

2

1

0

0

Changing the World | One Product at a Time

Table of Content



1. Problem Statement

Understand Problem from 3 Different perspective, The World, Brand & Consumer.

2. Solution

Discovering how 2100 is unique and is looking to solve the solution in E commerce Sustainable platform.

3. Market Opportunity

Capturing & understanding the sustainable food Market in Europe.

4. Competitors

Analyze our direct and indirect competitors in the existing market

6. Business Canvas Model

Visual Representation on Business Canvas Model.

7. Value Proposition Design

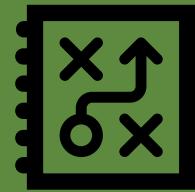
Visual representation on VPD.

8. Financial Plan & Projection's

Detailed Revenue & Expenses

9. Call To Action





Problem Statement



Problem Statement



Transparency - Lack of engaging, transparent way to connect sustainability efforts with customers.

Marketing Tool - Sustainability is often an afterthought rather than a standard.



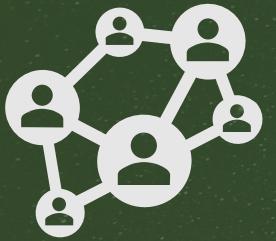
Temperature Increase - Global temperatures could rise by approximately 3.1°C by the end of the century



Awareness - Limited awareness of individual carbon impact.



Gamification - Lack of engaging tools to motivate and sustain eco-friendly habits.



Solution



A



Solution

Platform Overview:

- Gamified Sustainable Tracker.
- Ethical Food Product Marketplace.
- Brand Collaboration Tools.



A

Platform Overview:

- Gamified Sustainable Tracker.
- Ethical Food Product Marketplace.
- Brand Collaboration Tools.



B

Gamification Features:

- Reward based sustainable challenges posted to the community.
- Setting personalised Weekly, Monthly & Yearly Carbon Footprint goals.
- Progress Tree



Solution



A

Platform Overview:

- Gamified Sustainable Tracker.
- Ethical Food Product Marketplace.
- Brand Collaboration Tools.



B

Gamification Features:

- Reward based sustainable challenges posted to the community.
- Setting personalised Weekly, Monthly & Yearly Carbon Footprint goals.
- Progress Tree



C

Ethical Food Marketplace:

- Eco Friendly product with transparent certification.
- Lifecycle Assessment (LCA) on eligible products.
- ECG Certification for brands.



D

Brand Collaboration Tools:

- Analyze the performance of the product.
- Market research combined with community engagement.
- Encourage legitimate brands with long-term objectives.



