



**Mello Yoghurts**  
**Deliciously Crafted**  
**Yoghurts, Naturally Yours.**





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## Dickson Siele

CEO and Founder  
Mello Yoghurts

## Introduction

Mello Yoghurts offers a delightful range of creamy yoghurts crafted from the finest ingredients, including live cultures and natural fruits. Our products not only provide a delicious taste but also promote health and wellness. With a commitment to sustainability and quality, Mello Yoghurts ensures transparency in sourcing and consistency in flavor, enhancing your yogurt experience while supporting a healthier lifestyle.





# Quality and Transparency Challenges in Dairy.

Consumers often face frustration due to inconsistent product quality and a lack of transparency in food sourcing within the dairy industry. This uncertainty can lead to dissatisfaction and mistrust, affecting their health choices and overall well-being. Additionally, inefficient logistics contribute to higher costs and delays, leaving customers yearning for reliable, wholesome options that they can genuinely feel good about consuming.

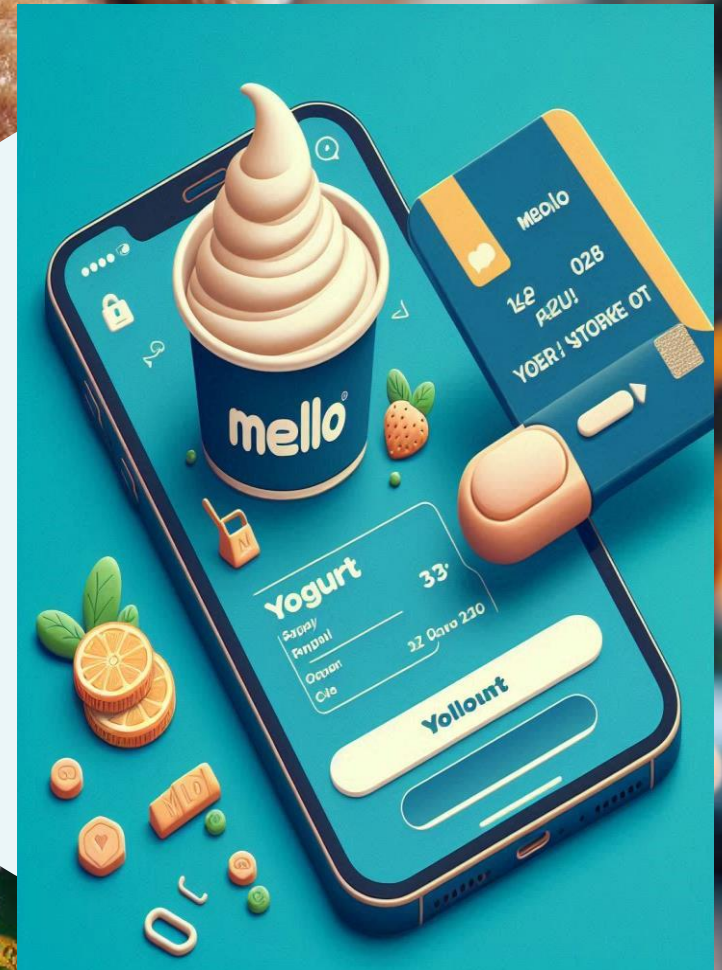


# Crafting Wholesome Solutions for Healthier Choices

Mello Yoghurts addresses consumer concerns by ensuring consistent product quality through rigorous quality control and sourcing transparency. Our yoghurts, made with live cultures and natural ingredients, promote health while delivering exceptional taste. Advanced logistics enable real-time order tracking and efficient delivery, enhancing customer confidence. With eco-friendly packaging and a commitment to sustainability, we provide a trustworthy, holistic yoghurt experience that supports a healthier lifestyle.

Pain points being solved

Quality, Transparency, Efficiency.



The Mello Yoghurts Solution

*Crafted with premium ingredients and a commitment to sustainability, our yoghurts offer unmatched quality and transparency.*

**Mello**  
yoghurts



# Transparent pricing

Our premium yoghurts are competitively priced to reflect the quality of ingredients and the sustainable practices we employ. Each 500g tub is available for KES XX, offering exceptional value for health-conscious consumers. The investment in Mello Yoghurts ensures not only a delicious taste experience but also supports ethical sourcing and eco-friendly packaging, making it a responsible choice for both health and the environment.

