



**GB** GALAXY BIOTECH  
BIOPACKAGING INNOVATOR



Visit Our Website  
<https://galaxybiotech.vn/>

# OUR MANTRA



**“Fresher for longer, Greener forever with breathable bio-bags”**



# BUSINESS MANTRA

Fresher for longer, Greener forever with breathable biobags

Opinions from who well know  
and don't know about Galaxy Biotech

## PEOPLE WHO WELL KNOW

The mantra clearly represents and shows the product features and uses, which are really interesting.

## PEOPLE WHO DON'T KNOW

I am truly curious about what materials they are using to have such amazing features.

Opinions from who support  
and don't support Galaxy Biotech

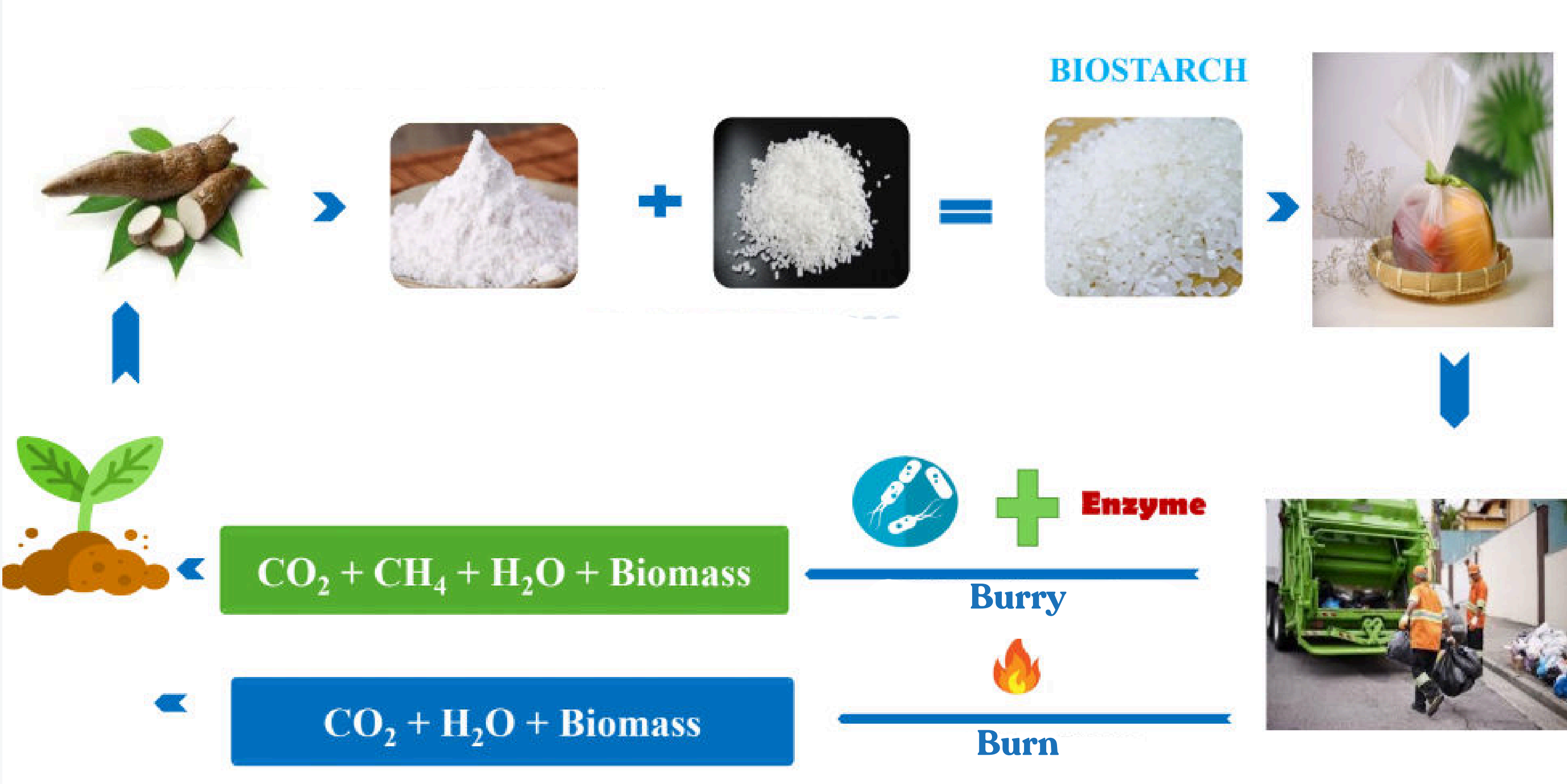
## PEOPLE WHO SUPPORT

The product really shows concern about the environment these days, so I highly respect the founder.

## PEOPLE WHO DON'T SUPPORT

I think it was expensive, so I would rather buy a normal plastic bag.

