

The Central Kitchen



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01 VALUE PROPOSITION

Market Research

Asia is aging faster than any other region, posing risks for healthcare delivery, and increasing the challenges to sustained economic growth.

Asia



1 IN 4

People in will be **60+** by 2050.

Within
30 YEARS

Asia will have

923M

people over 60

Singapore

The elder will consist of

19% population

by **2030**

Thailand

8.6M aged **65+**

China

40%

of seniors need

**healthy and
nourishing meals**

Vietnam

11.3M old people,

with **1.8M**

over the age of **80**



01 VALUE PROPOSITION

Problem To Solve



OLD AGE IS ACCOMPANIED WITH **MULTIPLE HEALTH PROBLEMS** WHICH REQUIRE

- Special and customized meal plans
- A record of daily meals for health purposes
- Appropriate proportions of certain spices and ingredients.



THE ELDERLY LIVING AWAY FROM THEIR **OFFSPRINGS** IS A GROWING TREND, WHICH RESULTS IN

- No one keeping track of the elders' daily meals
- Difficulties in self-preparing daily meals
- Lack of nutrients in daily meals

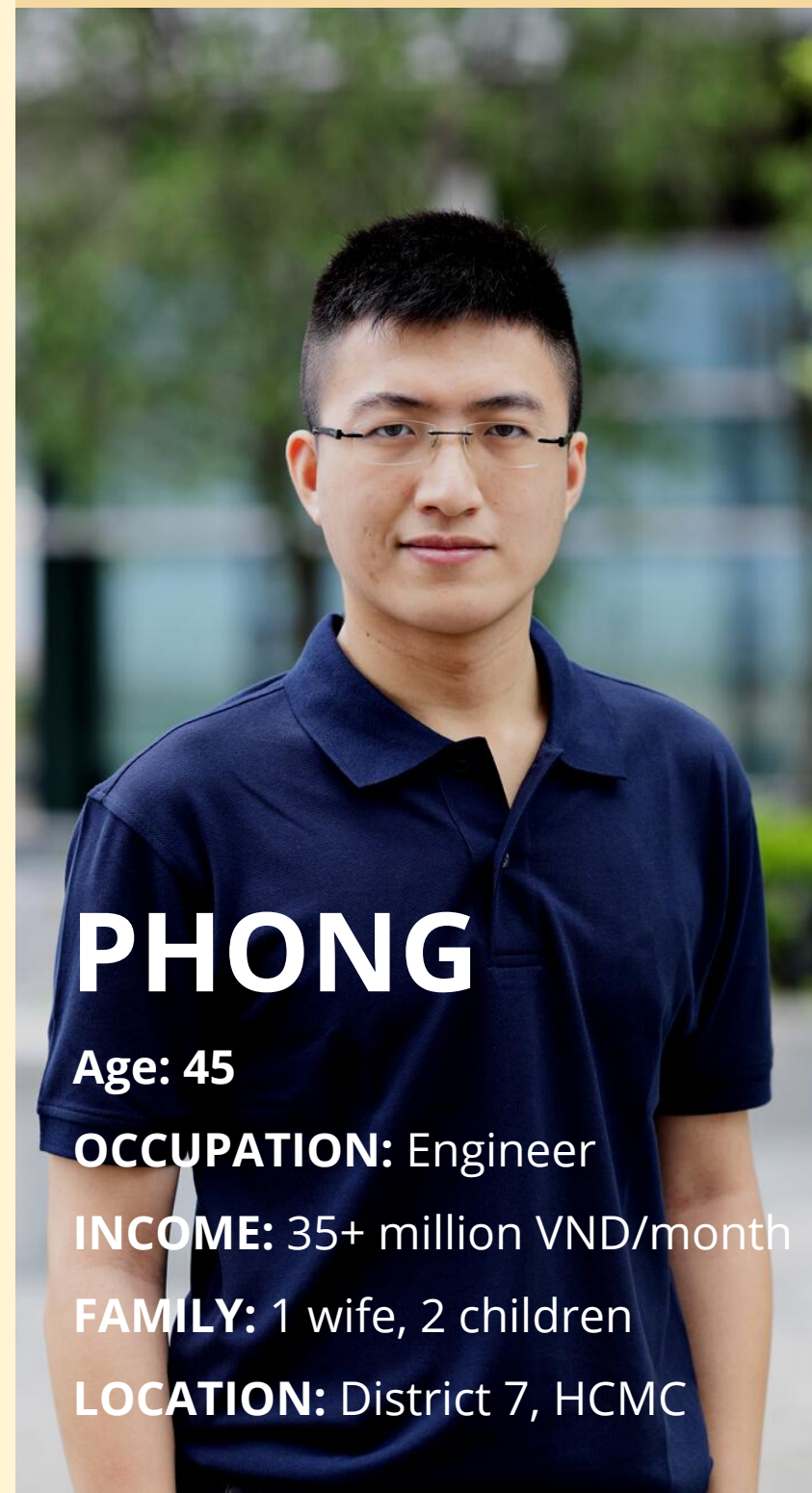
There are no service acts as both producer and transporter of **Elderly' foods** in Asia.



