



# SmartFoodii

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

**3** GOOD HEALTH  
AND WELL-BEING



**6** CLEAN WATER  
AND SANITATION



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



# "FAMILY STORY"

*From my GrandParents, Parents and Relatives have been working as Farmers, Fishers, then Doctors, Teachers, Soldiers and Managers of Social Organizations - who have always been dedicated to serving society not only in Vietnam but also internationally.*



*I choose to make everyone happier from basic thing as living well and healthier by single day.*

# 25 YEARS OF OBSERVING VIETNAMESE FAMILY MEALS

## FOLK

CLEAN house is cool  
CLEAN bowl delicious meal



My photos, capturing meals and dishes of Vietnamese people all over the country.

# "FROM HEALTHY MEAL TO GREEN LIFE"



*My will is to serve millions of Vietnamese households, and at the same time achieve 3/17 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. Lecture of FoodTech on Trade and Tourism Faculty of Industry University of HoChiMinh city.*

*\*The book on my hands is: The NewYork Times Bestseller of Mark Kurlansky: Salt - A World History*

# BREAKING NEWS



07/2023

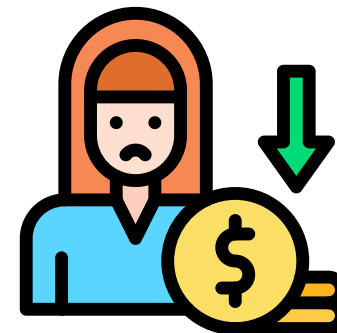
HCMC Administration formed  
Department of Food Safety



~50% population of HCMC  
case Food Poisoning /year

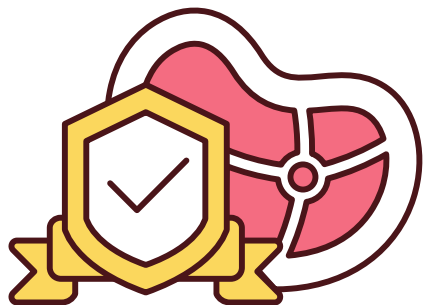


Summer weather is a  
condition that is prone to  
food poisoning



economic loss more  
14.000 Bil Vnd

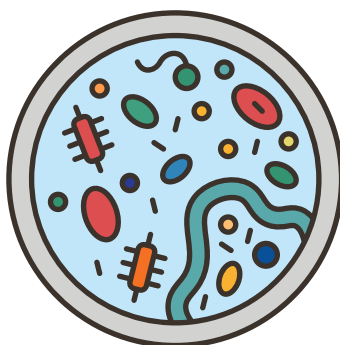
# HIDDEN PAINS



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



>10 \$ each home/year on ways to wash food

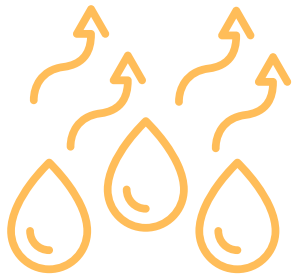


Lack of Effective Cleaning Solutions

# ROOT PROBLEMS - INSIGHT DATA



low income in agriculture,  
lack clean water

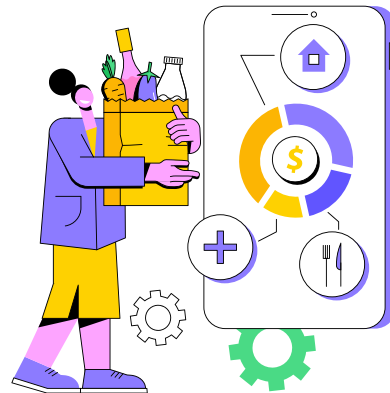


extreme climate factors  
high temperatures and humidity

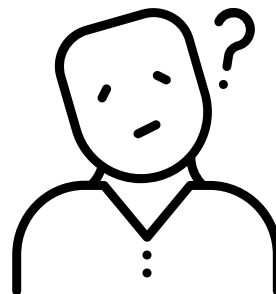


lost in storage  
and transportation;