Consumer spending on organic food and beverages
by place of purchase in Germany



Market Size 2023

Market Opportunity

USD 1.2 Trillion
Global Perspective

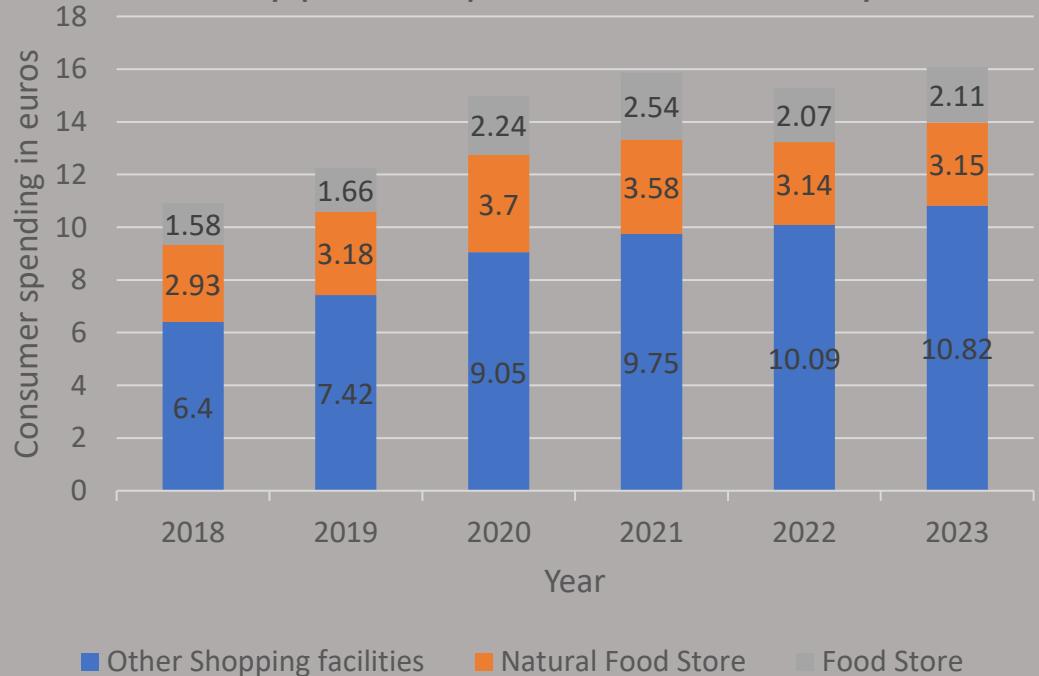
USD 50.8 Billion
Europe Perspective

USD 16.08
Germany
Perspective



Market Opportunity

Consumer spending on organic food and beverages
by place of purchase in Germany

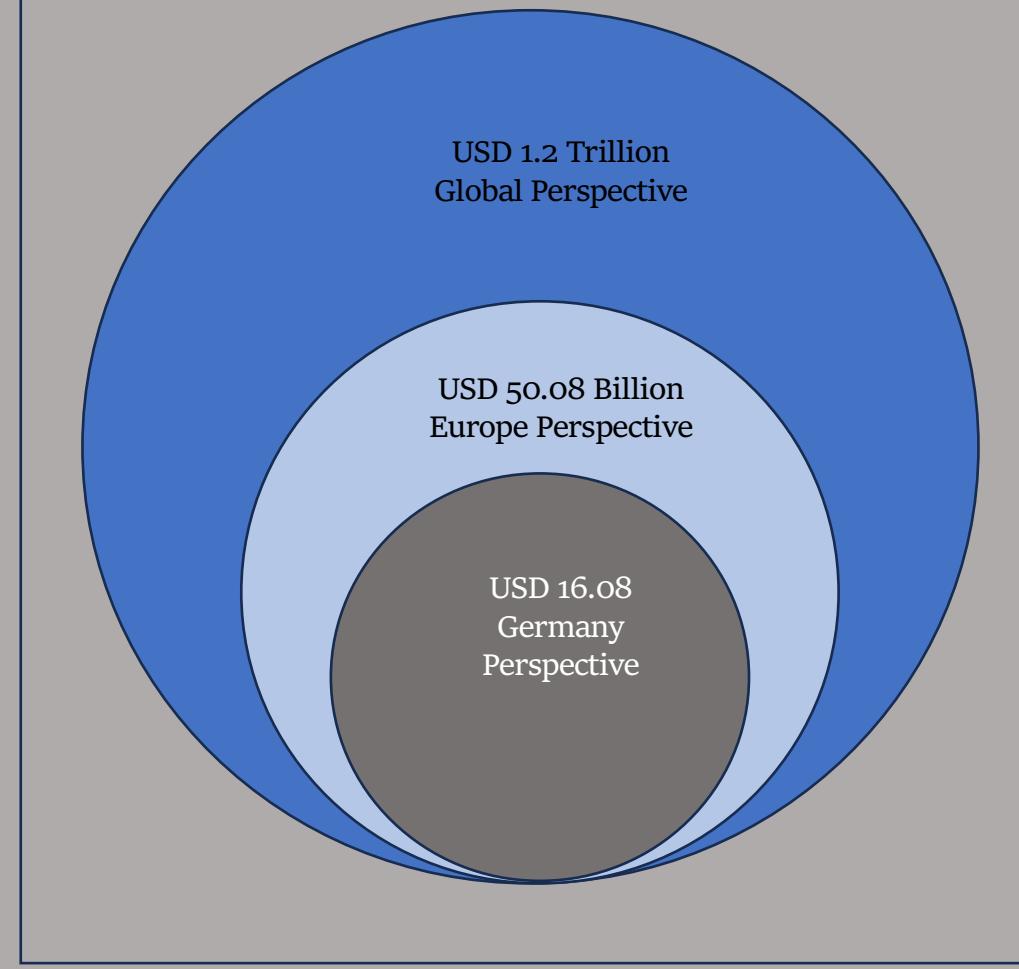


- Food retail (including drugstores)
- health food stores (including farm stores that purchase goods worth at least €50,000)
- other shopping outlets (bakeries, butchers, specialist fruit/vegetable stores, weekly markets, farm-gate sales, mail order, petrol stations, health food stores)

