



Keboon.

Connecting Neighbours,
Sharing Freshness.

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INTRODUCTION

PROBLEM STATEMENT



Issue

Excess home-grown produce often goes to waste.



Common Solution

Sharing with neighbours, but not everyone has the time or network to do so effectively.



Opportunity

Create a platform where local producers can sell their surplus, ensuring no produce goes to waste and promoting local, organic food consumption.

SOLUTION

HOW PROBLEMS CAN BE ADDRESSED

Platform Name: **Keboon.**

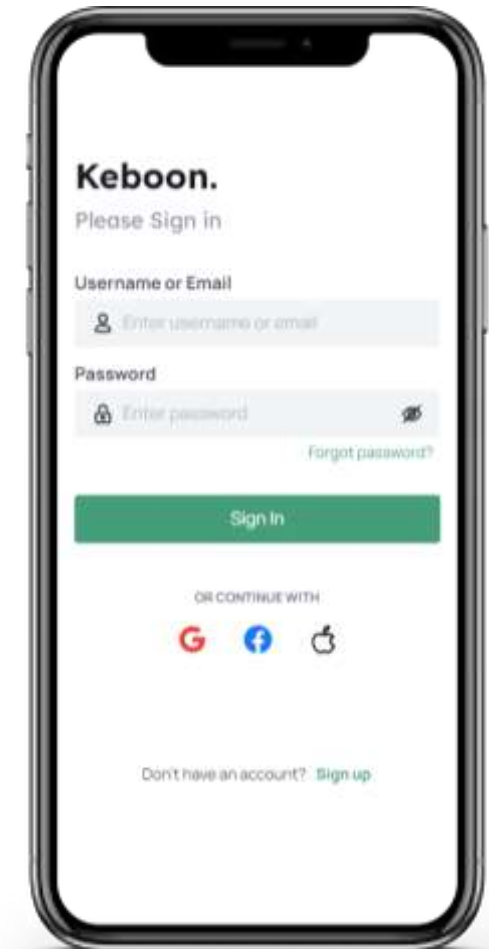
An online marketplace connecting local producers with consumers.

Features

Sell surplus home-grown produce

Buy organic, fresh, and locally-sourced products

Buy organic, fresh, and locally-sourced products





BUSINESS STRATEGY

BUSINESS STRATEGY: OVERVIEW

OBJECTIVE

To create a sustainable online marketplace that connects local producers with consumers, reducing food waste, promoting organic and locally-sourced products, and strengthening community ties through economic and social engagement.

TARGET MARKET

Keboon. targets 3 million Malaysians: local producers seeking, to monetize surplus, health-conscious consumers desiring organic local produce, and community advocates promoting sustainability and economic growth.

TARGET MARKET	HOME GARDENERS	URBAN FARMERS	ECO-CONSCIOUS CONSUMERS
Total Population	1.5 million	500,000	2 million
Profile	Small-scale farmers, home gardeners, and individuals with surplus home-grown produce.	A mix of professional urbanites and part-time farmers (individuals and small businesses) focused on urban agriculture, primarily in urban areas with access to community gardens.	Health-conscious individuals, families, and those who prefer organic, fresh, and locally-sourced food.
Needs	A platform to sell excess produce, reduce waste, and earn additional income.	A platform to market and sell produce directly to local consumers and connections with other urban farmers and potential buyers.	Access to fresh, organic, and locally-grown produce with a clear understanding of the food's origin.
Value Proposition	Keboon. provides an easy-to-use marketplace where producers can monetize their surplus, connect with local buyers, and contribute to the local economy.	Keboon provides a marketplace to reach local consumers, enhancing profitability and visibility. It supports their mission to contribute to urban food security and sustainability.	Keboon. offers a convenient way to buy trusted, local produce directly from growers, often at more competitive prices than traditional grocery stores.

Source:
Based on the population in Malaysia (as of 31 Dec 2023):

- Department of Statistics Malaysia;
- Ministry of Agriculture and Food Security and local urban farming initiatives; and
- Market research reports and surveys on growing trends in environmental awareness and organic food consumption.

BUSINESS STRATEGY: OVERVIEW (TRENDS)

GROWING INTEREST IN ORGANIC AND LOCALLY-SOURCED FOOD

Consumer Preferences: Rising demand for organic produce due to health concerns and a shift towards supporting local food sources to reduce carbon footprints.

