

Gud

n

Healthy

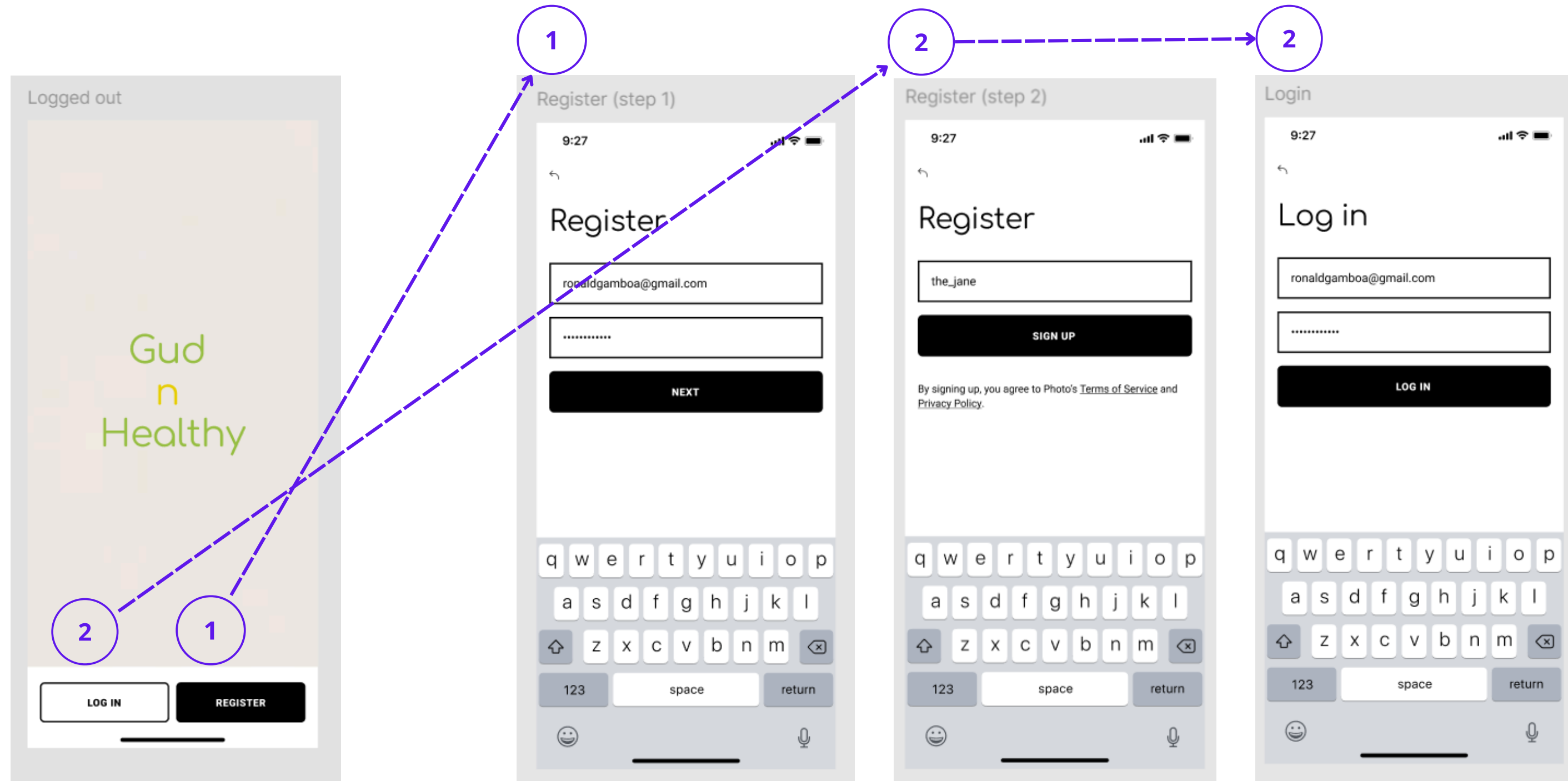
SOCIAL MANTRA

“Creating opportunities for a healthy and sustainable future through a market at your fingertips”



PRODUCT PRESENTATION

REGISTRATION/LOG IN



PRODUCT PRESENTATION

PRINCIPAL MENU

Shopping cart

System of recommendations for healthy consumption habits.

