

# FRUITARIANS

Easy Access to Fresh Fruits

C23-PS448



# Our Team



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A136DKY4455

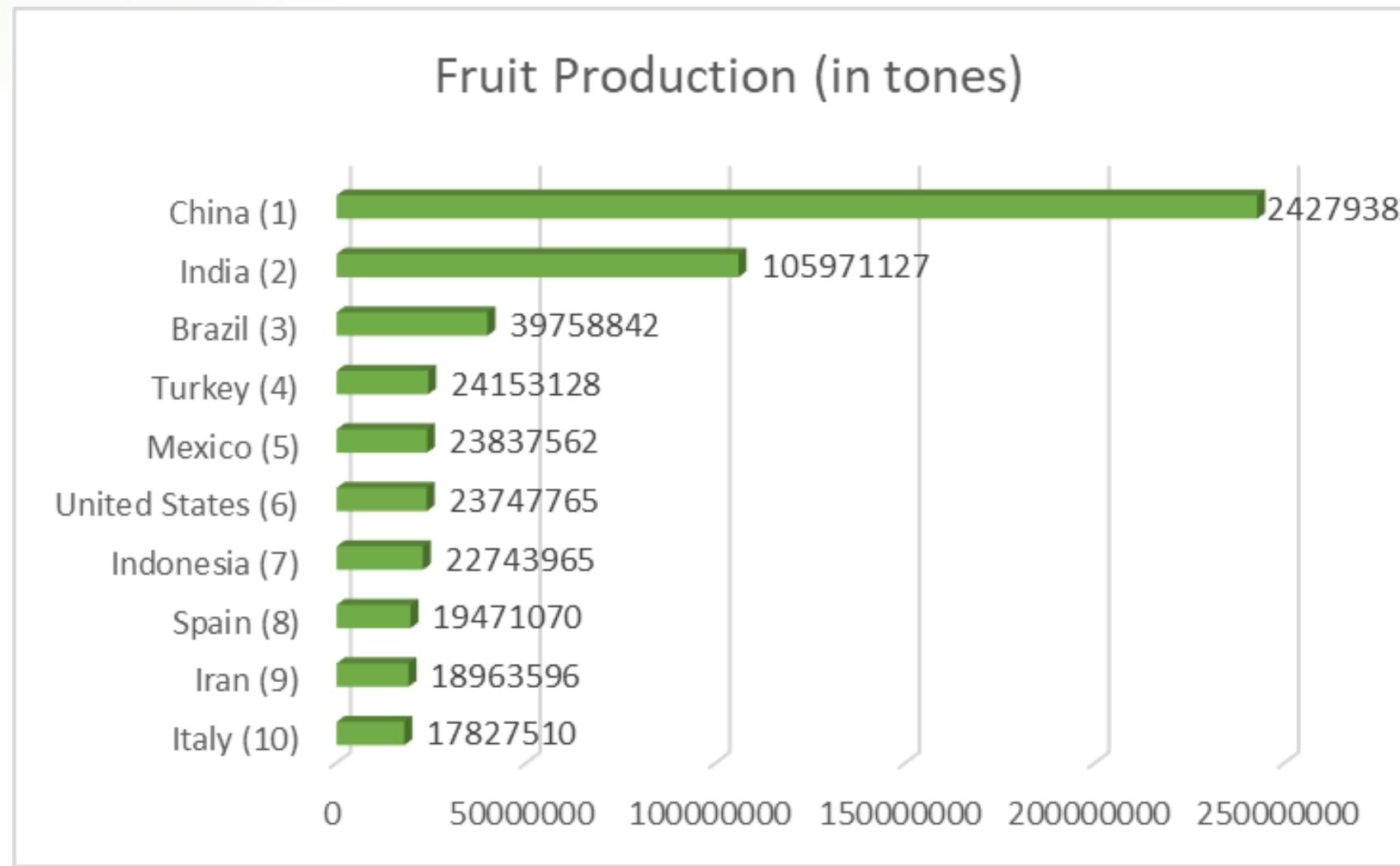
# Background



- According to data from Edudwar, in 2023 Indonesia is the **7th largest producer** of fresh fruit in the world.
- The **low consumption** of fruit in Indonesia.
- **Lack of Awareness** and Knowledge.
- **Limited Access** and Availability.