Market Expansion: Organic food market in Malaysia is growing, fueled by higher disposable incomes and more availability in stores.

INCREASING AWARENESS OF SUSTAINABLE PRACTICES

Environmental Concerns: Growing focus on reducing waste and carbon emissions influences consumer behavior.

Policy and Initiatives: More government support for sustainability and local farming practices.

DEVELOPMENT OF LOCAL FOOD NETWORKS

Community Engagement: Increased interest in community-supported agriculture and farmers' markets for transparency and local support.

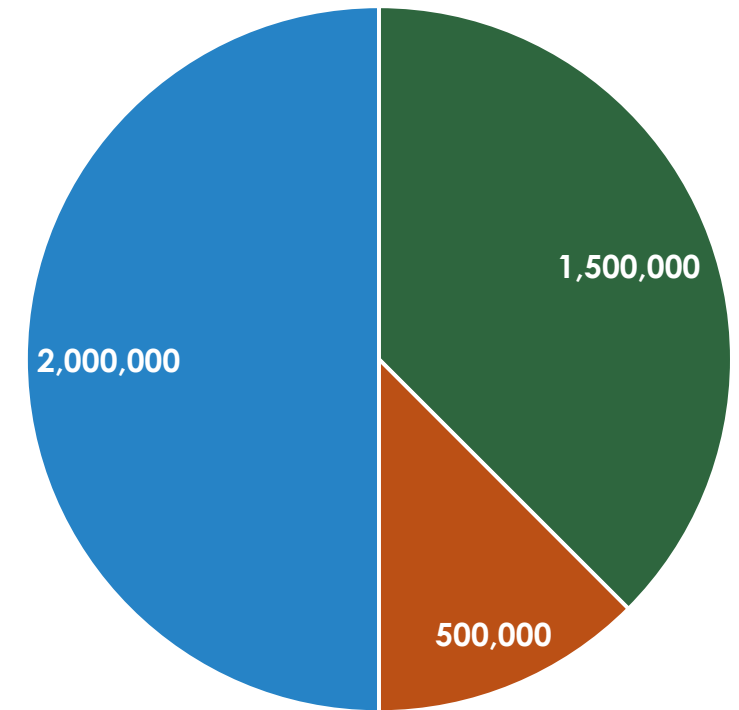
Technology Integration: Growing use of online platforms to connect consumers with local producers.

FOCUS ON FOOD SECURITY AND SELF-SUFFICIENCY

Urban Farming: Rise in urban farming and home gardening for better food security and self-sufficiency.

Economic Impact: Local food systems are enhancing food security and economic resilience amid global supply chain challenges.

Target Market



■ Home Gardeners ■ Urban Farmers ■ Eco-conscious Consumers

BUSINESS STRATEGY

WHAT CAN Keboon. OFFFER?

For Consumers

- Access to fresh, organic, and nearby produce
- Trust in knowing the source of their food
- Potentially cheaper prices than grocery stores



For Producers

- Earn money from surplus produce
- Reduce waste
- Connect with the local community

For the Community:

- Strengthen the local economy
- Promote sustainable practices
- Encourage local food networks

WHY Keboon.?



Reduce Waste, Support Sustainability

Keboon helps reduce food waste by allowing home-growers to sell surplus produce, promoting sustainability and minimizing environmental impact.



Access to Fresh, Organic Produce

Consumers can buy fresh, local organic produce directly from nearby growers, ensuring healthier, affordable options without grocery store markups.



Empower Local Producers

Keboon enables local growers to earn from surplus produce, boosting the local economy and reducing waste.



Strengthen Community Connections

Keboon connects local producers and consumers, fostering stronger community ties and a more resilient local food network.



Convenient and Trustworthy

Producers easily list surplus, and consumers trust the food's source, making the platform reliable and user-friendly.



Cost-Effective for Everyone

Keboon offers lower prices for consumers and fair earnings for producers, benefiting all parties involved.



Innovative App Technology

Keboon stands out with its user-friendly app, offering a unique platform for local produce exchange. Few apps cater to this niche, making Keboon a technological leader in sustainable food solutions.



