Presented by Rambler
SCG Bangkok Business Challenge @Sasin 2021
Our Vision

We want people to have better health by becoming a part of their everyday drink.

Our Mission

GreenSmooth exists to make healthy drink more accessible to everyone while helping local farmers to have a better quality of life and preserve the environment. We serve the best quality smoothie made from organic fruits and vegetables using automatic vending machines.

Our revolutionary vending machines can automatically produce smoothie for everyone, anywhere and anytime. They operate 24 hours a day to guarantee that people can find healthy drink even at late night. With the ability to produce a cup of smoothie within 1–2 minutes as well as ensuring hygiene and quality, GreenSmooth serves not only high-quality smoothie but also fast and convenient drink.

GreenSmooth works with a nutritionist to ensure a flavorful and nutritious drinking experience. GreenSmooth uses fresh organic local produces only from local farmers in our network to make sure our smoothie is chemical-free. We ensure that every ingredient we use is traceable and come directly from local farmers. Within five years,

We are looking for an equity investment of [redacted] to kickstart the first year of its operation in exchange [redacted] With the projected [redacted] we are confident in our financial capability to expand in the future. We are committed to making GreenSmooth becomes a healthy organic drink company that grows profitably along with creating sustainable impacts on people and the planet.
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GreenSmooth is an organic smoothie that is freshly blended and sold through the automatic vending machine. The smoothie made from local organic vegetables and seasonal fruits from local farmers in Thailand. It offers high nutrients, vitamins, and fiber to ensure that customers would have good health and be able to buy our smoothie anytime from the vending machine since it operates 24/7.

Our smoothie costs One cup of GreenSmooth consists of 180–200 grams of fruits and vegetables. We also work with a nutritionist to ensure the great taste and nutrient-rich of the smoothie. Now, we have one recipe that is already tested with the market. We plan to develop 4 more recipes.

During the COVID-19, the team came up with the idea of organic smoothie and decided to test with the real market. We did “Blend at Home Service” to deliver and blend smoothies at customer’s homes. We sold within a month and received great feedback from customers. Therefore, we are exploring the option of selling the smoothie through vending machines since it provides many advantages including the lower cost compared to setting up physical stores, high accessibility to consumers because it can run 24 hours, high ability to scale up, and applicability to install IoT system to reduce human errors and control quality of the smoothies. Consumers can buy our smoothie through the vending machine by selecting a menu on the screen. The machine will freshly blend and deliver to customers automatically.

Currently, we are in the stage of developing the MVP (minimum viable product) for the smoothie machine by collaborating with the Knowledge Exchange Center (KX) by KMUTT University, to prototype the machine and implement IoT and Big Data technology. The developing and testing stage is estimated to be done within 4–5 months. Later on, we aim to reinforce intellectual property (IP) on the machine as soon as possible.
Nipitpon (CEO) is the originator who has experience in the agricultural sector and passionate about building startups. He formed the team with passionate and committed team members. We share responsibility in each department of the operation according to team members’ specialties. We also have intellectual and experienced advisors supporting us in business management, finance, technology, and the food nutrition field.

### Board of Advisors

<table>
<thead>
<tr>
<th>Name</th>
<th>Experience</th>
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| Dr. Parita Suaphan (Business and Marketing) | - Co-founder and CEO of Bootcampdemy, an ed-tech startup in Thailand.  
- Vice president of Product Development of Aimphan Press Co., Ltd. |
| Dr. Santi Jintamanasakun (Operation and Management) | - Adjunct faculty at the School of Global Studies, Thammasat University  
- More than 20 years of experience in Social innovation and business management |
| Pete Silvester (Technology and Innovation) | - Supervising Window Seater, coaching social innovators for UNICEF and also advising food businesses in Thailand.  
- 18 years of experience in venture building, coaching and accelerating |
| Chutima Noinarot (Agriculture)            | - Head of an organic farmer community in Nakhon Pathom province, Thailand.  
- More than 30 years experience working in the agriculture sector  
- Supervising the National Health Commission Office (NHCO). |
| Patima Jongyingsiri (Nutritionist)        | - B.S. Food and Nutrition, Kasetsart University (First-Class Honors).  
- Certified Dietitian of Thailand (CDT)  
- Experienced food and nutrition lecturer  
- Dietary advisor for kindergarten |
The total Thailand Juice and Smoothie market is valued at $TBD. The market is expected to grow annually by $TBD. With the highest production capacity, GreenSmooth is projected to achieve value at $TBD.