Especialized Search

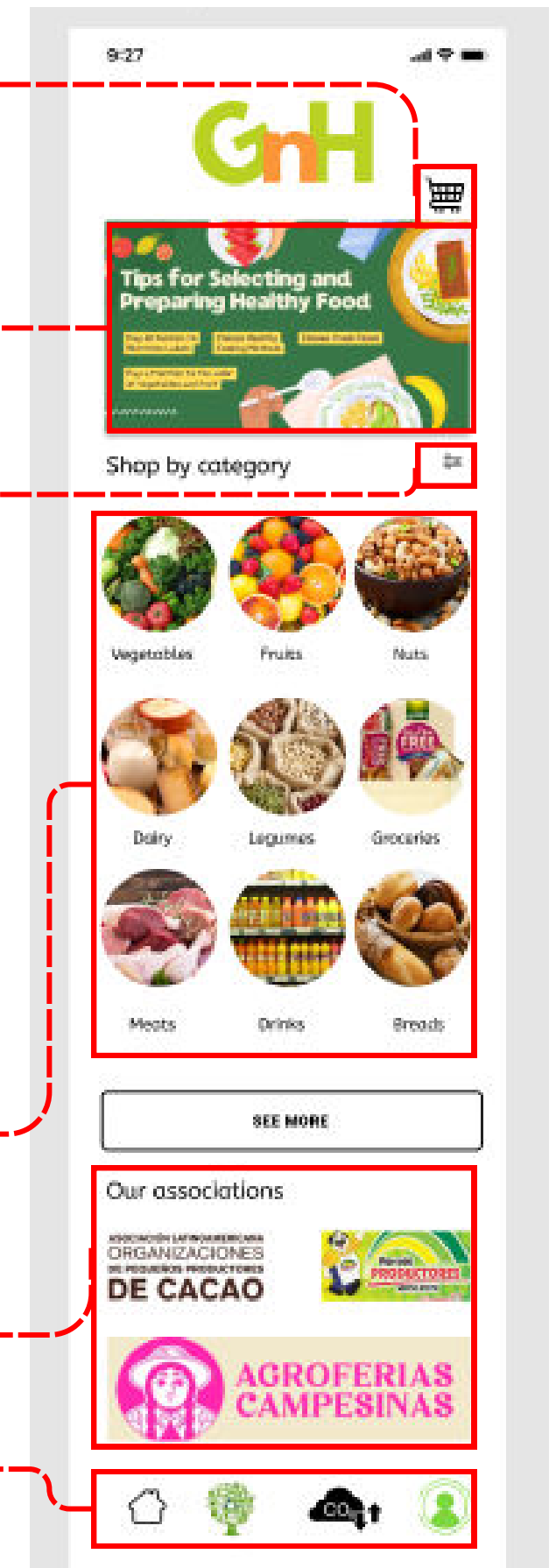
The search is categorized into foods for children, adults or people with dietary needs such as gluten intolerant, keto, diabetics, among others.

