

SustainDish

Getting the food , Saving the Earth



SITUATION ANALYSIS



Pain Point

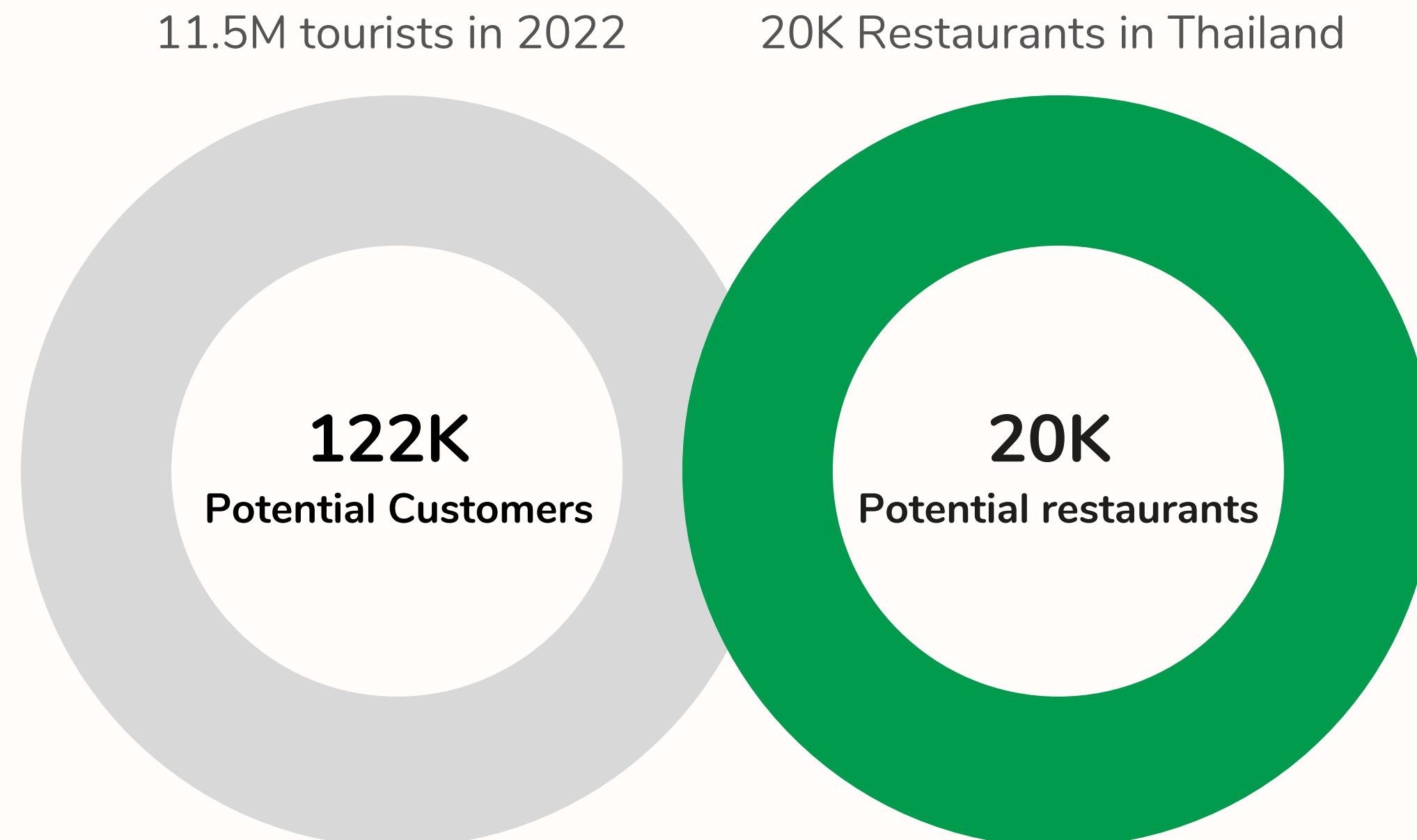


MARKET SIZE

61 MILLION WORTH MARKET WITH STRONG CUSTOMER NEED

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 = No. of Customer x average purchasing value per customer