01 VALUE PROPOSITION

Customer Persona: Mr. Phong

(Who pays for the service)



PHONG

Age: 45

OCCUPATION: Engineer

INCOME: 35+ million VND/month

FAMILY: 1 wife, 2 children

LOCATION: District 7, HCMC

“

As the eldest son in my family, I feel a **great responsibility for taking care of my mother**. However, I am usually **struggle to balance elder care** with other responsibilities like work and child care. As my mom getting older, I need to make some adaptations to my work in order to be there for her.

”

PERSONALITY

Hardworking, forbearing, caring and affectionate.

HABITS AND INTERESTS

Watch TV, listen to music, read daily news, goes on fishing trips with friends on weekends, has an immense collection of antiques, etc.

GOALS

Make more money to take care of his family.

WANTS AND NEEDS

As my mom loses her independence and begin experiencing physical and cognitive changes, I want to stay along side my mom and assist her.

Willingly to pay extra on medical services which ensure my mom's health and well-beings.

Be able to sustain a balanced work - family relationship where I get to spend time nurturing my children and taking care of my mother.

FEARS & FRUSTRATIONS

Elder caring can mean sacrificing wages, a hindrance in career growth and job security.

As my mom grows older, she requires an increasing amount of assistance in her daily life, which is not something that I can afford to provide to her every time.

01 VALUE PROPOSITION

Consumer Persona: Mrs. Chen

(Who uses the service)



CHEN

Age: 75

OCCUPATION: Retired Teacher

FAMILY: 5 children and 10 grand children

LOCATION: District 10, HCMC

“

I am **anxious and uncertain** with my future now that **I am older and things are getting harder**. At the moment, **I am not feel like making meals for myself** since it is **difficult to both shop and cook** due to my arthritis related pain. I wish there was something to help me on a daily basis.

”

PERSONALITY

Patient, independent, warm, funny.

HABITS AND INTERESTS

Video chat with her grandchildren, listen to music, watch TV shows, invite her neighbors over to play card games.

GOALS

Taking time to enjoy the beautiful things in life.

WANTS AND NEEDS

Stays independent for as long as possible.

Stays in contact with her sons and daughters on a daily basis.

Feels safe at her own house and never goes outside when it's not needed.

Be willing to pay extra money to maintain a good health condition.

FEARS & FRUSTRATIONS

She doesn't want to be a burden on her family.

Shopping is difficult since she no longer drives.

Finding it painful to stand for long periods of time, she needs a way to get her every day cooking and eating better.

Living alone sometimes makes her feel lonely at mealtimes and thus losing her appetite.