GreenSmooth has 3 main target segments with different key needs as following:

<table>
<thead>
<tr>
<th>Fast-paced Lifestyle</th>
<th>Parents</th>
<th>Aging Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>● University students to office workers (18-35 y/o)</td>
<td>● Parents with children in Bangkok (35-60 y/o)</td>
<td>● Elder aged 60 to above (Middle-high Income)</td>
</tr>
<tr>
<td>● Healthy-conscious mind</td>
<td>● Look for nutritious products for their child</td>
<td>● Look for product to stay healthy</td>
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**Key Needs:**

- Delicious, Organic
- Fast and Convenient

<table>
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<th>Parents</th>
<th>Aging Society</th>
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<tbody>
<tr>
<td>● Easy to drink, Rich nutrients</td>
<td>● Quality products/ Healthy</td>
</tr>
<tr>
<td>● Know the source of food</td>
<td>● Easy buying process</td>
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**Aging Society**

- Elder aged 60 to above (Middle-high Income)
- Look for product to stay healthy
- Look for product to stay healthy
- Quality products/ Healthy
- Easy buying process

The needs of customers turn into GreenSmooth 3 uniquenesses to differentiate and stay competitive among competitors in the market as following:

1. **Organic:** The fresh and rich quality of taste and nutrients from organic produces.
2. **Traceability:** We create confidence and trust by 100% traceable ingredients
3. **Fast and Convenient:** Easy process, quick service, and available 24 hours.

The primary competitors in the healthy food and beverage market are:

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Freshness</th>
<th>Traceability</th>
<th>Convenience to customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jamba Juice</td>
<td>Yes (fresh blend)</td>
<td>No</td>
<td>No (physical shop)</td>
</tr>
<tr>
<td>Fruita</td>
<td>No (Juice)</td>
<td>No</td>
<td>Yes (convenient store)</td>
</tr>
<tr>
<td>Doi-Kham</td>
<td>No (Juice)</td>
<td>Yes</td>
<td>Yes (Convenient store)</td>
</tr>
<tr>
<td>GreenSmooth</td>
<td>Yes (fresh Blend)</td>
<td>Yes</td>
<td>Yes (24/7 vending machine)</td>
</tr>
</tbody>
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The machine installed locations and promotion strategies of GreenSmooth are:

<table>
<thead>
<tr>
<th>Place</th>
<th>Promotion</th>
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<tbody>
<tr>
<td>Office Building, Co-working Space, Gym, BTS Station, Condominium, Hospital, Tourist Attacks</td>
<td>Online: Facebook, IG, Official Website, YouTube Offline: Food Exhibition, Poster, Billboard Influencer/ Micro-Influencer</td>
</tr>
</tbody>
</table>

Our suppliers are local organic farmers in Thailand. Now, we have already connected with 20 families of local farmers. Each family can produce up to 20 Kg. of organic fruits and vegetables per day. Once we scale up, we plan to connect with more farmers in Thailand and encourage conventional farmers to adopt organic farming practices.

After collecting produces from farmers, we will clean them at GreenSmooth Warehouse and transporting them to our nearby vending machines. We plan to restock vegetables and fruits at the vending machine once every five days. The leftover produce from the machine will be given to farmers so that they can use it to produce organic fertilizers and use it with their crops. For the technology, we implement IoT (Internet of Things) to control and keep track of the stock of ingredients as well as the machine performance. We also use IQF technology (Individual Quick Freezing) to ensure the freshness of ingredients inside the machine. We use Big Data to analyst customer trends and behaviours to develop the product to keep up to date with the customer needs.

The interaction between customers and products will happen at the vending machine. We plan to install our vending machines at co-working space, offices, condominium, gyms, and other locations where there is a high traffic of target consumers. Besides buying directly from the machine, consumers can also buy our smoothie via delivery services such as Grab, LineMan, and Foodpanda.

