



# CocoNuTron Pitch Deck

Oz Furtado



# About us

At CocoNuTron, we create pure, flavorful Coconut Butter from the finest coconuts. Our commitment to quality and sustainability ensures a creamy, nutritious product that captures the essence of fresh coconuts. We support local farmers and eco-friendly practices, delivering a taste of nature's best in every cube, crafted with care and love.



# Objective

Enjoy coconut butter anytime time everywhere with everything. To boost your health.

Our goal is to produce low cost coconut butter for this planet to help humans become healthy and happy

Then we want to scale it up across countries where coconuts are grown in abundance – Goa, Brazil, Indonesia, India, Philippines, Sri Lanka



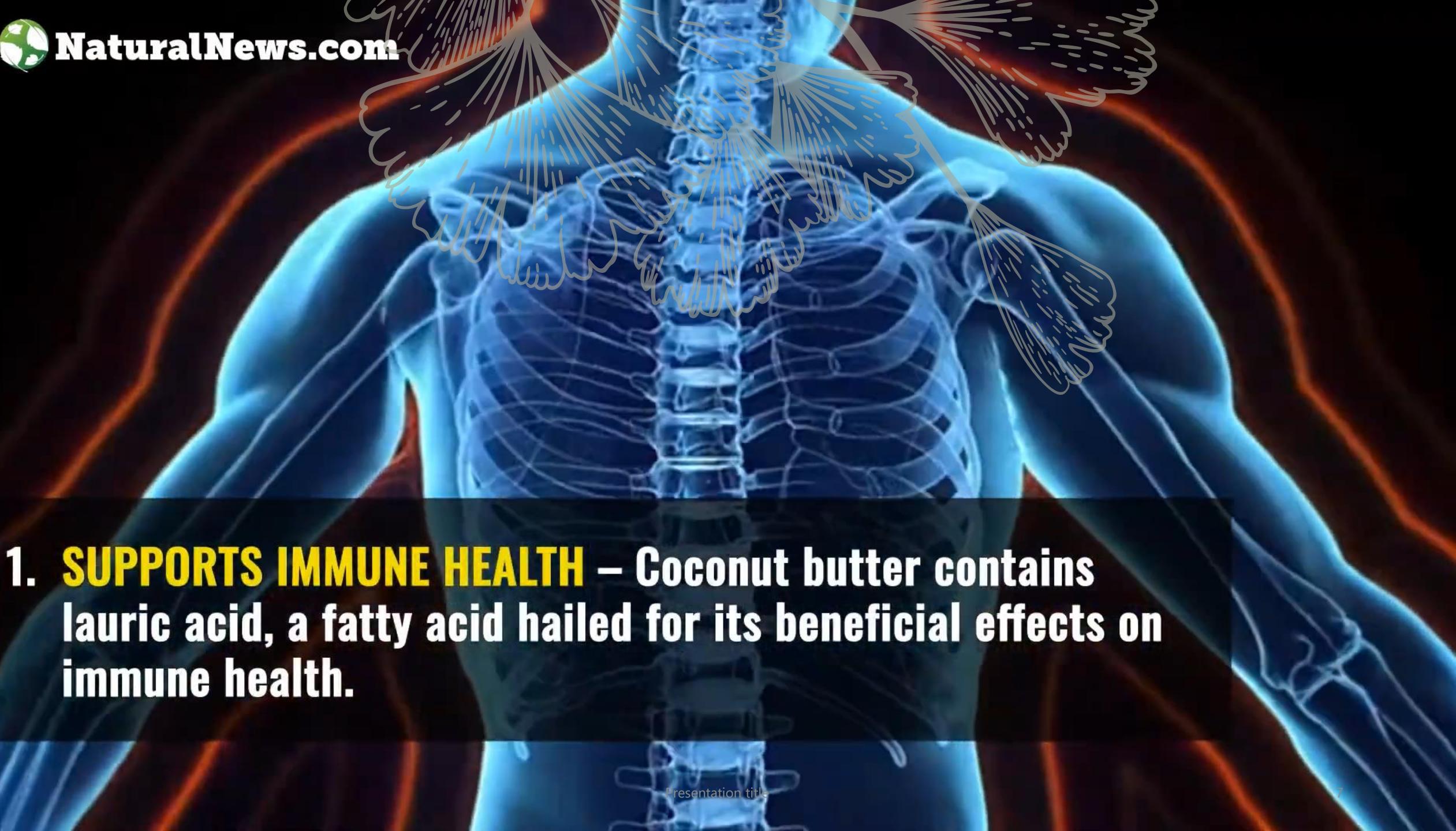


In tropical countries around the globe, the coconut tree is known as the "tree of life." That's because every part of it is utilized and made into health products, such as coconut milk, coconut oil and coconut butter.