SOLUTION

OUR SOLUTION

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



SOLUTION

SustaiñDish

Getting the food , Saving the Earth



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

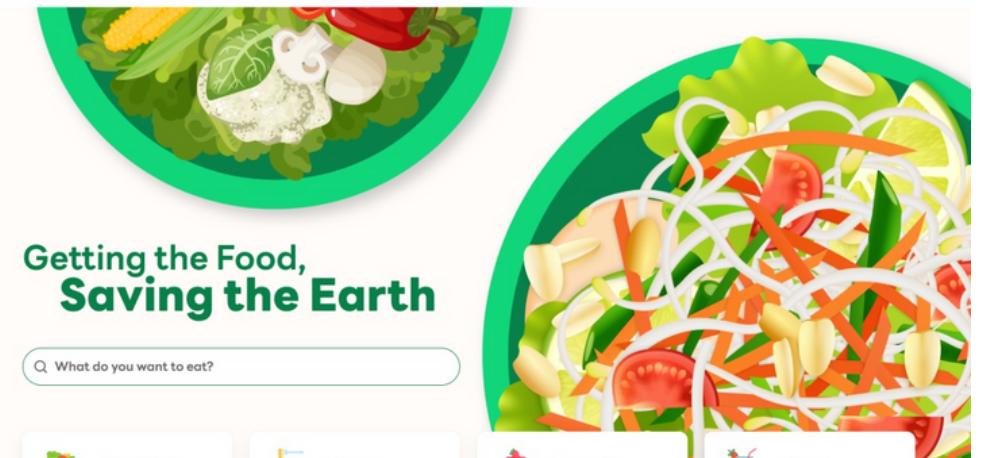
#09814A	#F96E46	#FFFCF9	#231F20
---------	---------	---------	---------

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

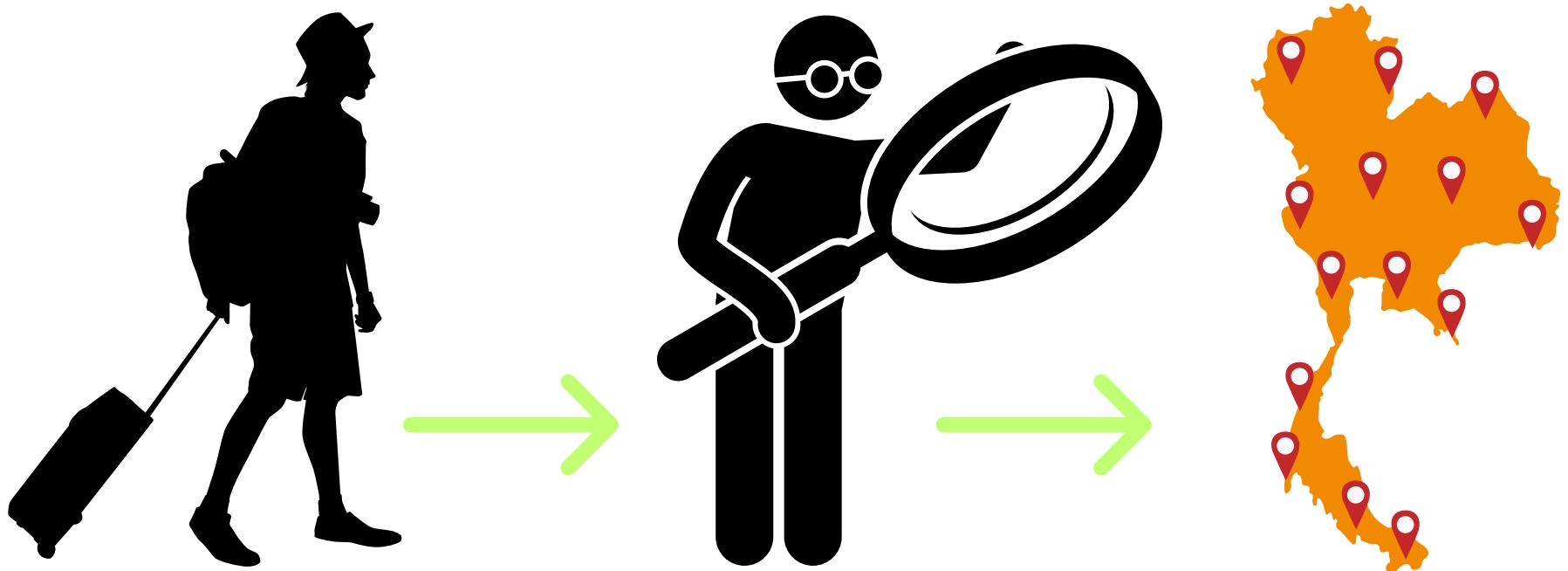
Restaurant Vegano Chicken Salad
Mexican style rice bowl with beans, our original ground beef.
\$50 Add to cart