**Market demand,  
cheap + good looking**



**seller low responsibility  
low awareness rights**



people lazy -  
affected by media



Catchphrase:  
Eat dirty - Live Longer,



lack of training  
education

# COSTUMER NEEDS IN WASHING-CLEANING FOOD

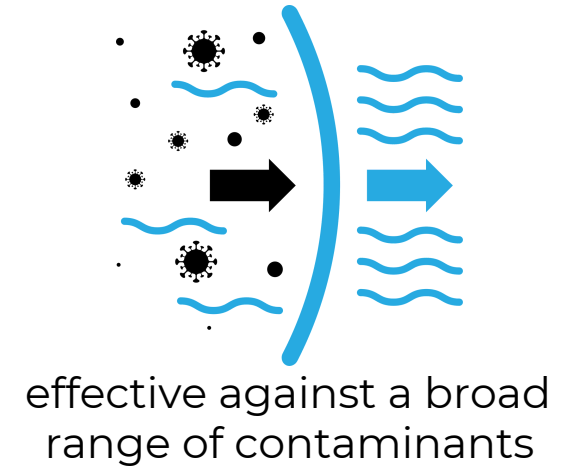


the taste, texture,  
or appearance

Vietnamese proverbs



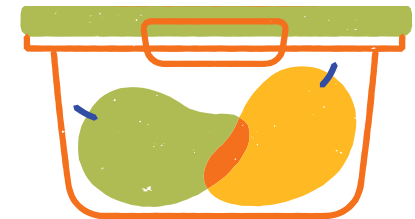
Hungry eats vegetables  
Sick takes medicine



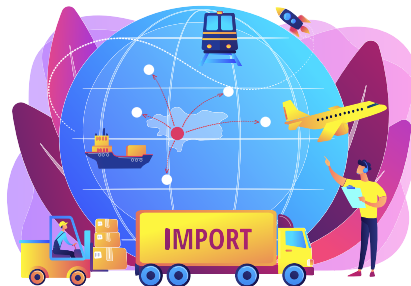
effective against a broad  
range of contaminants



Convenience to use  
Compatible



Specifically designed  
easy to transport - store



prefer imported trade marks



# VALUE PROPOSITION: A TRUSTED FRIEND FOR THE PERFECT MEAL



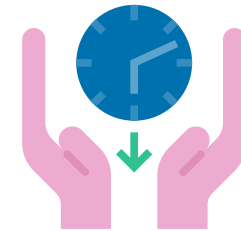
The Sanitizing Products For Fresh Fruits & Vegetables provides a convenient, effective solution for cleaning for wide range of foods, made by food-grade ingredients. \*GOAL 3.



Assured of food  
Healthy Family



Eco-system  
Products + services



Eazy to use, to carry  
Reduce time n water



Knowledge - training to  
Famers and costumers



# OUR SOLUTION: QUICK CLEAN, DISINFECT, KILL WORMS

Dried Powder



28%

30p\*5gr/  
125.000 VND \$5.3

- SALT
- ESSENTIAL OIL
- STARCHES

High Concentrated  
Liquid



24%

3.8Lit/  
330.000 VND  
\$13.99



20%

500ml/  
70.000 VND  
\$2.97

- .Disinfect 99.99%
- .Clean insects, worms
- .Quick Wash, Quick Defrost
- .Clean dirt, toxic substances on the surface..

FRESH FOOD  
WASHING MACHINE



15%

**GROSS PROFIT**

Applying: Food Technolog; Bio Technolog; Nano Technology

# ATTRACTIVE & USER-NEEDS USP

1-3\$/house/month  
for Product



*Produced in an ISO-certified factory, Science Technology Company, has the ability to quickly increase capacity.*



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

THE LEADING SOLUTION FOR A THOUGHTFUL MEAL



**This is from  
Organic Shop**



# KOCHU

THE ORIGINAL LAB IN VIETNAM

Hi-Tech Products

Eco-friendly

[KOCHUMART.COM](http://KOCHUMART.COM)