Products Category Gud n Healthy

Main Focus
Reciclyng

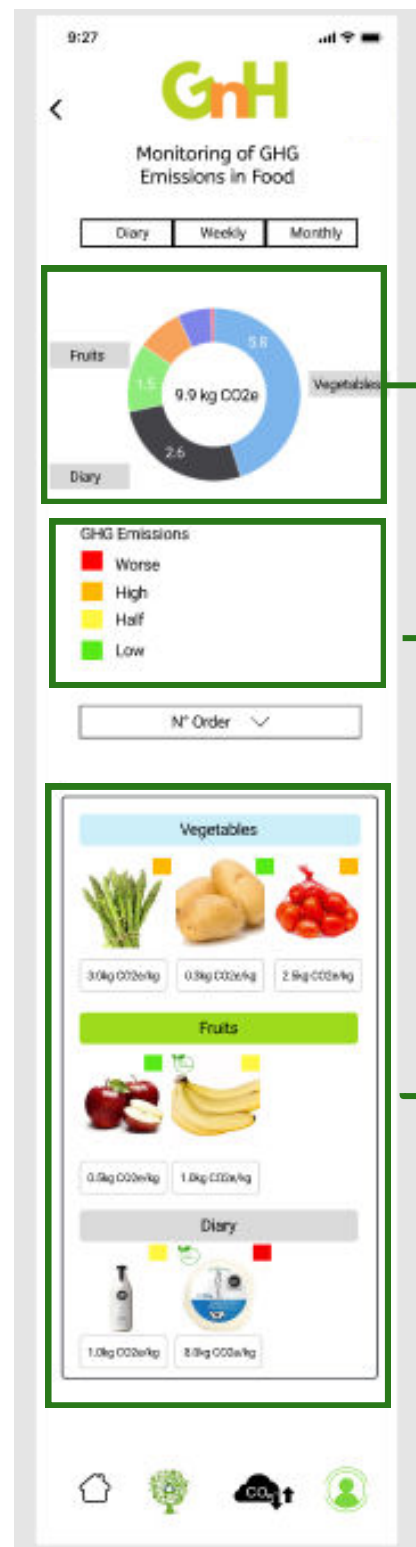
Calculator of emissions

Our associations



PRODUCT PRESENTATION

MONITORING OF GHG EMISSIONS IN FOOD

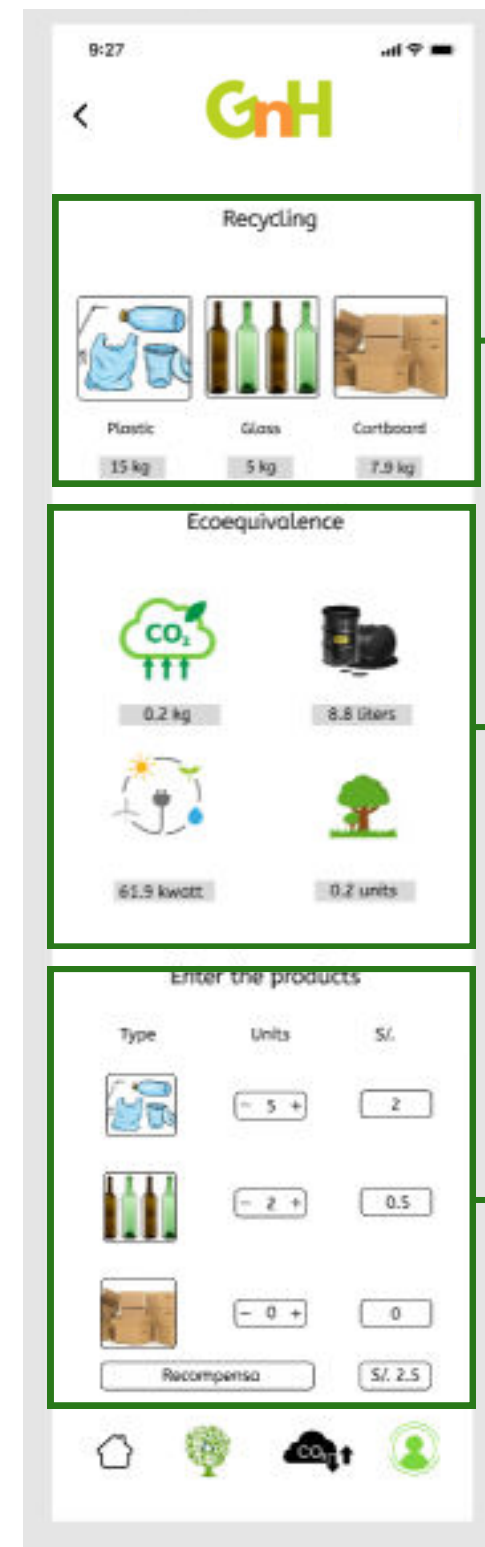


GHG emission percentage per purchase order

GHG emissions warning flags

Order description with GHG emissions alerts

RECYCLING SYSTEM



Amount recycled by the consumer at plastic, glass and cardboard level.

Eco equivalences obtained by the amount of recycled inputs

Entry of products to be recycled

VIDEO PROTOTYPE

BUSINESS MODEL OVERVIEW

PROBLEM

- High perception that buying organic products is expensive.
- Lack of incentives to recycle properly.
- Difficulties in monitoring and reducing greenhouse gas emissions at the individual level.
- Difficulty maintaining healthy eating habits due to lack of motivation and rewards.

SOLUTION

- An app that centralizes the sale of organic products, offering incentives for recycling and tools to monitor GHG emissions
- Rewards and discounts for purchasing organic products and proper recycling

KEY METRICS

- User retention rate.
- Amount of organic products sold.
- Volume of recycled materials through the app.
- Reduction of GHG emissions per user.

VALUE PROPOSITION

- Gud n Healthy has the following points as its value proposition:
 - Facilitate access to affordable organic products.
 - Provide tangible incentives for recycling.
 - Offer tools to monitor and reduce GHG emissions.
 - Convenience of an integrated solution for a sustainable lifestyle.

UNFAIR ADVANTAGE

- Unique integration of organic product sales, recycling and emissions monitoring in a single platform.
- Strategic alliances with suppliers of organic products and recycling organizations.

CHANNELS

- Mobile application (iOS and Android).
- Social networks and digital marketing.
- Collaborations with organic stores and recycling centers.
- Community events and educational programs.

CUSTOMER SEGMENTS

- Consumers concerned about health and the environment.
- People looking to lose weight or maintain a specific diet.
- Families who want to eat healthier
- Companies seeking to comply with environmental regulations and improve their corporate social responsibility.
- Governments and ONGs interested in promoting sustainable practices.

COST STRUCTURE

- Development and maintenance of the technological platform.
- Marketing and promotion costs.
- Rewards and discounts for recycling.
- Salaries and fees for support and development staff.

REVENUE STREAMS

- Monthly subscriptions for access to premium features.
- Commissions for sales of organic products.
- Targeted advertising within the sustainable brands app.
- Affiliate programs and strategic alliances.