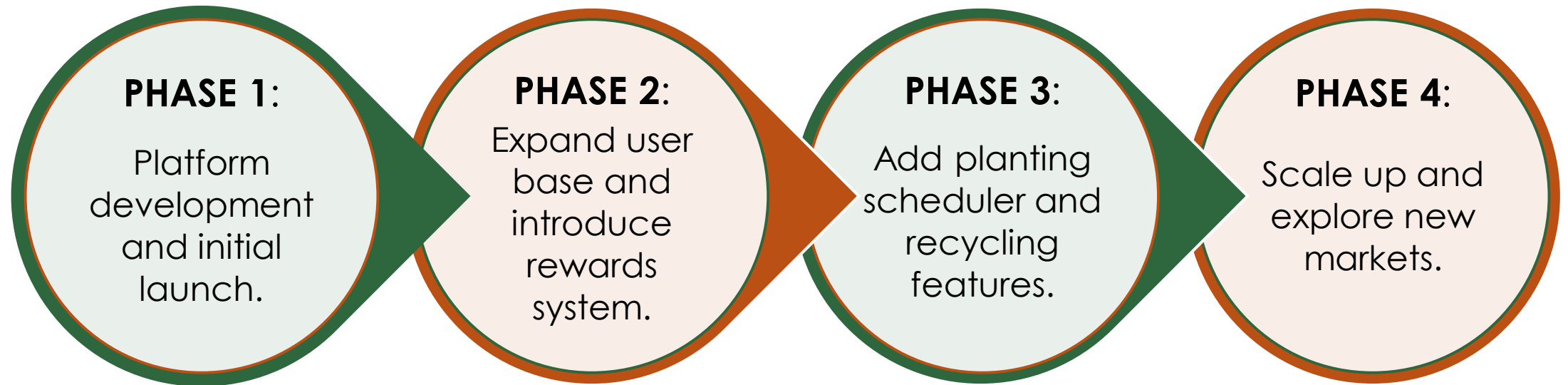
SALES & MARKETING

BRAND POSITIONING

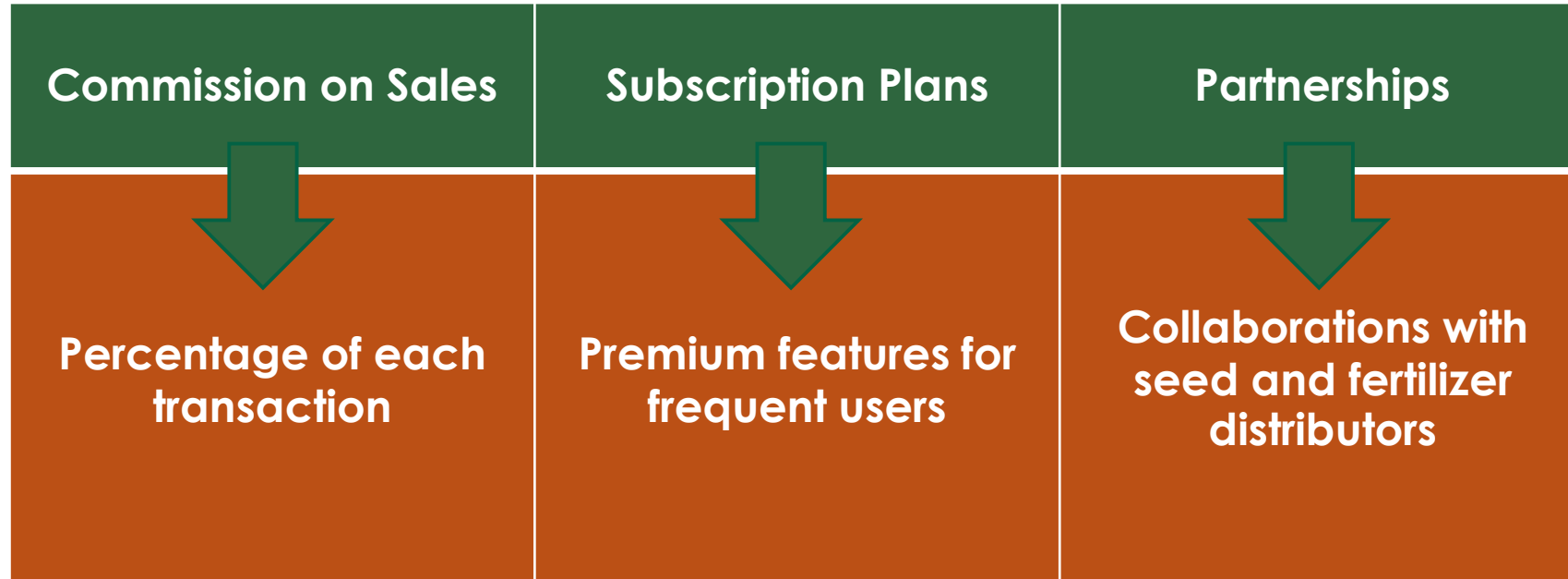
Keboon. promises to provide a platform that not only reduces waste and supports local producers but also nurtures a healthier