+84-032.555.0008



# CONSUMTION CIRCLE

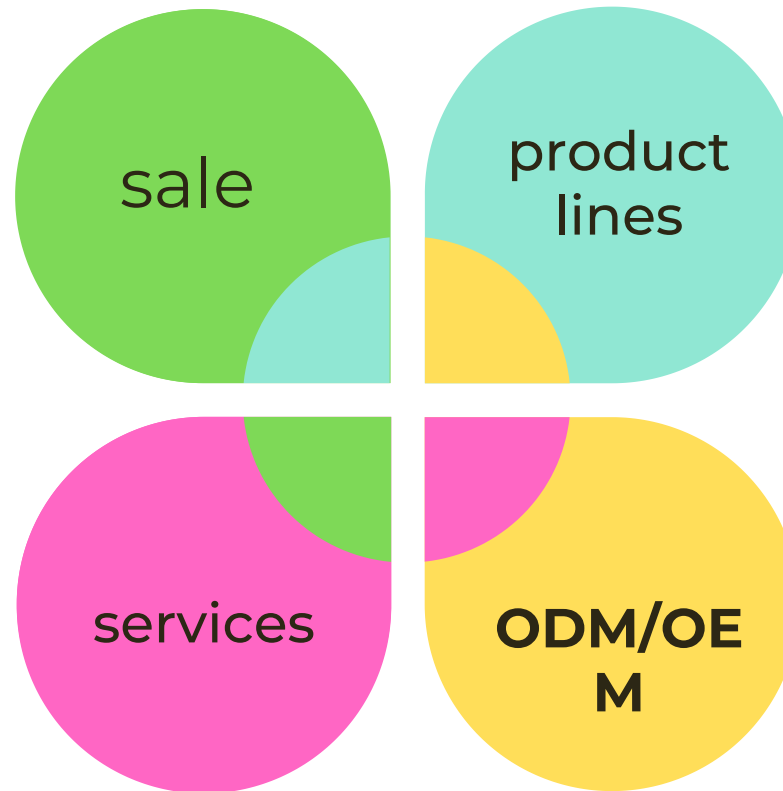


# BUSINESS MODEL

## Customer journey:

Ohmi channels; *from online ordering to delivery or in-store purchase*. various sizes; refillable container; subscription-based; B2B Distribution;

sanitizing solutions for other types of food, *food delivery services or meal kit companies*  
Agriculture SMEs  
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

# TARGET MARKET

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

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

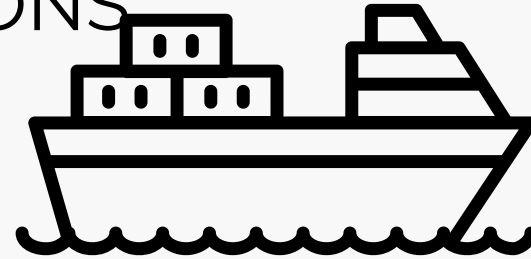
Wash food  
> 10 ~ 20,000  
households  
urban family  
HCMC - Vinh.NA  
>1.5 billion/year



According to WHO and MoH - Vietnamese people only eat 60% of the required amount of vegetables compared to the recommended diet.