Source: Thünen Institute (2024) based on AMI (2024)



Market Size 2023

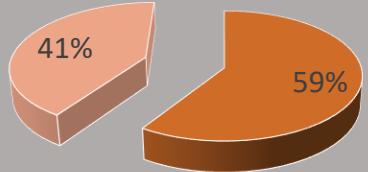


Source: Virtue Market Research



Trends 2100 Can Capitalize On

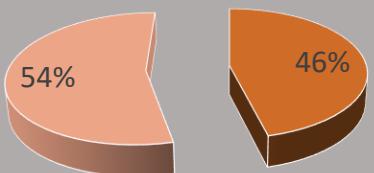
Straightforward communication on Sustainability



█ Demand For Straight Forward...

Source: <https://www.innovamarketinsights.com/>

Green Washing



█ Wary

█ Cannot Recognise

Table 2: Organic farms and farmland in Germany

Year	Organically farmed area (ha)	Total number of organic farms	Percentage of UAA in Germany made up by organic farmland (%)	Percentage of farms in Germany made up by organic farms (%)	Area of UAA per organic farm (ha)
1994	272,139	5,866	1.6	1	46.4
1995	309,487	6,642	1.8	1.1	46.6
1996	354,171	7,353	2.1	1.3	48.2
1997	389,693	8,184	2.3	1.5	47.6
1998	416,518	9,213	2.4	1.7	45.2
1999	452,327	10,425	2.6	2.2	43.4
2000	546,023	12,740	3.2	2.9	42.9
2001	634,998	14,702	3.7	3.3	43.2
2002	696,978	15,626	4.1	3.6	44.6
2003.	734,027	16,475	4.3	3.9	44.6
2004	767,891	16,603	4.5	4.1	46.3
2005	807,406	17,020	4.7	4.3	47.4
2006	825,538	17,557	4.9	4.6	47.0
2007	865,336	18,703	5.1	5.0	46.3
2008	907,786	19,813	5.4	5.3	45.8
2009	947,115	21,047	5.6	5.7	45.0
2010	990,702	21,942	5.9	7.3	45.2
2011	1,015,626	22,506	6.1	7.5	45.1
2012	1,034,355	23,032	6.2	7.7	44.9
2013	1,044,955	23,271	6.3	8.2	44.9
2014	1,047,633	23,398	6.3	8.2	44.8
2015	1,088,838	24,736	6.5	8.7	44.0
2016	1,251,320	27,132	7.5	9.9	46.1
2017	1,373,157	29,395	8.2	11.0	46.7
2018	1,498,027	31,713	9.0	12.0	47.2
2019	1,613,834	34,110	9.7	12.9	47.3
2020	1,701,895	35,396	10.3	13.5	48.1

*) From 2003 not completely comparable with previous years due to a change in the recording method in Thuringia.



Giki Earth is a UK-based social enterprise with a small team; specific revenue figures are not publicly disclosed.



KoRo is a Berlin-based online retailer specializing in bulk foods; in 2020, it reported revenues of around €20 million.

Competitors



THRIVE
— MARKET —

Thrive Market is a substantial U.S.-based online retailer with over 1 million members; while exact revenue figures are private, estimates suggest annual revenues exceeding \$200 million.



Alnatura is a leading German organic food retailer with over 130 stores and reported revenues of approximately €1.08 billion in the 2020/2021 fiscal year.



Competitors



Giki Earth is a UK-based social enterprise with a small team; specific revenue figures are not publicly disclosed.