VISION	To create a world where local communities thrive through sustainable practices, where every surplus finds value, and where consumers enjoy fresh, organic produce while strengthening their local economy.
MISSION	To provide an innovative online marketplace that seamlessly connects local producers with health-conscious consumers. We aim to reduce food waste, promote organic and locally-sourced products, and foster a sense of community by supporting economic and social engagement. Through our platform, we are committed to empowering local growers, enhancing food security, and building a resilient, sustainable food network.

ROADMAP



REVENUE MODEL



FIRST YEAR SALES TARGET

Opportunities towards achieving the sales target within 12 months



	COST BREAKDOWN	REVENUE
Transaction Fees	<ul style="list-style-type: none">Number of Users for the first year: 50,000Average Transaction Value: RM50Fee per Transaction: RM0.50Number of Transactions per User: 10	<ul style="list-style-type: none">Total Transactions: 50,000 users * 10 transactions = 500,000 transactions.Revenue per Transaction: RM0.50Total Revenue from Transaction Fees: 500,000 transactions * RM0.50 = RM250,000
Pro Plan Subscriptions	<ul style="list-style-type: none">Pro Plan Fee: RM50 per year.Pro Plan Subscribers: 5% of users, which is 2,500 users.	<ul style="list-style-type: none">2,500 subscribers * RM50 = RM125,000
TOTAL	<ul style="list-style-type: none">From Transaction Fees: RM250,000From Pro Plan Subscriptions: RM125,000TOTAL REVENUE = RM375,000	

With 50,000 users in the first year, the estimated total revenue for Keboon would be approximately RM375,000.

SECOND YEAR SALES TARGET

Opportunities towards achieving the sales target for the second year



	COST BREAKDOWN	REVENUE
Transaction Fees	<ul style="list-style-type: none"> Number of Users for the second year: 100,000 Average Transaction Value: RM50 Fee per Transaction: RM1 Number of Transactions per User: 10 	<ul style="list-style-type: none"> Total Transactions: 100,000 users * 10 transactions = 1,000,000 transactions. Revenue per Transaction: RM1 Total Revenue from Transaction Fees: 1,000,000 transactions * RM1.00 = RM1,000,000
Pro Plan Subscriptions	<ul style="list-style-type: none"> Pro Plan Fee: RM50 per year. Pro Plan Subscribers: 5% of users, which is 5,000 users. 	<ul style="list-style-type: none"> 5,000 subscribers * RM50 = RM250,000
TOTAL	<ul style="list-style-type: none"> From Transaction Fees: RM1,000,000 From Pro Plan Subscriptions: RM250,000 TOTAL REVENUE = RM1,250,000 	

With 100,000 users in the second year, the estimated total revenue for Keboon would be approximately RM1,250,000.