# EXPERIMENTS WITH A VARIETY OF APPLICATIONS

**Export Agriculture  
Vietnam by 2023: 5 Bil \$**



washing-preserving  
vegetables/meat;  
Food Processing



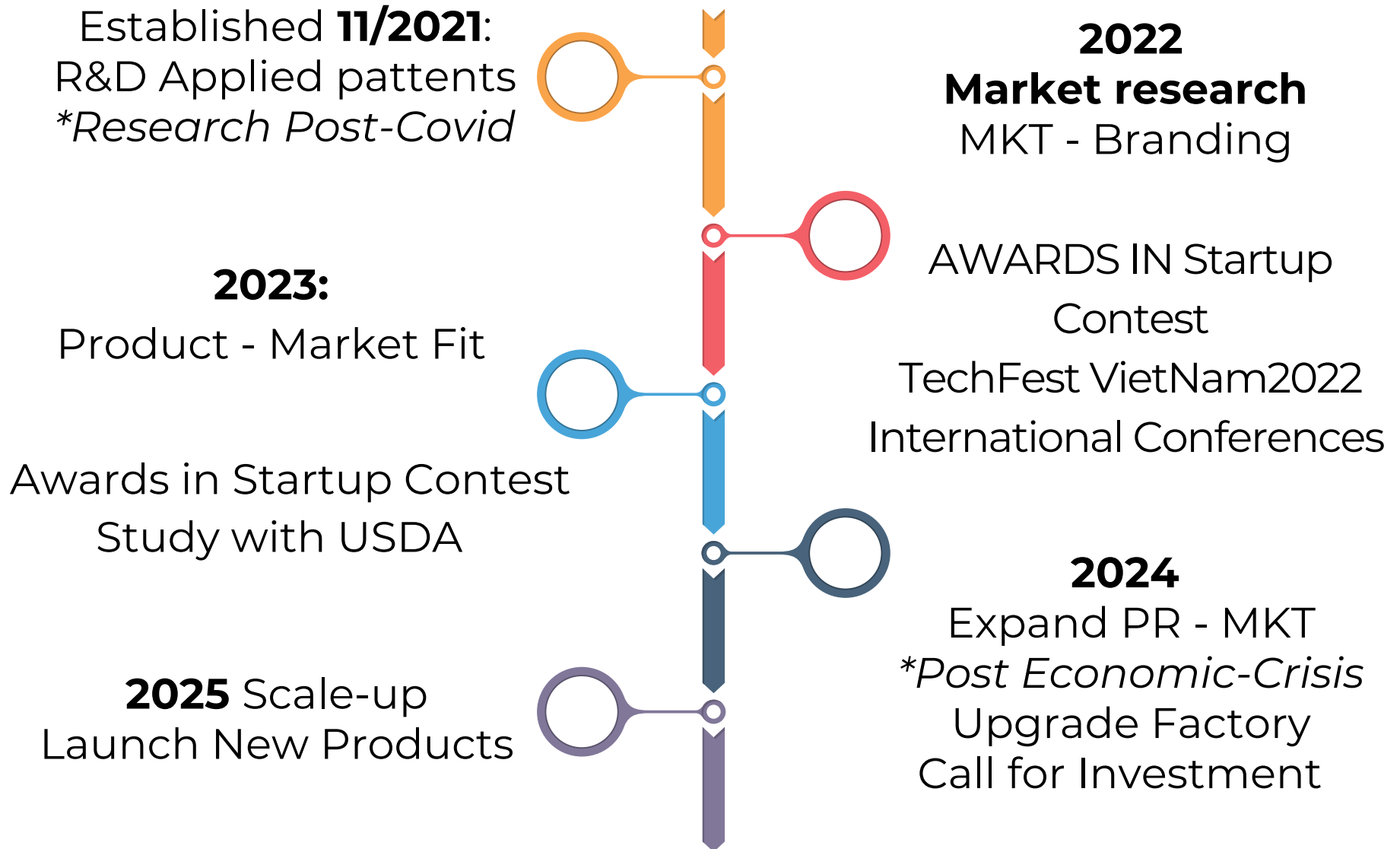
Preservation 7 days  
custard apple



Preserving  
plums for 12  
days

Continue testing: repel insects with roses,  
lotus, rice, grapes, dragon fruit..