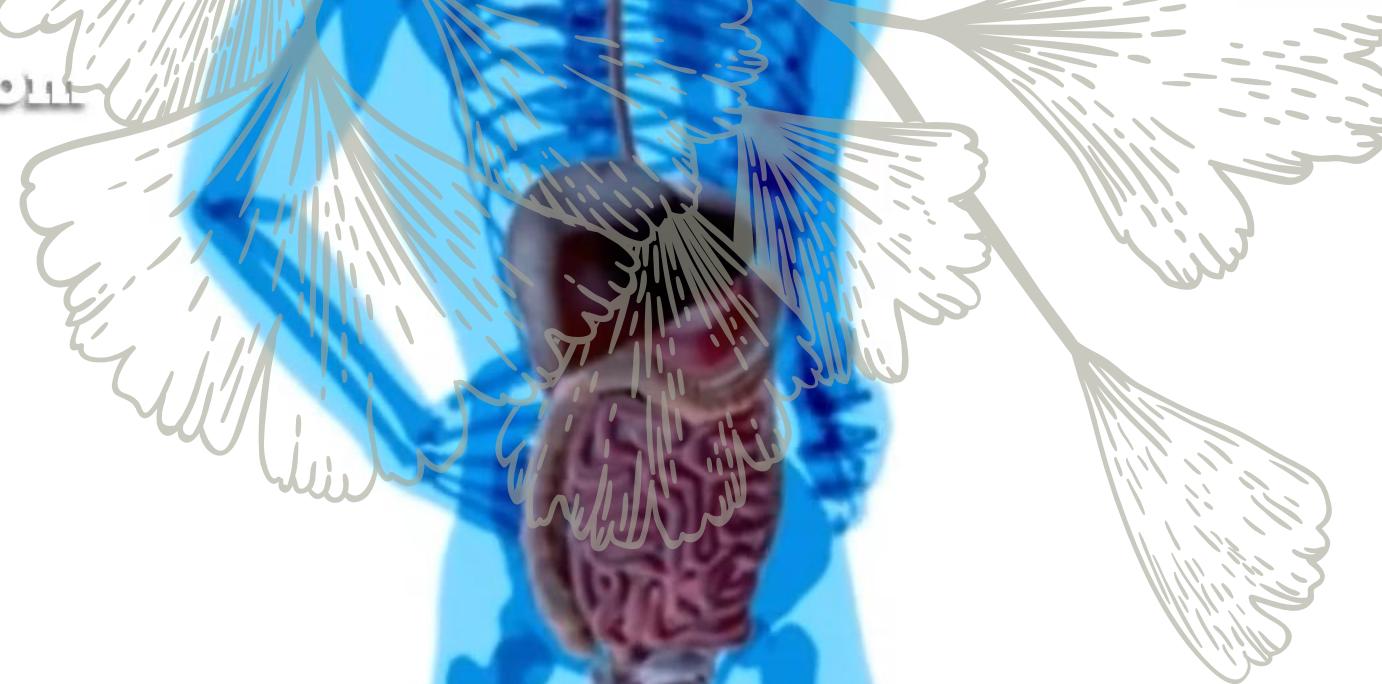
A close-up photograph of several solid, yellowish-gold blocks of coconut butter, some stacked and some partially melted, with a white cloth visible behind them.

**Though less popular than coconut oil, coconut butter has many of the same healthful qualities coconut oil possesses. In fact, coconut butter is healthier than coconut oil from a nutritional standpoint.**

**Coconut butter, made from pureed coconut meat, contains essential nutrients like potassium, magnesium and iron. Experts believe these nutrients are behind most of the health benefits attributed to coconut butter, which include:**



- 1. SUPPORTS IMMUNE HEALTH –** Coconut butter contains lauric acid, a fatty acid hailed for its beneficial effects on immune health.

