

SustainDish

Getting the food , Saving the Earth



SITUATION ANALYSIS



Paint Point

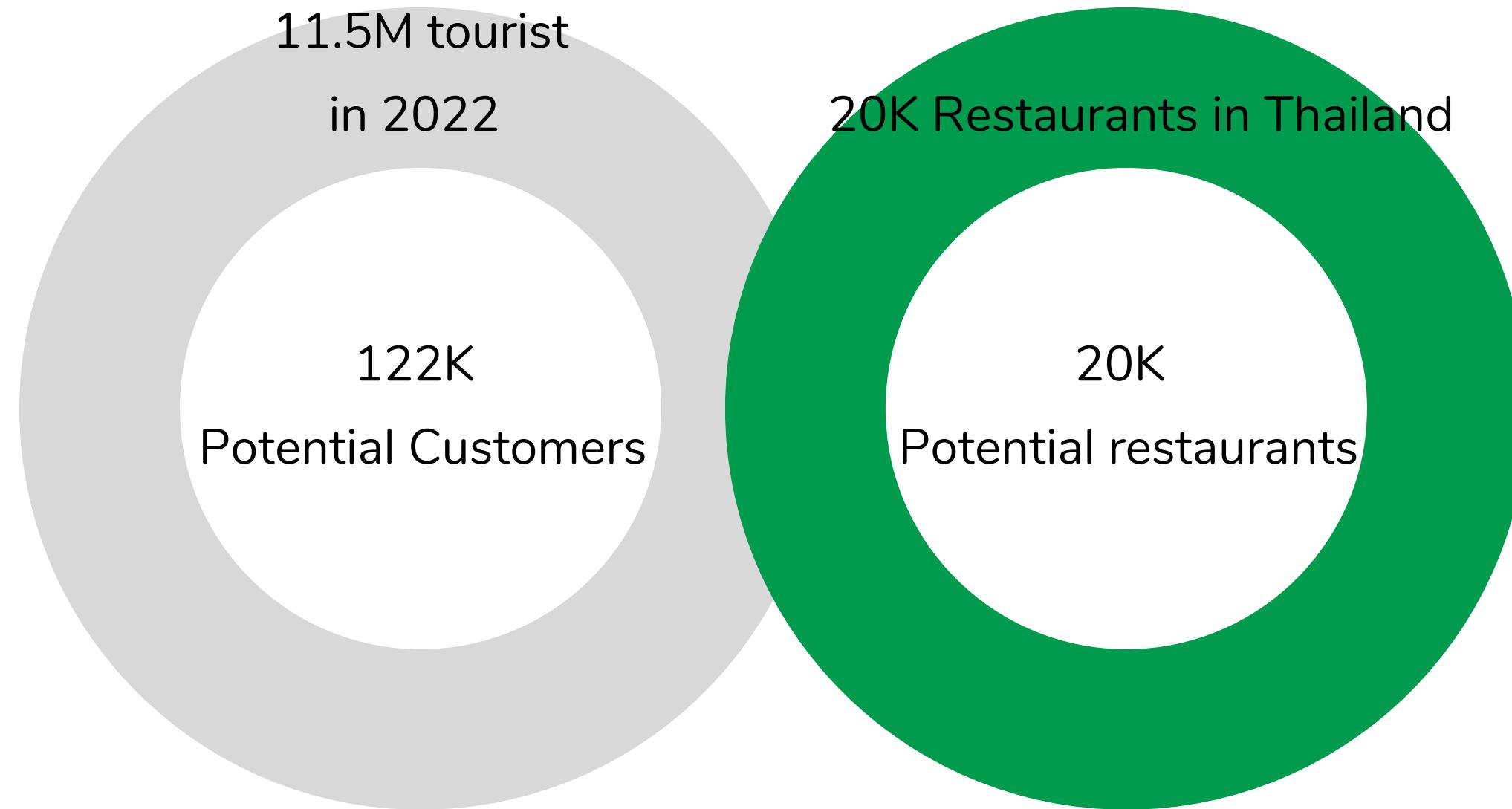


MARKET SIZE

Brief detail of key finding in the market that benefits our project.

