

Melonanza



Melonanza Team



Rodrigo

Project Leader



Angela

Website Developer



Daron

Product Manager



Faiyam

Product Investor



"The task of art today is to bring chaos into order"

The Problem

- 63% of people aged 15-64 are fully engaged in their work
 - A drop from 66% in 2019
- 25% of both men and women aged 15-64 in some form of full-time study





Faiyam

All-In-One Study Box



Our subscription service

1 MONTH

\$34.99



3 MONTHS

\$99.99



6 MONTHS

\$199.99



Must-have stationery to deck out your study space!

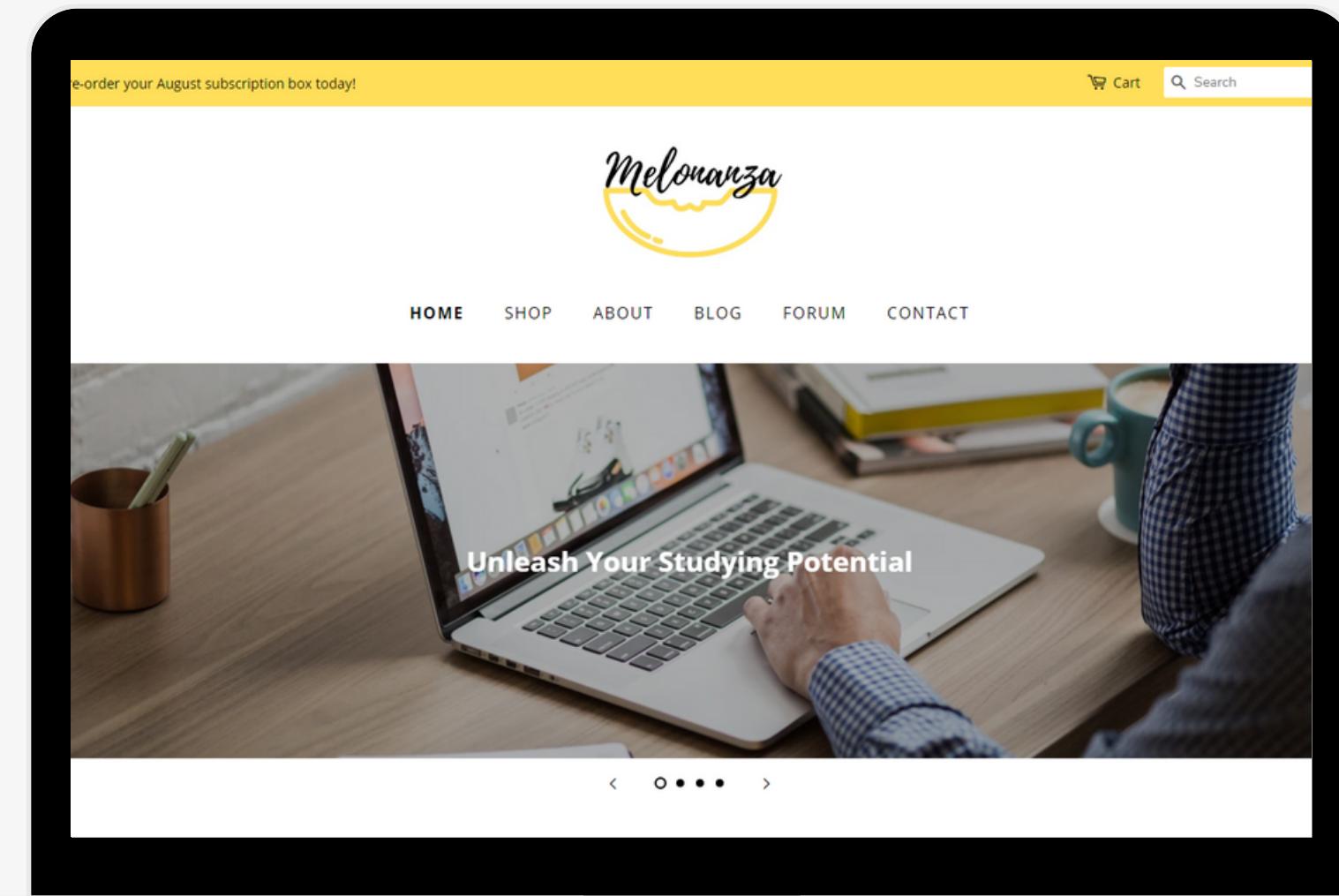
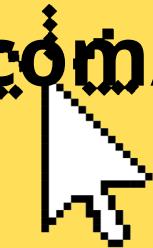
Delicious snacks to fuel the study grind!

