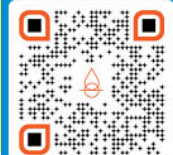


KOCHU

Smart way to refresh and cleanse your food
from local Salt farms



HIDDEN PAINS

93.3% of people
have a positive
sense of prevention
of Food Poisoning

>10 \$ each
home/year

Households are
spending on ways to
wash food

~50%

population of HCMC
case Food Poisoning /year

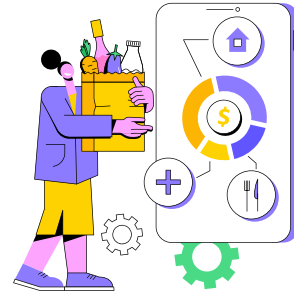
economic loss
14.000 Bil Vnd



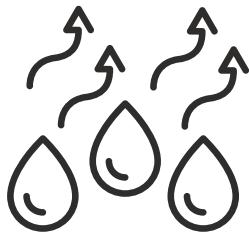
Fear of Foodborne Illness,
Lack of Effective Cleaning Solutions
Time-Consuming Cleaning Processes



1- ROOT PROBLEMS



low income in agriculture, consumer demand, and convenience.



high temperatures and humidity;



food storage and transportation;



clean water

Inadequate infrastructure, poor storage facilities, oversight in the food safety regulations, lack of education and awareness, and limited resources contributing to exacerbate the problem.



2- CUSTOMER NEEDS

Implied Needs:

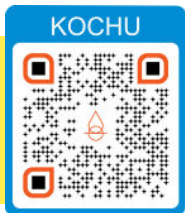
- Safe and effective removal of contaminants from fresh fruits and vegetables
- Convenience and ease of use,
- A product does not leave any residue.

Underserved Needs:

- A sanitizing product that is specifically designed for fresh fruits and vegetables
- A product that consumers use it regularly
- A product that is compatible with a variety of produce
- A product that does not alter the taste, texture, or appearance of the produce

Unmet Needs:

- A sanitizing product that is effective against a broad range of contaminants, including viruses, pesticides, and heavy metals
- A product that is certified as safe and effective by regulatory agencies such as the FDA or EPA, ISO, HACCP
- A product that is biodegradable and does not contribute to pollution or environmental degradation
- A product that is easy to transport and store, so that consumers can use it wherever and whenever they need to wash their produce



OUR SOLUTION: FIRST FOOD WASHING BRAND



330.000



70.000



125.000



FRESH FOOD WASHING MACHINE



■ • SALT

■ ESSENTIAL OIL

■ STARCHES

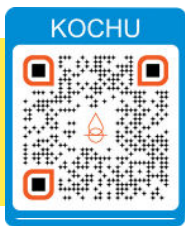
■ • Quick Wash <7 min

■ • Disinfect 99.99%

■ • Clean insects, worms

■ Clean dirt, toxic substances on the surface





"QUICK CLEAN, DISINFECT, KILL WORMS"

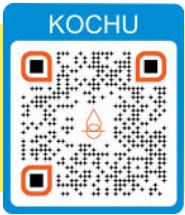
Neutral pH 6-7 between hand skin pH - water pH, this is the ideal condition, NO damage to the skin of the hands.

* Ozone generators, electrolysis of salt to create HOCL water, .. are not only corrosive, but also carry the risk of electric shock or fire.

Produced in an ISO-certified factory, Science Technology Company, has the ability to build machines, to quickly increase capacity in a few weeks.

USP	Kochu Salt	Other Powder	Other Liquids
Mass	Light	Light	Heavy
Price	Cheapest	Expensive	Normal
Compatible	All	N.R.	Not Recommended
Eatable Ingredients	Tested	Not Clear	Not Clear
Antibac, AntiFungus, Insecticides	Tested	Not Clear	Not Clear
Wash Out Toxins	Testing	Not Clear	Not Clear
Fire	No	Not Clear	No
Corrosive	No	Caution	Caution
pH	pH 6-7	Base pH>9	Acid pH<5
Quick defrost	Tested	NA	NA
Clean tap water	Tested	NA	NA



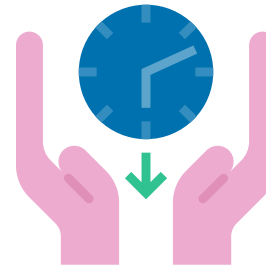


CORE VALUES

Value Proposition: Sanitizing Products For Fresh Fruits & Vegetables provides a simple, convenient and effective solution for cleaning produce, ensuring that it is safe to eat.