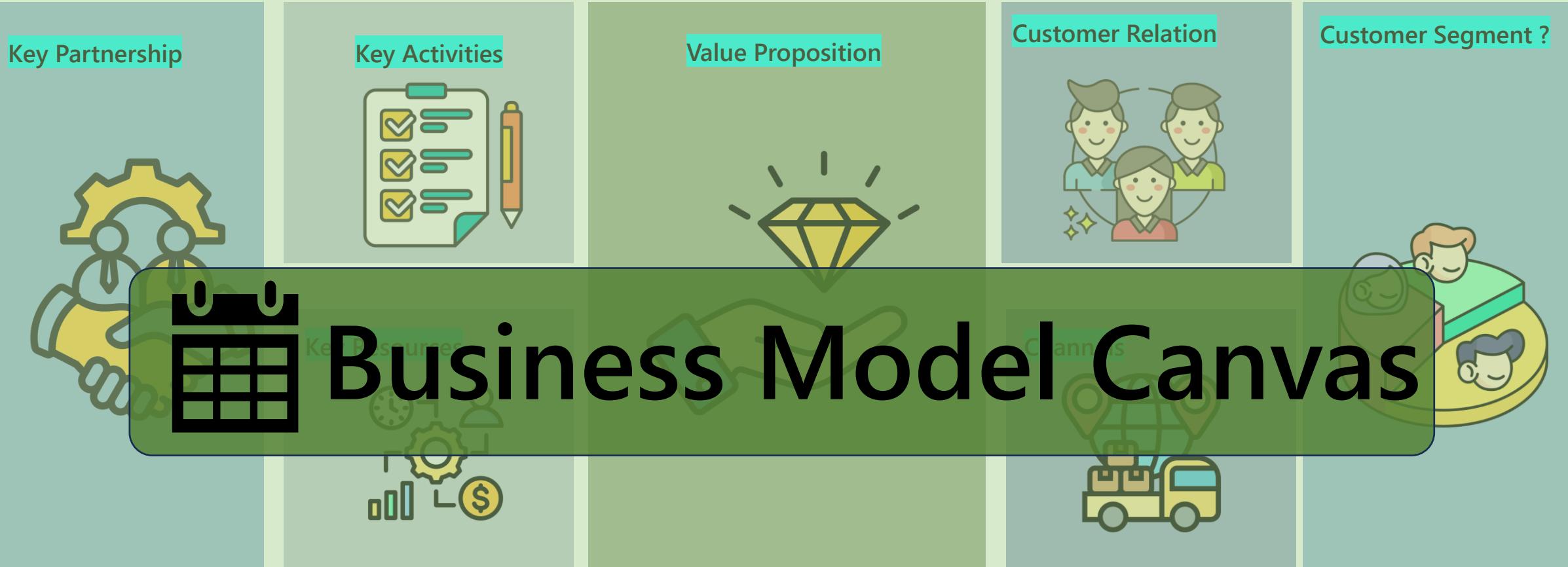
KoRo is a Berlin-based online retailer specializing in bulk foods; in 2020, it reported revenues of around €20 million.



Thrive Market is a substantial U.S.-based online retailer with over 1 million members; while exact revenue figures are private, estimates suggest annual revenues exceeding \$200 million.



Alnatura is a leading German organic food retailer with over 130 stores and reported revenues of approximately €1.08 billion in the 2020/2021 fiscal year.





Business Model Canvas

Key Partnership

- Research Centers.
- Hydroponic farms.
- Companies with ECG certification.
- Companies complied with ESG.
- Game Tech companies.
- Delivery partners (Cargoo for DE)
- DHL - Warehouse partners
- Sustainable Packaging solutions



Key Activities

- Assessing brands based on ECG and lifecycle assessment on their respective products.
- Platform development.
- Marketing and sales.
- Legal and regulations.
- Customer support.



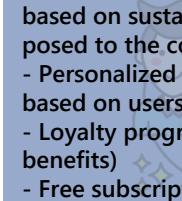
Value Proposition

- Helping people meet earth's sustainable goals. By visualizing and having interactive engagement experience of their carbon footprint on earth.
- * Helping customers with more Ethically produced products.
- Making it as a Norm for brands to incorporate sustainability in their products. From sourcing of ingredient to usage and disposal of products.
- Building a loyal community that is interconnected with Transcendence.



Customer Relation

- * Reward based interaction model based on sustainability challenges posed to the community.
- Personalized AI recommendations based on users shopping experience.
- Loyalty programs. (Membership benefits)
- Free subscription for one month
- Chat Bot with quick response feature.



Customer Segment ?

