



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

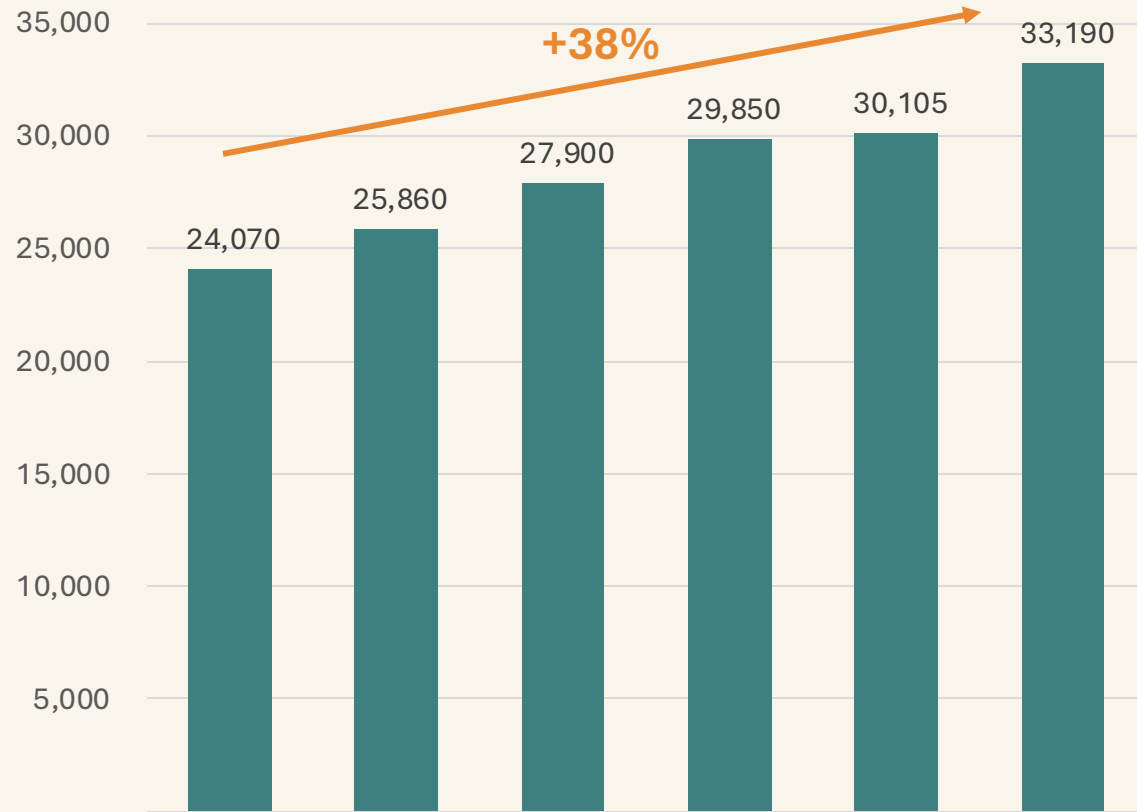


*More trainees → More production → Diversified product line →
Revenue growth ↑*

Supply & Demand of SEN Youths in HK Job Market

THE SUPPLY

SEN Students in Secondary School



Source: HKSAR Government (2024)

THE DEMAND

65%

SEN youths with tertiary degrees unemployed

Source: EOC (2013)

74%

local companies are willing to hire SEN youth

Source: The Standard (2024)

87%

HK organizations have budget for DEI initiatives

Source: FutureCIO (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

Generation

香 HONG KONG 港

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

Source: SIE Gov HK (2024)



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: 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

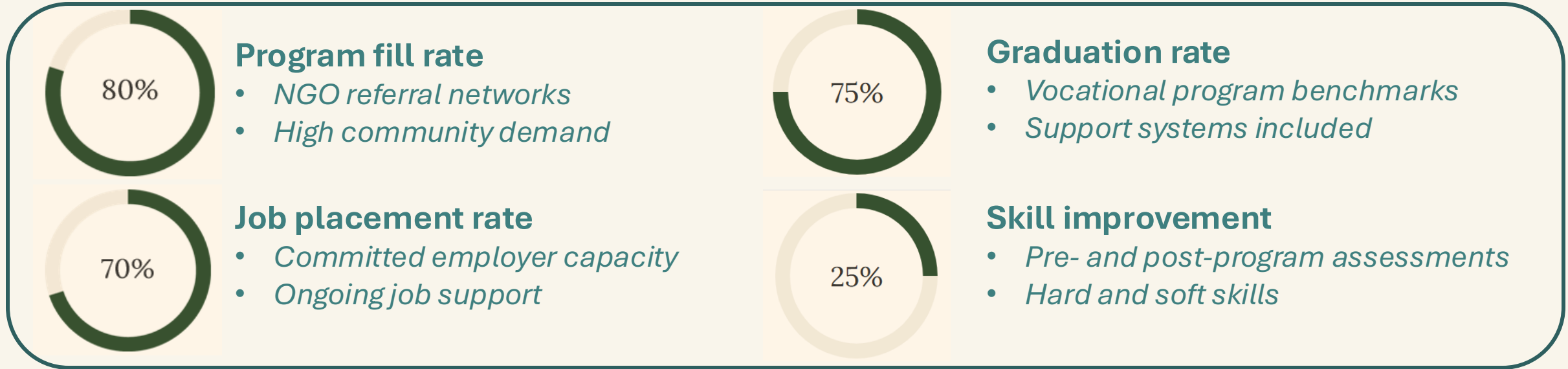
Serviceable Obtainable Market (SOM):
Progressive SEN families,
community-minded
people and firms