# HIGHLIGHT - MILESTONE



# RECENT MKT STRATEGY 2023-2024

## Personal Branding



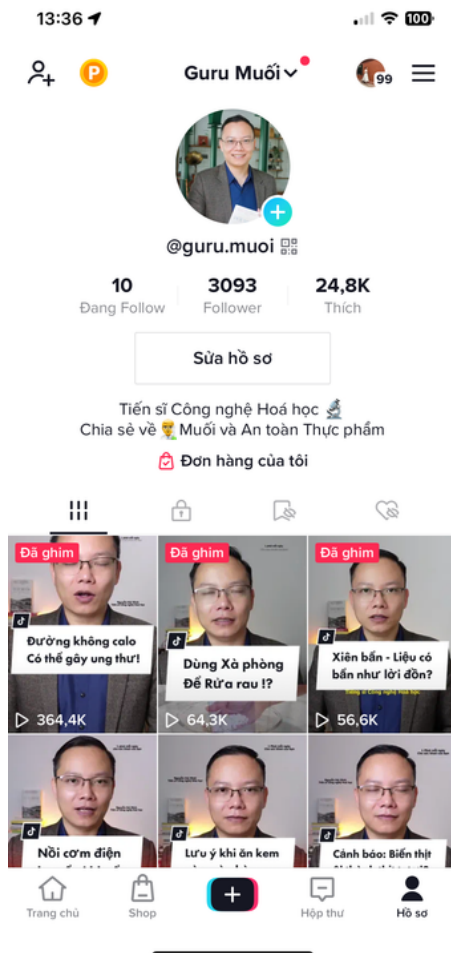
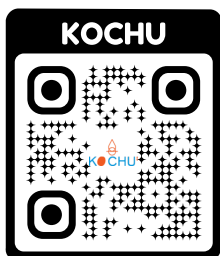
**Nguyễn Hải Minh** (Kochu Salt)

Guru Muối. Photographer.  
Production Advisor.

+ Thêm tin

✎ Chỉnh sửa trang cá nhân

- Lecturer Công Nghệ Thực Phẩm tại IUH - Trường Đại học...
- Founder and CEO tại Muối rửa thực phẩm KOCHU
- Postdoctoral Scholar tại 豊田工業大学 / Toyota Technologi...



## Cancer Support Community

< Y Học Cộng Đồng Q  
Bài viết Giới thiệu Ảnh Lướt

Y Học Cộng Đồng  
13 giờ ·

Trong 6 tháng đầu năm qua, dưới sự ủng hộ của các nhà hảo tâm và tài trợ, đội ngũ CTV và bác sĩ của YHCD đã cùng nhau tổ chức các chương trình sau cho cộng đồng:  
- Chương trình Hướng dẫn sơ cấp cứu cho nạn nhân gặp tai nạn đuối nước...



I- Branding: we are Expert in food safety regulations and nutrition. We partner with Cooking Channel ; Substainable Farms and Cancer Support Groups.

# RECENT MKT STRATEGY 2023-2024

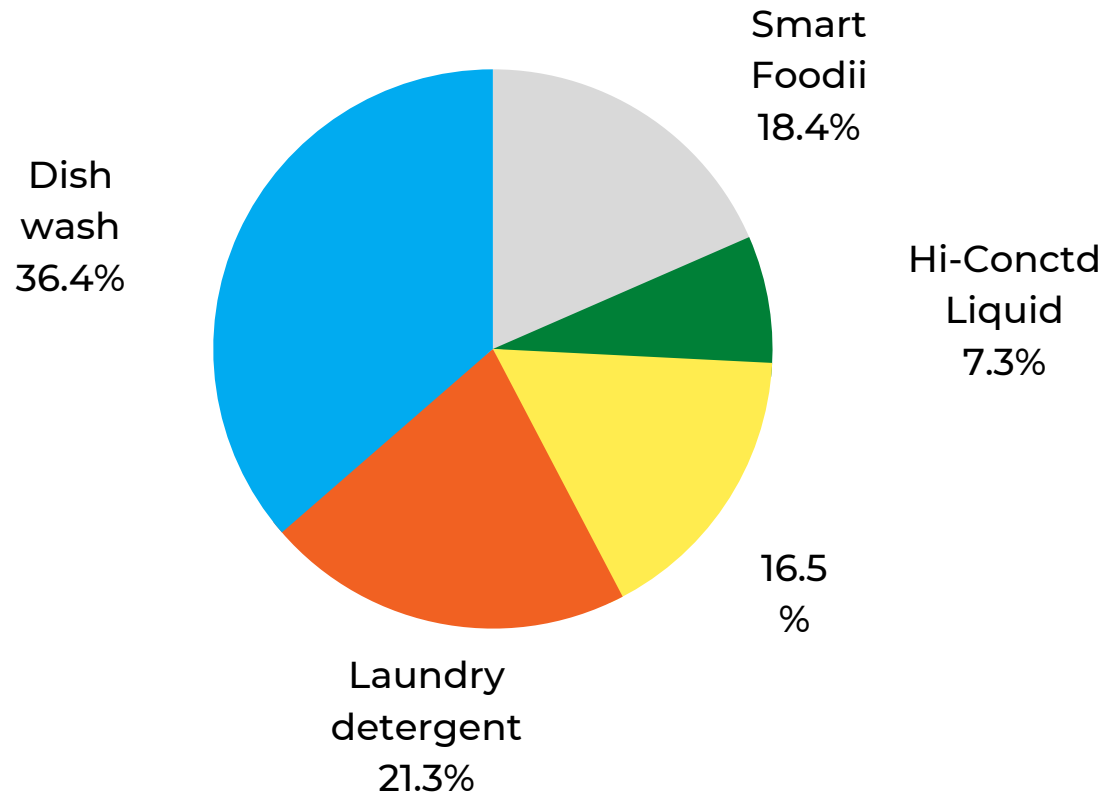
**II- Workshop sharing info:** nutrition, food storage and preservation; consulting and training services for produce sanitization, developing customized cleaning protocols, offering regular inspections to ensure compliance with safety regulations - to SME and Young StartUps