- Premium quality ingredients for superior taste
- Live cultures for enhanced gut health
- Eco-friendly packaging supports sustainability
- Real-time order tracking for convenience
- Secure online payments for peace of mind
- Consistent product quality through rigorous standards
- Pre-booking options for guaranteed availability
- Transparent sourcing for consumer trust

\$XX

USD/month

Ksh

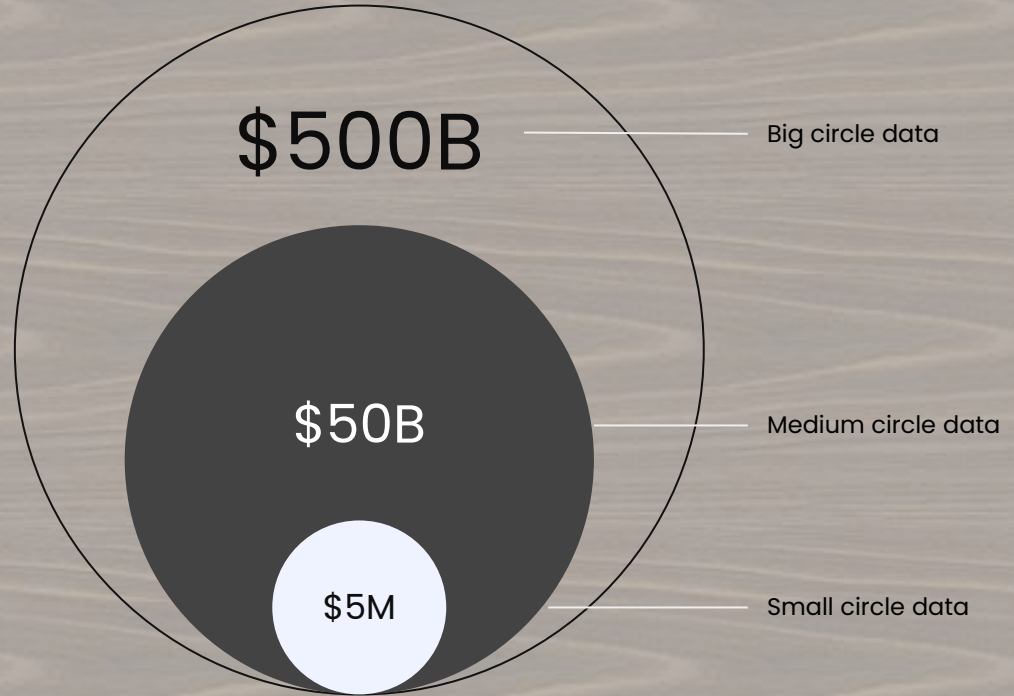
USD/yearly

500

mello

# Market opportunity

The Kenyan yoghurt market is experiencing significant growth, driven by increasing health awareness and demand for nutritious snacks. Valued at approximately \$XX million, it is projected to expand by XX% annually. Mello Yoghurts fits perfectly into this trend by offering high-quality, health-conscious products that cater to the evolving preferences of consumers seeking delicious and wholesome options in their diets.





# Strategic Roadmap: Milestones to Success

## Defining Business Goals

Most likely you have already identified a business idea, so now it's time to balance it with a little reality.



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Finished

Q1 2023

## Collect the dream team

Do you know how to cook a very tasty coffee using the drip bags? We know!

Finished

Q2 2023

## Development, testing, launch

You know some things, we know some things.

In Progress

Q3 2023

# The team driving Mello Yoghurts



Dickson Siele

CEO and Founder

A few lines of description and  
experience for each team member



Marylin Wilcox

CFO

A few lines of description and  
experience for each team member



Elisa Tyson

CMO

A few lines of description and  
experience for each team member



A group of six teddy bears of various sizes and colors (light brown, tan, and cream) are shown eating from white Mello yoghurt containers. The bears are arranged in a cluster, with some in the foreground and others in the background. Each bear has a spoonful of white yoghurt on its nose or is about to take a bite. The Mello logo is visible on the containers in the foreground. The background is a soft, out-of-focus green.

# TAKE THE NEXT STEP WITH MELLO!

Join the Mello Yoghurts family today! Experience the delicious taste and health benefits of our premium yoghurts by placing your order online. Sign up for exclusive offers and updates to stay connected. Don't miss out on transforming your snacking habits with our wholesome products—take action now and savor the difference with Mello Yoghurts!



# Let's talk business

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