ECONOMIC VALUE FOR COSTUMERS

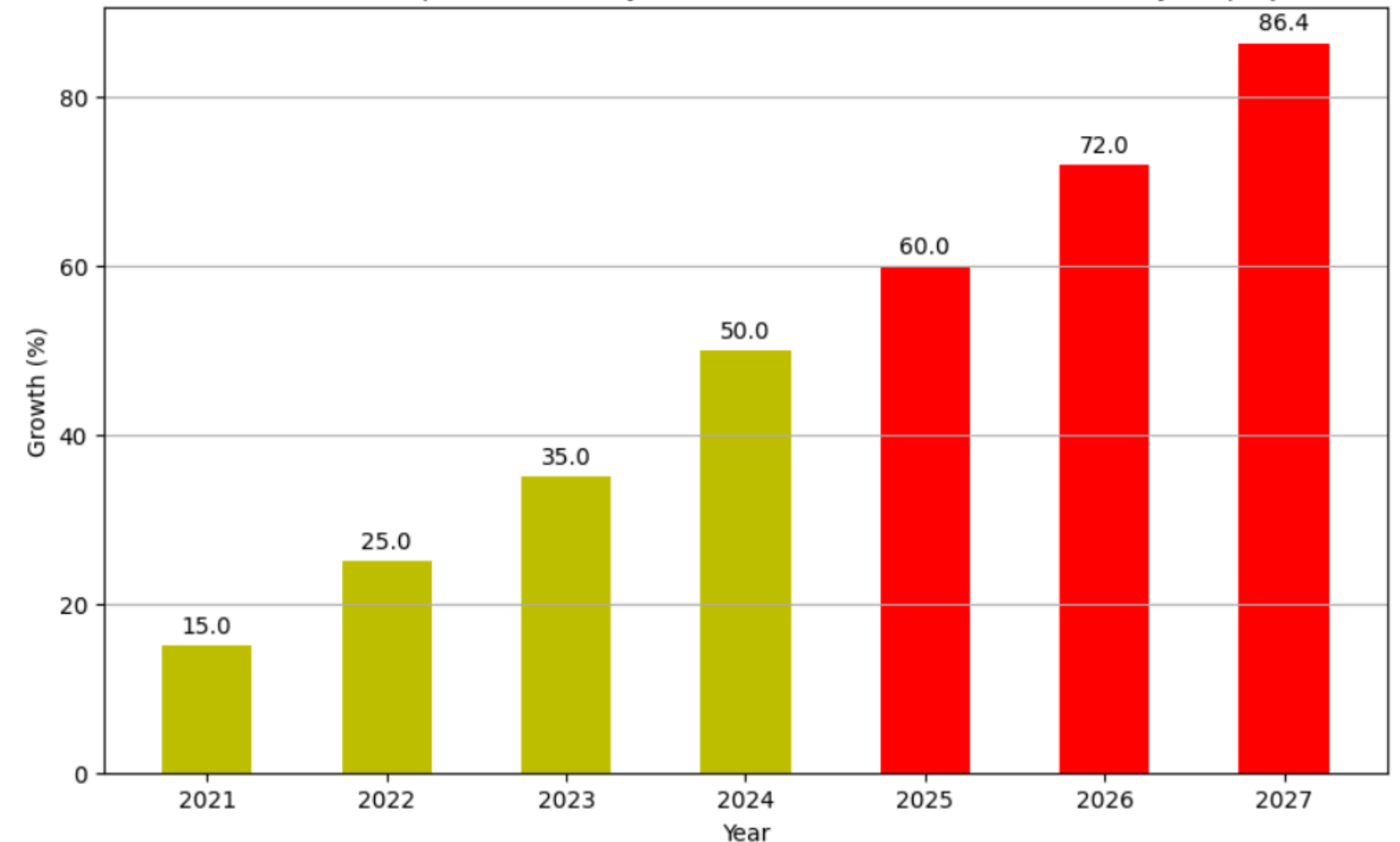
DESCRIPTION MARKET

A Kantar study revealed that in 2021, 54% of Peruvian households considered themselves 'healthy' or 'very healthy'.

According to the Puratos report "Taste Tomorrow 2021," Peru ranks among the top three countries in Latin America in the search for low-fat and low-calorie products. This study highlights that 71% of consumers have a trend towards customization and conscious consumption (Serperuano).

The market share of healthy snacks in Peru increased significantly in 2023. It is expected that the market will grow at a compound annual growth rate (CAGR) of 5.90% during 2024-2032.