# FINANCIAL METRICS - DISTRIBUTION CHANNEL

*200 Card members;  
80 Agencies-Retailers;  
15 Distributors;  
CLV/CAC: >5  
Customer Acquisition Cost: 5\$*

**2022-2023: Grow 250%**  
**Total sales last 7 months**  
**50.000 USD.**  
**Profit: 10%**



**FMCG Home Care Products  
based on Salt and Natural Ingredients**



# CORE TEAM KOCHU



CEO. Dr Chemistry  
N. Hai Minh  
6 years on business



CTO. MA Long  
9 years



COO. MsC Cường  
12 years IT System



RD.MA Bình  
6 years



NEU Student  
Quynh Mai

# CORE TEAM KOCHU



MA N. Viêt Anh  
Co Founder 9 years  
based in Canada



Pharmacist T.T.Thien  
Co Founder 4 years



Angel Investor  
MA Thuy Ly



SBC - Coach  
Tran Anh Tuan



*Mentor MA Long  
15 years Retail FMCG*



SBC - Mentor  
Prof. Edgar Alfonso  
Sansores Guerrero

# BUDGET ALLOCATION

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

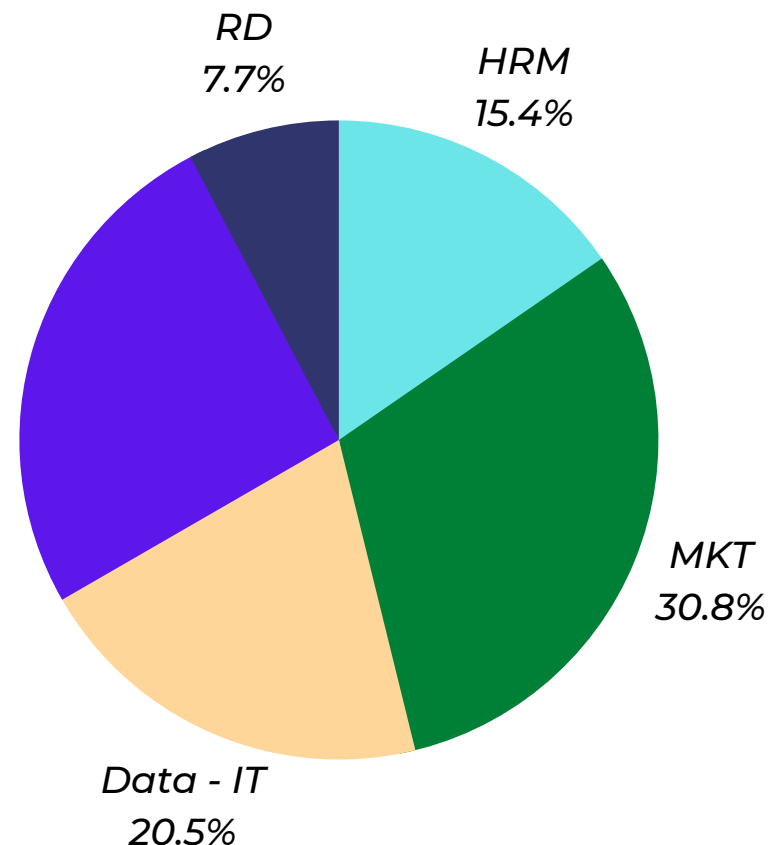


Updating Brand  
from Packaging

30packs\*5gram  
>50packs\*3,5gram



Inventory  
25.6%



Updating Brand from Packaging  
08.2023

## CALL FOR INVESTMENT 2023: $\geq 85.000\$$ ~ 15% SHARE

EXPENSE	AMOUNT	RETURN VALUE	Return options
HUMAN RESOURCES	550 MIL VND/ 22.000\$	X5-X10 NEW CLIENTS	receive shares / voting - sell rights
UPGRADE IT MANAGEMENT	150 MIL VND/ 6.000\$	X3-X5 PROFIT	% profit /sell by product
MARKETING CAMPAIGN	300 MIL VND/ 12.000\$	X4-X6 BRAND VALUE	Receive shares / Loan ~15% interest
HORECA + SME	600-800 tr VND/ 22.000\$	X5-X10 COMPANY VALUE	Receive dividends
Stock	500 million VND *for distributors and ODM	KPI > 2 bil VND/month	assets, which can be recovered to offset debts