02 BUSINESS PRACTICALITIES

Our Solution

THE CENTRAL KITCHEN - a **subscription-based food delivery service**, specially catered to the **elders' dietary needs** with meal plans set up by qualified dieticians that **join hands with young people in offering excellent care**. More importantly, all of the ingredients are directly selected at **organic farms** to **promote organic agriculture**.

BENEFITS TO BUSY YOUNG PEOPLE

- Get a regular update on the elders' eating plans
- Alleviate concerns regarding the elders' special diets
- Time-saving

BENEFITS TO THE ELDERS

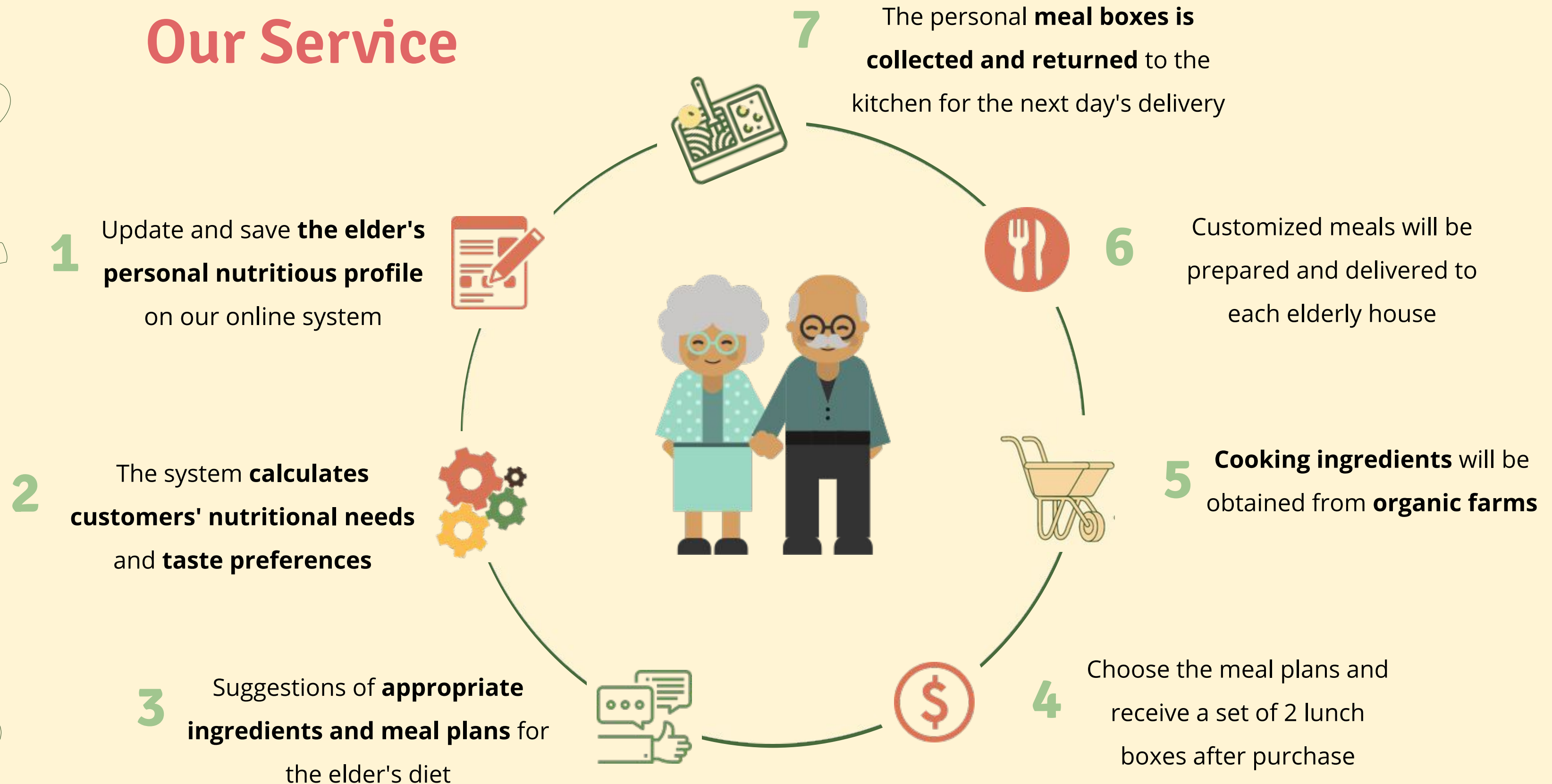
- Highly nutritious, personalized meal plans
- Diverse meal plans with organic ingredients
- Meals delivered right at the doorstep everyday