# VALUE CHAIN





# POTENTIAL CUSTOMER IN THE COUNTRY



## Export company

exporter of agricultural products in Vietnam

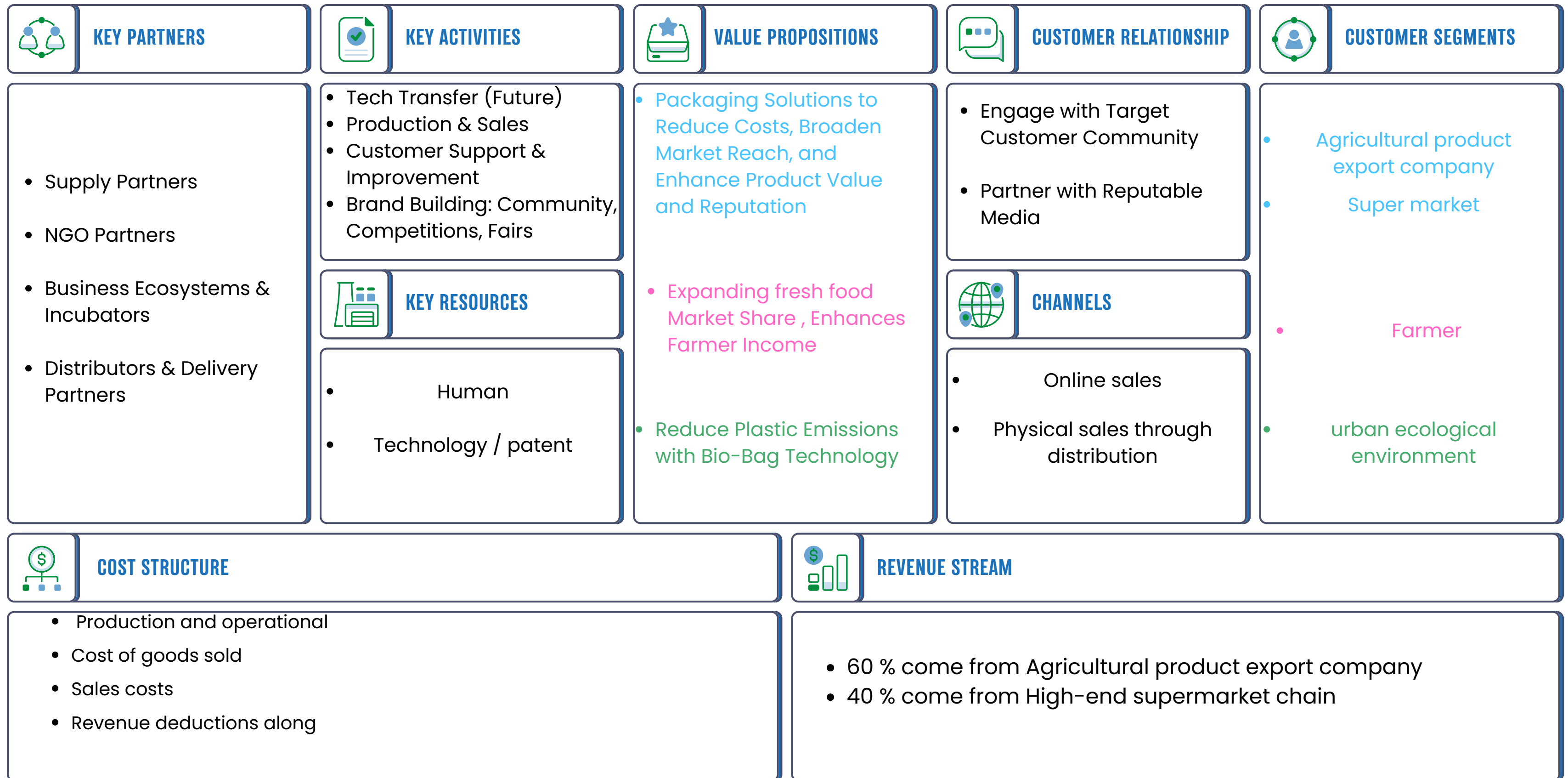


## Super market

provides clean, healthy foods with high quality at convenient locations



# BUSINESS MODEL CANVAS

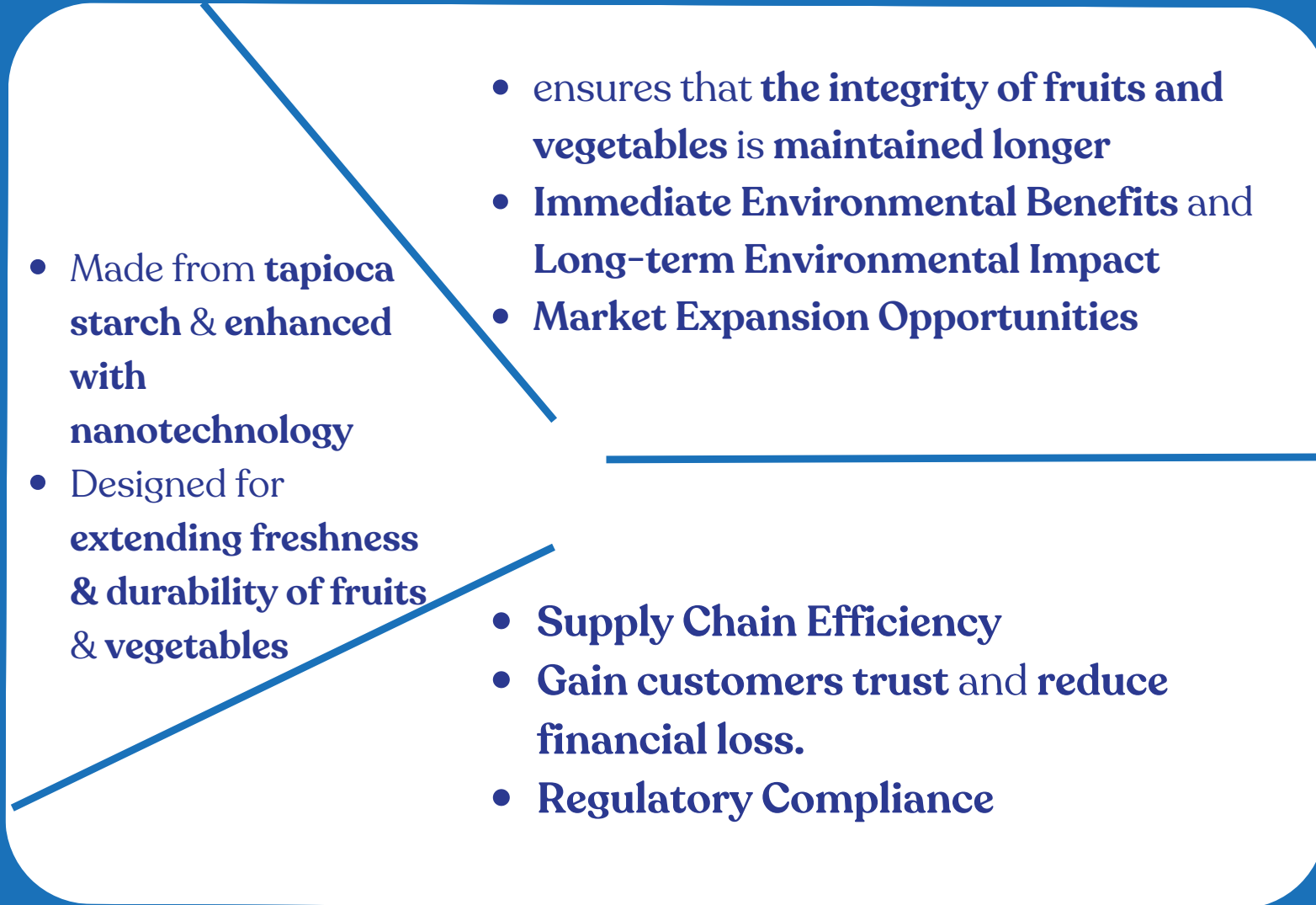




# PART B2: FOOD COMPANY

## Gain creators

Product service



## Pain relievers

### Value proposition

Our eco-friendly biodegradable bags, which made from tapioca starch and enhanced with nanotechnology, will help companies to comply with international standards and elevate product integrity. Ideal for those who aiming to access eco-sensitive markets, helps reduce environmental impact, and align with global sustainability practices.