**Sustainability-minded
Tourists are around
122K people per year.**

- Want to maintain their sustainable journeys.
- Willing to spend more on businesses that promote sustainability.



**More than 20K
restaurants are
possible to service.**

- 10+ restaurants have a global reputation for sustainability.
- Most of them have a chance to sustainably growth.

Market Value = 61,325,000 THB

SOLUTION

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FONT

LINE Seed Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Uu Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

COLOR

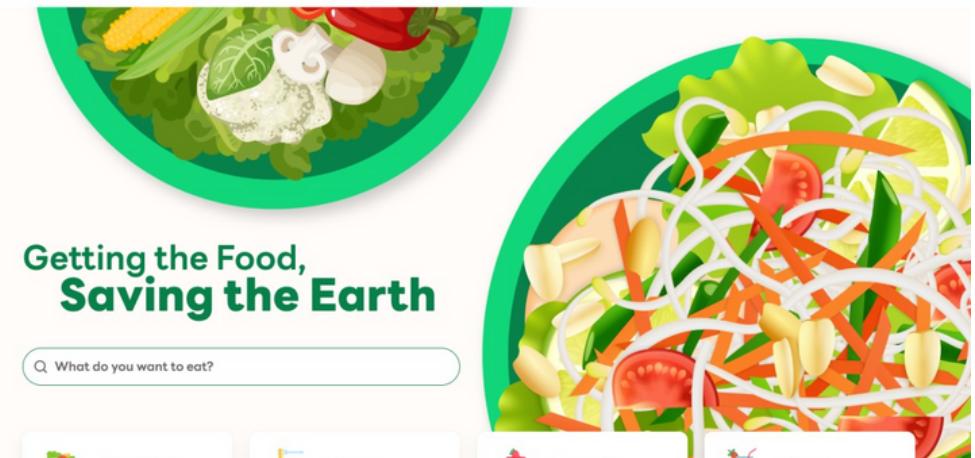
| | | | |
|---------|---------|---------|---------|
| #09814A | #F96E46 | #FFFCF9 | #231F20 |
|---------|---------|---------|---------|

White & Black



SustaiñDish

Home Restaurants Activities About us Log in



Getting the Food,
Saving the Earth

What do you want to eat?

Appetizers Dishes Desserts Drinks

Recommended Restaurants

Easy Health Hunter Poke

Restaurants Near Me

Rasayana Kin Na Dee Cleanfood

Recommended Menu

Restaurant Vegano Chicken Salad
Grilled chicken salad with cajun spices and vegetables.
\$50 Add to cart

Restaurant Vegano Chicken Salad
With feta cheese on multigrain bread, roasted tomato.
\$50 Add to cart

Restaurant Vegano Chicken Salad
Mexican style rice bowl with beans, our original ground beef.
\$50 Add to cart

Restaurant Vegano Chicken Salad
With choices of topping available.
\$50 Add to cart

