



# Hello Cocoa

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# About Hello Cocoa & SENsational

## MISSION of Hello Cocoa

To empower Special Educational Needs (SEN) youth as **Chocolate Producers** through hands-on training and career progression, **fostering self-employment**, independence, and inclusive growth alongside caregivers and the community.



## VISION for SENsational

- ✓ Higher employment rate for SEN youth
- ✓ Self-Sustainable business model
- ✓ Increase revenue in chocolate sales

**FUND REQUEST: 350,000 HKD**

# Problems with SEN Unemployment in HK

“Special Educational Needs” (SEN) refers to students who **have learning problems or disabilities**, including:

- Autism spectrum disorders
- Attention deficit
- Physical disability
- Language impairments
- Mental illness
- etc...

43,900 disabled people had tertiary-education qualifications, but only 35% were employed

Source: Equal Opportunities Commission (EOC) 2013



## High Unemployment Rates

With the **same qualifications**, SEN students are unemployed or underemployed



## Skills Set Gap (Soft Skills)

SEN youth is perceived to lack **Communication, Emotional regulation & Collaborative Skills**

Source: 2023 Hong Kong Christian Service survey

## Discrimination and Biases



Employers are **unwilling to work** with SEN youth.

Source: Hong Kong Federation of Youth Groups

# Problems within Hello Cocoa



## Inadequate Headcount

Due to space, supervision, and funding constraints, Hello Cocoa currently only employs **7 SEN staff.**

(cited from HK01)



## Unsustainable Business Model

Louie, the founder believed that a **company's brand value is more important**, the current sales is not optimistic.





# Solution 1: SENsational Trainee Program

## Skill Matching

*Matching individual abilities to corresponding roles*



**ASD, hearing-impaired → Production**

Structured, repetitive tasks: Chocolate making, packaging



**Dyslexia, ADHD → Sales**

Interpersonal interactions: Assisting customers, restocking

**5 trainees, 10 workshops per month with 2 accredited SEN instructors**

## Graduate Placement

*Sustaining long-term impact and individual growth*

- Partner with **SEN-friendly workplaces** (NGOs, cafes, hotels)
- **Placement** in “internship” during trainee program
- Potential of **return offer** (internal & external) after “graduation”
- Continued support for **6 months** after external employment