- Millennial
- 28 to 40
- B2B.
- Ethnicity
- Lifestyle



Cost Structure

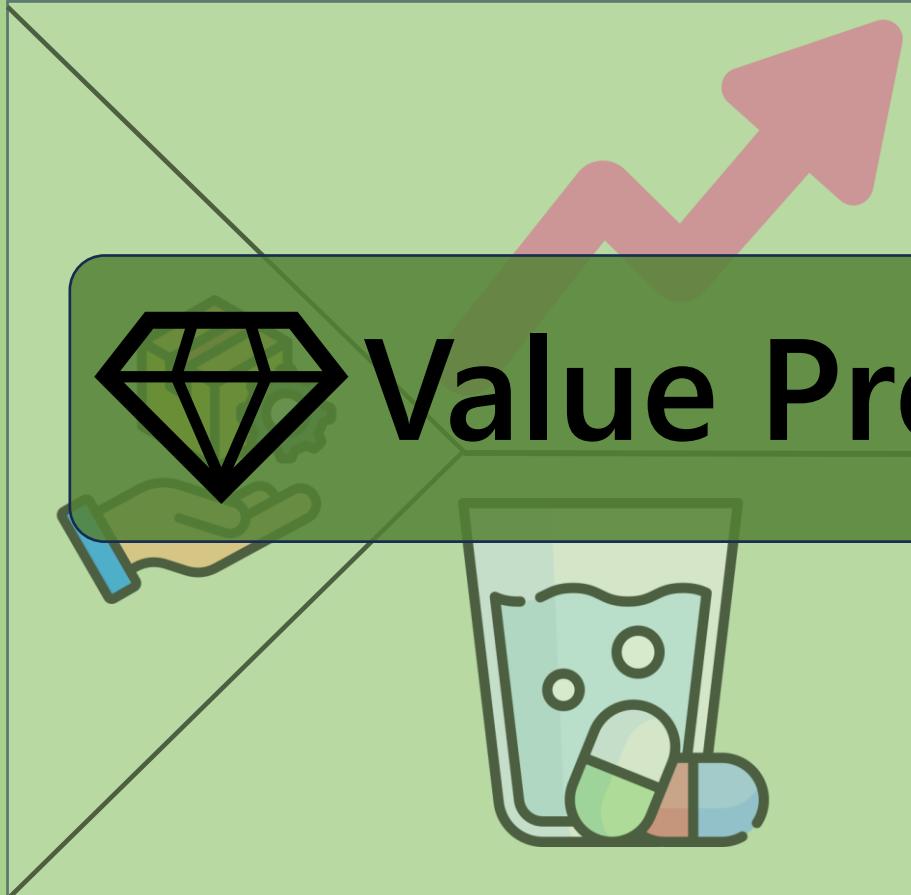
- Platform Development (Website & App design)
- Marketing & Sales
- Logistics
- Sustainable Packaging
- Research Partnerships
- Customer Support
- Legal and Compliance