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



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

2026



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

2026

2027

2028+

Chocolate Sales: Implementation and Milestones

IMPLEMENTATION

MILESTONES



Foundation

- Promote retail sales
- Host workshops
- Start B2B partnerships



Promote

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



Expand

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



Preliminary Results

- Secure first corporate contract
- Positive corporate feedback



Achievements

- Continue recurring contracts
- Steady retail sales growth

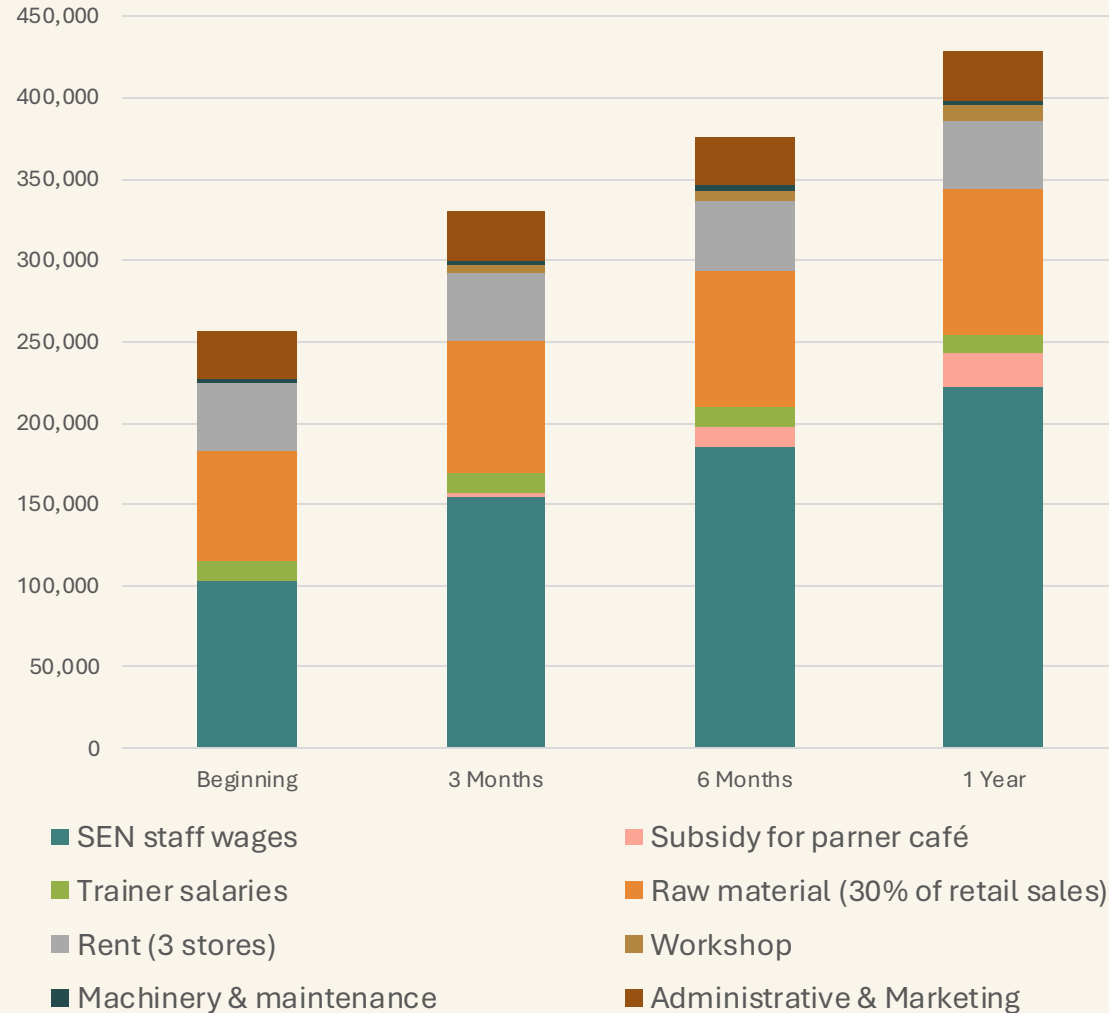


Milestones

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



Cost Breakdown



Assumptions

Current SEN Employees: 7
Trainers: 2
Physical Store: 3
Partner Café: 5

2026 Q1

- Total Monthly Cost: ~ **250,000 HKD**
- Training 5 new SEN Trainee
- Constant **Marketing and Administrative Cost**

2026 Q3

- First and Second Batch of Graduates
- **Increased Subsidy** to partner café to hire our graduate trainee
- Increased Cost for **more workshop**