SOLUTION

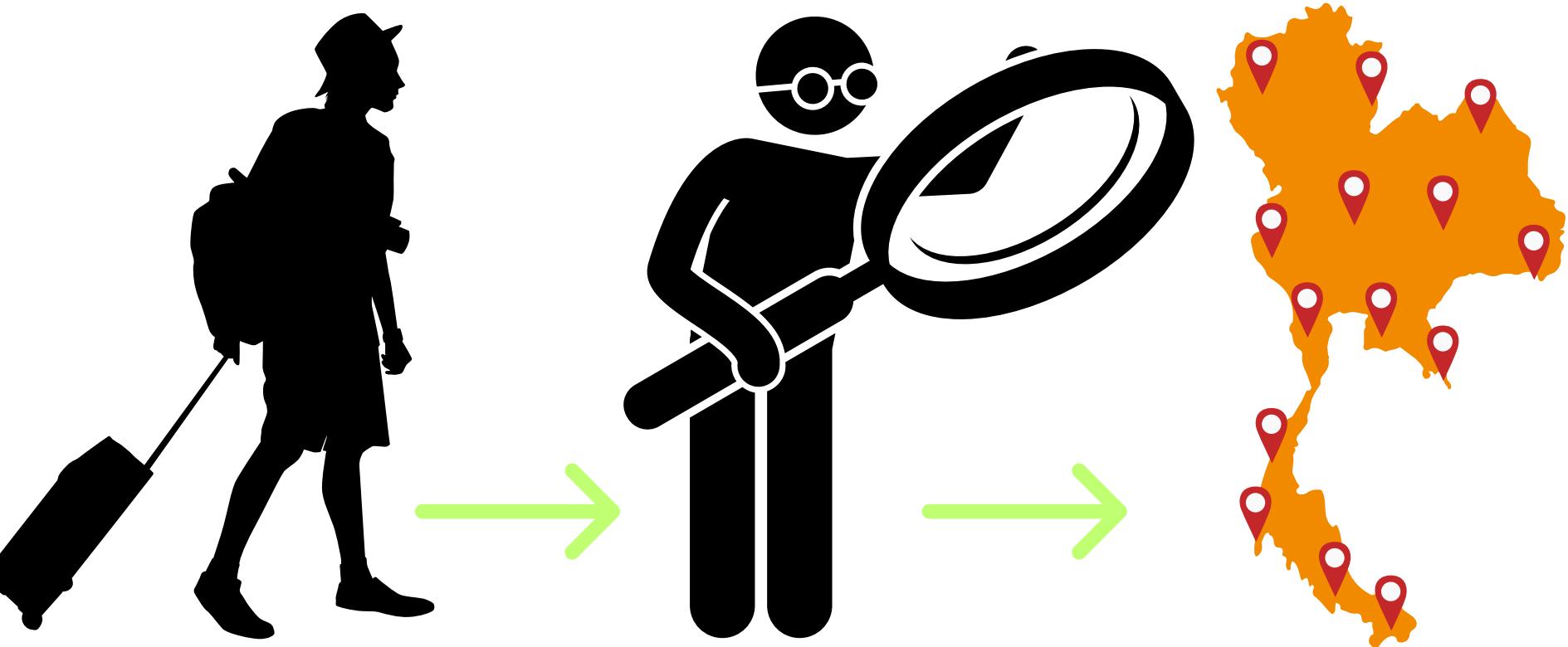
OUR SOLUTION

"We are the matching website, bridging **Sustainability-minded Tourists** with **sustainable restaurants**"