3-YEAR MARKETING PLAN

	YEAR 1: FOUNDATION AND AWARENESS	YEAR 2: GROWTH AND EXPANSION
Local Community Engagement	<ul style="list-style-type: none"> Partner with gardening clubs, CSAs, and farmers' markets to promote Keboon and encourage sign-ups. Sponsor local gardening events and provide branded materials to raise awareness. Offer special deals for local producers who join the platform. 	<ul style="list-style-type: none"> Collaborate with regional and national farmers' markets and sustainability-focused organizations to increase Keboon's reach. Launch community ambassador programs, recruiting local influencers to represent Keboon at events.
<ul style="list-style-type: none"> Community Events and Workshops Campaigns 	Host Community Events and Workshops: <ul style="list-style-type: none"> Organize workshops focused on sustainable living, organic farming, and food waste reduction. Host events where local producers can showcase and sell their products via Keboon. Provide incentives for event attendees to download and use the app. 	<ul style="list-style-type: none"> Develop educational content, such as eBooks and webinars, on topics like organic gardening, sustainable cooking, and food waste reduction. Partner with schools and educational institutions to promote sustainable practices and Keboon as a resource for organic produce.
Online Presence	<ul style="list-style-type: none"> Launch targeted social media campaigns on platforms highlighting stories of local producers and their sustainable practices. Share user-generated content showcasing the benefits of buying locally and organically through Keboon. Create a content calendar featuring weekly posts on tips for sustainable living, healthy recipes using Keboon-sourced produce, and producer spotlights. 	<ul style="list-style-type: none"> Implement paid social media and Google Ads campaigns targeting specific user segments like health-conscious consumers and eco-conscious buyers. Optimize the website and app for SEO to increase organic traffic and visibility.
<ul style="list-style-type: none"> Influencer Partnerships Video Content 	Influencer Partnerships: <ul style="list-style-type: none"> Collaborate with local influencers who advocate for organic living, sustainability, and community engagement. Have influencers create content that showcases their use of Keboon, including shopping experiences, unboxing, and cooking videos 	<ul style="list-style-type: none"> Create video content for platforms like YouTube, showcasing the benefits of using Keboon, testimonials from local producers, and behind-the-scenes looks at farms and gardens.
Incentives	<ul style="list-style-type: none"> Launch of referral program offering discounts or credits for users who refer friends and family to the app. 	Introduce a loyalty program where users earn points for each purchase that can be redeemed for discounts, exclusive offers, or access to premium content.
<ul style="list-style-type: none"> Seasonal Promotions and Discounts Special Collaborations 	<ul style="list-style-type: none"> Offer promotions during key seasons to boost sales and app engagement. 	Partner with local businesses (e.g., eco-friendly stores, cafes) to offer exclusive discounts to Keboon users, encouraging cross-promotion.

3-YEAR MARKETING PLAN

YEAR 3: SCALING AND DOMINANCE	
Local Community Engagement	<ul style="list-style-type: none"> Launch a campaign to establish Keboon as a household name, featuring local success stories, media appearances, and public endorsements. Host a sustainability summit or expo, with Keboon as the main sponsor, bringing together thought leaders, producers, and consumers.
<ul style="list-style-type: none"> Community Events and Workshops Campaigns 	Launch corporate social responsibility (CSR) initiatives focused on reducing food waste, supporting local agriculture, and educating communities on sustainable practices.
Online Presence	Introduce new app features based on user feedback, such as a farm-to-door delivery service, personalized product recommendations, and enhanced tracking of orders
<ul style="list-style-type: none"> Influencer Partnerships Video Content 	Develop interactive content like virtual farm tours, live Q&A sessions with producers, and online cooking classes using Keboon products.
Incentives	<ul style="list-style-type: none"> Introduce the Pro Plan with features like advanced analytics, priority listings, and exclusive marketing support for sellers. Offer early-bird discounts and promotional pricing to encourage adoption.
<ul style="list-style-type: none"> Seasonal Promotions and Discounts Special Collaborations 	Organize exclusive events and meet-ups for Pro Plan subscribers, creating a community of top-tier producers and consumers.

ADDITIONAL FEATURES

Rewards System:

- Earn points for transactions
- Redeem points for seeds, fertilizers, and other gardening supplies

Planting Scheduler:

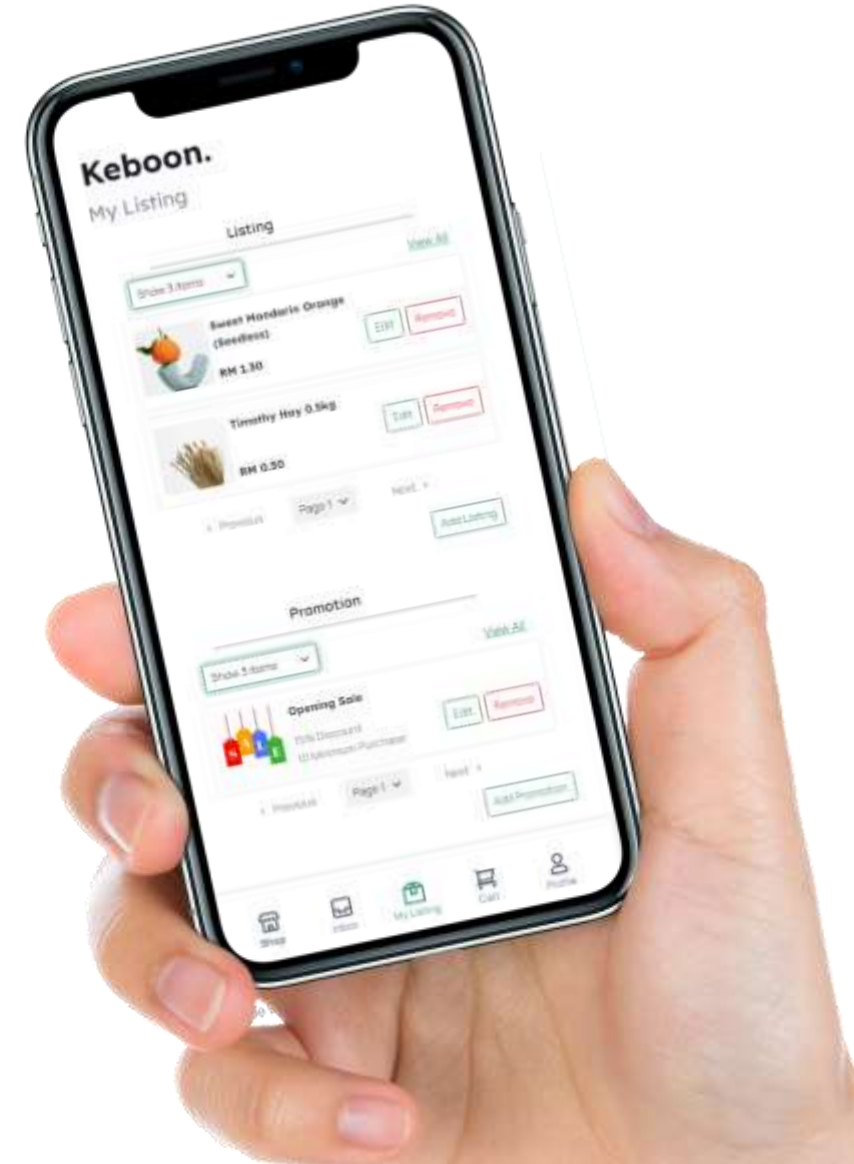
- Monitor and manage plant growth effectively
- Receive reminders and tips for optimal farming

Extended Categories:

- Include other home-produced items like chicken eggs, rabbit fur, etc.

Recycling Integration:

- Facilitate the sale or giveaway of compostable trash
- Promote eco-friendly waste management practices



COMMITMENT & PROGRESS

SELF-FUNDING EFFORTS	Initial Investment: We have personally funded the conceptualization of Keboon, covering early groundwork such as market analysis and initial platform planning.
	Prototype Development: <ul style="list-style-type: none">• We are in the planning phase of building a prototype to demonstrate core functionalities, including producer listings, consumer engagement, and order management. This prototype will serve as the foundation for full development.
	Market Research: <ul style="list-style-type: none">• Comprehensive market research has been conducted to confirm the demand for a platform like Keboon. This includes surveys and focus groups targeting home gardeners, urban farmers, and eco-conscious consumers in Malaysia.
REAL USERS	Beta Testing: <ul style="list-style-type: none">• We plan to develop a beta version of the app after building the prototype. This will be tested by a select group of users, including both producers and consumers, to gather feedback and refine the platform before a broader launch.
	Pilot Community: <ul style="list-style-type: none">• Our goal is to start with a pilot community, engaging a local network of home gardeners and urban farmers. This will help us create an initial user base and refine the app based on real-world usage and feedback.