Complete upgrade products	300 MIL VND/ 12.000\$	*margin >28%	Loan ~15% interest

# 2024-2025 ALGAE PLANT-BASED PRODUCTS



Spa - Yoga Algae Healing  
Skincare n HealthCare



Plant-based Fish  
Meal for F&B



Food for Children



Vitamin n  
Supplements



Snack Pack /  
Quick-Cooked  
Pack



Appreciate for  
your attention

*contact:* CEO Mr Minh  
+84-845969393  
kochumart.com  
kochu.vn

# PLAN TO 2030

- *2023: Continue to develop the brand, expand B2C customers, 1 billion/month sales*

**2024-2026 \*world economic recovered:**

Launching FMCG Body Care - Health Care Snack + Supplement Products  
based on Food-Grade + Herbal Ingredients ●

- *2024: B2B development, export, consumer community and HORECA - a distribution system of GREEN-CLEAN products/services, sales >2 billion/month*
- *2025: Occupying the majority in fresh food washing products, developing processing; Stable export, expanding product ecosystem, sales >5 billion VND/month*
- *2030: Open more factories and workshops to produce high-value products: cosmetics, pharmaceuticals..*

# SHOP - GREEN COMMUNITY / Mini franchise.

## System of Distribution and Vendors for Community

### DAILY EVENTS

- FREE-VEGETABLES/Exchange Enzymes
- Fast food, vegetarian food, ice cream
- Drinks/fruit juices

### EVENT WEEK/MONTH

Send enzymes, visit the garden  
Share experiences, habits..  
Workshop.Show.Meeting.Art



### PARTNER / GROUP OF CLIENTS ONLY

- \*Green Living Community
- \* Local affiliated cooperative-SME:  
Quang Binh, Dak Nong, Long An, Ca Mau.
- \* Furniture, household appliances: kitchen, toilet..
- \*Products for adults - the elderly

