ensuring that it is safe to eat. *GOAL 3.



EXTENDED
SHELF LIFE



reduce time, eazy to use



save used water



knowledge - training to
famers and costumers



CONSUMPTION CIRCLE

6 CLEAN WATER
AND SANITATION



reduce cost:
in production = less electric,
in transport = less gasoline

SALE

need less water while using
water can reuse and recycle

SCRAP

PARTICLES
TRASH..
WASTE..
recycleable



SEA

protect
the coastline
and local farms

partner with
local farmers
*share profit

SALT

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

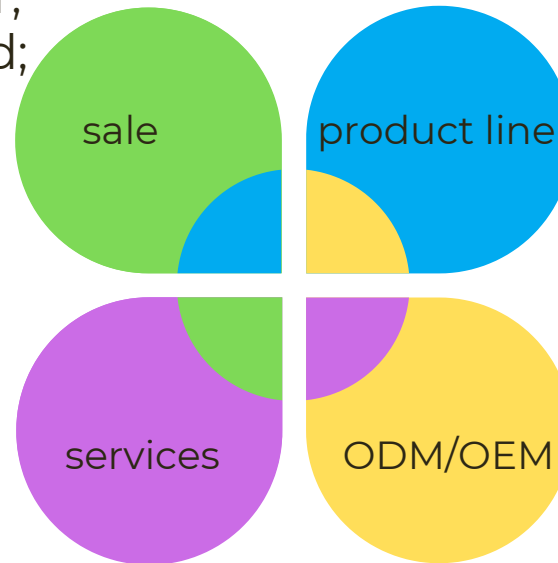




BUSINESS MODEL

Ohmi channels;
B2B Distribution;
various sizes;
refillable container;
subscription-based;

sanitizing solutions for
other types of food,
other FMCG Home care
& Health care products.



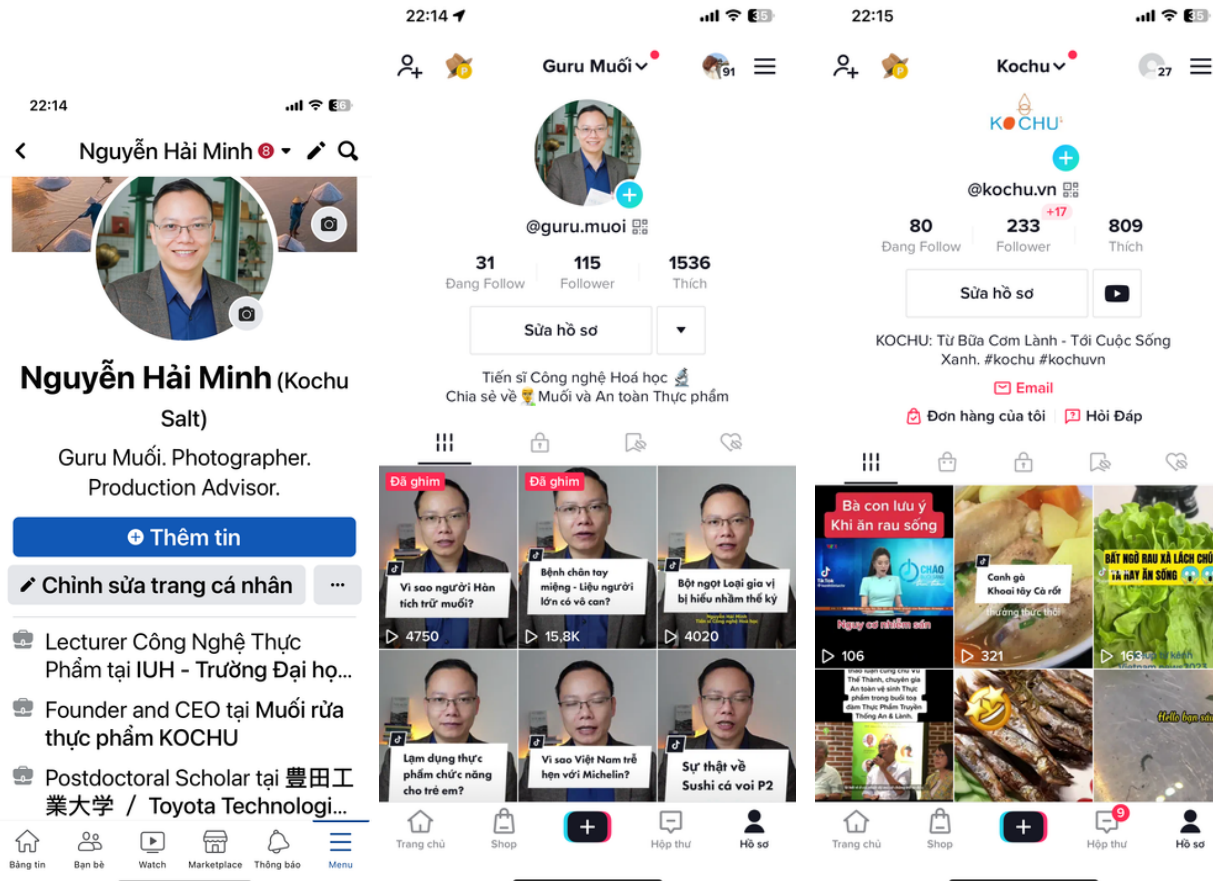
consulting and training services
to HORECA, Factories..

