**KOCHU project description**

SMART FOODII

***Smart way to refresh and cleanse your food from local salt farms.***

***SDG 3-6–12***

**Ladipage:**[www.kochusalt.com](http://www.kochusalt.com)

**Web:**

**kochumart.com**

[muoi-rua-thuc-pham-tuoi-kochu-hop-30-goi](https://kochumart.com/muoi-rua-thuc-pham-tuoi-kochu-hop-30-goi)

**Video Presentation:**

>> <https://youtu.be/PCxl7DV0hNc> <<

**Our presentation file:**

<https://drive.google.com/drive/folders/1mbC97DZbQ5ZuzFXsNpFdU16x_JUVcmRX?usp=share_link>

**Social Challenge:**

Vietnamese people will consume more vegetables, meat and fish but the dirty food leads to poisoning and long-term effects on health, such as: diseases related to food tend to be younger. People have Fear of Foodborne Illness, Lack of Effective Cleaning Solutions and Don’t like Time-Consuming Cleaning Processes

We can see that the use of pesticides and herbicides in the agricultural and fishing practices is the direct cause of the social issue, but it is driven by deeper underlying causes such as poverty, consumer demand, and convenience. Inadequate infrastructure, poor storage facilities, and inadequate and oversight in the food safety regulations, lack of education and awareness, and limited resources contributing to exacerbate the problem.

The invisible consequences include the degradation of soil quality, water pollution. Meanwhile, the main causes of food poisoning include contamination by harmful bacteria, viruses, or other pathogens that can occur during the production, processing, handling, storage, or preparation of food. These contaminants can enter the food supply chain at any point, from the farm to the table. Additionally, tropical countries may have unique challenges when it comes to food safety due to factors such as higher temperatures and humidity, lack of infrastructure for proper food storage and transportation, and limited access to clean water.

**Social Solution:**

Therefore, we focus on the way to make foods become cleaner and healthier. The Kochu Salt project addresses the root cause by providing products and services, such as: salt SMART FOODII - Salt powder, liquid and machine for washing vegetables, meats and fishes; also we are running workshop to raise awareness about the right way of proper handling, washing, and cooking of vegetables can help reduce the risk of foodborne illness.

Value Proposition: SMART FOODII Sanitizing Products and Services For Fresh Fruits & Vegetables provides a simple, convenient and effective solution for cleaning produce, ensuring that it is safe to eat. The Salt powders are specifically designed to be used on fresh fruits and vegetables, and are effective against a broad range of contaminants. They are easy to use, environmentally friendly and do not alter the taste or appearance of the produce. By using the Kochu salt, consumers can feel confident that they are taking steps to protect the health of their families. The Salt powders could be marketed as a way to reduce food waste by extending the shelf life of produce, as well as a way to improve the overall health and well-being of consumers.

Our products also help save used water, and reduce washing time. The Salt powders are a good fit for busy families who want a quick and easy solution for cleaning produce, as well as for individuals who are on-the-go and do not have access to running water. The Salt powders are also suitable for commercial kitchens and restaurants who need to ensure that the produce they serve is safe and free from contaminants. Furthermore, while being in our ecosystem, customers can get more value and freely acess to training progress.

We found that not only single meals on the home table of HORECA, but also multi-tons of processed agricultural foods must be washed well. While completing these jobs we also realize Goal 3.

Business Model: our first target is householders – the end users, they should see and understand how our product is the best way to refresh and clean the fresh foods. Then, we want the majority of HORECA to use our product and services to improve their food, which directly comes to meals. After that, we want to cooperate with distributors to connect with SME, Farms and household businesses, where vast agricultural products are made, to help them to change the recent chemicals to green solutions. Besides, we will collaborate with communities to encourage the transition. Therefore, we focus on two main types of customers: B2C 30% and B2B 70%.

Furthermore, our solution is cheaper and more economical but eco-friendlier than competitors.

The business model for Sanitizing Salt powders For Fresh Fruits & Vegetables could be based on the sale of the Salt powders through retail stores, online marketplaces or direct-to-consumer channels. The Salt powders could be sold in various package sizes to cater to different needs and usage patterns. We offer subscription-based models or loyalty programs to incentivize repeat purchases. We already expand the product line to include sanitizing solutions for other types of food, or other household surfaces: like dishwashing, laundry detergents.. that help us increase revenue. We also created B2B Distribution, which involves partnering with commercial kitchens and restaurants to provide sanitizing Salt powders as a value-added service, or offering the Salt powders to produce distributors as part of their supply chain operations.

We will release the Refillable SMART FOODII Salt Powder Container in the near future. Additionally, we will provide consulting and training services to commercial kitchens and restaurants on best practices for producing sanitization. We will make some options: White Labeling ODM/OEM; licensing technology or partnerships with produce distributors and retailers.

We will partner with local farmers or agricultural cooperatives to source its raw materials. We allocate a portion of profits to support those villages. Goal 12.

This would help to solve social-environmental problems; also improve local economies and provide fair wages for farmers, while also ensuring that the products are sustainably sourced and of high quality. We will implement take-back programs to ensure that used packages are properly disposed of and recycled. We will partner with local non-profit organizations or community groups to provide free or discounted sanitizing Salt powders to underserved communities. Salt harvested from Sea Water, while washing foods will dissolve in tap water and flow by stream to the sea again. Therefore, we minimize the effect on nature. Goal 6.

**Marketing Strategy:**

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

The First Salt powder with Multi-purpose usage made from raw materials, dissolving packets that consumers can add to a basin of water to create a sanitizing solution: to quickly defrost; antibacterial; remove pesticides; treat water problems. The Salt powder and packaging could be designed to be compostable or biodegradable, and the company could partner with like-minded organizations and influencers to promote the products. offering a value ladder of different sanitizing products, including wipes and sprays.

These products could be packaged together in a “produce cleaning kit” that offers a complete solution for consumers. To complement the sanitizing Salt powder, we develop a portable product washing basin that incorporates a built-in Salt powder dispenser. This could be marketed as an all-in-one solution for consumers who want to wash their produce on-the-go.

Now we collaborate with Green Farms: when people buy vegetables they will get Kochu Products. We join the Group of Supporting Vietnamese Cancer by Doctors and Nurses from several countries. We also work with Tiktokers Cooking Channel to promote our products.

II- Workshop sharing info: nutrition, food storage and preservation. consulting and training services to commercial kitchens and restaurants on best practices for produce sanitization. This could include providing staff training, developing customized cleaning protocols, and offering regular inspections to ensure compliance with safety regulations.

**III- Upgrade Packaging:**

We are designing a new package for SMART FOODII - salt powder, that helps us to re-Brand Identity, and acquire more customers.

**Financial Metric:**

For the last few months, sales of Salt powder have grown 36.6%, up from 30% for previous time, other FMCG products contribute stable sales for loyal customers.

However, the cost for marketing, as promotion campaigns and discounts, grew from 25% to 30.8% due to the inflation and aggregate demand is reduced.

**CEO Message: "From Healthy Meal to Green Life"**

*Eating well - healthy is the basic thing to make everyone happier, our team aims to serve meals to 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. Expert on Nano Technology, Food Technology and Production Factory.*

*Lecture on Food Technology of The Faculty Commerce and Tourism of Industrial University of Ho Chi Minh City*

**Team Kochu: Unity from Diversity**

Core members have years of experience in each of the key areas.

We also have students in our team to practice by running some real projects.