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

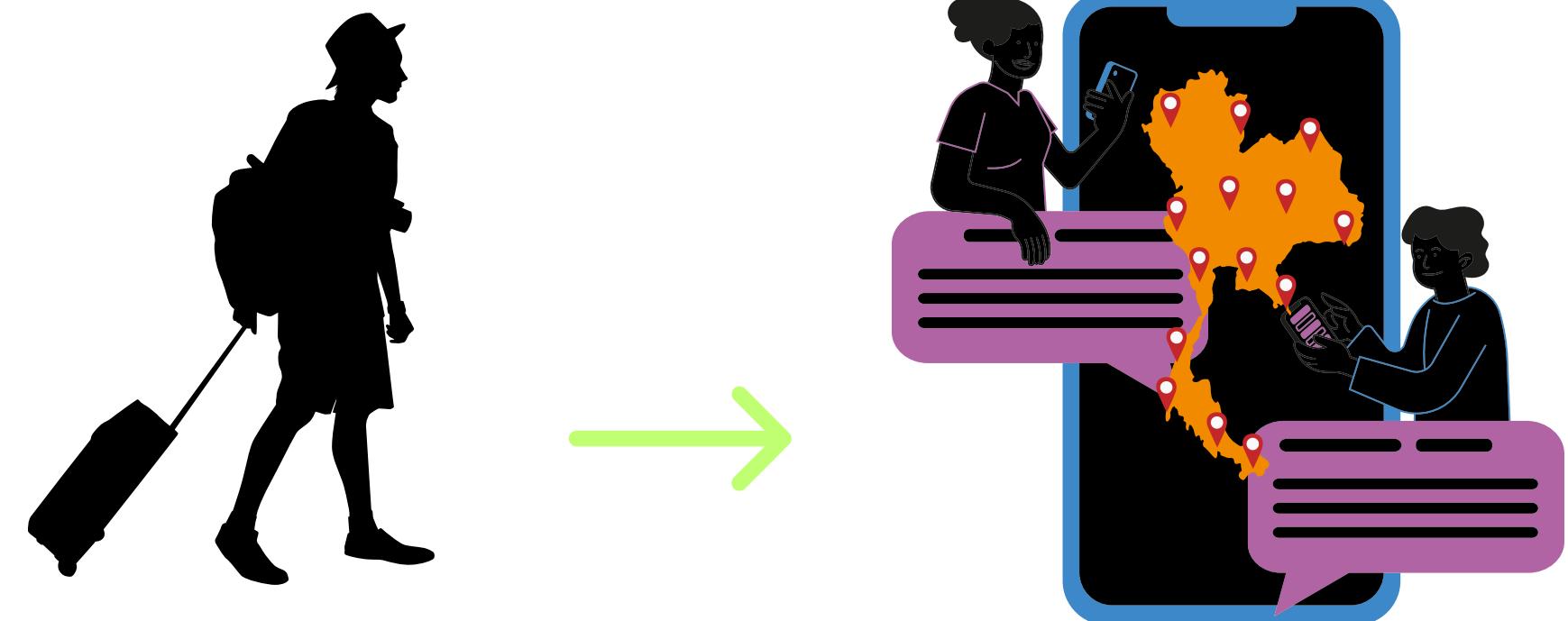
PRODUCT DEMO

SOLUTION

BEFORE



AFTER



SOLUTION

SustaińDish



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



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

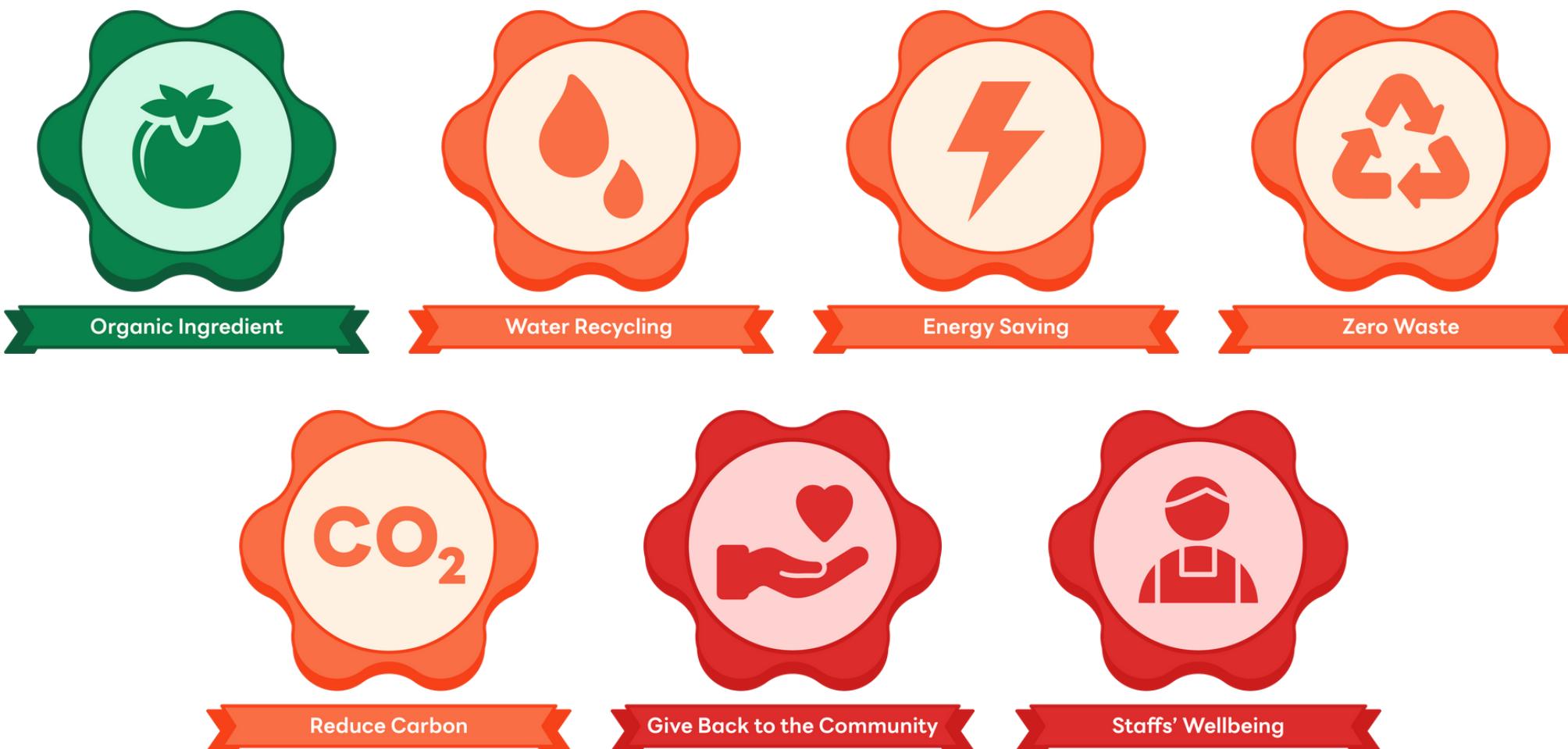


**We promote a long-
term strong
sustainable community
for our nation.**

SOLUTION



RELATE TO SDGs



**17 PARTNERSHIPS
FOR THE GOALS**



CUSTOMER ACQUISITION

Awareness



B2C

- Tool: Web-trigger ads
- KPI: awareness, web traffic

B2B

- Tool: Culinary Events
- KPI: awareness, web traffic

Engagement



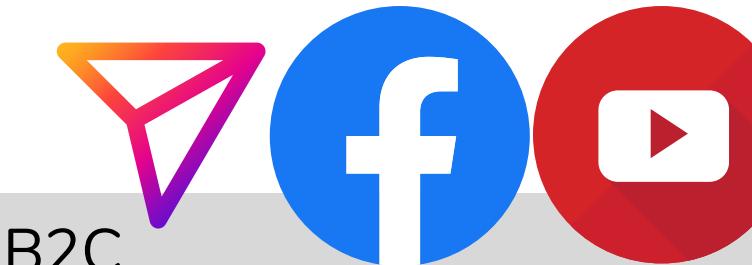
B2C

- Tool: Local Guides, Hotel Partner
- KPI: sales, web usage

B2B