Life-saving time management tools and hacks!



Website

<https://melonanza.myshopify.com/>



PRODUCT LIVE DEMONSTRATION

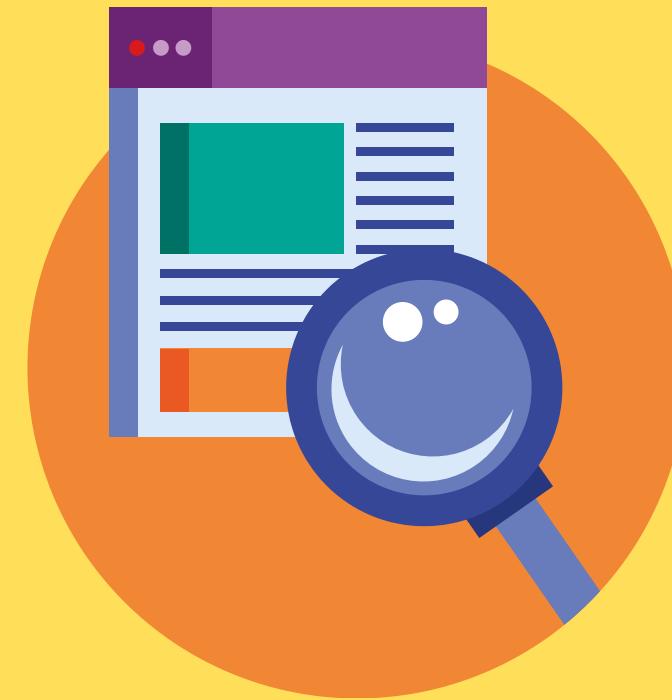
Daron

Product components and costs

Item Listing	Quantity	Price
Studymate Retractable BallPoint Pen 1mm	5	\$4.18
2B graphite pencils	2	\$1.79
Keji Highlighters	4	\$1.98
StudyMate Study Cards Green (127mm x 76mm)	25	\$3.16
Spirax No. 595 A4 Notebook 120 page	2	\$4.5
Faber-Castell PVC-free Eraser White	1	\$0.68
Pana Organic Dark Chocolate	1	\$3.90
Fantastic Cup Noodle	2	\$3.60
Total	42	\$23.79