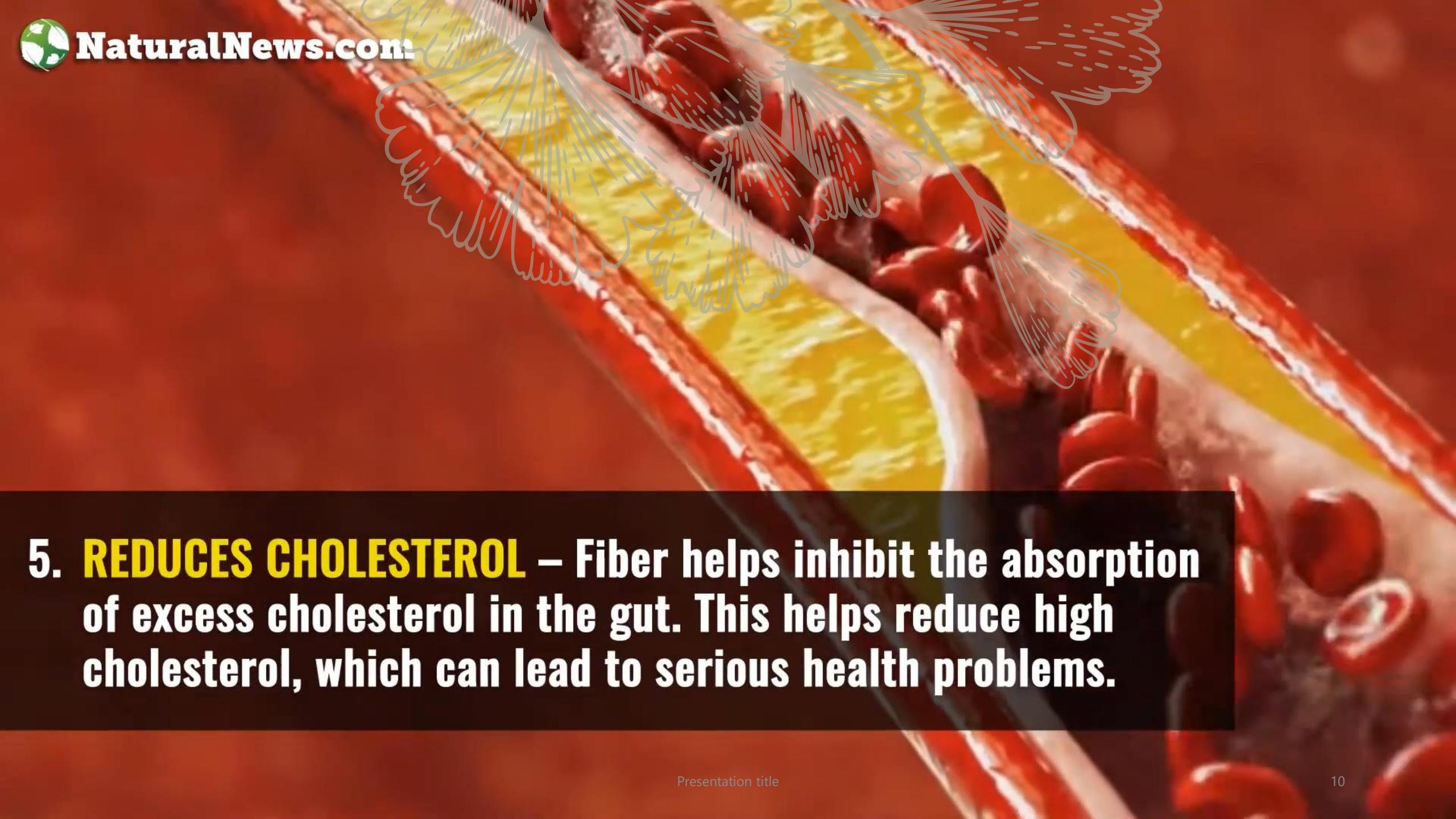


**3. BOOSTS METABOLISM** – The fiber and healthy fats in coconut butter help boost metabolism. The fats in coconut butter can also keep you full for longer periods.