*Provide Vendors to Local Farmers

White Labeling ODM/OEM;
licensing technology or
partnerships



RECENT MKT STRATEGY 2023-2024



I- Branding: we are Expert in SALT; and food safety regulations.

The First Products with Multi-purpose usage made from raw materials,

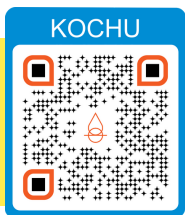
We partner with like-minded organizations and influencers, as: Cooking channel to promote the products. We offering a complete solution: "produce cleaning kit" as an all-in-one solution for consumers.



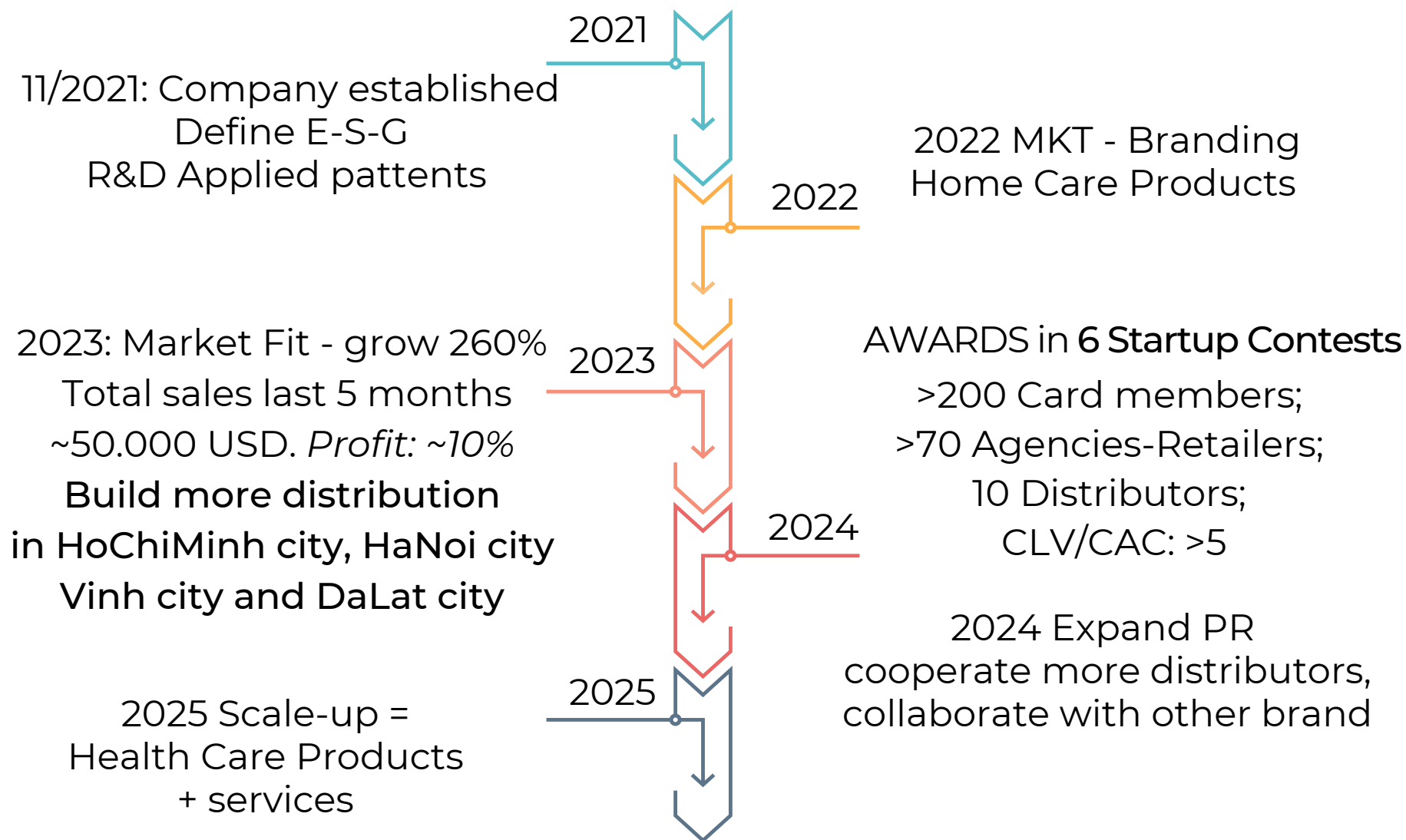
RECENT MKT STRATEGY 2023-2024

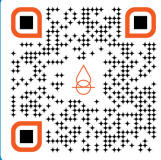
II- Workshop sharing info: nutrition, food storage and preservation; consulting and training services for produce sanitization, developing customized cleaning protocols, offering regular inspections to ensure compliance with safety regulations.





HIGHLIGHT - MILESTONE UPDATE 06.2023





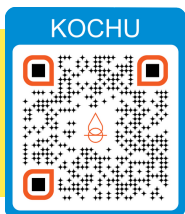
AIMING MARKET

Nationwide: 25 million households
HORECA - Industrial Park;
> 8 billion/year. Up to export.