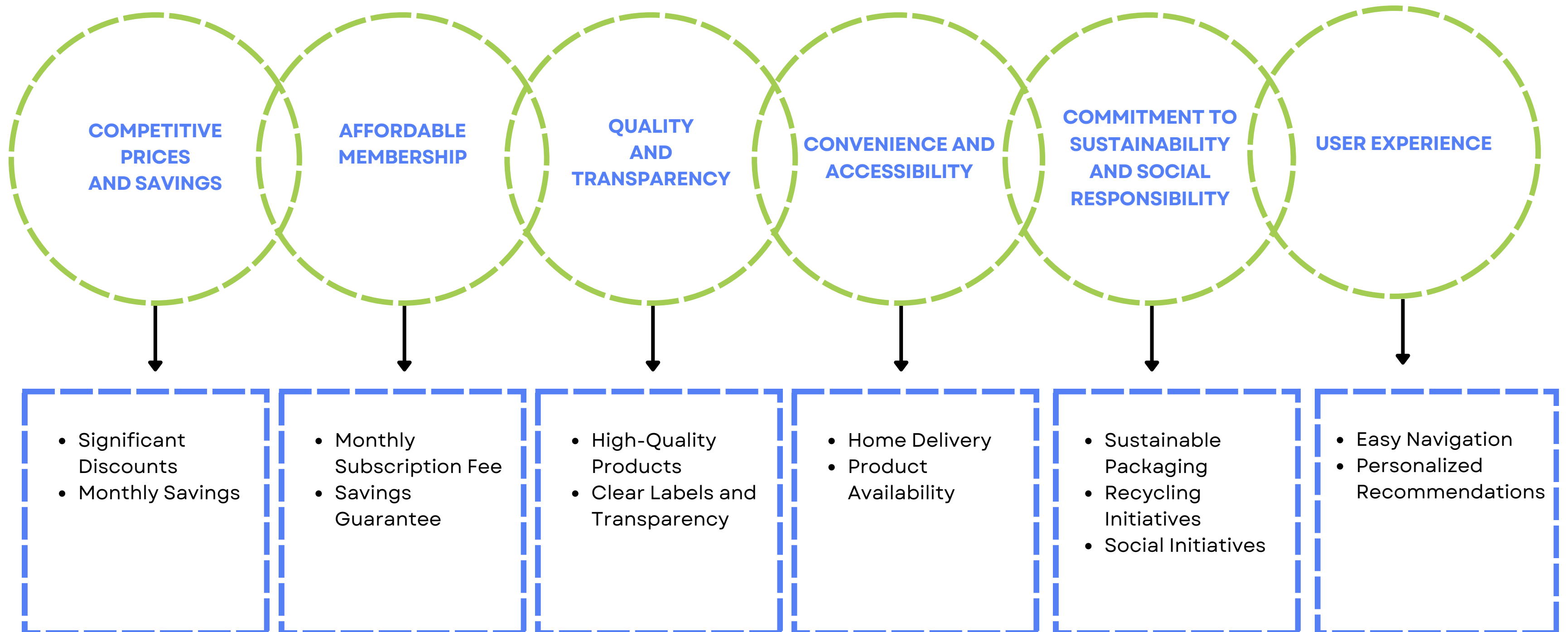
Growth in the Consumption of Healthy Products in Peru (2021-2024) with 3-year projections



In conclusion, in Peru there is a strong tendency towards the consumption of healthy ingredients

ECONOMIC VALUE FOR COSTUMERS

Gud n Helathy is a subscription-based business model that focuses on providing a comprehensive solution to consumers through the sale of healthy products, while also being mindful of the environmental impact.



ECONOMIC VALUE FOR CUSTOMERS

SUCCESS STORIES



In 2020, the company reported a 500% growth in its annual revenue.

Subscription business model

In 2023, Thrive Market reached an estimated annual revenue between \$100 and \$500 million, maintaining steady growth.