- Tool: Targeting & Retargeting Advertising
- KPI: web usage

Purchase



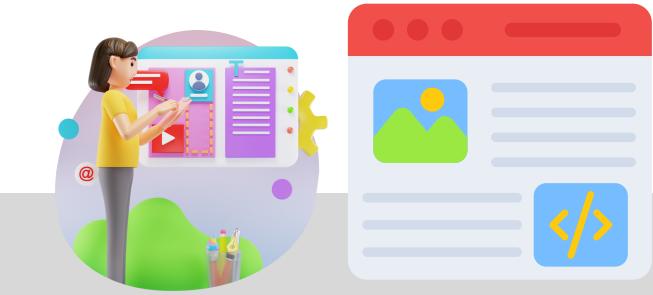
B2C

- Tool: Targeting & Retargeting Advertising, Influencer Collaborations
- KPI: awareness, web traffic

B2B

- Tool: Direct selling
- KPI: account registration, setup

Advocacy



B2C

- Tool: web content
- KPI: web usage

B2B

- Tool: web content
- KPI: web usage

ADVERTORIAL

- Target :
 - Restaurants
 - Restaurant's customers
 - Objective
 - Advertising Revenue
 - Brand Awareness

SustainableDish

Home About us Log in



BO.LAN : Thai restaurant serves premium dishes from the farm to the table

located in Bangkok, BO.LAN has been operating for more than 10 years with the concept of running a business for society. Duangporn Songvisava (Bo) and Dylan Jones are the founders of Bo.Lan. Both chefs have a passion for the charm of Thai cuisine and therefore established Bo.Lan restaurant that deliver food, happiness, sustainability to all diners

located in Bangkok, BO.LAN has been operating for more than 10 years with the concept of running a business for society. Duangporn Songvisava (Bo) and Dylan Jones are the founders of Bo.Lan. Both chefs have a passion for the charm of Thai cuisine and therefore established Bo.Lan restaurant that deliver food, happiness, sustainability to all diners



Bo.Lan selects ingredients and seasonings from within Thailand only. That's why Bolan focuses on the idea of sustainable organic farming. In addition, the menu will change according to the season and produce in Thailand.