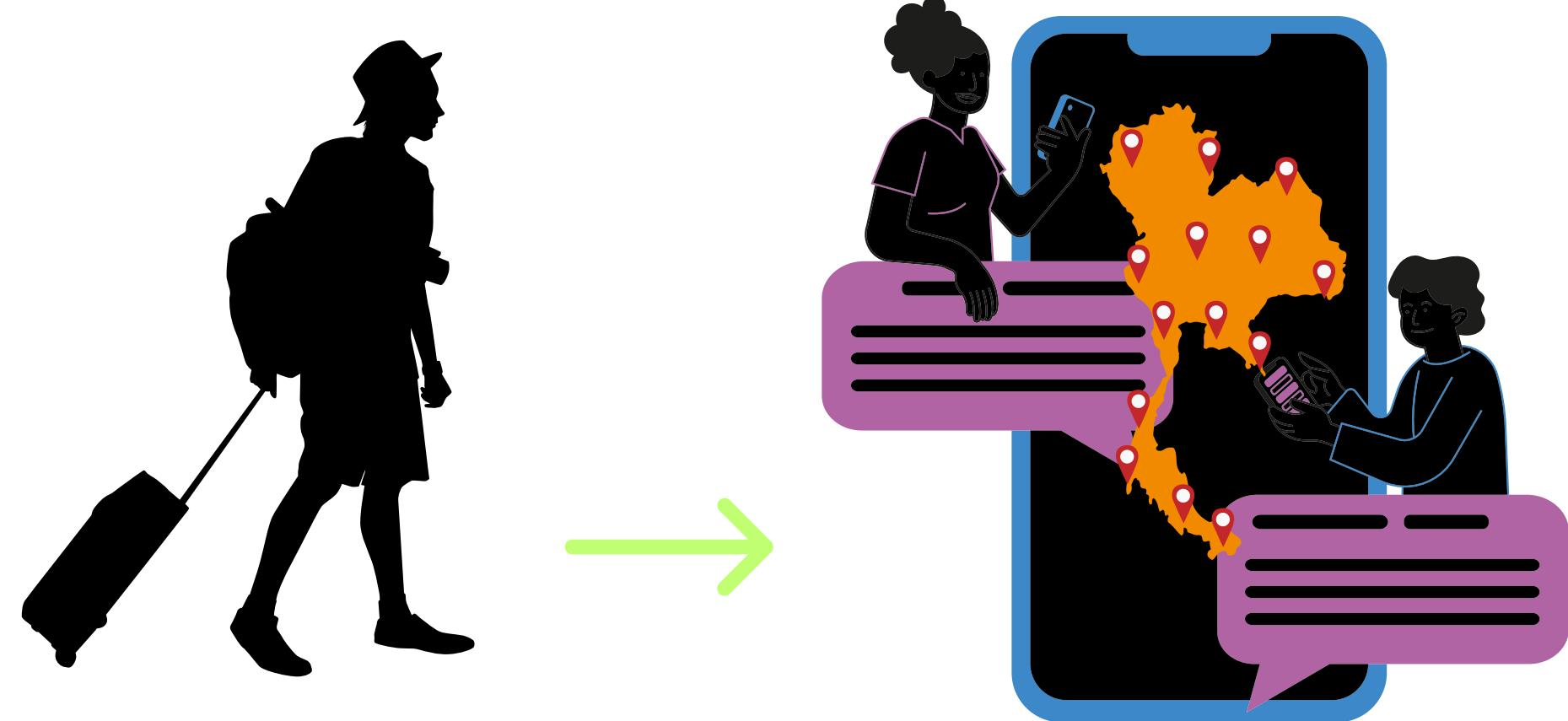


SOLUTION

BEFORE



AFTER



DEMO

SOLUTION

SustainDish



**Sustainability-minded
Tourists can't maintain
their sustainable
behaviors.**



**We give those
restaurants