*Mission alignment: Fosters self-employment, independence, community inclusion*



# Solution 2: SENsational Product Offerings

## B2B Sales

*Premium chocolate gift boxes to corporations for ESG/DEI boost*

## B2C Retail

*Walk-in/online sales of "Made by SEN" labeled products*

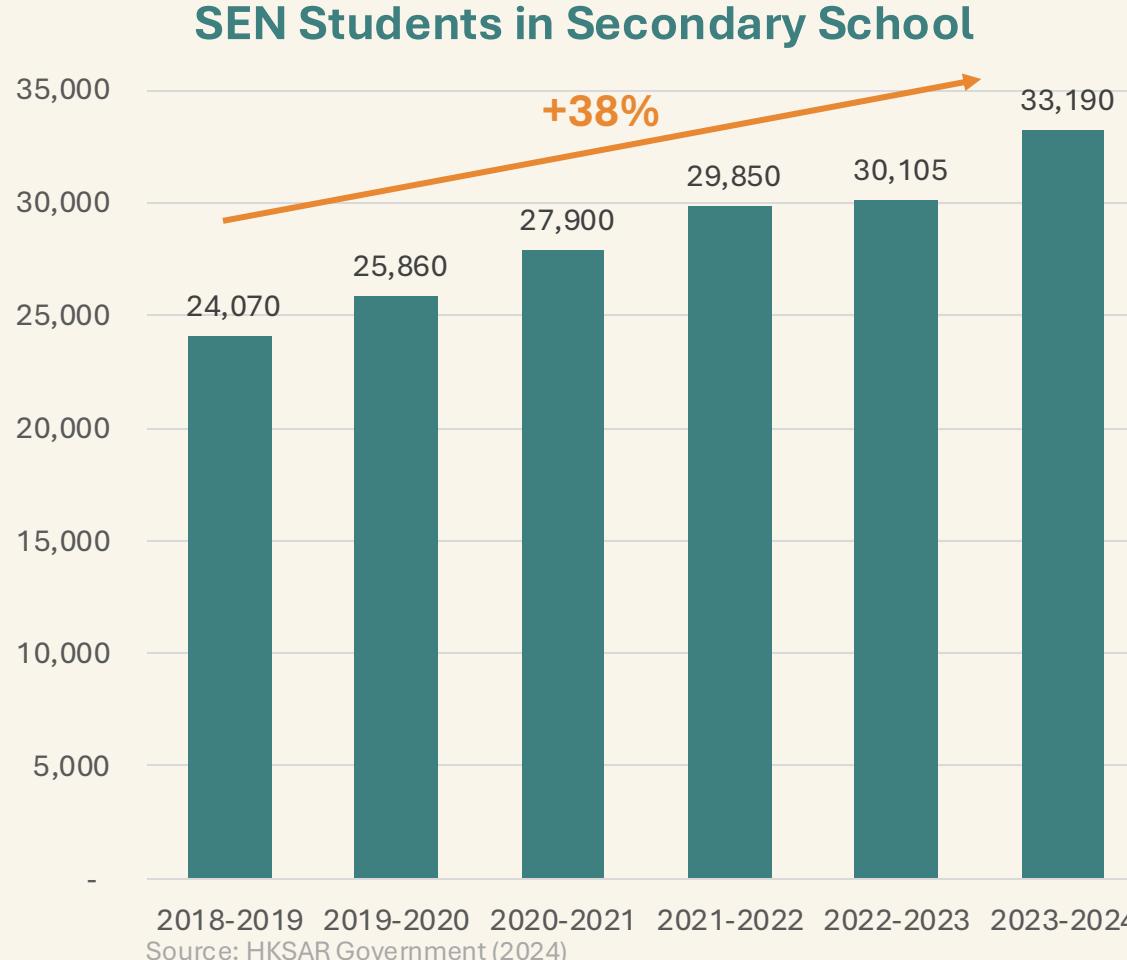
Examples of Enhanced Product Offerings



*More trainees → More production → Diversified product line →  
Revenue growth ↑*

# Supply & Demand of SEN Youths in HK Job Market

## THE SUPPLY



## THE DEMAND

**65%**  
SEN youths with  
tertiary degrees  
unemployed

Source: EOC (2013)

**87%**

HK organizations have  
budget for DEI  
initiatives

Source: FutureCIO (2024)

**74%**

local companies are  
willing to hire SEN  
youth

Source: The Standard (2024)

**57%**

Workers think their  
firm's DEI initiatives  
are insufficient

Source: Randstad (2025)

Secondary sixth SEN graduates need employment...  
**Employers are ready to boost ESG/DEI scores!**



# Opportunities for SEN Training Programs



## *Past SEN training scheme:*

### ***Generation: You Employed (2018-2020)***

- HKD 499,200 government funding
- 11/21 trainees placed in jobs (52% success rate)

👎 One-size-fits-all training

👎 No continued support post-program

👎 Overreliance on funding, no revenue drivers



## *Opportunity for SENsational*

- SEN training industry: HK\$55B, 5.02% CAGR
- Ethical food: HK\$14B, 8.27% CAGR
- Confectionery: HK\$20B, 5.32% CAGR
- 👍 Favorable market conditions
- 👍 Increased government & industry support
- 👍 Long-term program sustainability

Source: SIE Gov HK (2024)

Source: Marketresearchfuture (2024), LinkedIn (2025), Statista (2025)



# Competitor Analysis

**Total Addressable Market (TAM):**  
HK SEN youth training + premium chocolate gifting

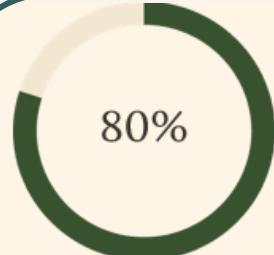
**Serviceable Available Market (SAM):**  
SEN youth seeking training, retail and corporate gifting

**Serviceable Obtainable Market (SOM):**  
Progressive SEN families, community-minded people and firms

CHOCOLATE MARKET	Hello Cocoa	Godiva	Royce
Large brand name		✓	✓
Festive gifts	✓	✓	✓
CSR-compliant	✓		
SEN YOUTH SERVICES	Hello Cocoa	Heep Hong Society	
SEN-specific training	✓	✓	
Near-guaranteed jobs (job-placement model)	✓		