# Issue

Indonesia is the 7th largest producer of fruit in the world



## Top 10 Fruit Producing Countries 2023

Do you know the largest fruit producing countries in the world. Fruits are an integral part of the diet in every culture. Not just humans, herbivorous and omnivorous animals, and birds are also dependent ... [Read more](#)

 Edudwar / Jan 24

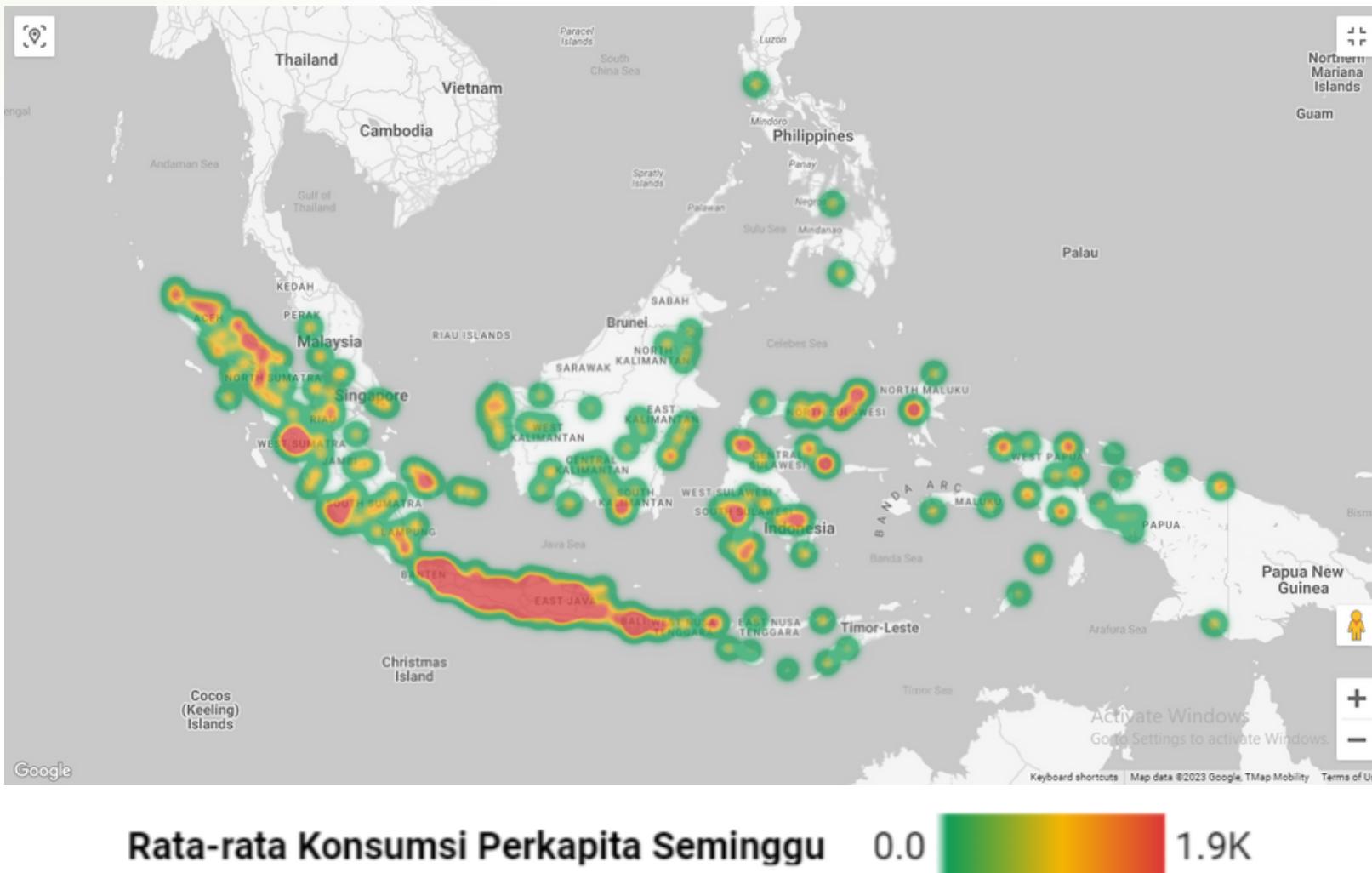


BANGKIT 2023

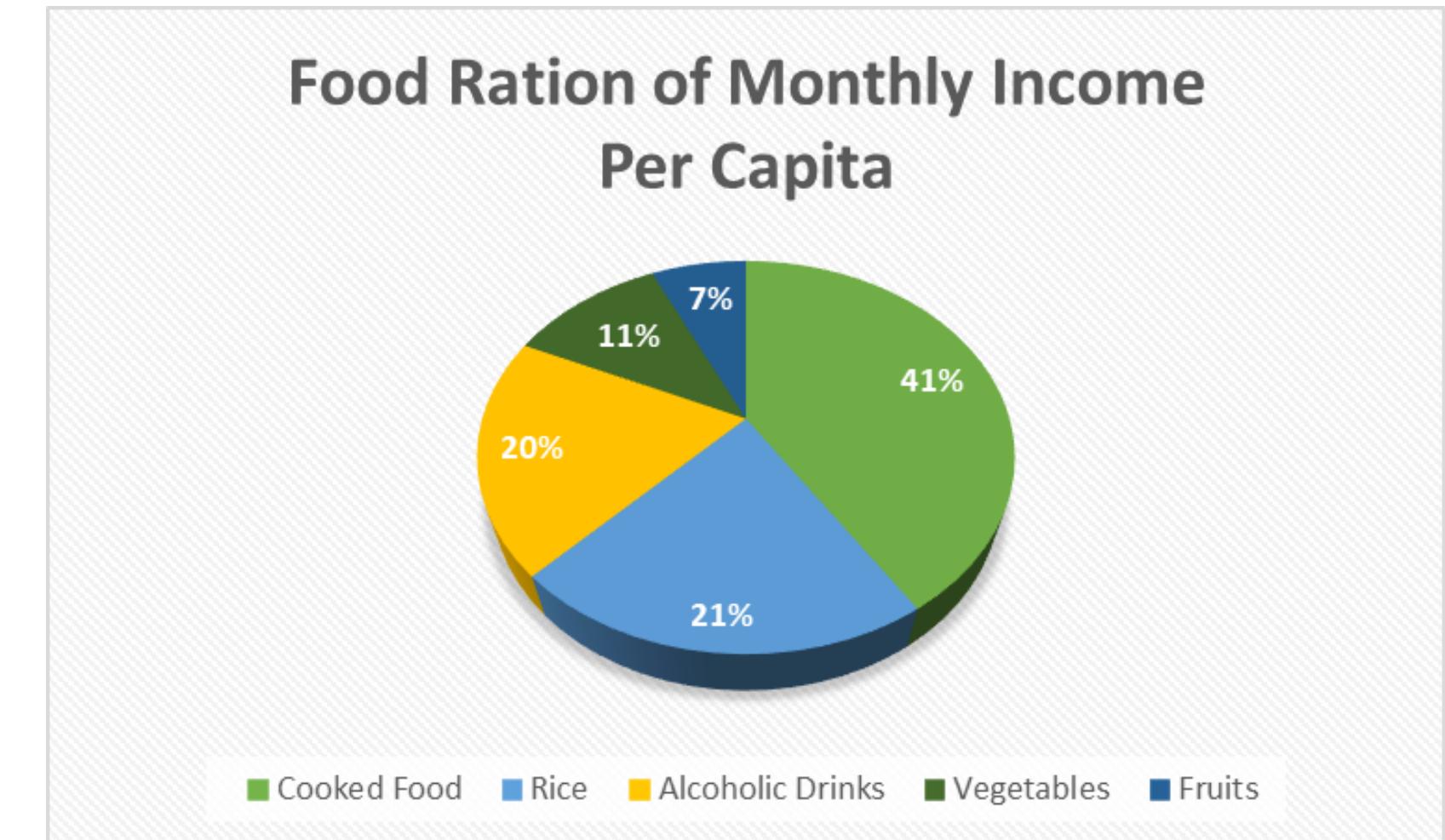
bangkit  
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# Issue