GAINS

PAINS

CUSTOMER JOBS

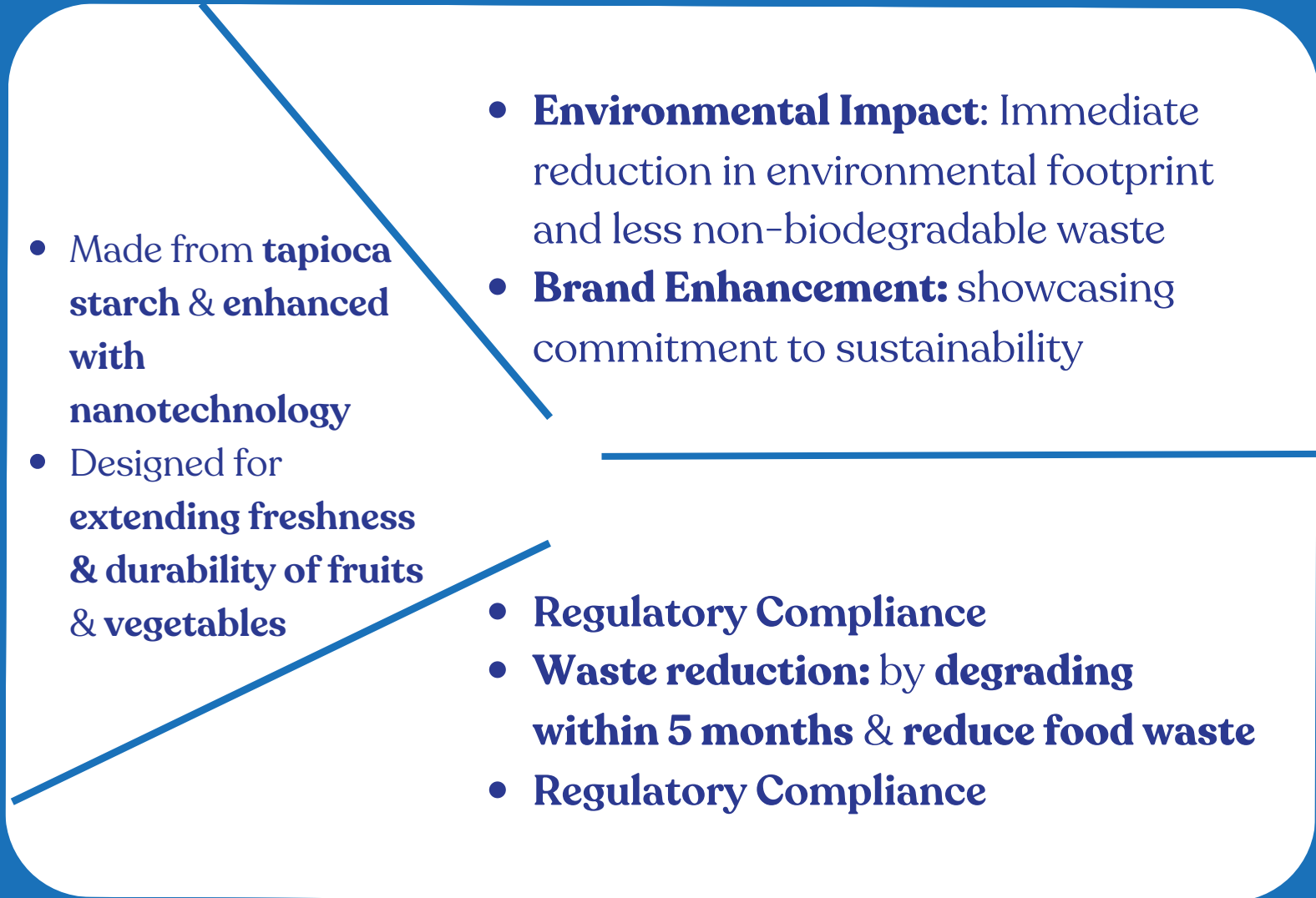


### Customer insight

# PART B2: SUPERMARKET

## Gain creators

Product service



## Pain relievers

**Value proposition**

"Our eco-friendly biodegradable bags help supermarkets enhance produce quality and brand image while meeting international sustainability standards. Switching to our bags can help supermarkets reduce environmental impact through sustainability."