5% Top 6 Cities
**Cross sale FMCG*
> 5 billion/year

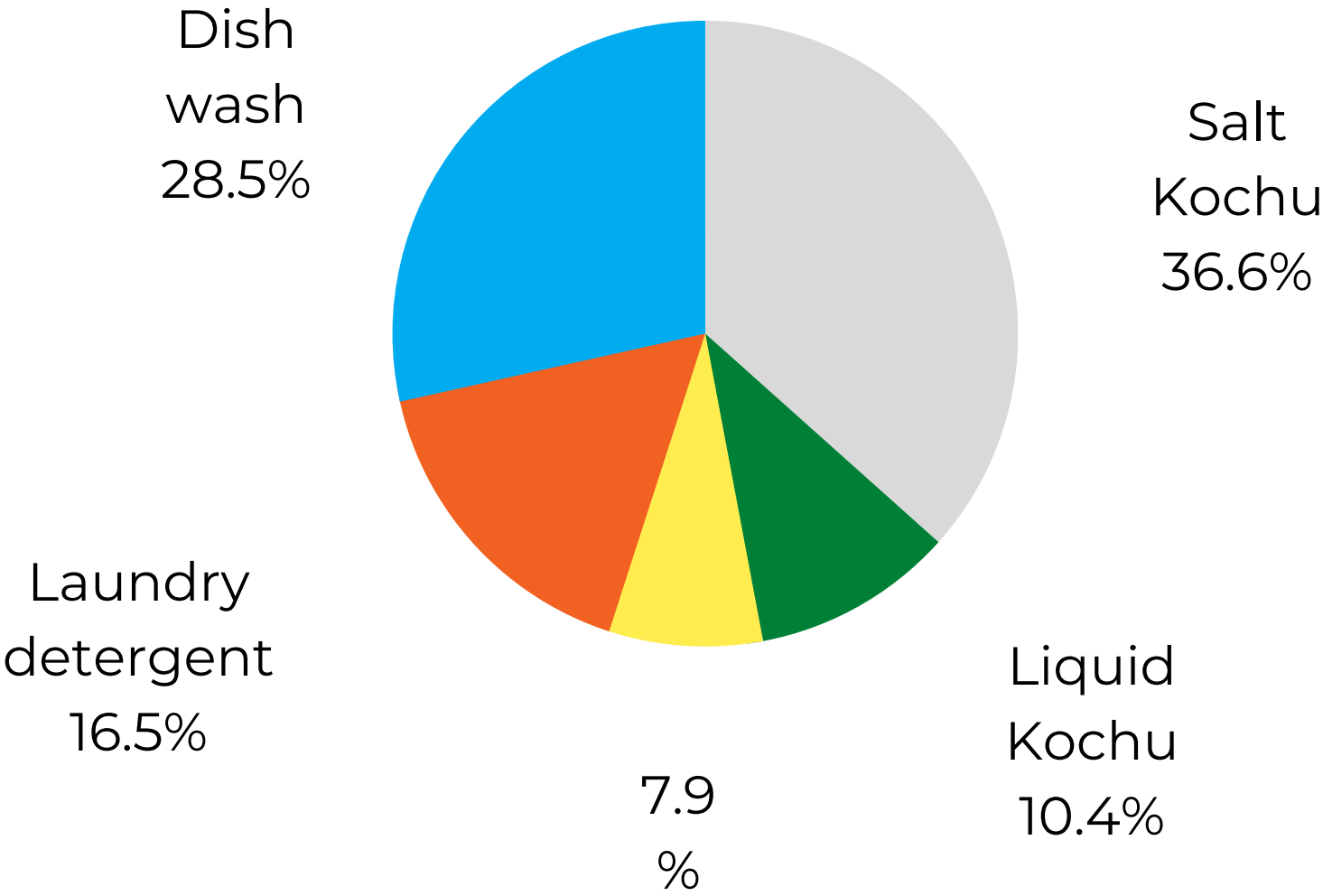
Wash food
> 10 ~ 20,000
households
urban family
HCMC - Vinh.NA
>1.5 billion/year