incremental revenues
and the opportunity to
sustainably grow.**



**We promote a long-
term strong
sustainable community
for our nation.**

SOLUTION

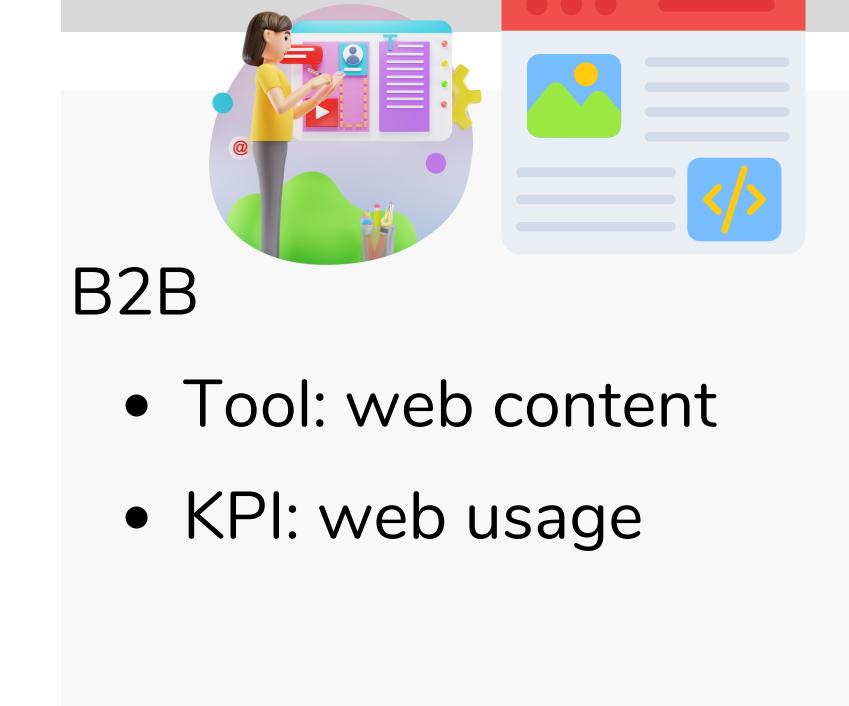