Low Consumption of Fruit in Indonesia



Souce: Badan Pusat Statistik (BPS)



Souce: CNN Indonesia

# Issue

## Low Consumption of Fruit in Indonesia

### Konsumsi Buah Indonesia Paling Rendah Se-Asia

Endro Priherdityo | CNN Indonesia

Kamis, 26 Mei 2016 09:20 WIB

### Jokowi: Buah-buahan RI Beragam Tapi Konsumsinya Rendah

NEWS - Lidya Julita Sembiring, CNBC Indonesia

09 August 2021 15:40

### Riset: 95% Remaja di Indonesia Kurang Konsumsi Buah dan Sayur

Konten Media Partner  BASRA (Berita Anak Surabaya)

9 Desember 2021 11:27 · waktu baca 2 menit



HOME TENTANG KKI PUBLIKASI POLICY BRIEF PELATIHAN E-LIBRARY

90 Persen Penduduk Indonesia Kurang Makan Sayur dan Buah

Sumber ekon.go.id

Terus Dorong Peningkatan Konsumsi Buah Nusantara, Pemerintah Gelar Kembali Gelar Buah Nusantara (GBN) ke-7 Tahun 2022

18 Aug 2022 19:22

Menyoal konsumsi buah, rata-rata konsumsi masyarakat Indonesia sebesar 81,14 gram/kapita/hari (BPS, 2021). Namun jumlah tersebut hanya sebesar 54,09% dari batas minimal angka kecukupan gizi Badan Kesehatan Dunia (WHO), sehingga masih perlu untuk ditingkatkan. Di

# Our Solution & implementation



Our app combines advanced technology, reliable information, and a network of trusted sellers to ensure an exceptional fruit shopping experience.



Our software makes use of machine learning algorithms to determine fruit freshness more accurately over time.



Customers can browse a wide variety of fresh fruits from different sellers.

# Why They Need Our Solution



## Purpose Driven

Our solution addresses low fruit consumption, improving health and well-being. It promotes healthier lifestyles, enhancing quality of life.



## Data Driven

Our solution is supported by data showing Indonesia's low fruit consumption and associated health risks. This data demonstrates the need for intervention and supports the implementation of strategies to increase fruit consumption. With accurate data, our solutions are targeted, effective and impactful.



## Government reasoning

Our solution aligns with the government's health agenda, addressing low fruit consumption and reducing chronic diseases. It supports efforts to improve public health indicators.



## Stakeholders related and benefitted from our solutions

To help fruit shop owners and vendors in expanding their market by appearing in the application, with the expectation of increasing their revenue



# FRUITARIANS

## 4 Main Features



- 1 Fruit Freshness Detection
- 2 E-commerce Fruitarians
- 3 Fruit Health Articles
- 4 Membership

# We are ahead

Service / App	Buy & Sell Fruit	Health article	Fruit Freshness Detection
Dunia Buah	✓	✗	✗
Segari	✓	✓	✗
FRUITARIANS	✓	✓	✓