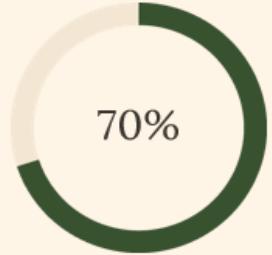
# SENsational: Management

## Social Impact Metrics



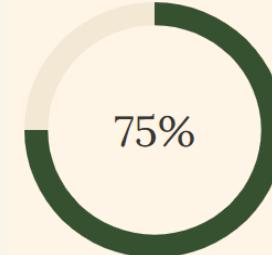
### Program fill rate

- NGO referral networks*
- High community demand*



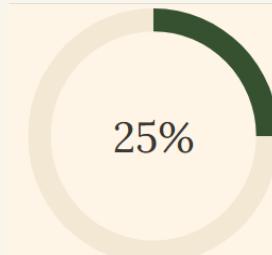
### Job placement rate

- Committed employer capacity*
- Ongoing job support*



### Graduation rate

- Vocational program benchmarks*
- Support systems included*



### Skill improvement

- Pre- and post-program assessments*
- Hard and soft skills*

## Financial Sustainability Metrics

### Cost Per Graduate

Target HKD \$20,000 per trainee

- Monetary efficiency balanced with program quality

### B2B Contract Value

Target HKD \$20,000 contracts

- Stable corporate revenue via gifts and pantry supplies

### E-commerce Conversion

Conservative 1.5% target rate

- Focused on purpose-driven consumers who value social impact

# Trainee Program: Implementation and Milestones

IMPLEMENTATION



## Pilot Program

- Vet and confirm partnering cafes
- Recruit SEN-specific trainers
- Learning from established NGOs

2027



## Graduation

- Expand job placements
- Receive employer comments
- Refine training program

2028+



## Expand

- Career progression for SEN employees
- Test GBA locations with local NGOs
- Develop digital training courses

MILESTONES



## Preliminary Results

- 60% job placement rate
- Positive trainee feedback



## Achievements

- 70% job placement rate
- Good industry reputation
- Reach operational breakeven



## Milestones

- >70% job placement rate
- Widespread industry reputation
- Become a regional leader

# Chocolate Sales: Implementation and Milestones

IMPLEMENTATION



## Foundation

- Promote retail sales
- Host workshops
- Start B2B partnerships



## Preliminary Results

- Secure first corporate contract
- Positive corporate feedback



## Promote

- Increase business partners
- Promote seasonal offerings
- Offer on-site workshops to corporates



## Achievements

- Continue recurring contracts
- Steady retail sales growth



## Expand

- Scale operations systematically
- Expand B2B sales to Greater Bay Area corporations