EXTENDED
SHELF LIFE



reduce time



save used water



training progress.

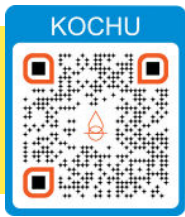


CONSUMPTION CIRCLE



PARTICLES
TRASH..
WASTE..





BUSINESS MODEL

The business model for Sanitizing Products For Fresh Fruits & Vegetables could be based on the sale of the tablets through retail stores, online marketplaces or direct-to-consumer channels. The tablets could be sold in various package sizes.

We offer subscription-based models or loyalty programs.

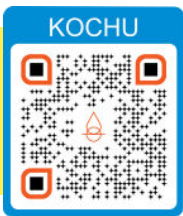
We already expand product line to include sanitizing solutions for other types of food, or other household surfaces.

B2B Distribution, Refillable Tablet Container, consulting and training services to commercial kitchens and restaurants.

White Labeling ODM/OEM; licensing technology or partnerships with produce distributors and retailers.

We will partner with local farmers or agricultural cooperatives to source its raw materials. We allocate a portion of profits to support those villages. Goal 12.

Salt harvest from Sea Water, while washing foods will dissolve in tap water and flow by stream to the sea again. Therefore, we minimize affect to natural. Goal 6.



MKT STRATEGY

I- Branding: *we are Expert in SALT; and food safety regulations.*

The First Salt powder with Multi-purpose usage made from raw materials, dissolving packet that consumers can add to a basin of water to create a sanitizing solution: to quick defrost; antibacteria; remove pesticides; treat water problems. The tablets and packaging could be designed to be compostable or biodegradable, and the company could partner with like-minded organizations and influencers to promote the products. offering a value ladder of different sanitizing products, including wipes and sprays, in addition to tablets. These products could be packaged together in a "produce cleaning kit" that offers a complete solution for consumers. To complement the sanitizing tablets, we develop a portable produce washing basin that incorporates a built-in tablet dispenser. This could be marketed as an all-in-one solution for consumers who want to wash their produce on-the-go.

II- Workshop sharing info: nutrition, food storage and preservation. consulting and training services to commercial kitchens and restaurants on best practices for produce sanitization. This could include providing staff training, developing customized cleaning protocols, and offering regular inspections to ensure compliance with safety regulations.