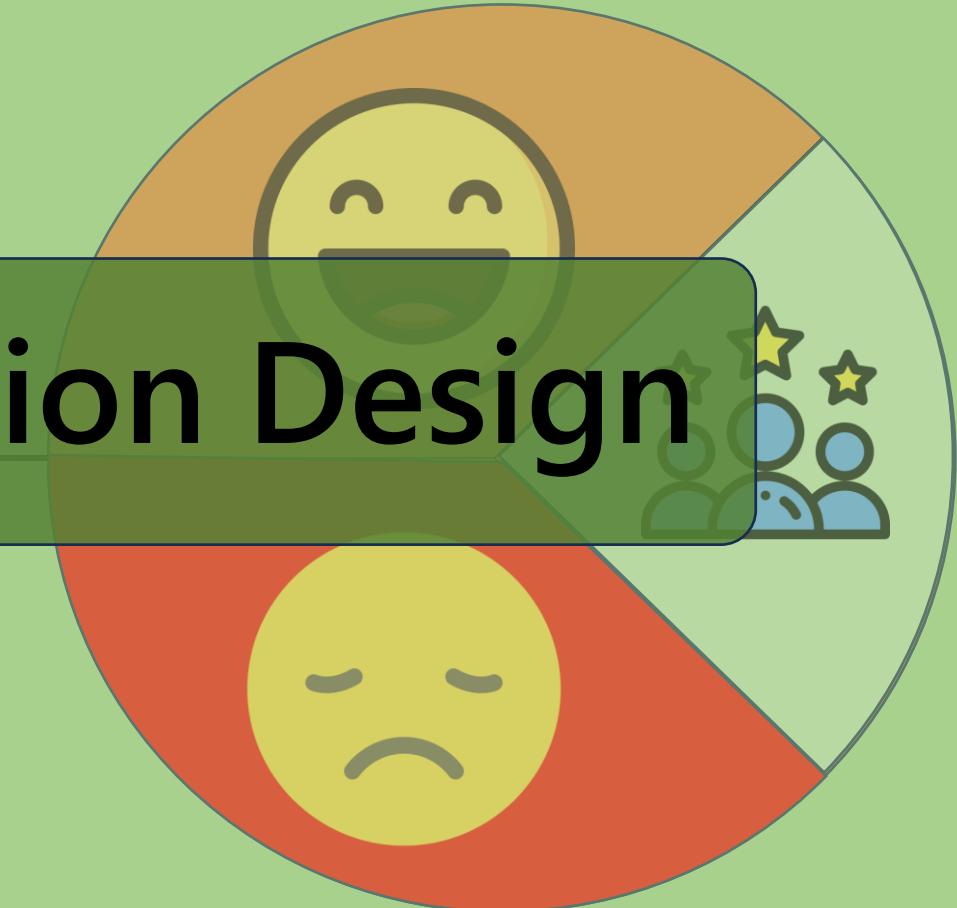
Revenue Stream

- Product Sales (Direct e-commerce sales)
- Subscription Programs (Membership plans)
- Referral Programs
- Brand Partnerships (Collaborations with sustainable brands)