2027 Q1

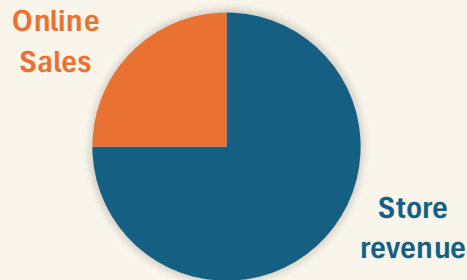
- Partner café **fully absorbed** salary cost, we stop subsidizing that graduate
- Organize **workshop for enterprise**

Pricing, Breakeven and ROI

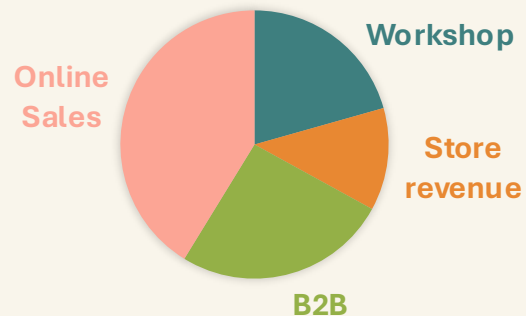
Pricing Strategy

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

Beginning of
the Project



End of
Project
(Diversified)



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



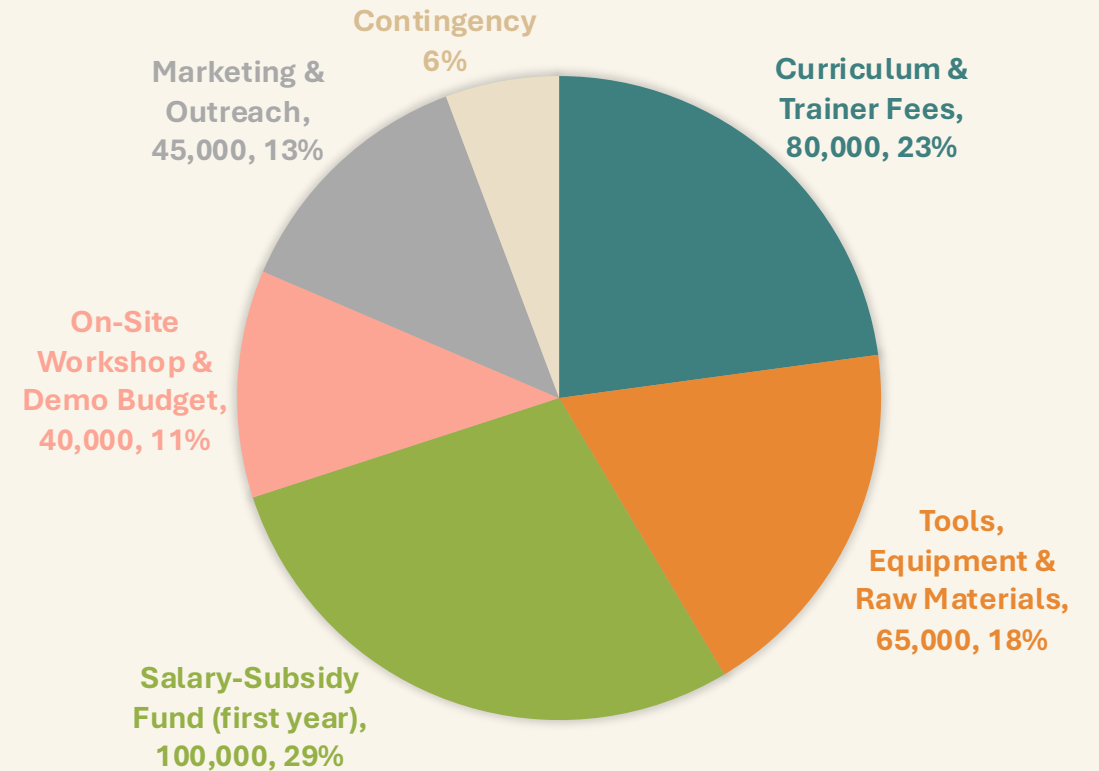
Tools, Equipment & Raw Materials



On-Site Workshop & Demo Budget

Total Funding: \$350,000 in 1st Year

Use of Funds



Call to Action

FUND REQUEST: 350,000 HKD

*Urgency
of the
issue*

Inadequate SEN youth employment

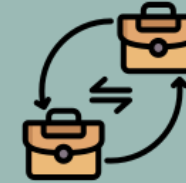
Unsustainable Business Model

*Our
Innovative
ideas*



Trainee Program

Matching individual abilities to
corresponding roles and placement at
partnered cafes



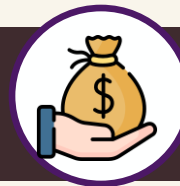
Product Offerings

B2B sales: pantry supplies
B2C Sales: Walk in for retail stores
E-commerce sales on website

*Potential
and Impact*



Self-sustainable
business model



Breakeven in 20
months and Deliver
2.7X ROI



More SEN youths
getting employed

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