## Milestones

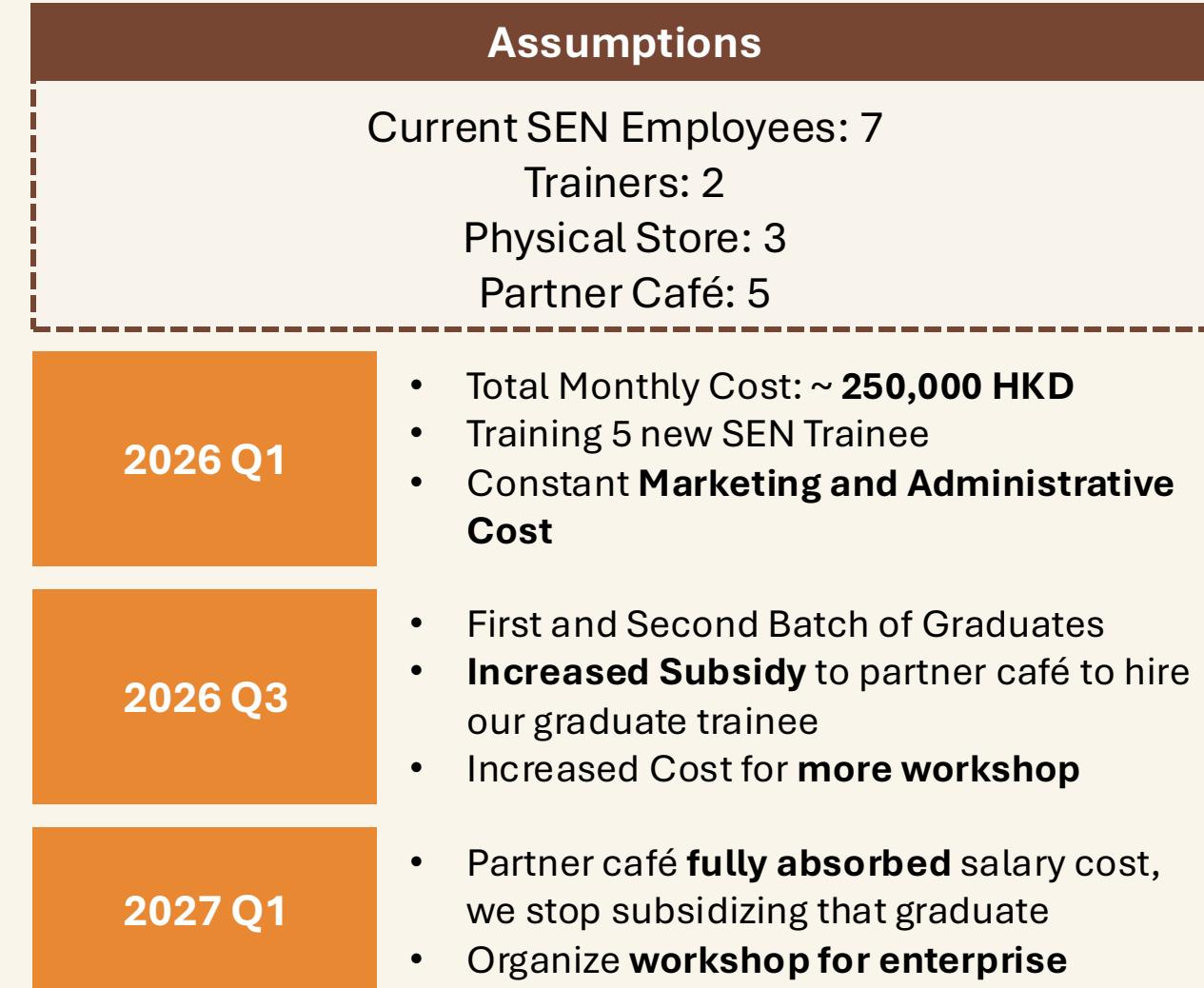
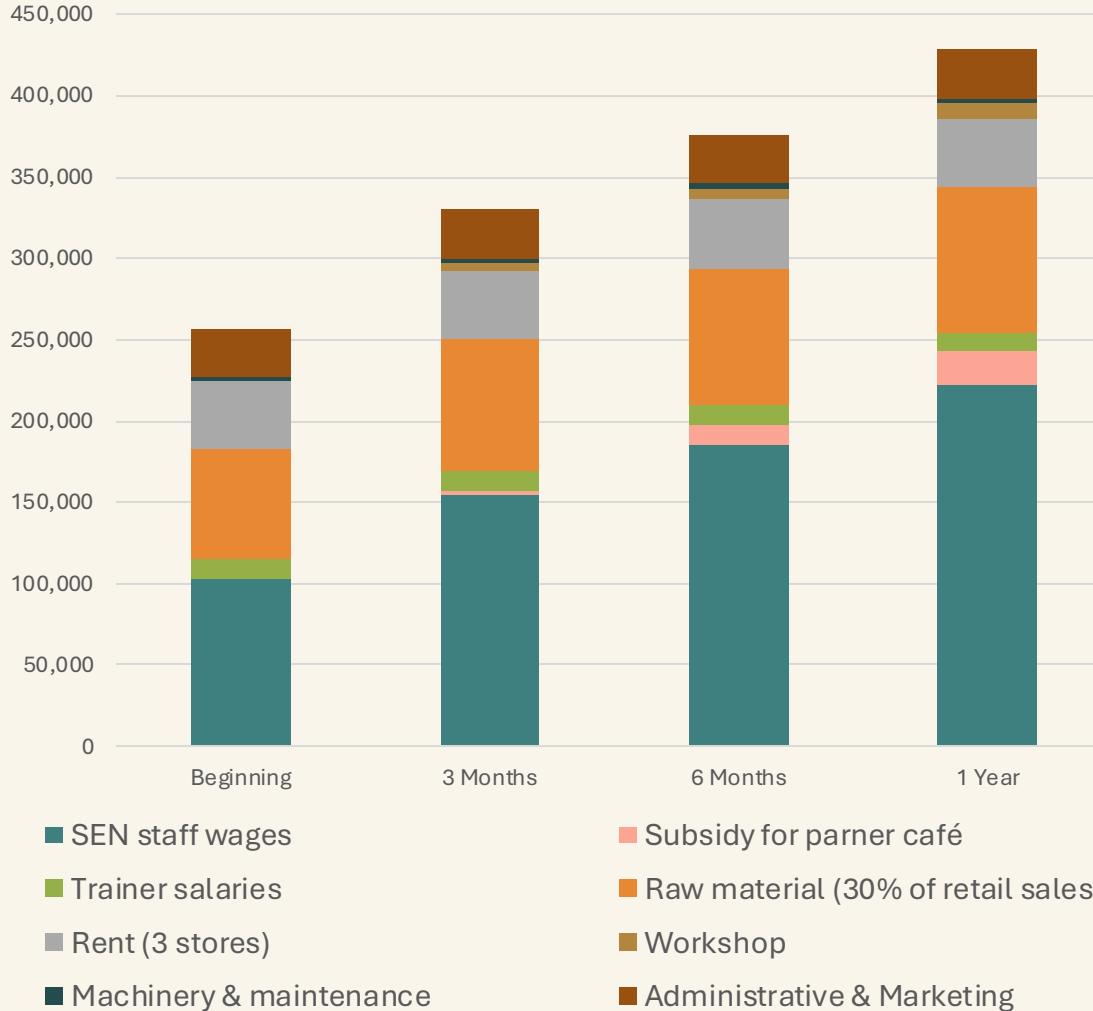
- Capture 20% B2B market share
- Top choice for sustainable pantries