COMMITMENT & PROGRESS – CONT'D

SEEKING FUNDING	Full App Development: The creation of a robust, scalable app with enhanced features, optimized user experience, and security measures. This includes UI/UX design, back-end development, and integration of payment gateways.
	Further Prototype Development: Refining our existing prototype based on feedback, building more advanced features, and preparing for larger user testing.
	Marketing & User Acquisition: Budget for outreach and campaigns targeting producers and consumers, both online and offline, to grow our user base.
	Pilot Launch & Scaling: Launching in a select community, and using the data and feedback gathered to refine our product before scaling regionally.

HOW ADDITIONAL FUNDING WILL ACCELERATE GROWTH

TEAM EXPANSION



Hiring Experts:

Engineers, designers, and marketing professionals to enhance the platform and user experience.

Operational Support:

Customer support and operations team to manage and scale the platform.

FEATURE DEVELOPMENT



Advanced Features:

Implement the rewards system, planting scheduler, and recycling integration.

User Acquisition:

Funds for marketing campaigns to attract and retain users.

INFRASTRUCTURE



Scalability:

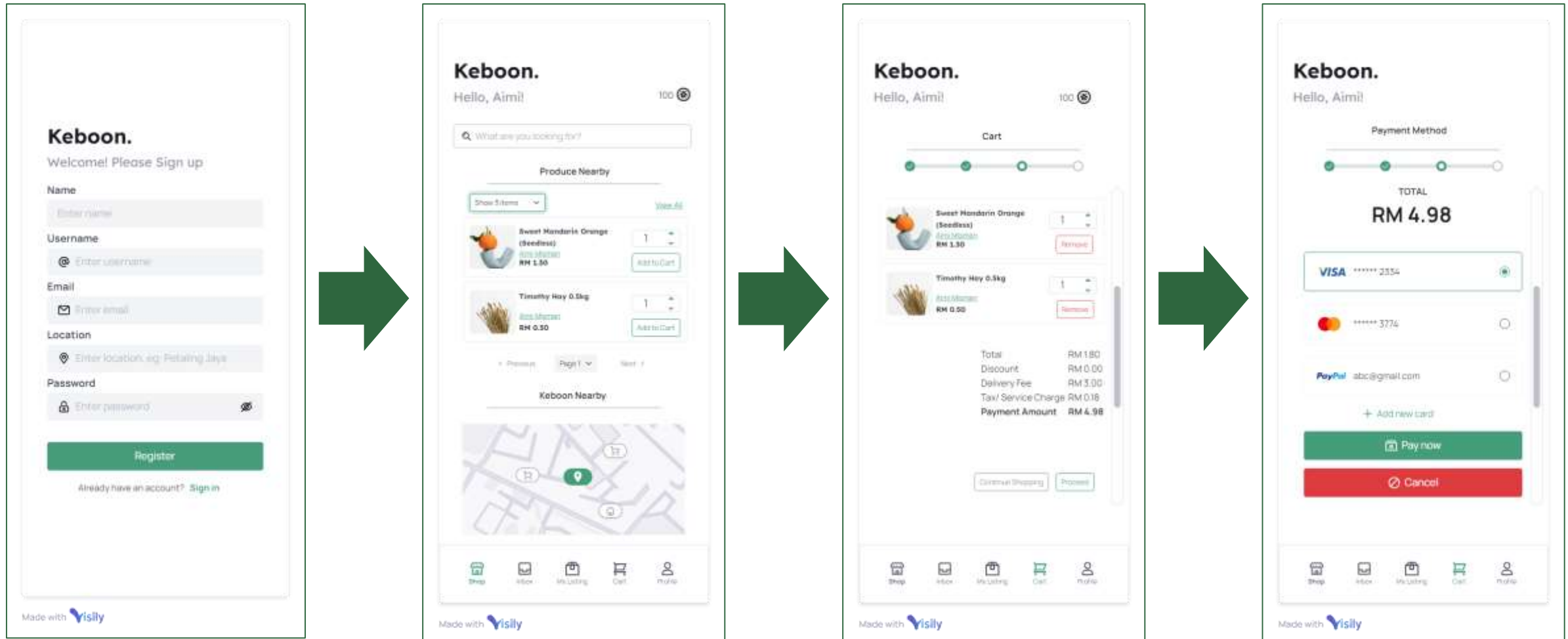
Ensure the platform can handle increased user activity and transactions.