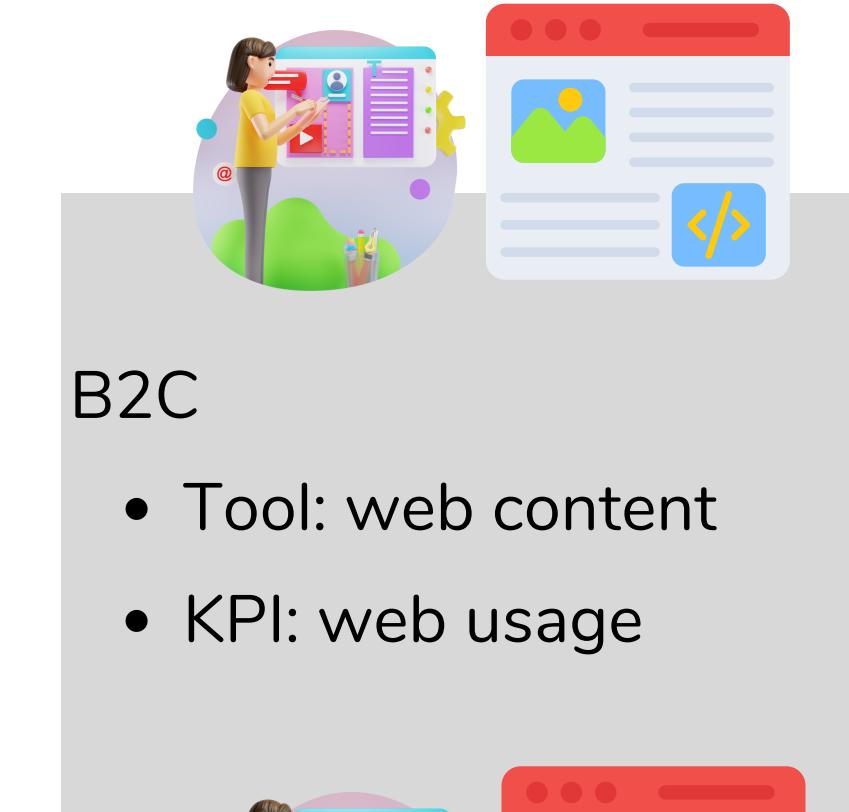
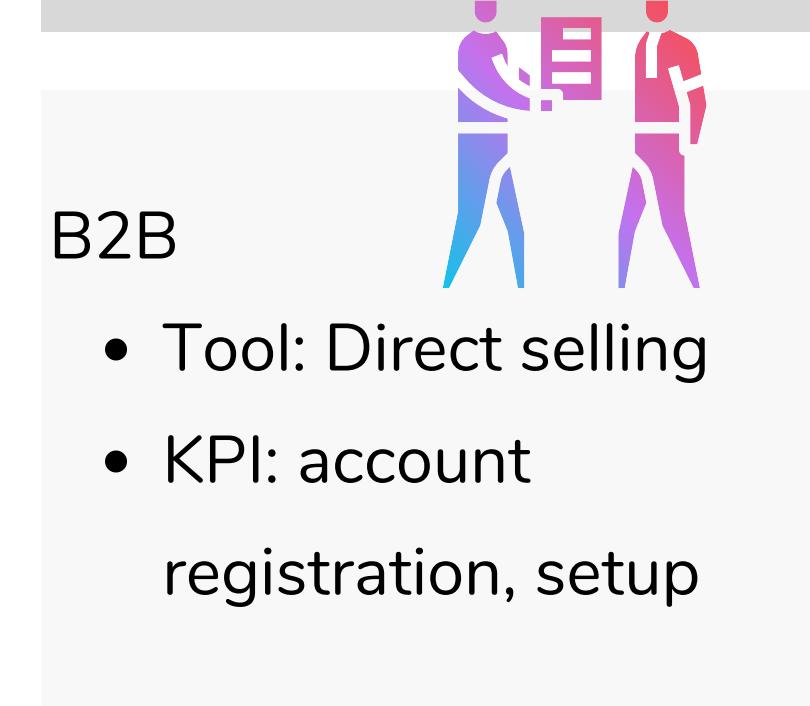
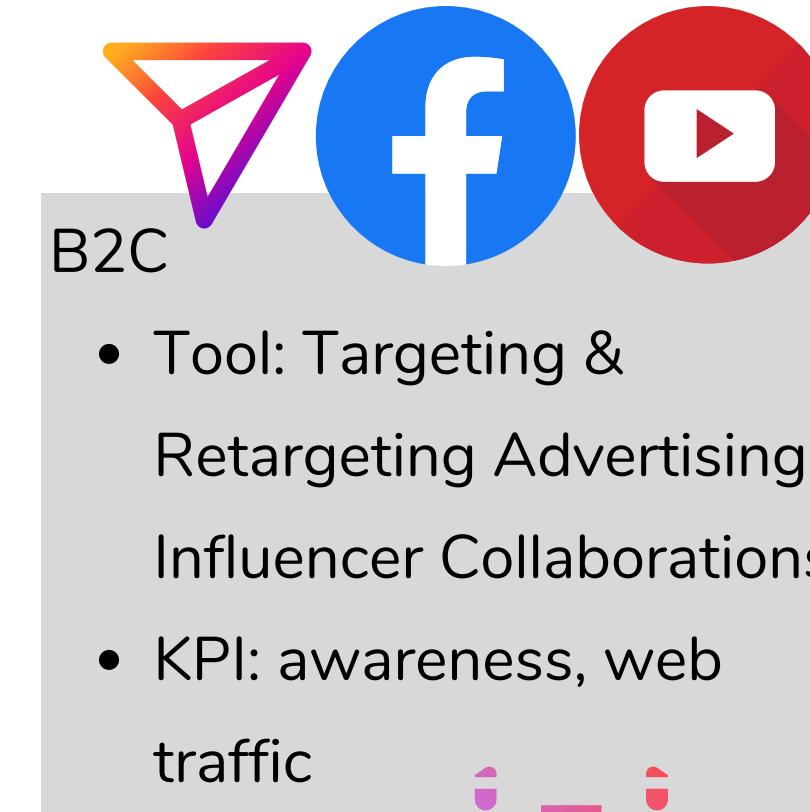
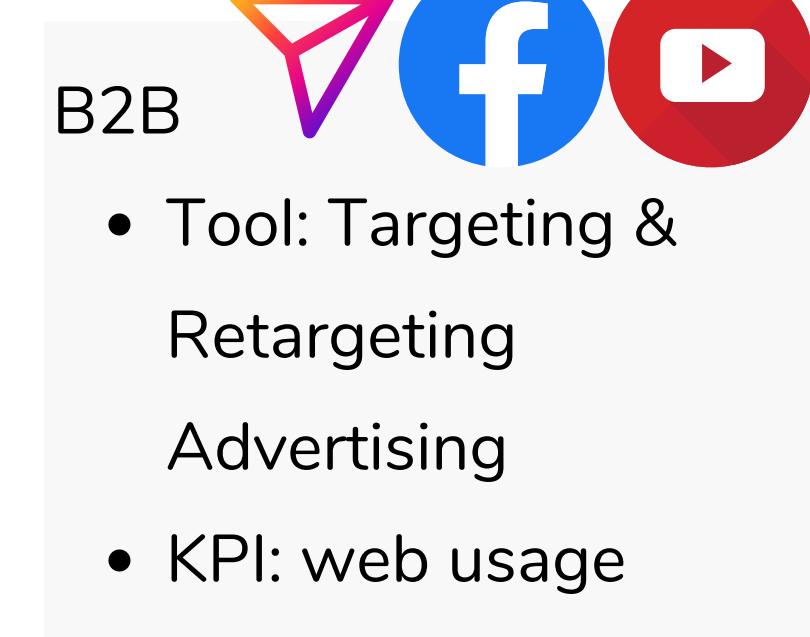
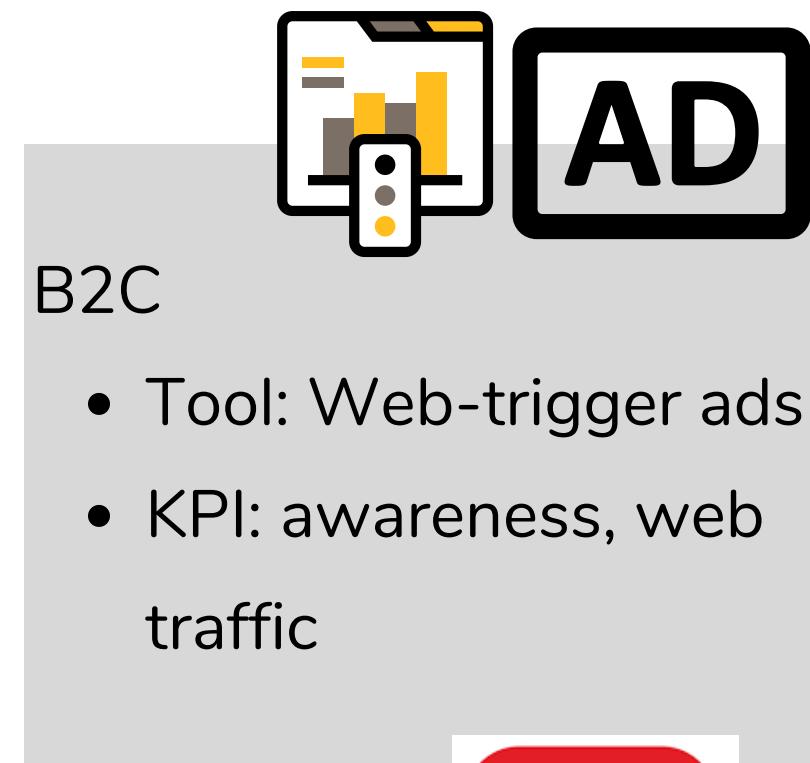
RELATE TO SDG's