MILESTONES





# Cost Breakdown

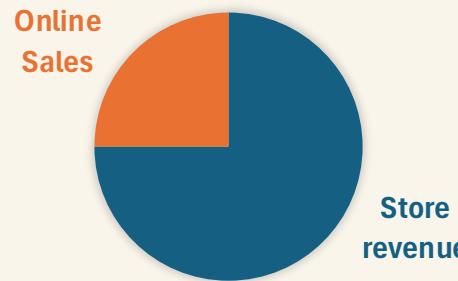


# Pricing, Breakeven and ROI

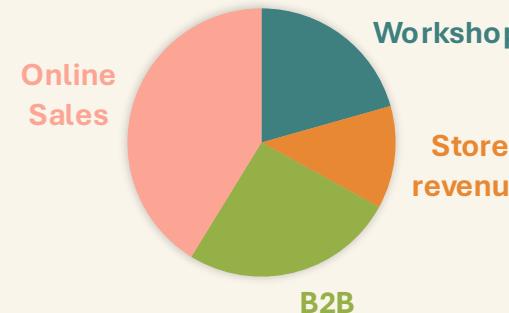
## Pricing Strategy

Regular chocolate box: \$120 / box  
 Gift for enterprise: \$200 / box  
 Workshop: \$200 / person