A background photograph of a person in a red tank top performing a pull-up on a horizontal bar. A large, semi-transparent graphic of a ginkgo leaf is overlaid on the upper portion of the image, covering the person's head and shoulders. The leaf has a detailed, branching structure with many fine veins.

**4. ENHANCES ATHLETIC PERFORMANCE** – The fats in coconut butter are absorbed in the gut and processed as fuel. This makes it a potent health food for athletes and fitness enthusiasts.



5. **REDUCES CHOLESTEROL** – Fiber helps inhibit the absorption of excess cholesterol in the gut. This helps reduce high cholesterol, which can lead to serious health problems.

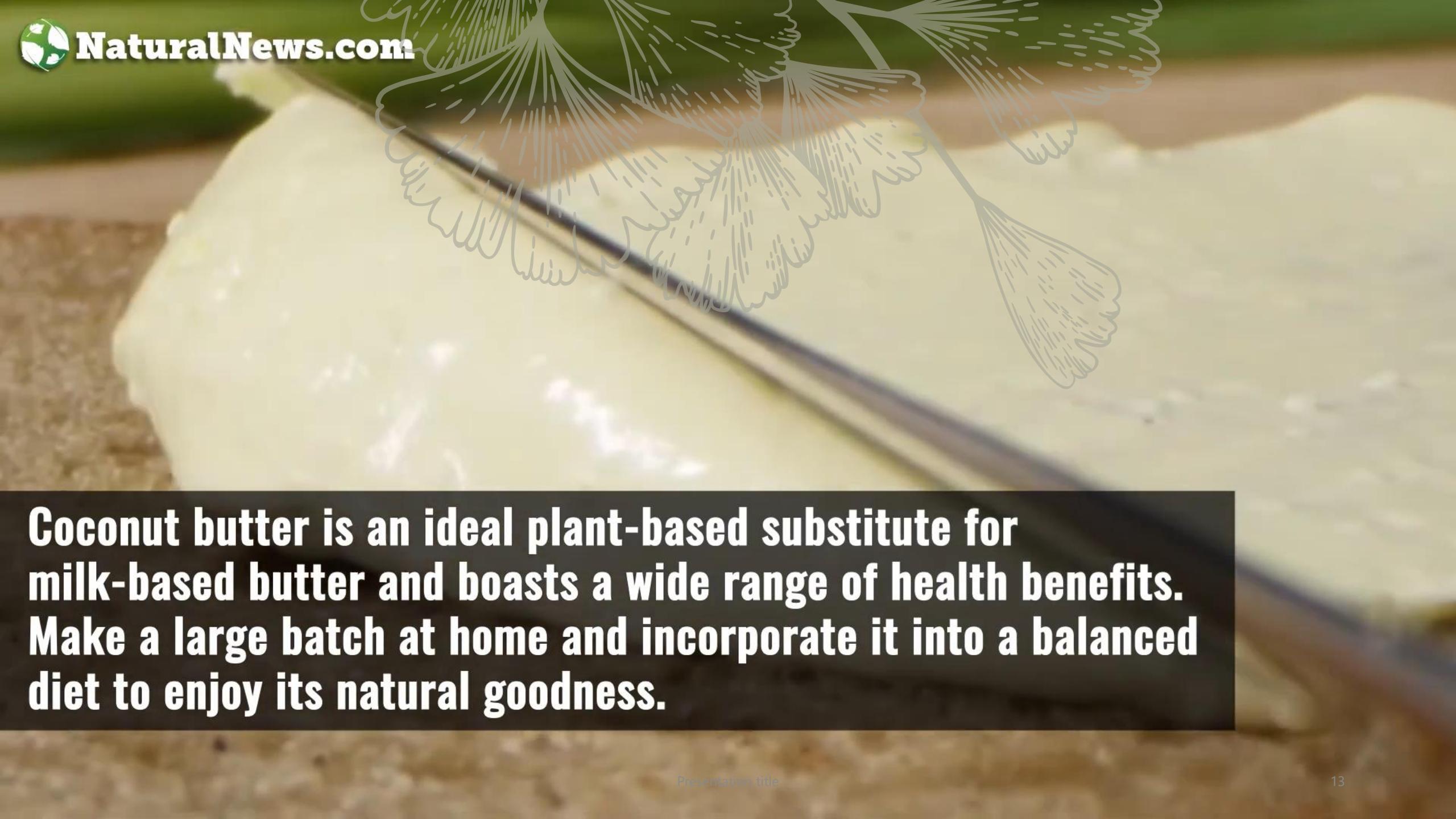


**6. BOOSTS BRAIN FUNCTION** – Recent studies show that the healthy fats in coconut oil also double as a fuel source for brain cells in need of glucose. The fats in coconut butter also help boost brain function and protect the brain from age-related decline.



## **INCORPORATING COCONUT BUTTER INTO A BALANCED DIET**

There are a number of uses for coconut butter in the kitchen. If in doubt, just treat coconut butter like the standard milk-based butter. Here are some uses for coconut butter in the kitchen:

A close-up photograph of a light-colored coconut shell. A metal whisk with fine tines lies diagonally across the shell. The background is slightly blurred.

**Coconut butter is an ideal plant-based substitute for  
milk-based butter and boasts a wide range of health benefits.  
Make a large batch at home and incorporate it into a balanced  
diet to enjoy its natural goodness.**