USER EXPERIENCE FLOW

CONSUMER'S PROCESS FLOW

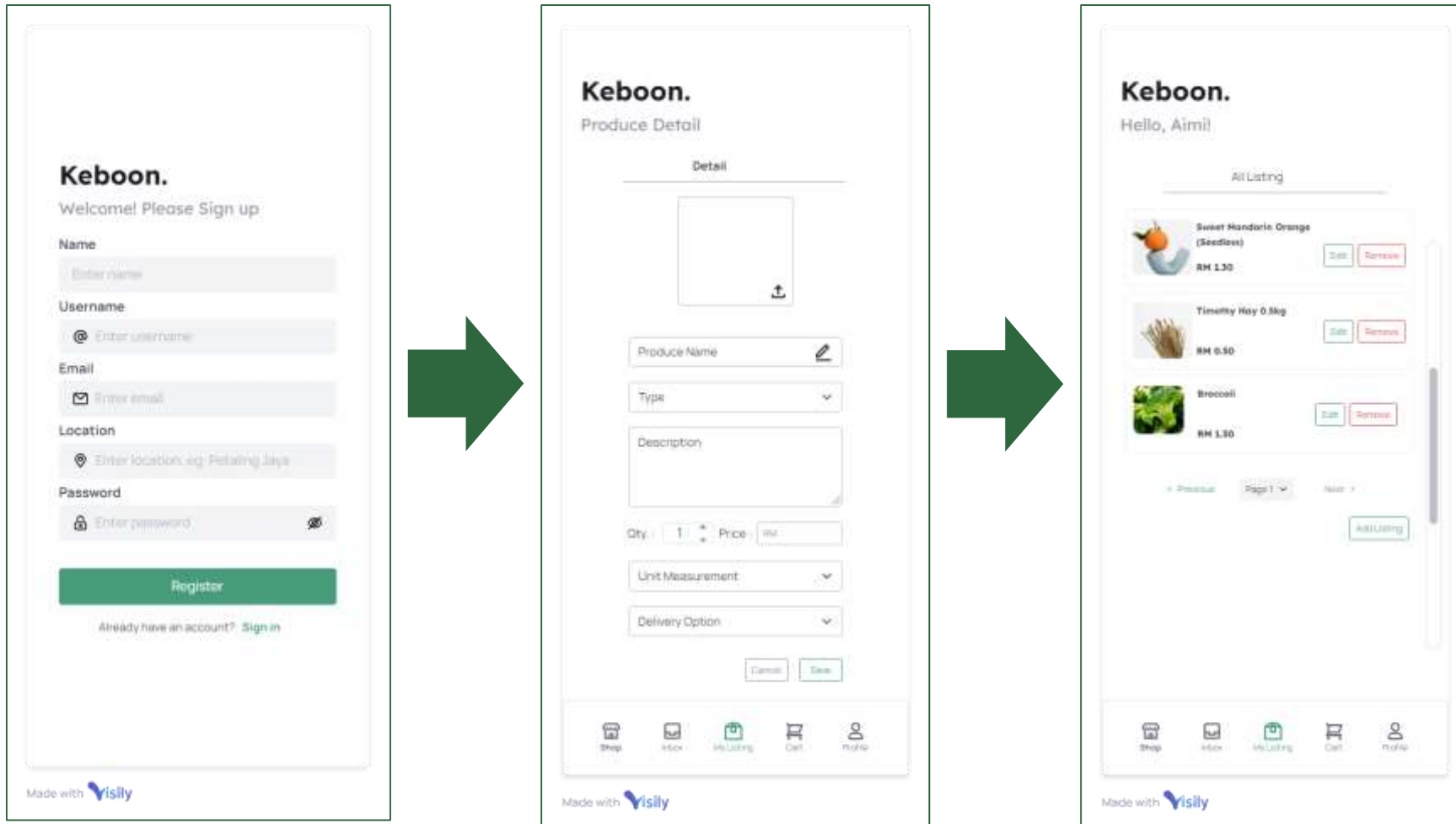
DISCOVER A FRESH EXPERIENCE



EXPERIENCE

PRODUCER'S PROCESS FLOW

DISCOVER A FRESH EXPERIENCE





APPENDICES & REFERENCE

THANK YOU.