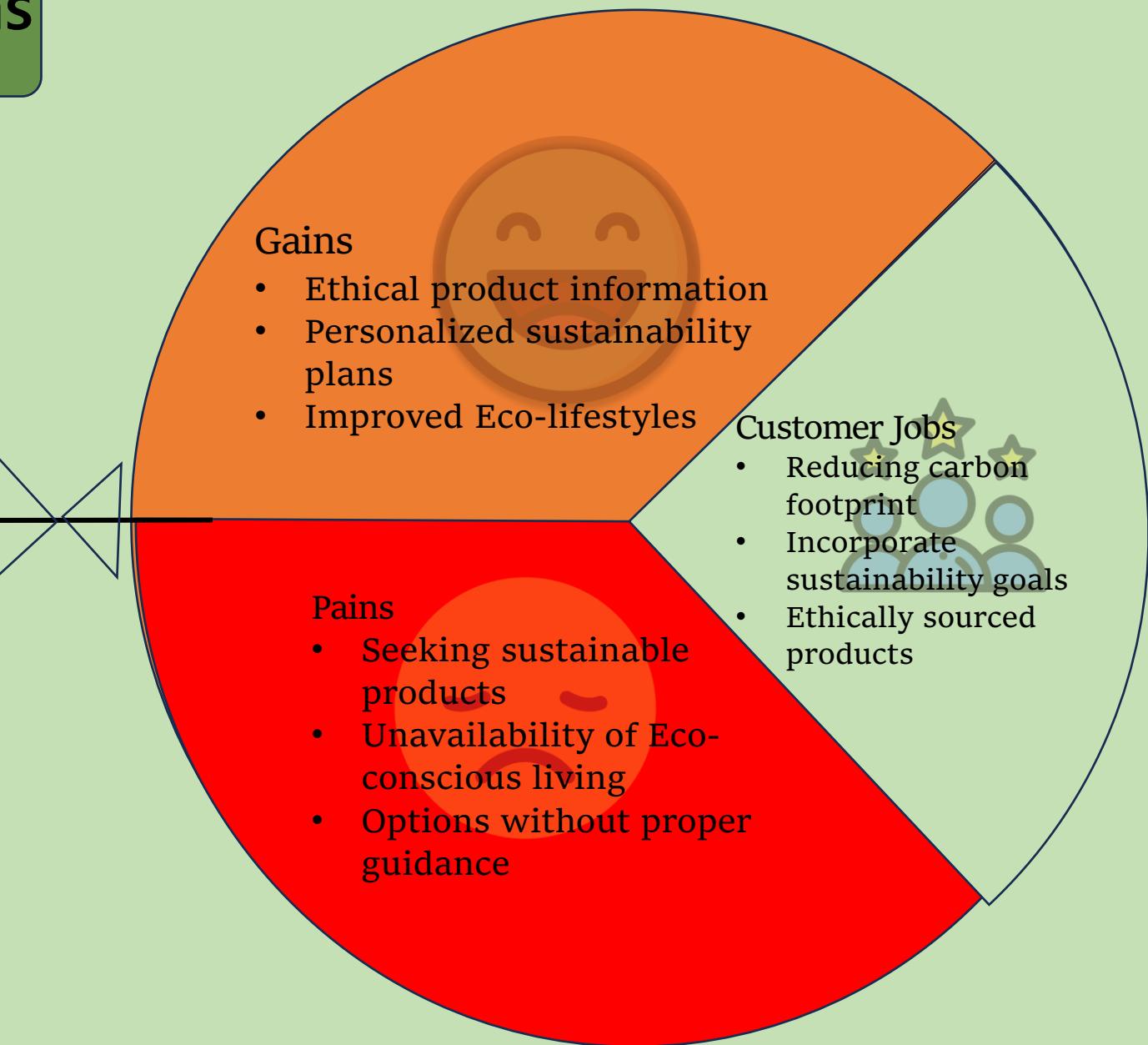




Value Proposition Design



Value Proposition Canvas





Revenue	Details	Cost
Product Sales Revenue	Avg. order: €50; 1,000 orders/month	6,00,000/year
Subscription Revenue	€10/month, targeting 2,000 users	20,000/year
Brand Partnerships & B2B Sales	Collaborations with sustainable brands	50,000/year
Referral Programs	Incentive-based sales	10,000/year
Total Projected Revenue		€680,000/year



Financial Plan

Expenses	Details	Cost
Platform Development & Tech	Website, app setup, and yearly updates	70,000 (Year 1)
Salaries	Team of 5 (Avg. €4,000/month each)	240,000/year
Logistics & Delivery Costs	DHL/Cargoo/partners - shipping fees	10% of total revenue
Sustainable Packaging	Eco-friendly packaging	25,000/year
Office Space Rent	Rent for office (Leipzig)	30,000/year
Marketing & Advertising	Social ads, SEO, influencer marketing	35,000/year
Research & ESG Compliance	Certifications and studies	15,000/year
Legal & Regulatory Compliance	EU-wide legal and VAT expenses	12,000/year
Customer Support & AI Tools	Chatbot, analytics for engagement	18,000/year
Warehousing & Storage	Storage partners for distribution hubs	15,000/year
Total Estimated Expenses		€455,000/year + 10% rev





Financial Plan



Revenue	Details	Cost
Package Sales Revenue	Avg. order: €50; 1,000 orders/month	6,00,000/year
Subscription Revenue	€10/month, targeting 2,000 users	20,000/year
Brand Partnerships & B2B Sales	Collaborations with sustainable brands	50,000/year
Referral Programs	Incentive-based sales	10,000/year
Total Projected Revenue		€680000/year

Expenses	Details	Cost
Platform Development & Tech	Website, app setup, and yearly updates	70,000 (Year 1)
Salaries	Team of 5 (Avg. €4,000/month each)	240,000/year
Logistics & Delivery Costs	DHL/Cargo/partners - shipping fees	10% of total revenue
Sustainable Packaging	Eco-friendly packaging	25,000/year
Office Space Rent	Rent for office (Leipzig)	30,000/year
Marketing & Advertising	Social ads, SEO, influencer marketing	35,000/year
Research & ESG Compliance	Certifications and studies	15,000/year
Legal & Regulatory Compliance	EU-wide legal and VAT expenses	12,000/year
Customer Support & AI Tools	Chatbot, analytics for engagement	18,000/year
Warehousing & Storage	Storage partners for distribution hubs	15,000/year
Total Estimated Expenses		€455,000/year + 10% rev