# Delicious and Nutritious



## Coconut Oil vs Coconut Butter

Coconut oil is JUST the oil that is extracted from the meat. Coconut butter is the whole meat of the coconut pureed into a creamy butter. Coconut meat by nature is about 65% oil

## Coconut Butter

Raw Coconut Butter is a whole food, not just oil. It melts in your mouth with a full coconut flavor and aroma, while giving you whole coconut nutrition: oil, dietary fiber, protein, vitamins, and minerals. No additives-only pure, unadulterated coconut.

## How to Enjoy Coconut Butter

It is wonderful to add to smoothies, fruit salads, sauces, salad dressings, and baked goods. Use it as a hard shell topping for ice cream mix with fruit to create your own dessert sensations, or eat it right out of the jar. Use as an icing on scones, cookies and more. Just drizzle melted coconut butter on top.



# Problem



## Current Trends

Growing consumer demand for clean, natural, and nutritious food alternatives



## Market Issues

Many coconut butter products are either overly processed, lack flavor, or are not certified organic.



## Health & Wellness Trend

Consumers are increasingly seeking natural, nutritious, and versatile food products.



# Solution



Multi-purpose: perfect for spreads, cooking, baking, and smoothies



Smooth, creamy texture with a natural sweetness



100% organic and unrefined



Rich in essential nutrients: healthy fats, vitamins, and minerals

# Product overview

## Pure Ingredients

Made from the finest, handpicked coconuts, our Coconut Butter is 100% natural with no additives or preservatives, ensuring a pure and wholesome product.