BENEFITS TO LOCAL FARMERS

- No shares attributed to "middlemen"
- Higher profits
- Be the supplier of a promising demander.

02 BUSINESS PRACTICALITIES

Our Service



02 BUSINESS PRACTICALITIES

System & App Functions

FOR THE ELDER



Simple user interface with large image/font, text-to-voice function, etc.



Notify on when the meal is coming



Rate & feedback on the meal



Archive favorite food & menu



Cancel orders for specific days

FOR THEIR CHILDREN



Track if their parents receive the meal



Update parents' healthcare information



Track satisfaction level of their parents



View nutrient information for each meal



Personalized articles on food by reliable sources

03 BUSINESS UNIQUENESS

Unfair Advantages

- **START**
First mover
- **DEVELOPMENT**
User Database
Advisory & Partner Network
Supplier Network
- **SUSTAINABILITY**
Labeling and Packaging
Other Add-on values

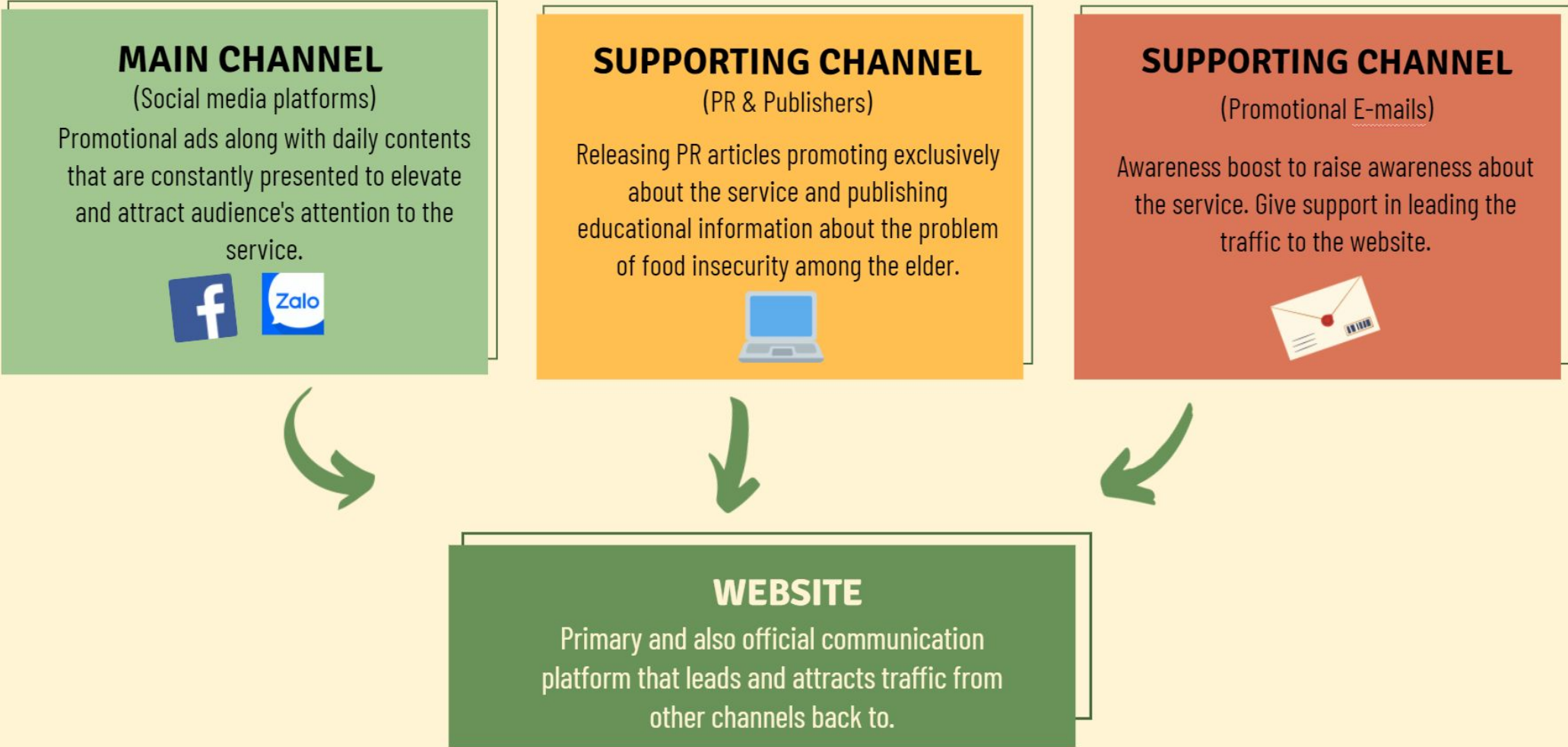
Competitive Analysis

	CURRENT FOOD DELIVERY SERVICE	THE CENTRAL KITCHEN
SERVICE MODEL	On-demand service with intermittent delivery	Subscription-based service with daily delivery of meals
SPECIALIZED MEAL PLANS	No	Yes
RECORDS OF DIETARY PREDICTION AND MEDICAL HISTORY	No	Yes, with constant update
THIRD-PARTY SUPERVISION	No	Yes
TOTAL COST	Costly	Reasonably charged