Beginning of the Project

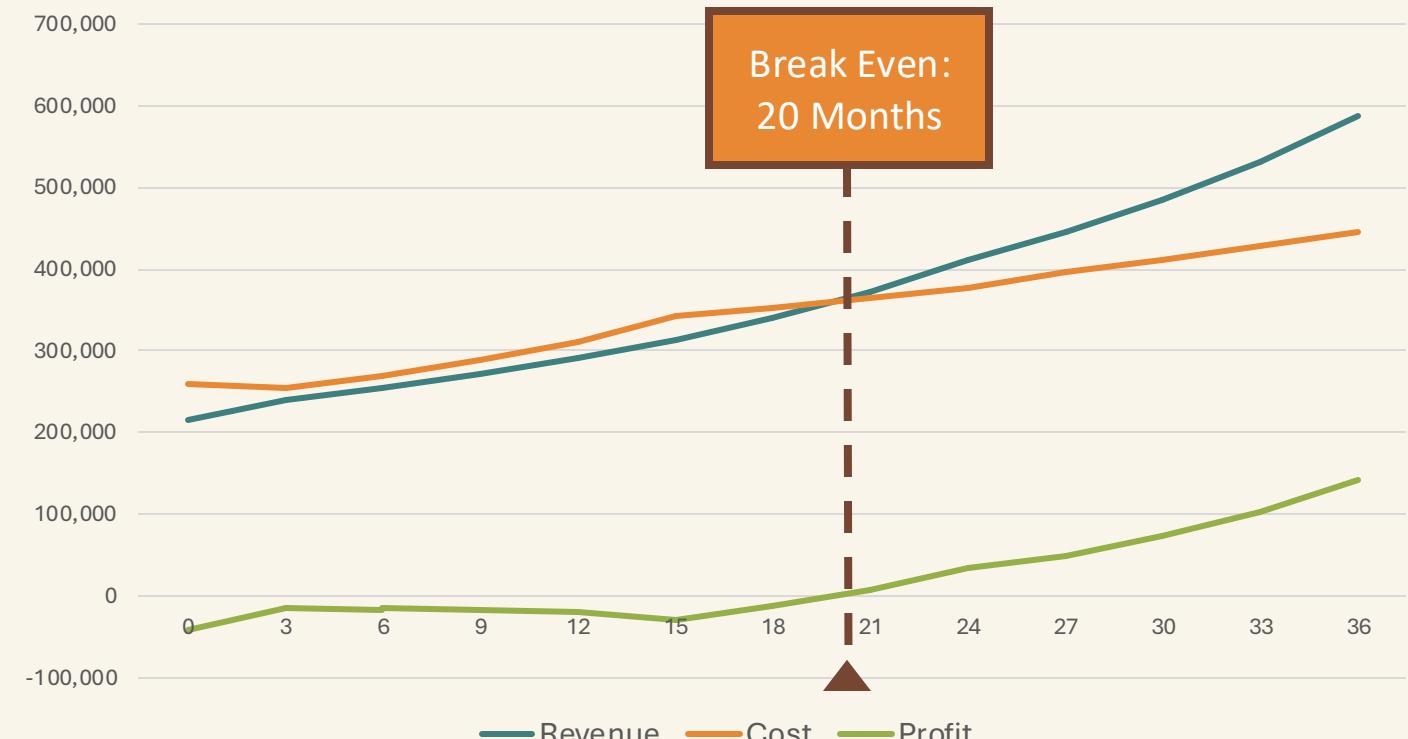


End of Project (Diversified)