## Nutrient Rich

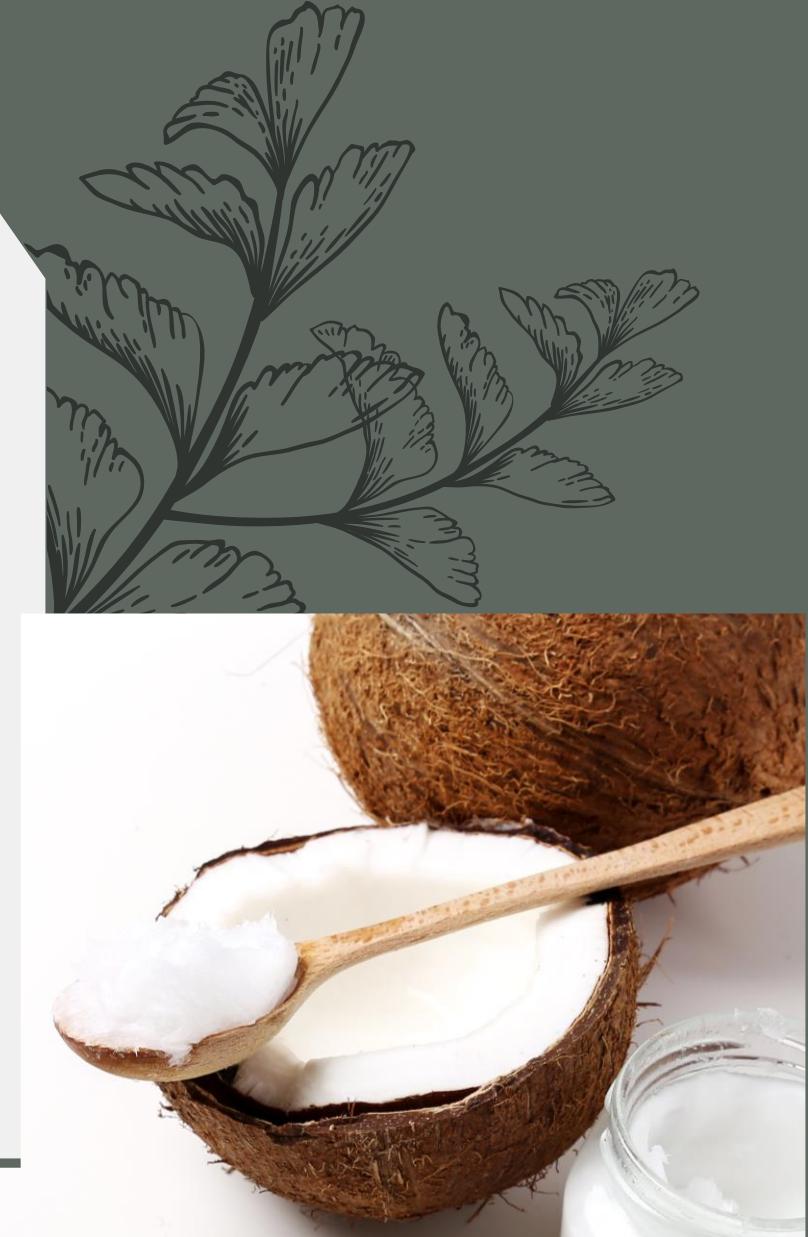
Packed with healthy fats, vitamins, and minerals, our Coconut Butter offers a delicious way to boost your energy and support overall wellness.

## Versatile Usage

Perfect for spreading, blending into smoothies, baking, or adding to your favorite dishes, our Coconut Butter enhances any meal with its rich, creamy texture and tropical flavor.

## Sustainably Sourced

We prioritize sustainability by partnering with local farmers and employing eco-friendly practices, ensuring our Coconut Butter is as good for the planet as it is for you.





## Product benefits

- Source Of Rich And Healthy fats
- Natural Energy Booster
- Enhances Skin and Hair Health
- Supports Digestive Health



# Company overview



# Business model

## Research

We based our research on market trends and social media

## Revenue Streams

Direct-to-consumer sales via our e-commerce platform

## Pricing Strategy

Premium pricing that reflects our high-quality, organic product.





# Market Opportunity

## Market Size

The global coconut butter market is projected to reach \$22.70 billion by 2030.

## Growth Rate: Expected

CAGR of 7.3% over the next five years.

## Target Market

Health-conscious individuals, fitness enthusiasts, and culinary aficionados



# Our competition

## CocoNuTron

Superior taste and quality

Ethical sourcing and eco-friendly packaging

Direct from farm to cube model for freshness

Made from Goa coconuts which have highest levels  
of **Lauric Acid**

## Competitors

### **Company A**

Product is more expensive

### **Companies B & C**

Product is expensive and have additives

### **Companies D & E**

Product is affordable, but have additives

# Our competition graphic





# Growth strategy

January  
Year 1

Projected revenue, cost  
of goods sold, and gross  
profit

January  
Year 2

Expected growth,  
expansion plans, and  
profitability

January  
Year 3

Long-term revenue goals  
and market share

# Two-year action plan



# Meet the team



Oz Furtado

Founder & Vegan Innovator



Zoya lovina

Sales Manager



Dr. (Ms.) Mathala  
Juliet Gupta

Principal Scientist (Agri.  
Structures and Process  
Engineering)



A.I

B.Tech, Food Technologies



# Summary

Pure Bliss CocoNuTron Coconut Butter delivers premium quality and meets the growing demand for natural, healthy food options. our Daily tonic for health & happiness. Health is Wealth Let this Food be The Medicine.



# Thank you

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