Search Engine Optimisation and Analytics

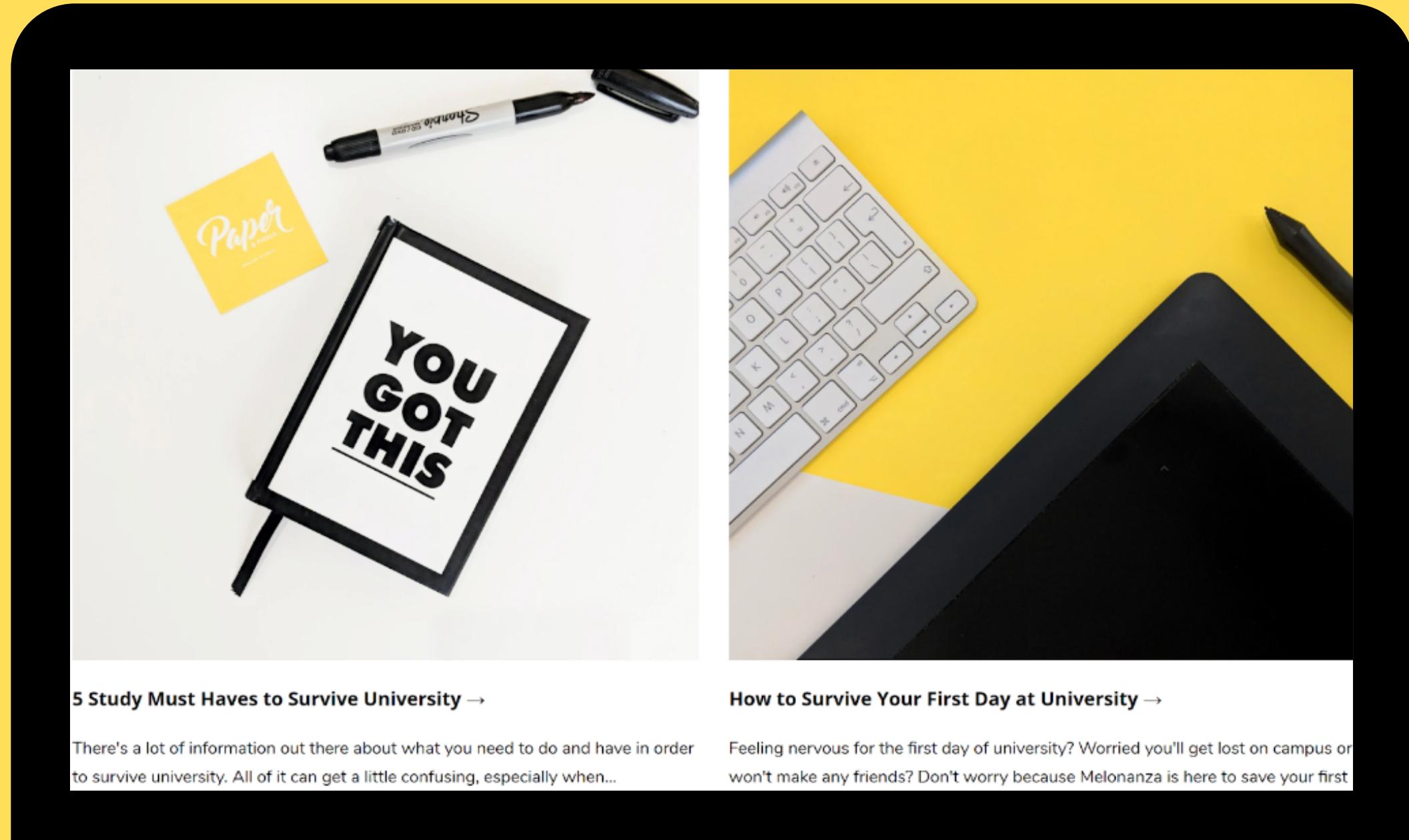


Google Analytics

- Detailed analytical data for free
- Accessible and provides range of metrics
- Most popular pages and average engagement time
- Melonanza uses data to target our advertising and boost revenue

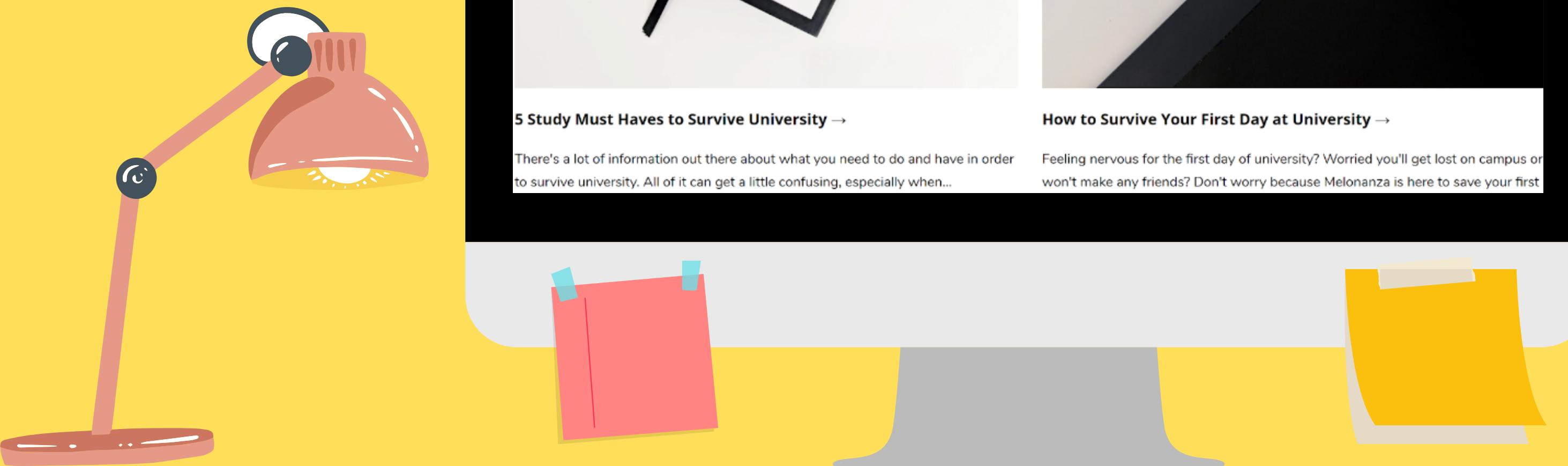
- Create short and clean URLs
- Use keywords frequently
- Build a social media presence
- Increase site page speed
- Check out Melonanza's blog page on our website!