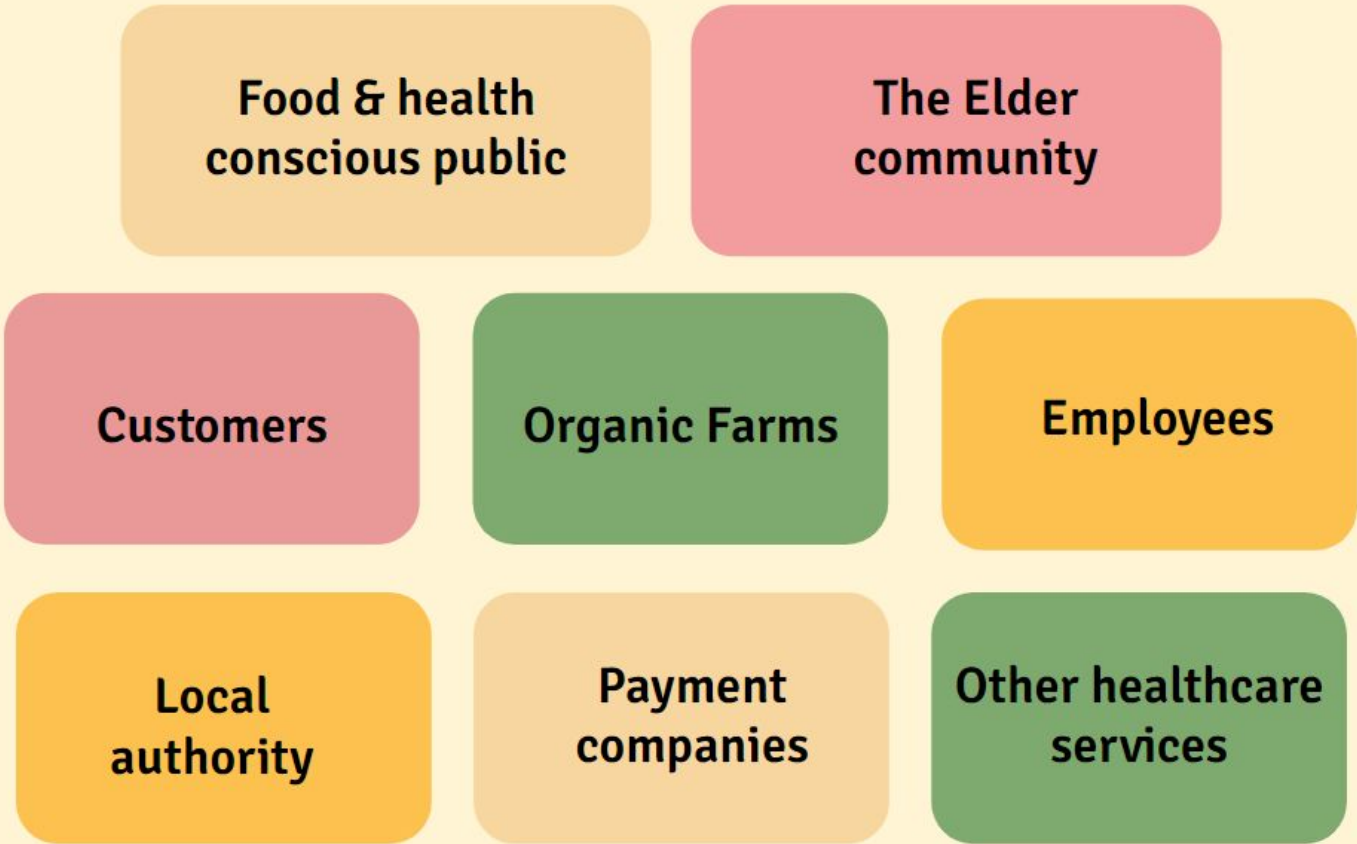


04 BUSINESS DELIVERY

Channels



Team & Key Stakeholders



05 FINANCIAL PLAN

Financial Value & Revenues

Subscription-based Pricing Model

	STANDARD \$199/month	ADVANCE \$319/month	PREMIUM \$349/month
BE INVITED TO MONTHLY MEETING WITH OUR COMMUNITY	✓	✓	✓
RECEIVE A SET OF 2 LUNCH BOXES WITH NAME TAGS	✓	✓	✓
CUSTOMIZED NUTRITIOUS PROFILE	✓	✓	✓
MEAL SELECTIONS (FOR EACH MEAL)	✗	2 options	3 options
MEAL RESERVE POLICY	2 meals/month	4 meals/ month	8 meals/ month
PERSONAL CONSULTANT WITH SPECIALISTS	✗	✓	✓
GAIN ACCESS TO PARTNERS' HEALTH CENTERS FOR MONTHLY CHECKUP	✗	1 time/ month	2 times/ month