Freemium and premium business model



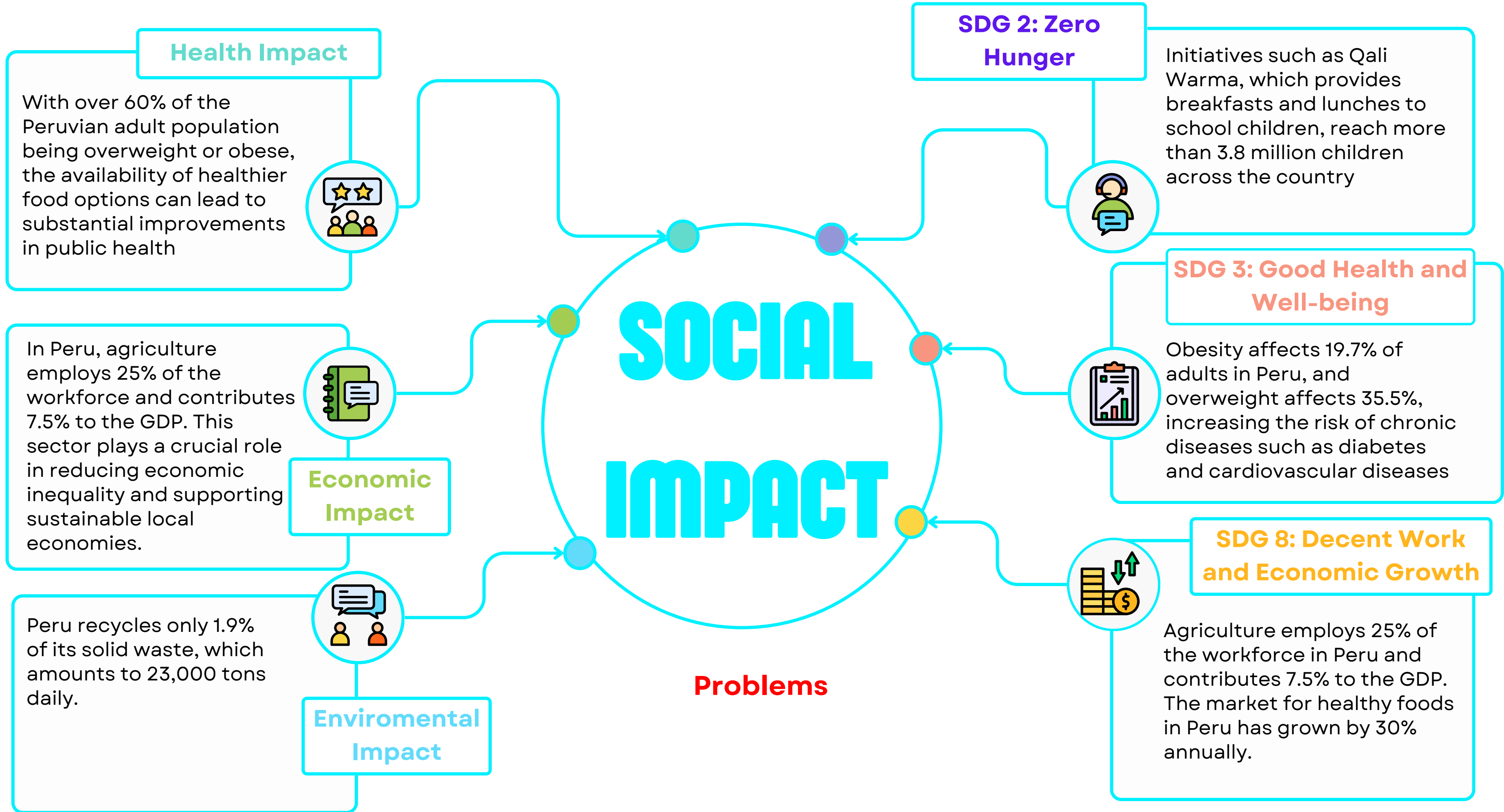
In 2023, Noom continued to grow, with revenues surpassing \$400 million in previous years, and steady growth.