Our Blog



The smartphone screen displays two blog post thumbnails:

- 5 Study Must Haves to Survive University →**
There's a lot of information out there about what you need to do and have in order to survive university. All of it can get a little confusing, especially when...
- How to Survive Your First Day at University →**
Feeling nervous for the first day of university? Worried you'll get lost on campus or won't make any friends? Don't worry because Melonanza is here to save your first...





Advertising and Sales Channels

The image shows two smartphones side-by-side against a yellow background. Both phones are displaying profiles for 'Melonanza'.

Left Phone (Instagram Profile): The screen shows the Instagram profile for 'melonanza_'. It has 2 posts, 0 followers, and 0 following. The bio reads: 'Melonanza Unleash YOUR Studying Potential through the Melonanza Study Box product launch 📚'. A large 'Follow' button is visible. At the bottom, there is a prominent black banner with the text 'NEW * POST' in white.

Right Phone (Facebook Profile): The screen shows the Facebook page for 'Melonanza Educational supply shop'. It has 3 likes. A 'Shop Now' button and the website 'melonanza.myshopify.com' are visible. Below the page, there are two large blue thumbs-up icons.

Between the two phones are the logos for Instagram and Facebook.

Our Catalogue



Rodrigo

Melonanza is associated with:

- University stores
- Advertisements across social media
- Promotions aimed at students
- Physical displays of our study subscription box



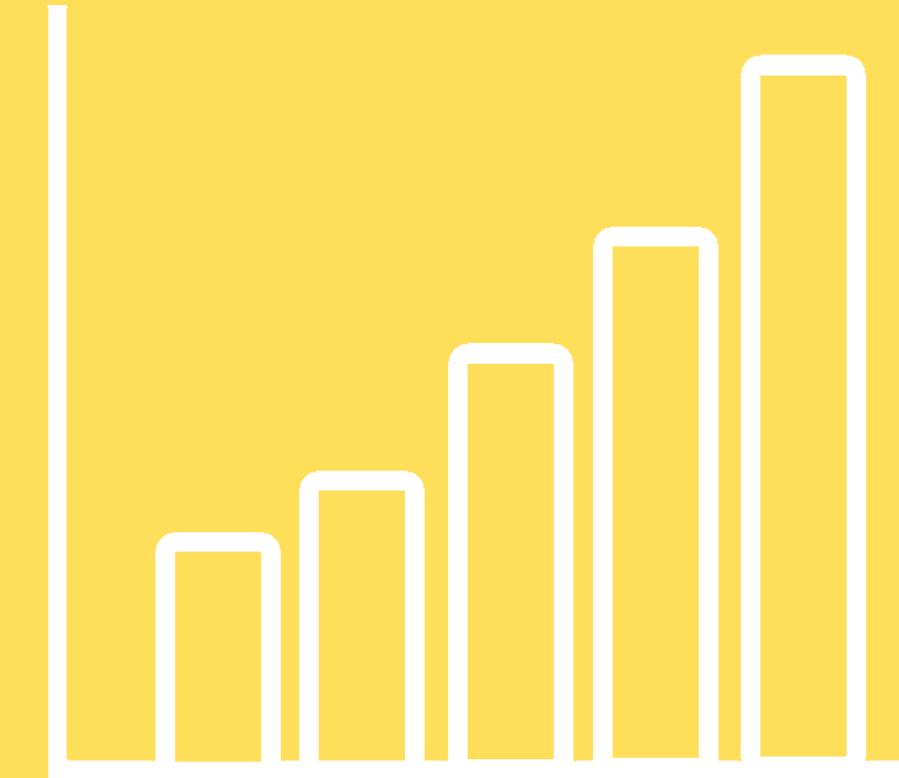


Faiyam

Melonanza's Expansion



\$100,000
FOR 7%
STAKE



THANK YOU

Questions and Answers



Areas to consider

Will Melonanza be offering a free trial to their customers?

- We will offer a free trial box to our customers, however the box will be reduced in size and the items will be altered.

What are our packaging solutions to maintain compartmentalisation?

- Biodegradable peanut packaging and corrugated bubble wrap
- Cornstarch packaging

How can we deal with customer churn?

- The aesthetic of the box will change accordingly to how many a customer has been paying for the subscription
- Products inside the box will change and be valuable even after someone receives multiple boxes
- Different QR codes for different online resources such as past papers and projects