# Business Model Canvas Fruitarians

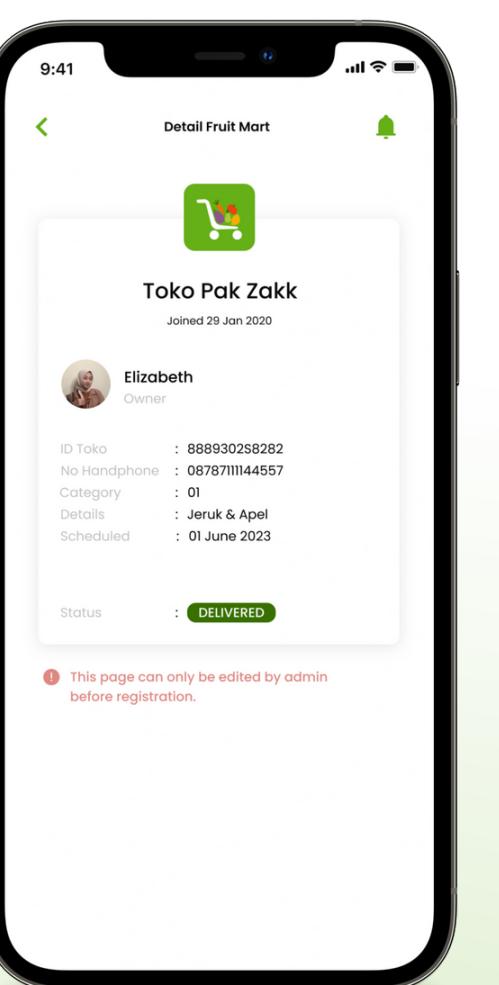
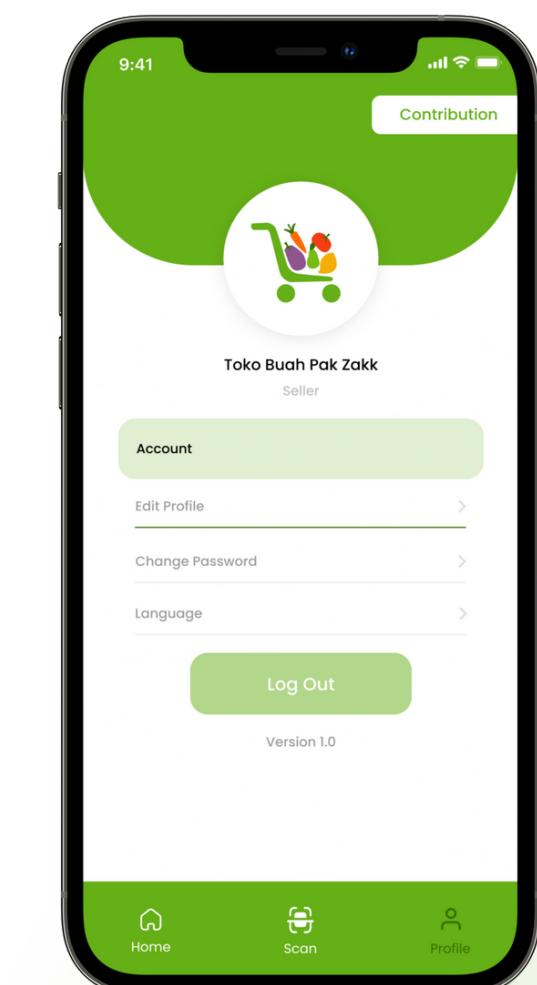
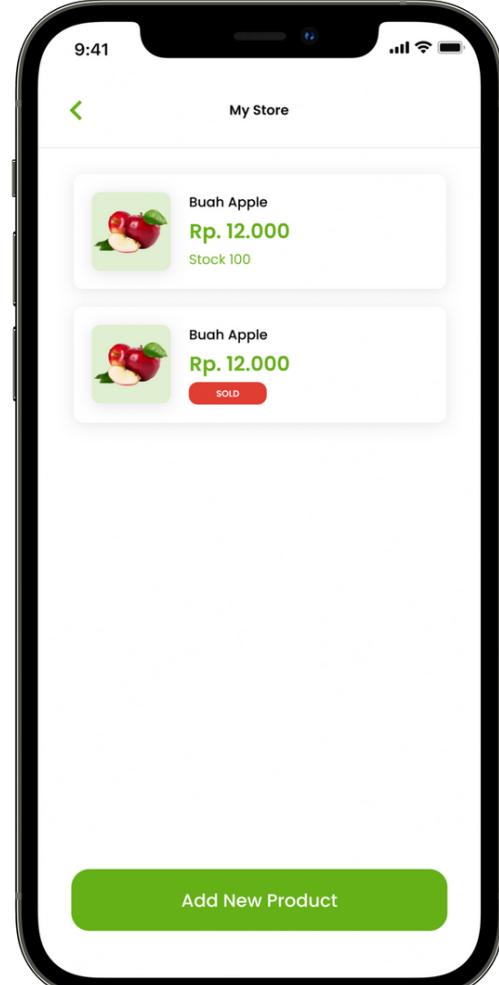
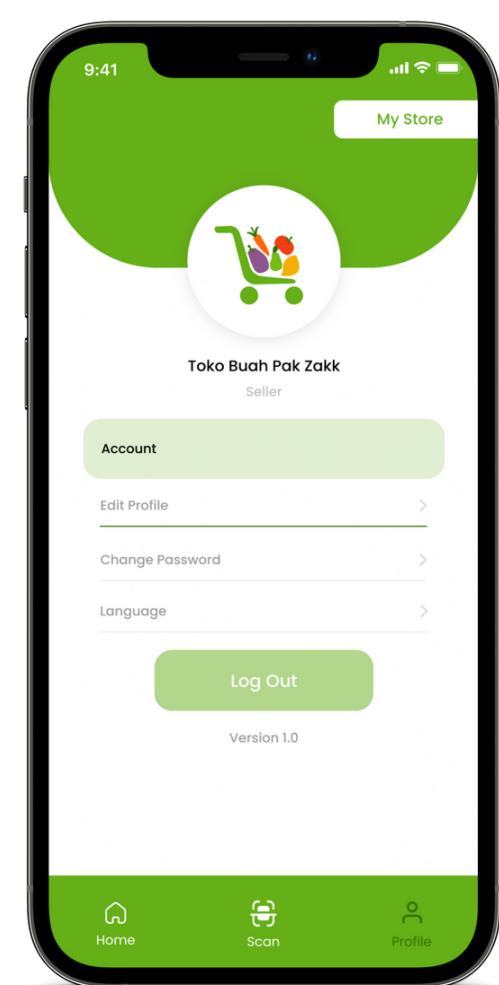
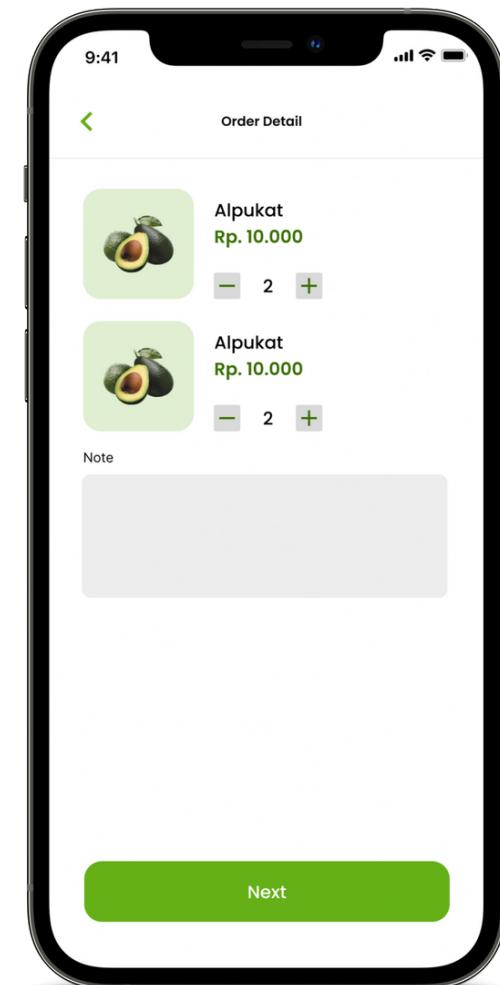
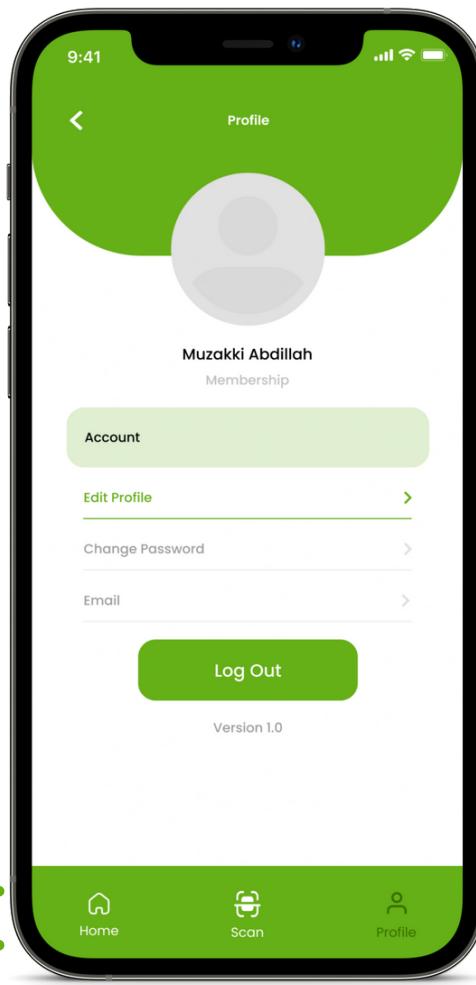
 <b>Key Partners</b> <ul style="list-style-type: none"><li>• UMKM Toko Buah</li><li>• Dunia buah</li><li>• Superindo</li><li>• Alfamart</li><li>• Indomaret</li><li>• Alfamidi</li><li>• Yomart</li></ul>	 <b>Key Activities</b> <ul style="list-style-type: none"><li>• Selling fruits that are guaranteed freshness</li></ul>	 <b>Value Propositions</b> <ul style="list-style-type: none"><li>• Accurate