17 PARTNERSHIPS
FOR THE GOALS



CUSTOMER ACQUISITION



ARTICLE CONTENT

ADVERTORIAL

- Target :
 - Restaurant-Reader
 - Objective
 - Advertising Revenue
 - Brand Awareness

VALUE CONTENT

- Target :
 - Foreigner who interesting in sustainability/coming to Thailand
 - Objective : Engagement

FINANCIAL PROJECTION

| | Aug-23 | Sep-23 | Oct-23 | Nov-23 | Dec-23 |
|---------------------------|--------------------|----------------|----------------|-----------------|-----------------|
| Total Sales Revenue | ฿ 32,143 | ฿ 171,429 | ฿ 171,429 | ฿ 214,286 | ฿ 214,286 |
| Total CAC | ฿ 101,000 | ฿ 128,000 | ฿ 128,000 | ฿ 148,000 | ฿ 148,000 |
| Sales Profit | ฿ (68,857) | ฿ 43,429 | ฿ 43,429 | ฿ 66,286 | ฿ 66,286 |
| Accumulated Sales Profit | ฿ (68,857) | ฿ (25,429) | ฿ 18,000 | ฿ 84,286 | ฿ 150,571 |
| Gross Margin | ฿ (68,857) | ฿ 43,429 | ฿ 43,429 | ฿ 66,286 | ฿ 66,286 |
| % of GM (Month) | -214% | 25% | 25% | 31% | 31% |
| OPERATING EXPENSES | | | | | |
| Marketng & Content | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 |
| Technology & Design | 64,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Total expenses | 94,000 | 40,000 | 40,000 | 40,000 | 40,000 |
| OPERATION PROFIT | ฿ (162,857) | ฿ 3,429 | ฿ 3,429 | ฿ 26,286 | ฿ 26,286 |