Financial Projections	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18
Packages Sold	1,000	1,150	1,322	1,520	1,748	2,010	2,312	2,659	3,058	3,516	4,043	4,649	5,346	6,148	7,070	8,131	9,351	10,754
Revenue (€)	50,000	57,500	66,100	76,000	87,400	1,00,500	1,15,600	1,32,950	1,52,900	1,75,800	2,02,150	2,32,450	2,67,300	3,07,400	3,53,500	4,06,550	4,67,550	5,37,700
COGS (€)	30,000	34,500	39,660	45,600	52,440	60,300	69,360	79,770	91,740	1,05,480	1,21,290	1,39,470	1,60,380	1,84,440	2,12,100	2,43,930	2,80,530	3,22,620
Fixed Costs (€)	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Gross Profit (€)	20,000	23,000	26,440	30,400	34,960	40,200	46,240	53,180	61,160	70,320	80,860	92,980	1,06,920	1,22,960	1,41,400	1,62,620	1,87,020	2,15,080
Gross Profit Margin(%)	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Net Profit (€)	-30,000	-27,000	-23,560	-19,600	-15,040	-9,800	-3,760	3,180	11,160	20,320	30,860	42,980	56,920	72,960	91,400	1,12,620	1,37,020	1,65,080
Cumulative Net Profit (€)	-30,000	-57,000	-80,560	-1,00,160	-1,15,200	-1,25,000	-1,28,760	-1,25,580	-1,14,420	-94,100	-63,240	-20,260	36,660	1,09,620	2,01,020	3,13,640	4,50,660	6,15,740

Average Selling Price (ASO) per Package: €50
Cost of Goods Sold (COGS) per Package: €30
Gross Profit per Package: €20
Gross Margin: 40% (calculated as Gross Profit / ASP)

Break-Even Point: Achieved in Month 8, where net profit turns positive.
Cumulative Break-Even: Achieved in Month 13, where cumulative net profit turns positive.
Profits scalable to €650,000+ in Year 3

Monthly Fixed Costs:
Operational Expenses: €10,000
Marketing Expenses: €15,000
Salaries and Wages: €20,000
Miscellaneous Expenses: €5,000
Total Monthly Fixed Costs: €50,000

Financial Projections



We're Seeking EUR 500,000 for 15% equity stake

Call to action!!



Our Vision

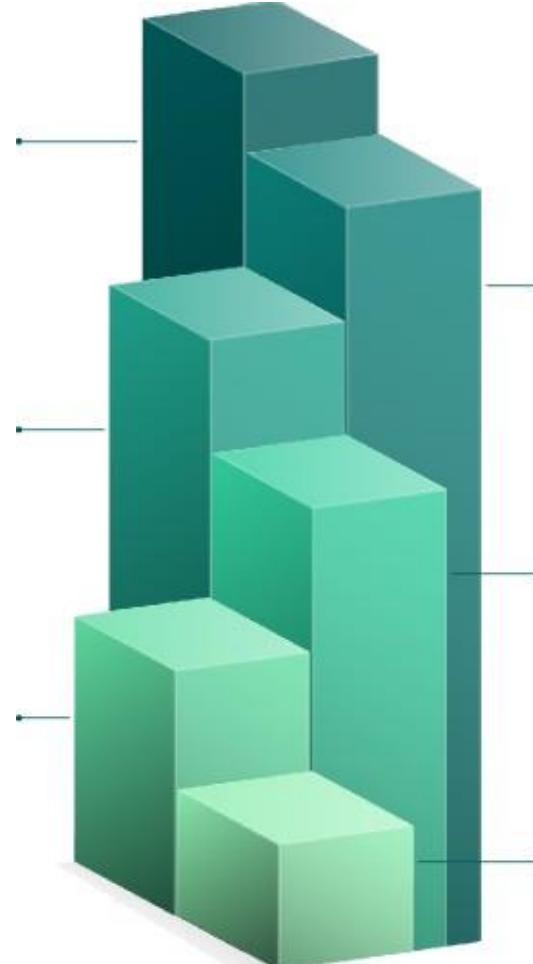
To lead the world in redefining sustainable living, inspiring Eco-conscious choices for a Greener Planet

Business Model

Our subscription-based model guarantees recurring revenue and predictable cash flow, making it an attractive investment opportunity with steady income potential.

Competitive Advantage

Our E-commerce App offers Gamified sustainable tracking and interactive user experience, providing a distinct edge over competitors and driving customer preference.



Our Mission

Transforming how individuals and families embrace an Eco-conscious lifestyle through a cutting-edge E-commerce platform that champions sustainable food practices and prioritises a Healthier Planet for future generations

Use of Funds

40% for App development & Research
25% for Marketing to boost brand awareness
20% for Salaries to recruit and retain top talent and
15% for Operational costs & Scaling

Return on Investment

Investors can expect a return within 3-5 years, driven by consistent growth and market expansion, positioning us as a lucrative investment choice.