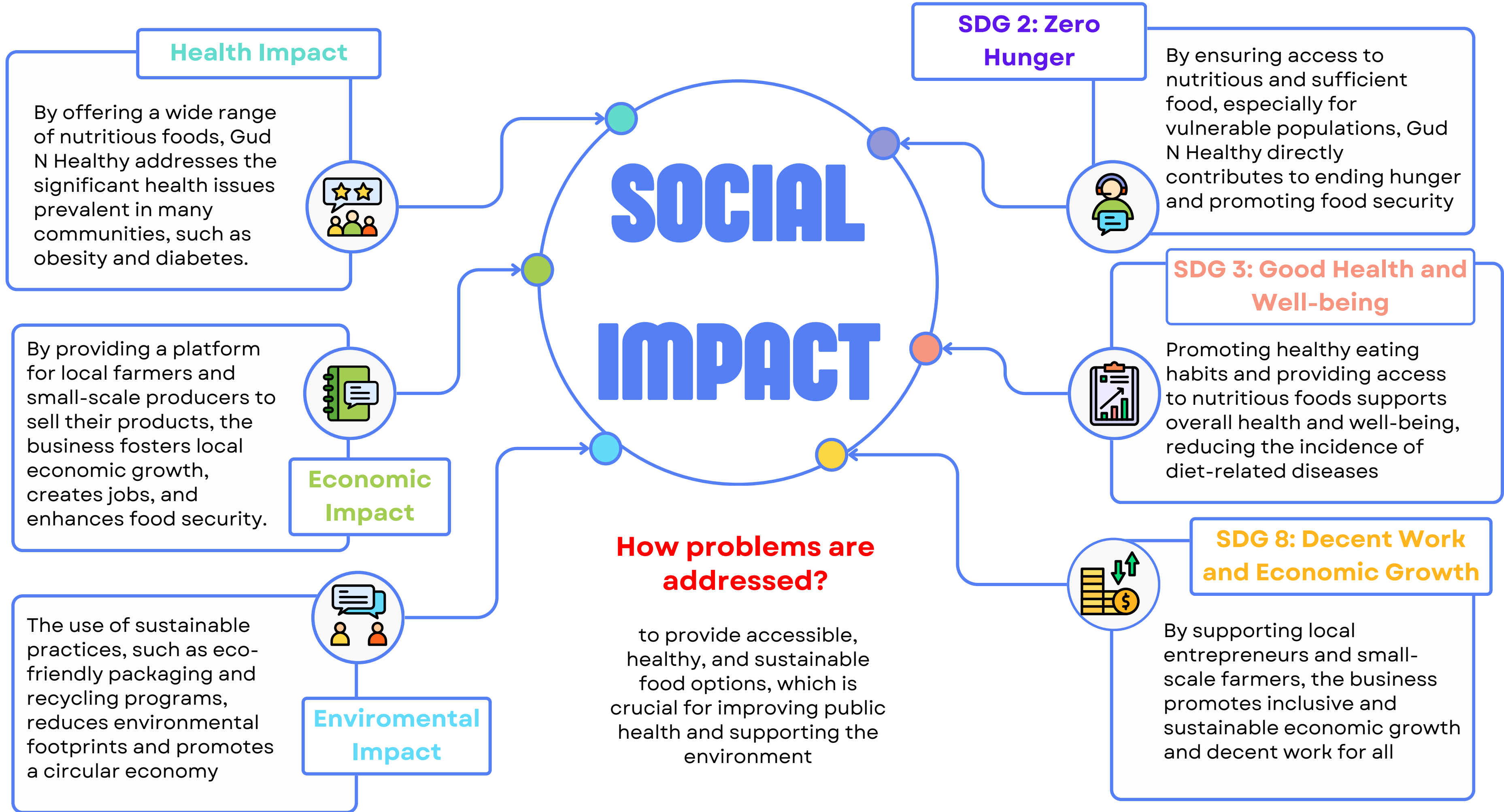
Subscription-based business model

In November 2020, Nestlé acquired Freshly for \$950 million. Since then, Freshly has continued to grow, expanding its customer base and increasing its offerings of healthy meals

Subscription-based business model







FEASIBILITY

MULTIDISCIPLINARY TEAM

01

We have an experienced team in key areas such as nutrition, food technology, marketing, and business management

ACADEMIC AND INSTITUTIONAL SUPPORT

02

Gud N Healthy has garnered support from prestigious institutions like the University of the Pacific and the University of Lima

RAW MATERIAL SUPPLIERS

03

We have established partnerships with local suppliers of organic, high-quality raw materials, ensuring the consistency and sustainability of our products.

ADVISORS AND MENTORS

04

We have the support of advisors and mentors with extensive experience in the food and business industries. Their guidance helps us navigate challenges and make informed strategic decisions.

LOCAL PRODUCERS AND SUPPLIERS

05

By partnering with local farmers and small-scale producers, Gud N Healthy ensures a steady supply of high-quality, sustainable products

PROFITABILITY

Revenue Model

1. Membership Fees and Subscriptions

- Monthly Membership
- Delivery Fees
- Rewards Subscriptions

2. Product Margins

- Direct Product Sales
- Exclusive Product Sales

3. Third-Party Sales Commissions

- Third-Party Marketplace

4. Advertising

- Brand Promotions

5. Recycling Rewards

- Rewards Funding

Companies with similar business models

2023

Revenue	Thrive Market	Instacart	Noom
Revenue from annual memberships	\$59.95 million	\$ 495 million	-
Revenue from monthly memberships	-	\$119.88 million	-
Revenue from delivery fees	-	\$ 500 million	-
Revenue from subscriptions	-	-	\$ 1.584 million
Revenue from Thrid- Party sales Commissions or exclusive sales	\$ 500 million	\$ 300 million	-
Revenue from Advertising	\$ 10 million	\$ 200 million	\$ 50 million
Total Revenue	\$ 570 million	\$ 1.614 million	\$ 1.634 million

PROFITABILITY

Cost Model

1. Product Acquisition Costs

- Inventory Purchases
- Logistics

2. Platform Development and Maintenance

- Software Development
- App Maintenance

3. Marketing and Customer Acquisition

- Third-Party Marketplace
- Advertising

4. Advertising

- Advertising and Promotion

5. Operating Costs

- Shipping and Logistics
- Personnel and Administration

6. Recycling Rewards

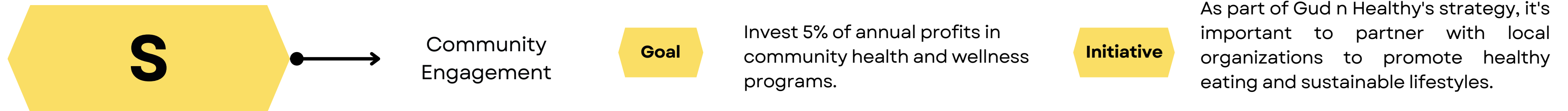
- Reward Costs
- Tracking and Validation System