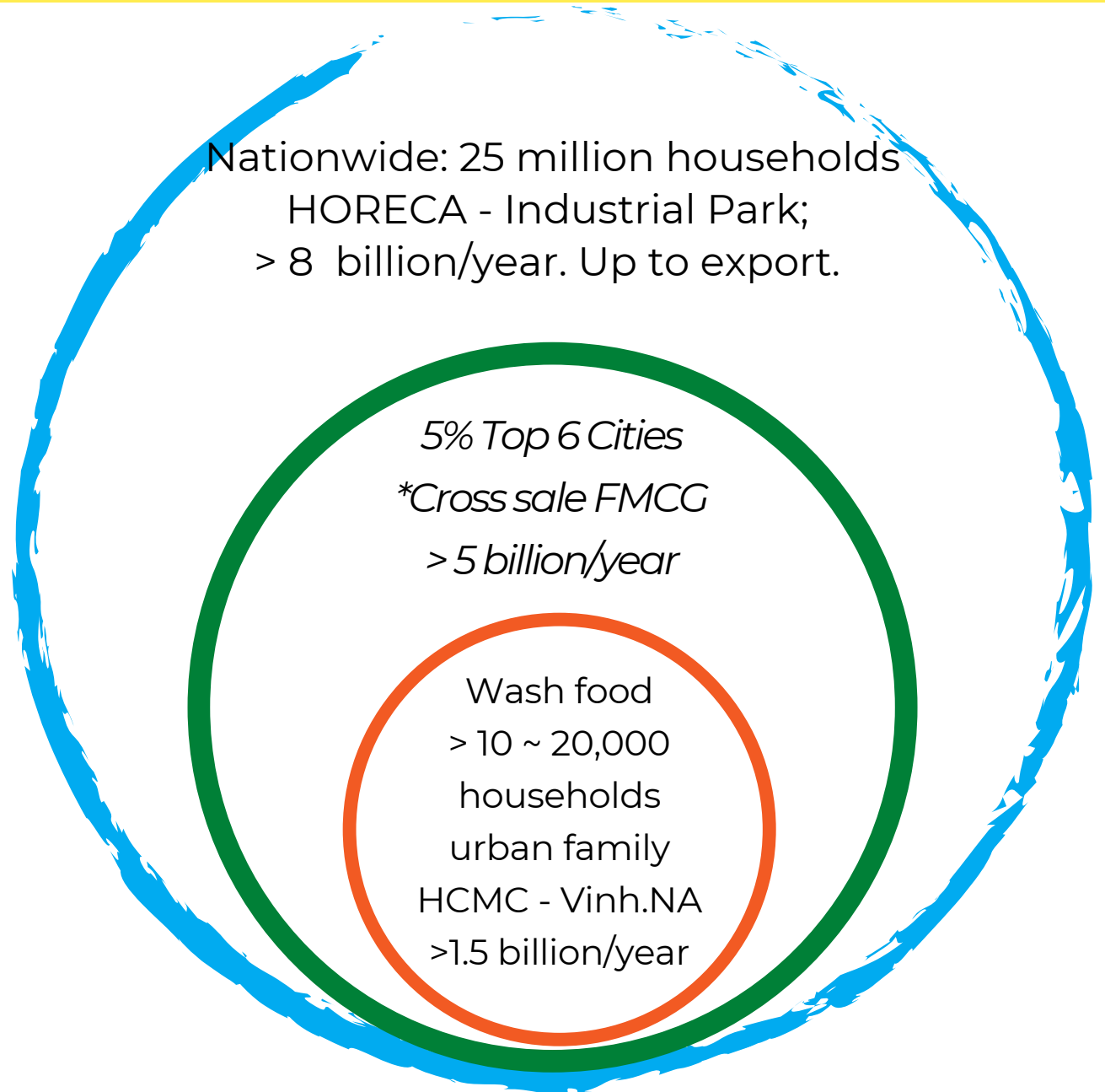


GROWING MARKET



**SUSTAINABLE
DEVELOPMENT
GOALS**

Goals: 6 - 12 - ESG



Nationwide: 25 million households
HORECA - Industrial Park;
> 8 billion/year. Up to export.