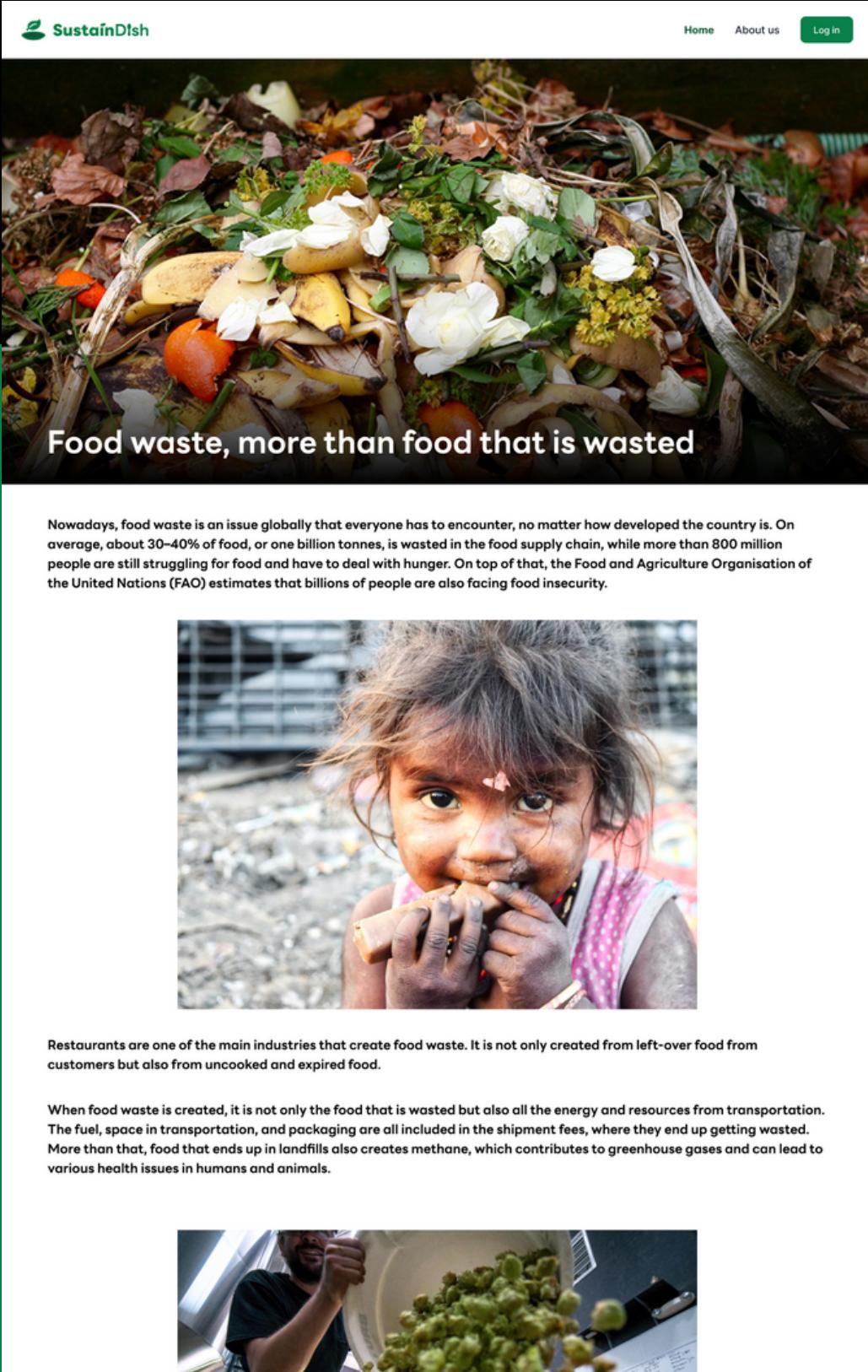
from Forest & Field

Ingredients such as chicken, eggs, beef, pork, rice, vegetables and seafood come from Thai farmers. Bo.Lan carefully selects these ingredients to deliver quality meals to diners. At the same time, Bo.Lan is determined to support Thai farmers to grow together.

Ingredients such as chicken, eggs, beef, pork, rice, vegetables and seafood come from Thai farmers. Bo.Lan carefully selects these ingredients to deliver quality meals to diners. At the same time, Bo.Lan is determined to support Thai farmers to grow together.

CONTENT

ARTICLE CONTENT



The screenshot shows a website header with the logo "SustainDish" and navigation links for "Home", "About us", and "Log in". Below the header is a large image of various food scraps like banana peels, potato skins, and flower petals. Overlaid on this image is the text "Food waste, more than food that is wasted". A smaller image of a young child with dirty hands and face is positioned below the main image. At the bottom of the page, there are two sections of text: one about food waste from restaurants and another about the environmental impact of food waste.

Food waste, more than food that is wasted

Nowadays, food waste is an issue globally that everyone has to encounter, no matter how developed the country is. On average, about 30-40% of food, or one billion tonnes, is wasted in the food supply chain, while more than 800 million people are still struggling for food and have to deal with hunger. On top of that, the Food and Agriculture Organisation of the United Nations (FAO) estimates that billions of people are also facing food insecurity.



Restaurants are one of the main industries that create food waste. It is not only created from left-over food from customers but also from uncooked and expired food.

When food waste is created, it is not only the food that is wasted but also all the energy and resources from transportation. The fuel, space in transportation, and packaging are all included in the shipment fees, where they end up getting wasted. More than that, food that ends up in landfills also creates methane, which contributes to greenhouse gases and can lead to various health issues in humans and animals.



VALUE CONTENT

- Target :
 - Foreigner who interested 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					
Marketing & 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

Aug-Dec 2023

Total Sales Revenue: 803K THB

Total CAC: 653K THB

Sales Profit: 150KTHB

Avg. GM: 28% (exclude 1st month)

Total Expenses: 254K THB

Total Operation Profit: -103K THB

BreakEven: +12K THB (February 2025)