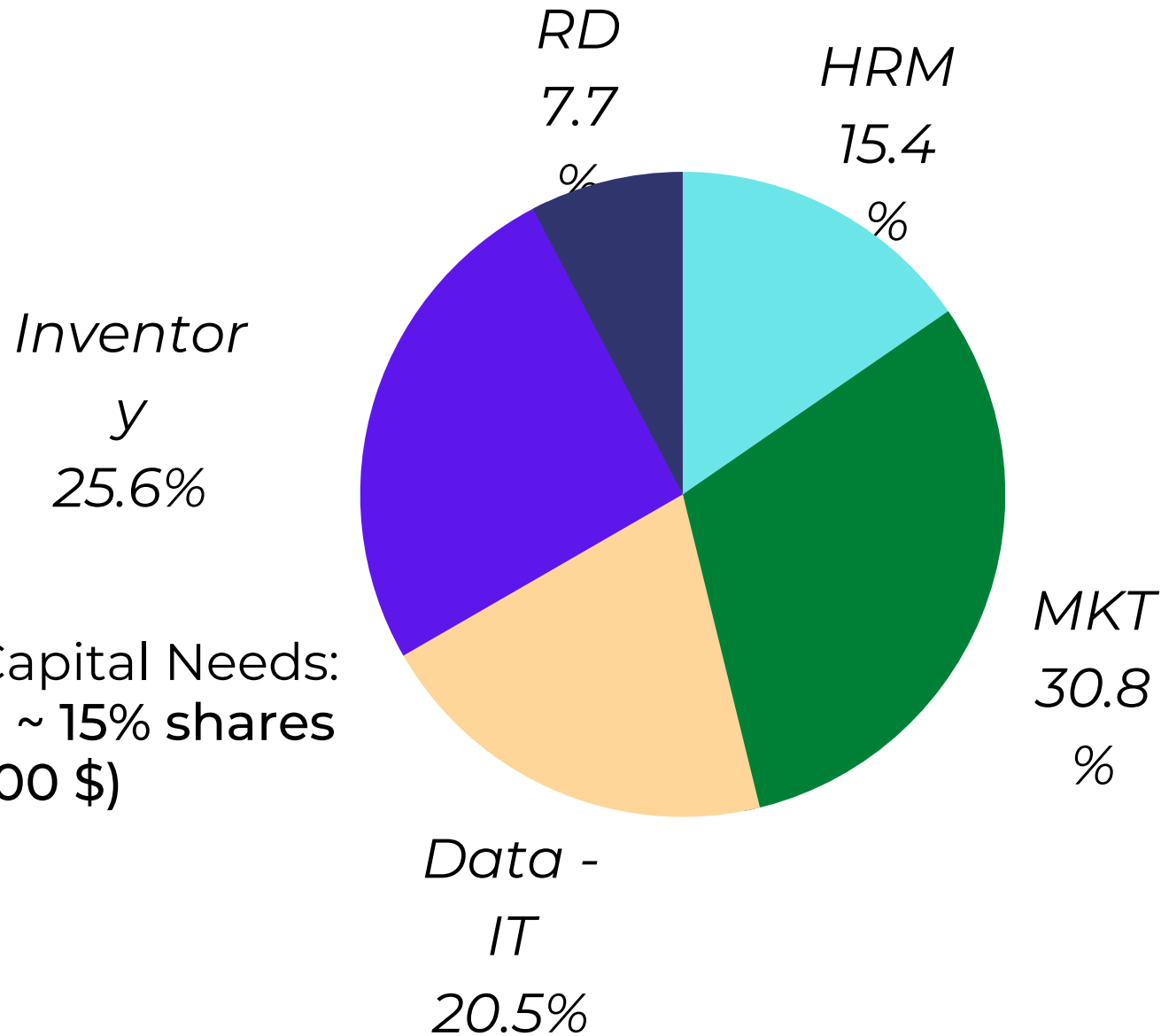
FINANCIAL METRICS

FMCG Home Care Products based on Salt and Natural Ingredients

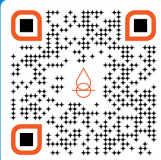




BUDGET ALLOCATION



Investment Capital Needs:
2 billion VND ~ 15% shares
(81.000 \$)



"FROM HEALTHY MEAL TO GREEN LIFE"



Eating well - healthy is the basic thing to make everyone happier, our team aims to serve meals of millions of Vietnamese households, and at the same time achieve 2/17 UN Sustainable Development Goals; then we aim to serve the ASEAN market and go beyond.

Dr. Nguyễn Hải Minh

Doctor of Chemistry, used to live and work in Russia, Germany, Thailand, Japan.. applied >10 patents



CORE TEAM KOCHU



CEO. Dr Minh
6 years



COO. MsC Cương
12 years IT System



RD.MA Bình
6 years



Machinery. MA Long
9 years



CMO. Ms Quynh
6 years



Mentor MA Long
15 years Retail FMCG



Mentor Thắng
20 years Consult



Angel Investor
MA Thuy Ly