Companies with similar business models

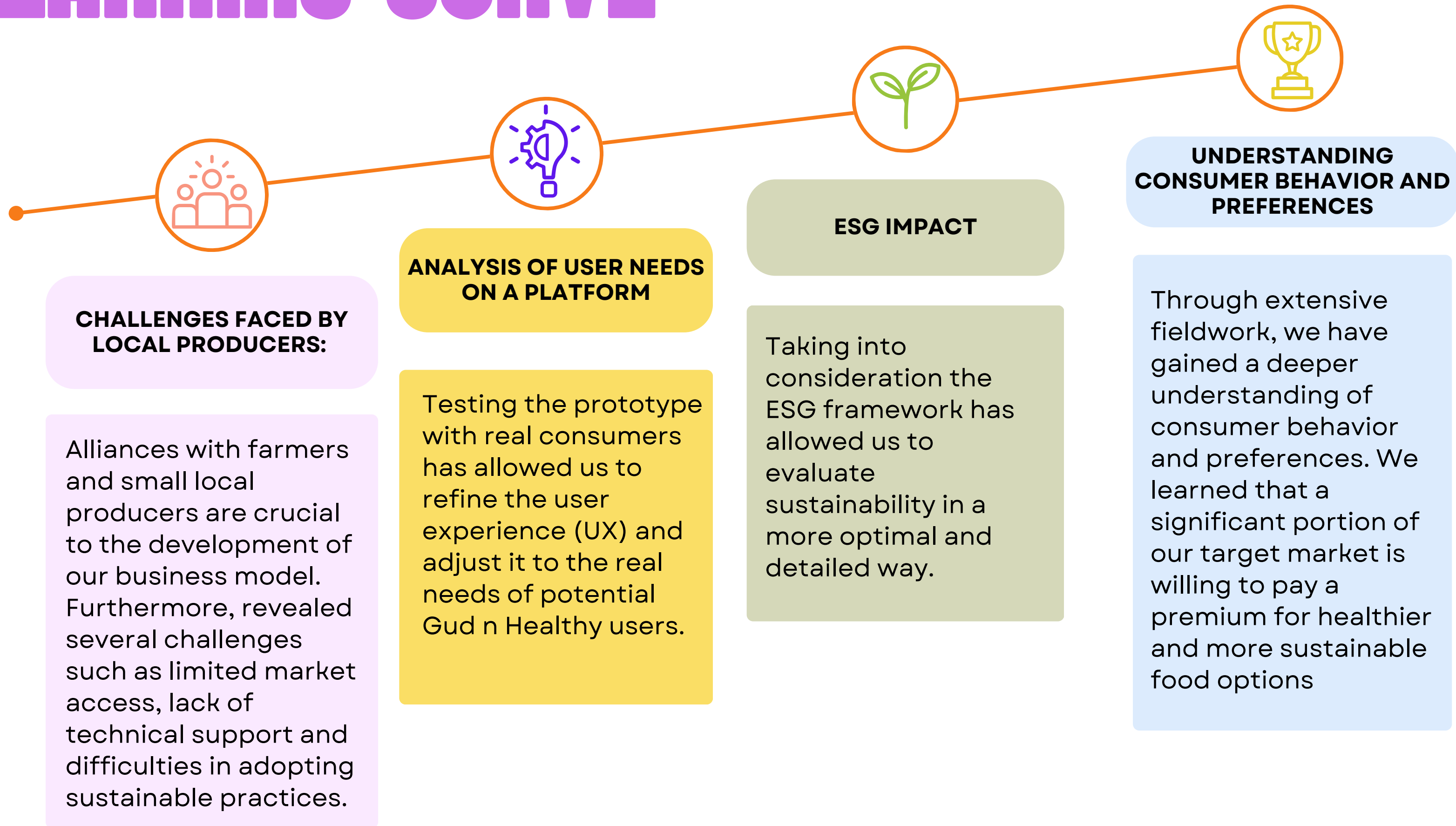
2023

Cost Category	Thrive Market	Instacart	Noom
Cost of Goods Sold (COGS)			
Purchase of Inventory	\$300 million	-	-
Logistics	\$50 million	\$600 million	-
Development and Maintenance			
Software Development	\$10 million	\$50 million	\$20 million
Application Maintenance	-	-	-
Marketing and Customer Acquisition			
Advertising and Promotions	\$100 million	\$625 million	\$300 million
Operating Costs			
Shipping and Logistics	\$50 million	-	-
Personnel and Administration	\$60 million	\$150 million	\$200 million
Total Costs (estimated)	\$520 million	\$1,425 million	\$520 million

ESG INTEGRATION



LEARNING CURVE



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