### GUEST KOC/KOL

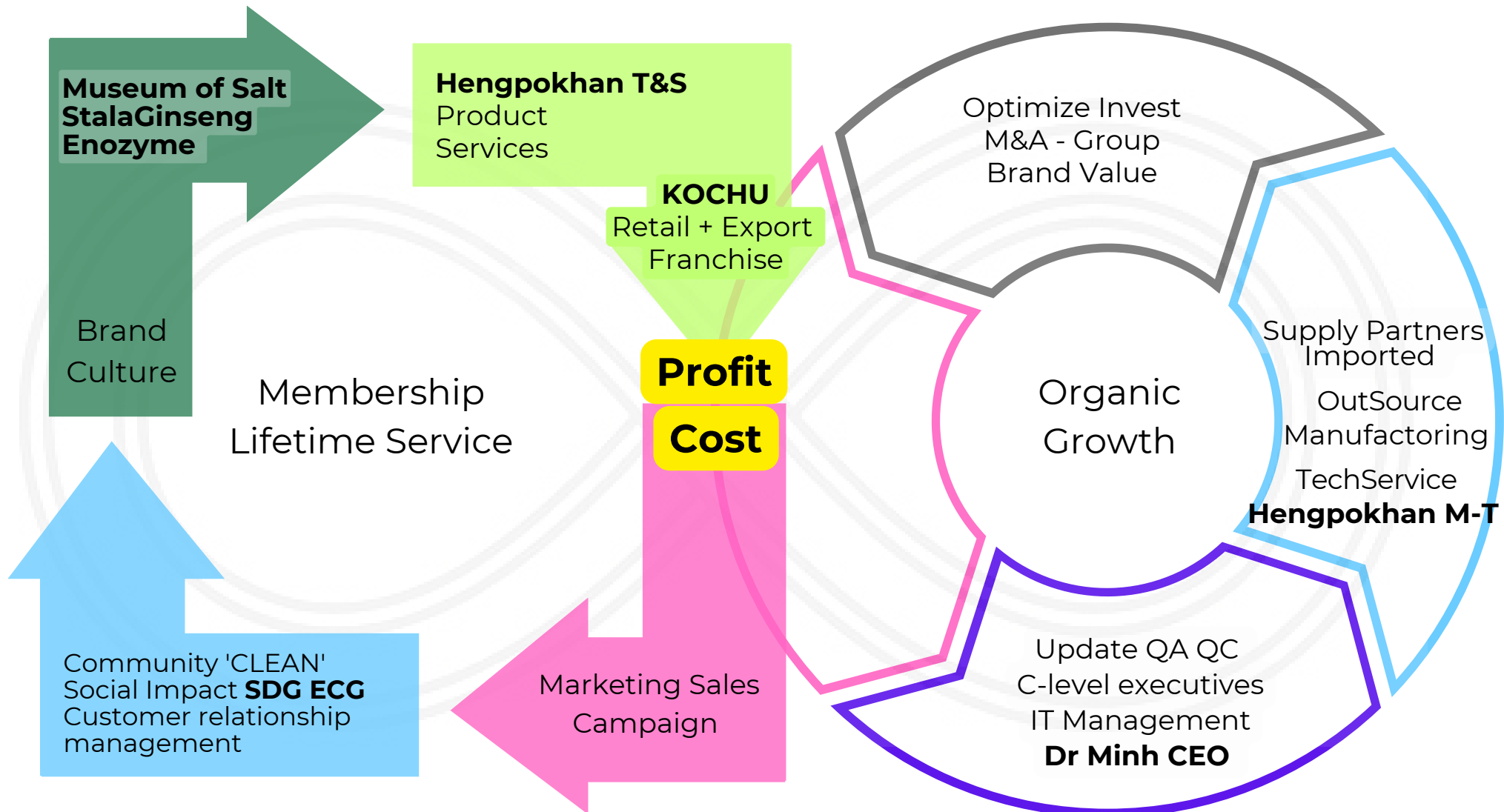
- Cooking - living green
- Nutritionist-Food safety

### EVENTS QUARTER / YEAR

Reward, Honor CUSTOMERS  
Exhibitions, Advertising..

# INFINITY GROWTH OF GROUP - 2023

08.08.2023 by CEO - Dr Minh



End

# 2023-2024 PRODUCT



## Smart Foodii Tablet

Capacity 14.000 Salt Tablet/day



Simple - Affordable Price