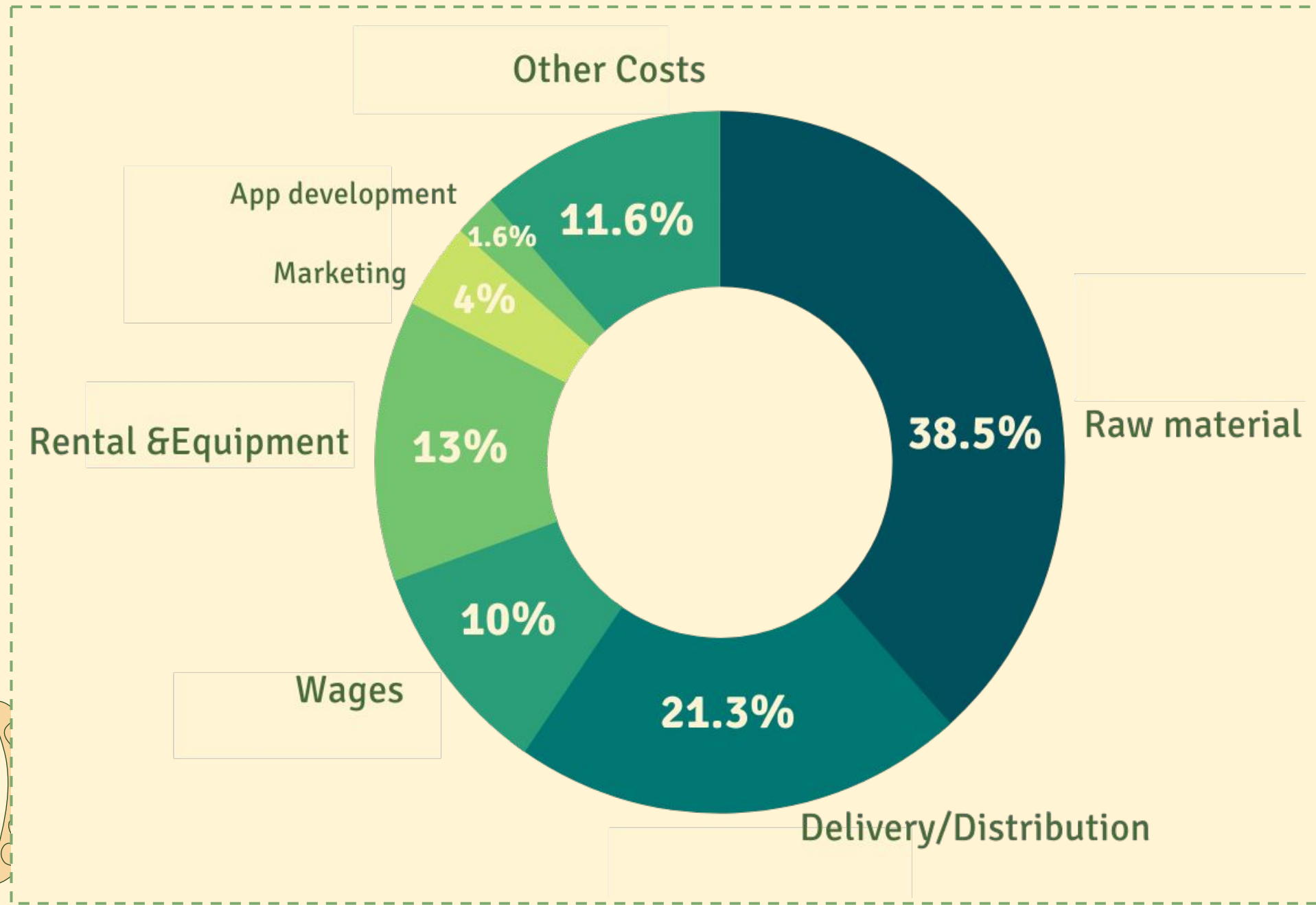
60 meals/month

*Other revenue stream: Advertising fee

60% of users will choose
Standard package
→ bring ~ 50% revenues

05 FINANCIAL PLAN

Cost Structure



Break-Even Point

Initial Cost: \$ 33,000

Calling for Investment: \$ 400,000

Expected Profit in 10 months

Expected Break-even in 14 months

Contribution Margin: 23%

06 IMPACT & SCALABILITY

Social Impact (by 2030)

Impacts on the elderly

- Improve the nutrition of roughly **7 million elders** (service users) -> an improved physical and mental health.
- Raise the awareness of the elders' well being.

Impacts on organic farms

- Increase income for farmers by cutting out the need of “middlemen”.
- Promote the demand of organic food products.

Impacts on the economy

- Create jobs for approximately **2.5 million people** in healthcare and service sectors (such as shippers, chefs, dieticians, app developers, etc)



06 IMPACT & SCALABILITY

Success measurement

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graph TD; A[Success measurement] --> B[Tangible measures]; A --> C[Intangible measures];
```

Tangible measures

- Number of customer subscriptions
- Number of positive reviews & ratings
- Number of partner registration
- Percentage of subscription renewal

Intangible measures

- Users' emotion and satisfaction level
- Users' health improvement
- Brand reputation
- Customers' recommendation to prospective users