5% Top 6 Cities

**Cross sale FMCG*

> 5 billion/year

Wash food

> 10 ~ 20,000

households

urban family

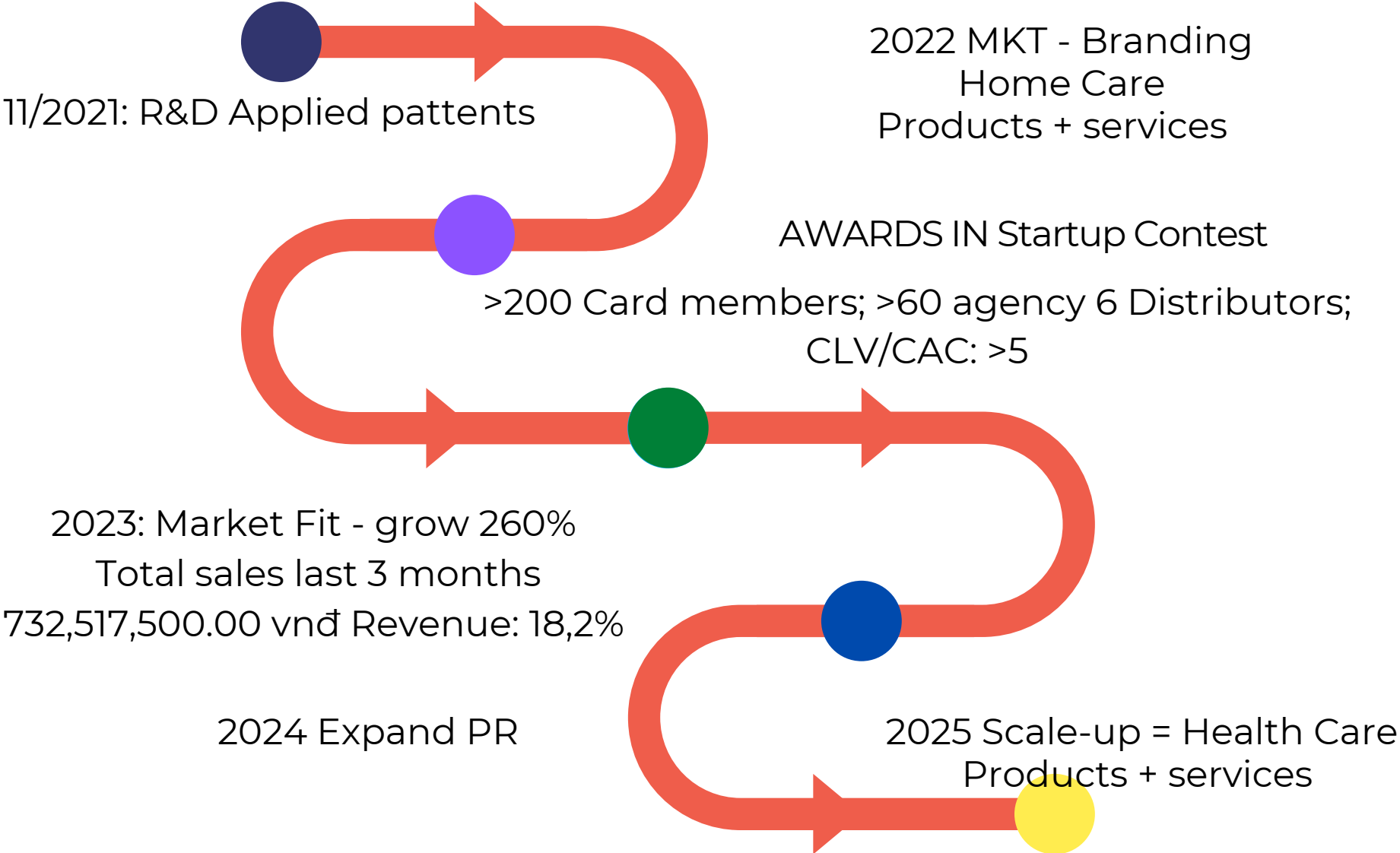
HCMC - Vinh.NA

>1.5 billion/year

**5 Keys
WHO-BYT**

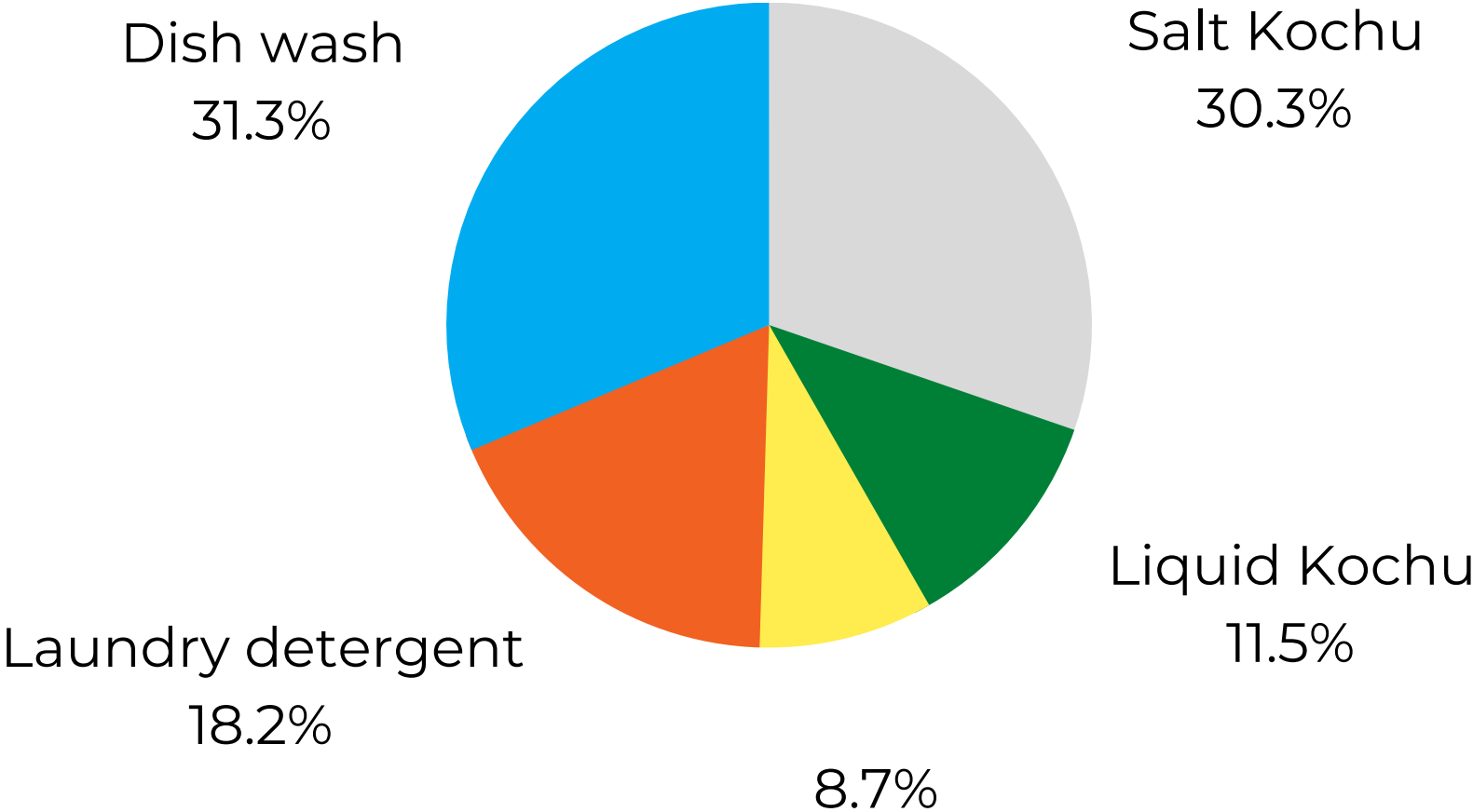


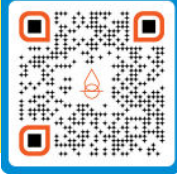
HIGHLIGHT - MILESTONE



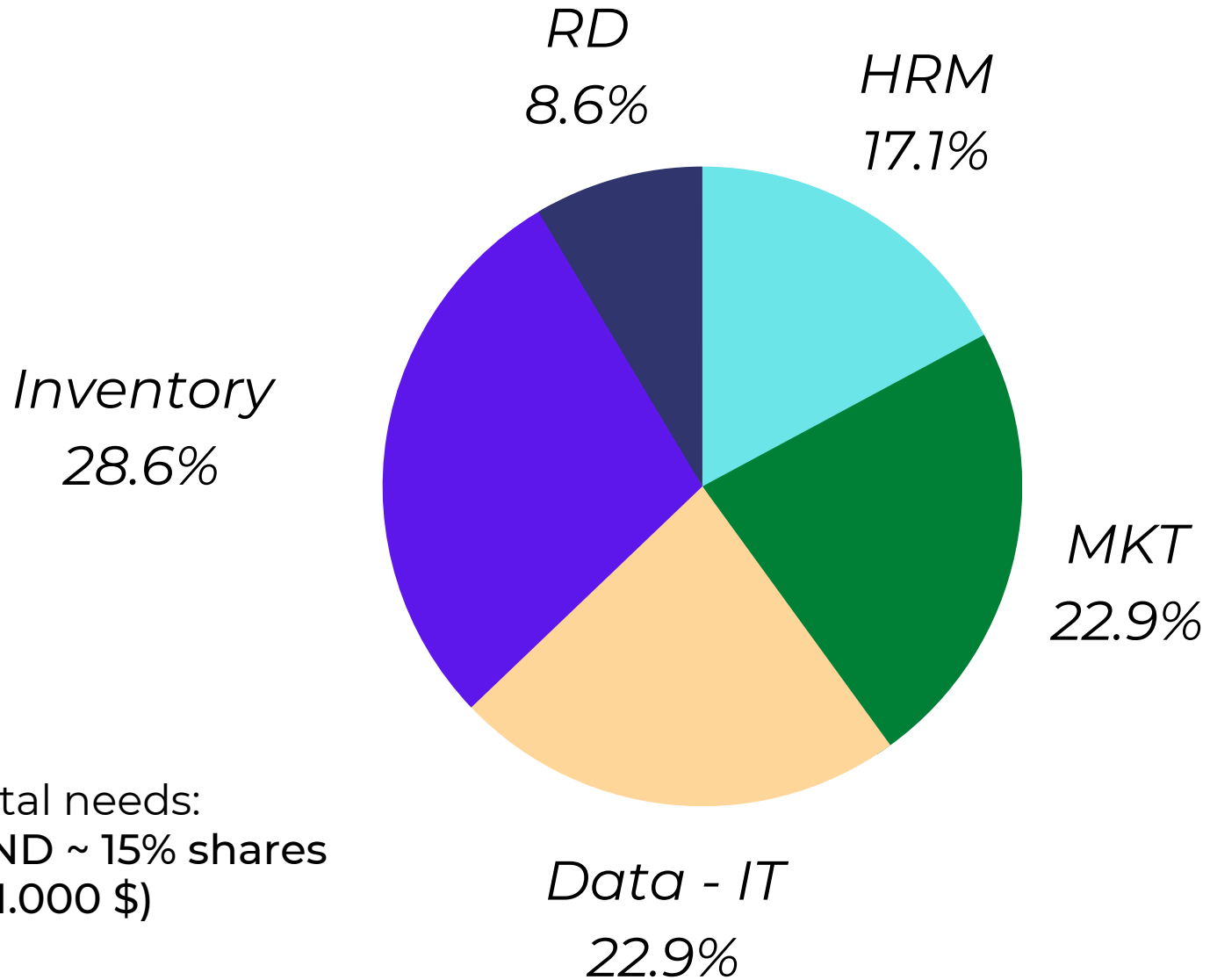


FINANCIAL METRICS





BUDGET ALLOCATION



Capital needs:
2 billion VND ~ 15% shares
(81.000 \$)



"FROM HEALTHY MEAL TO GREEN LIFE"



Eating well - healthy is the basic thing to make everyone happier, our team aims to serve meals of millions of Vietnamese households, and at the same time achieve 3/17 UN Sustainable Development Goals; then we aim to serve the ASEAN market and go beyond.

Dr. Nguyễn Hải Minh

Doctor of Chemistry, used to live and work in Russia, Germany, Thailand, Japan.. applied >10 patents



TEAM KOCHU



CEO. Dr Minh
6 years



COO. MsC Cương
12 years IT System



RD.MA Bình
6 years



Machinery. MA Long
9 years



CMO. Ms Quynh
6 years



Mentor MA Long
15 years Retail FMCG



Mentor Thắng
20 years Consult



Angel Investor
MA Thuy Ly