## Profitability

Break Even:  
20 Months



Recover All Losses At  
**30 Month**

ROI At Year 3  
**2.7X**

IRR  
**63%**

# Investment and Use of Funds

## Investments



Partner-Café Matching Program



Curriculum & Trainer Fees



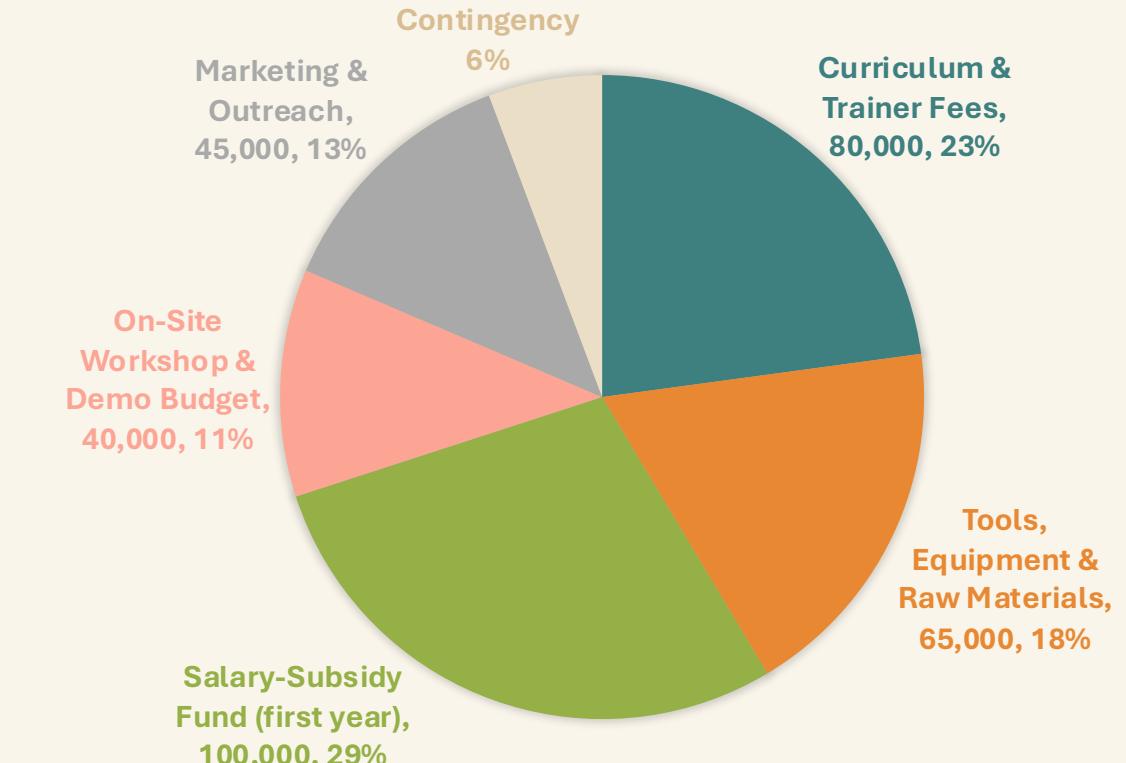
Tools, Equipment & Raw Materials



On-Site Workshop & Demo Budget

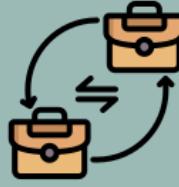
**Total Funding: \$350,000 in 1<sup>st</sup> Year**

## Use of Funds



# Call to Action

**FUND REQUEST: 350,000 HKD**

<i>Urgency of the issue</i>	Inadequate SEN youth employment	Unsustainable Business Model
<i>Our Innovative ideas</i>	 <p><b>Trainee Program</b> Matching individual abilities to corresponding roles and placement at partnered cafes</p>	 <p><b>Product Offerings</b> B2B sales: pantry supplies B2C Sales: Walk in for retail stores E-commerce sales on website</p>
<i>Potential and Impact</i>	 <p>Self-sustainable business model</p>	 <p>Breakeven in 20 months and Deliver 2.7× ROI</p>

Let's not just keep Hello Cocoa alive. Let's make it **SENsational**.



**Thank You!**



# Use of Funds

Category	Amount (HKD)	% of total
Curriculum & Trainer Fees	80,000	23%
Tools, Equipment & Raw Materials	65,000	19%
Salary-Subsidy Fund (first year)	100,000	29%
On-Site Workshop & Demo Budget	40,000	11%
Marketing & Outreach	45,000	13%
Contingency	20,000	6%
Grand total	350,000	100%

# Key Assumption

Category	Detail
Non-Operating Grant	350000
Revenue Growth Rate	5%
Number of physical stores	3
Tuition per lesson per person	200
Number of trainers	2
Salary for trainer per hour	200
Lessons per month	10
Hours per lesson	3
SEN under training	5
Hourly Rate for SEN staff	70
Working SEN employee	8
Boxes of chocolate sold per day per store	15
Price per Chocolate box	120
Corporate Customer	4
Working Hour	8
Working Days	23
Rent per store (incl. utilities)	14000
Online sales (in boxes)	15



# Revenue and Cost

Revenue Stream	0	3	6	9	12	15	18	21	24	27	30	33	36
Workshop	0	4,000	5,600	7,840	10,976	15,366	21,513	30,118	42,165	54,815	71,260	92,637	120,429
Store revenue	162,000	170,100	178,605	187,535	196,912	206,758	217,095	227,950	239,348	246,528	253,924	261,542	269,388
B2B	0	8,000	10,400	13,520	17,576	22,849	29,703	38,614	50,199	60,239	72,286	86,744	104,092
Online Sales	54,000	56,700	59,535	62,512	65,637	68,919	72,365	75,983	79,783	82,974	86,293	89,745	93,334
Revenue	216,000	238,800	254,140	271,407	291,101	313,892	340,677	372,666	411,495	444,556	483,763	530,667	587,243
Operational Costs	0	3	6	9	12	15	18	21	24	27	30	33	36
SEN staff wages	77,280	78,826	80,402	82,010	83,650	85,323	87,030	88,770	90,546	92,357	94,204	96,088	98,010
Subsidy for partner café	0	3,000	12,000	20,000	30,000	31,200	32,448	33,746	35,096	36,500	37,960	39,478	41,057
Trainer salaries	12,000	12,000	12,000	12,000	18,000	18,000	18,000	18,000	18,000	24,000	24,000	24,000	24,000
Raw material (30% of retail sales)	67,200	80,640	84,672	88,906	93,351	98,018	102,919	108,065	113,469	119,142	125,099	131,354	137,922
Rent (3 stores)	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000
Workshop	0	5,000	7,000	10,000	11,000	13,200	15,840	19,008	22,810	27,372	32,846	39,415	47,298
Machinery & maintenance	30,000	2,000	2,000	3,000	3,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Administrative & Marketing	30,000	30,000	30,000	30,000	30,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Cost	258,480	253,466	270,074	287,916	311,001	342,742	353,237	364,590	376,920	396,370	411,108	427,335	445,287