Our short-term plan within 6 months is to create a prototype and MVP of the machine and have the first machine ready to operate within the first year. In the first year of operation, we plan to start with [name redacted] to test the market and improve our products from consumers' feedback. In the second year, we will launch another [name redacted] and [name redacted]. By 2026, we will have [name redacted] in Bangkok, metropolitans, and other big cities in Thailand before expanding to the SouthEast Asia market by 2028.
GreenSmooth uses automatic vending machines as the main production and distribution channel. In this way, we can control the quality of the smoothie as well as the hygiene. The vending machine can operate by itself and run in a closed system. All of the ingredients will not be exposed to the outside environment. The IQF (Individual Quick Freezing) method is used to store our ingredients and keep them fresh in the machine. Our freezers store ingredients at -18°C, which is the recommended temperature by the FAVV (The Federal Agency for the Safety of the Food Chain). Moreover, by using frozen food, GreenSmooth can retain almost all of the nutrients in the fruits and veggies. The study indicates that the nutritional value of many frozen fruits and veggies are generally equal to that of the fresh counterpart. (Frozen Food Europe, 2017).

The vending machine will be manufactured by a tech company which we will cooperate in designing the machine and its system. Currently, our team is working on the MVP of the machine with the help of advisors in the tech industry. The cost for research and development of the first machine is [Redacted].

Sustainability and impact play a crucial role in our business. We divide our impact into three main parts which are people, partners, and the planet. Our impact also aligns with the Sustainable Development Goals (SDGs) which are goals number 3). Good Health and Well-being, 12). Responsible consumption for People, Goal 8). Decent work and economic growth, 10). Reduced inequalities for Partners, Goal 14). Life below water, and 15). Life on land for the Planet.

**Partners**

We are now connecting with 20 families of local organic farmers in the central area of Thailand. Each of them approximately owns 4 acres of land for organic farming. With the growth of GreenSmooth, we anticipate that by 2026 we would be able to connect with at least 500 families of organic farmers around Thailand. This number includes those who may already practice organic farming and those who later on convert. We realize that organic farming is effortful. We promote fair trade by offering our farmers reasonable prices. Therefore, we verify the success of this sustainability by an increase in the income of farmers. Having a reasonable and sufficient income would improve the quality of life for their families. The higher rate of income shows achievement in sustainability for GreenSmooth’s partners.
Sustainability and Impact

People

WHO and FAO (2003) suggested that adults should at least consume 400 grams of fruit and vegetable per day. However, only 25.9% or 17 million Thai people meet intake recommendations (Health Focus 2018). The same problem also occurs on a global scale. Harvard Health Publishing (2003) cited that Only 9% of American adults eat enough vegetables per day. With only one cup of GreenSmooth, customers will meet up to 50% of the recommended minimum vegetables and fruit daily intake. By 2026, over 10 million people in Thailand who are our consumers will meet recommended vegetable and fruit intake by drinking GreenSmooth. This will be verified by the number of smoothies sold and the number of customers.

Planet

According to the Office of Agricultural Economics of Thailand (2019), although there are almost 60 million acres used for agricultural purposes in Thailand, only around 140,000 acres are devoted to organic farming (Department of Agriculture 2019). Since we aim to expand our organic farmer network to correspond with our scale-up plan, we would increase the land used for organic farming in Thailand by 2,000 acres or 1.4% in total. Verification of this sustainability aspect is a yearly increase in organic farming areas including quality of soil, air, and water. Moreover, with the rise of global food waste, more than 40 percent of root crops, fruits, and vegetables are thrown away. By using frozen fruits and vegetables, we can safely store our produce longer as well as keeping the nutrients. This significantly mitigates the food waste problem which is one of the main causes contributing to environmental degradation and climate change.

Thaihealth.or.th. 2021. How to eat 400 grams of vegetables in a day - Thaihealth.or.th | Thai Health Promotion Foundation. [online] Available at: <https://bit.ly/36YWaR2> [Accessed 5 February 2021].


Financial Overview

GreenSmooth is currently looking for...

We will allocate the fund into three main parts:

After the first year of operation, GreenSmooth will begin generating profit. The goal is to install up to...

After the 5th year, GreenSmooth will have the total NPV of...

Currently, GreenSmooth is exploring IPO as exit plan for a proper scale plan and expansion.

Why invest in GreenSmooth?

With an optimistic five years projection of...

GreenSmooth can prove its capability for expansion opportunities in the days ahead.
Projected Cash Flow Statement (5 years)

Projected Balance Sheet (5 years)