fruit detection</li><li>• E-commerce Fruitarians</li><li>• Fruit Health Articles</li><li>• Membership</li></ul>	 <b>Customer Relationship</b> <ul style="list-style-type: none"><li>• Responsive to customer feedback and requests.</li><li>• Customer support</li></ul>	 <b>Customer Segments</b> <ul style="list-style-type: none"><li>• Individuals who follow a fruit-based diet (fruitarians).</li><li>• Fans of a healthy lifestyle and natural diet.</li><li>• People who want to select high-quality fruits.</li></ul>
 <b>Key Resources</b> <ul style="list-style-type: none"><li>• Fruit image database</li><li>• Technology infrastructure</li><li>• Expertise</li></ul>			 <b>Channels</b> <ul style="list-style-type: none"><li>• Social media</li><li>• Partnerships</li></ul>	
 <b>Cost Structure</b> <ul style="list-style-type: none"><li>• Infrastructure costs: Servers and Databases</li><li>• Developer salary</li><li>• Marketing expenses</li><li>• Partnerships and licenses</li></ul>		 <b>Revenue Stream</b> <ul style="list-style-type: none"><li>• Commission from the sale of fruits through the app.</li><li>• In-app advertising or advertising partners.</li><li>• Option to upgrade to a paid version with additional features</li></ul>		



# BANGKIT 2023



# Demo Applications



## Seller Role Feature

## **Vendor Role Feature**



Thank You