GAINS

PAINS

CUSTOMER JOBS

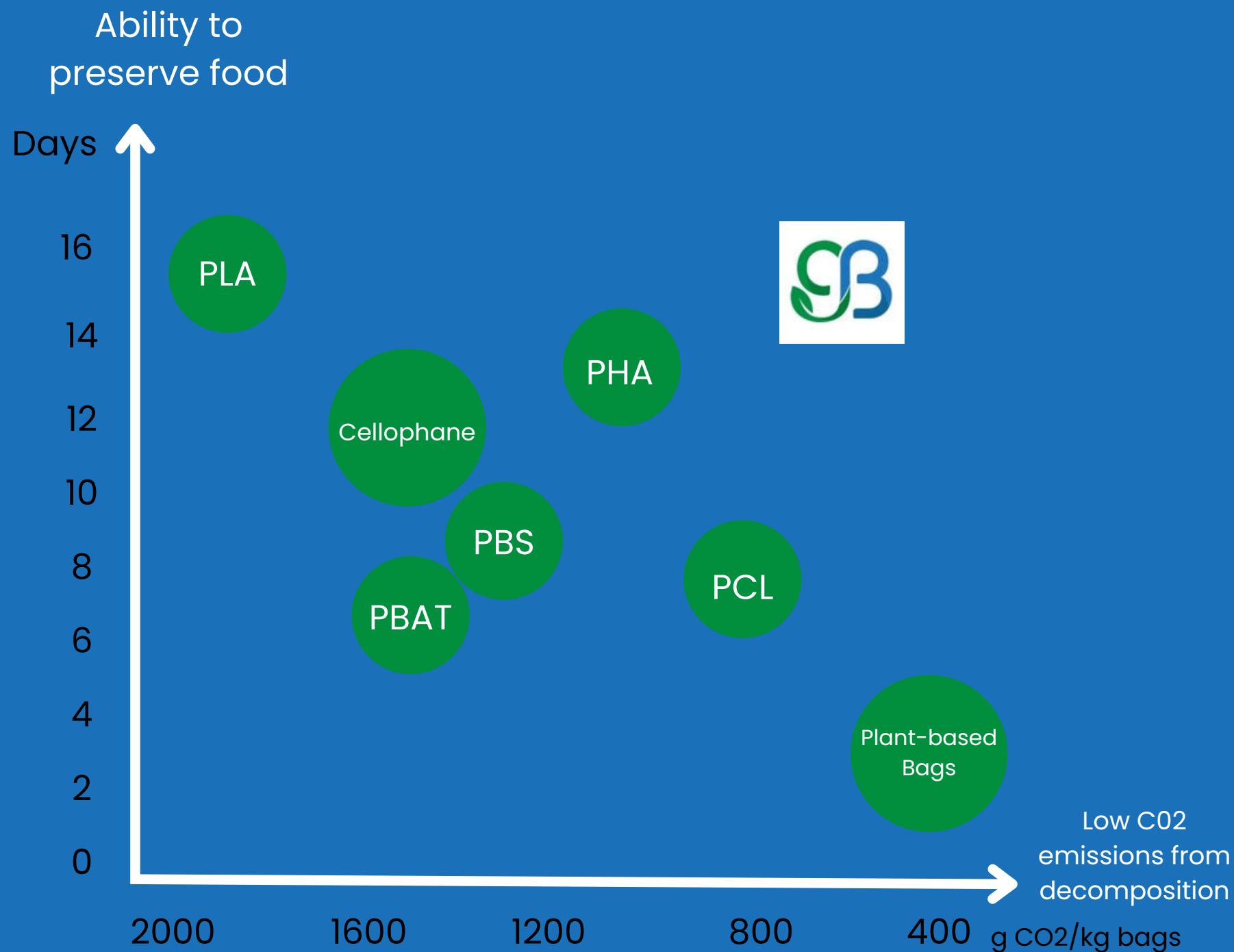


**Customer insight**

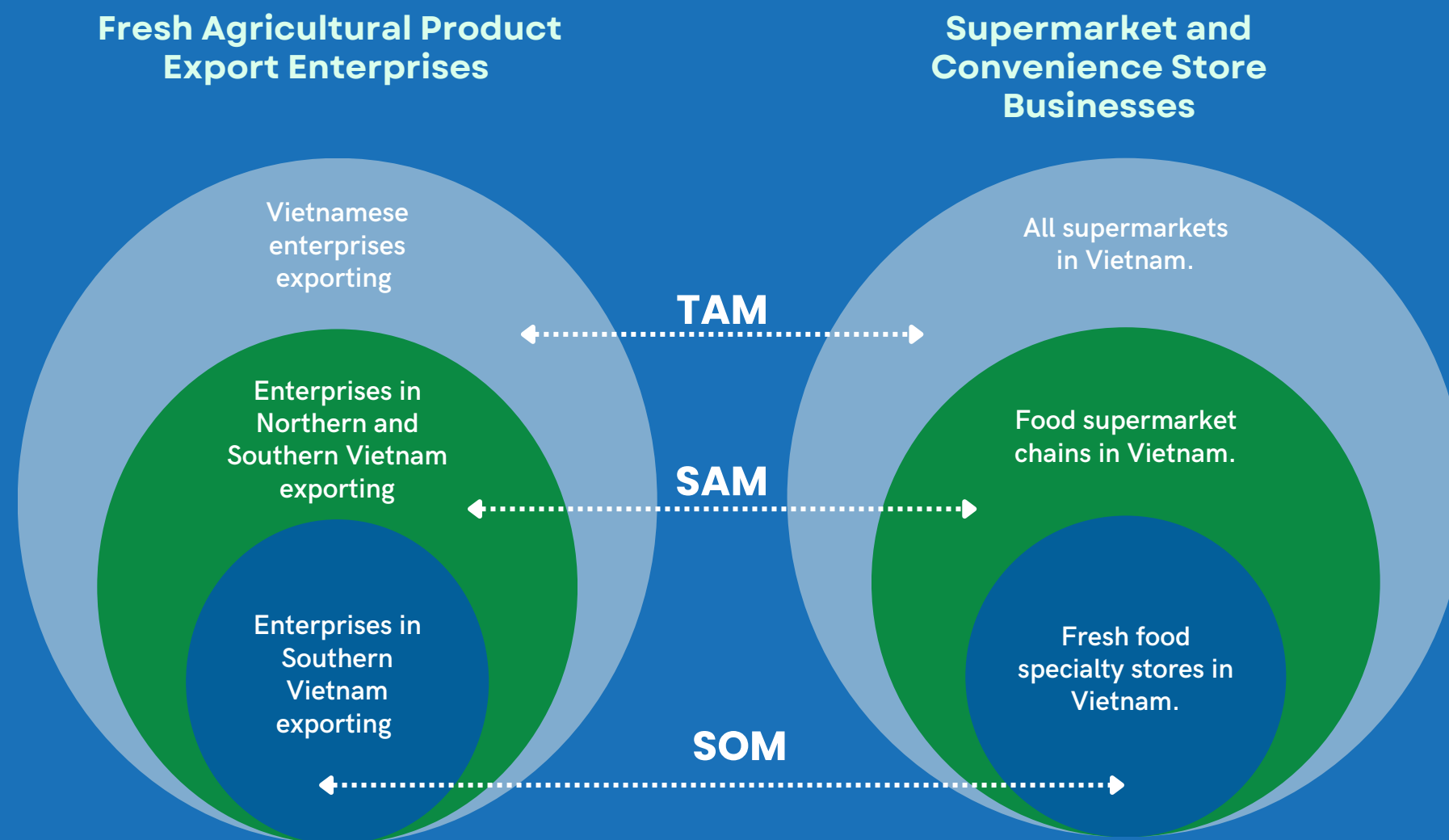


# Breathable Bio-bags

have advantages compared to other types of biological bags



# The target market is defined as...

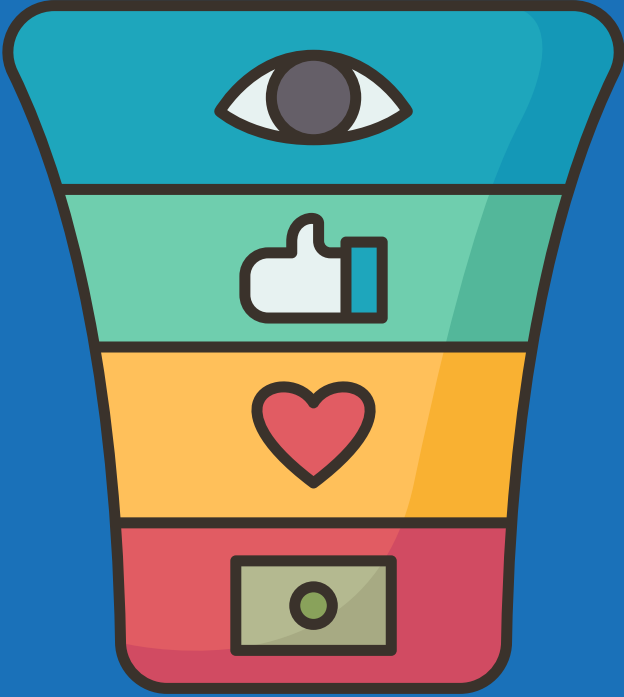


**It has great potential for growth, and the market size will be measured in the following section**

**We reach target customers and buyers by...**

**Export Businesses**

- Trade fairs
- Website
- product trials
- bulk orders



**Supermarkets and Retail Stores**

- retail partnerships
- Website
- Customer testimonials
- Direct orders

**...through utilizing channels...**

**Offline**

- Specialized Publications
- Public publications
- Trade Fairs and Agricultural Exhibitions
- Collaboration with Trade Associations

**Online**

- Website
- Social Media
- Email Marketing



**Omni-Channel**  
Consistent communication across multiple platforms to ensure a unified message about the benefits of the product.

**To build on-demand relationships that they are looking for.**

**Export Businesses**

What they seek	What we offer	Relationship
<ul style="list-style-type: none"> <li>- Ensure the quality and freshness of products.</li> <li>- Solutions to extend shelf life and reduce waste.</li> </ul>	<ul style="list-style-type: none"> <li>- Emotional: Confidence in maintaining product quality.</li> <li>- Functional: Effective preservation for over 20 days, maintaining vitamins and nutrients.</li> </ul>	<ul style="list-style-type: none"> <li>- Reliable partner in maintaining product freshness and quality.</li> </ul>

**Supermarkets and Retail Stores**

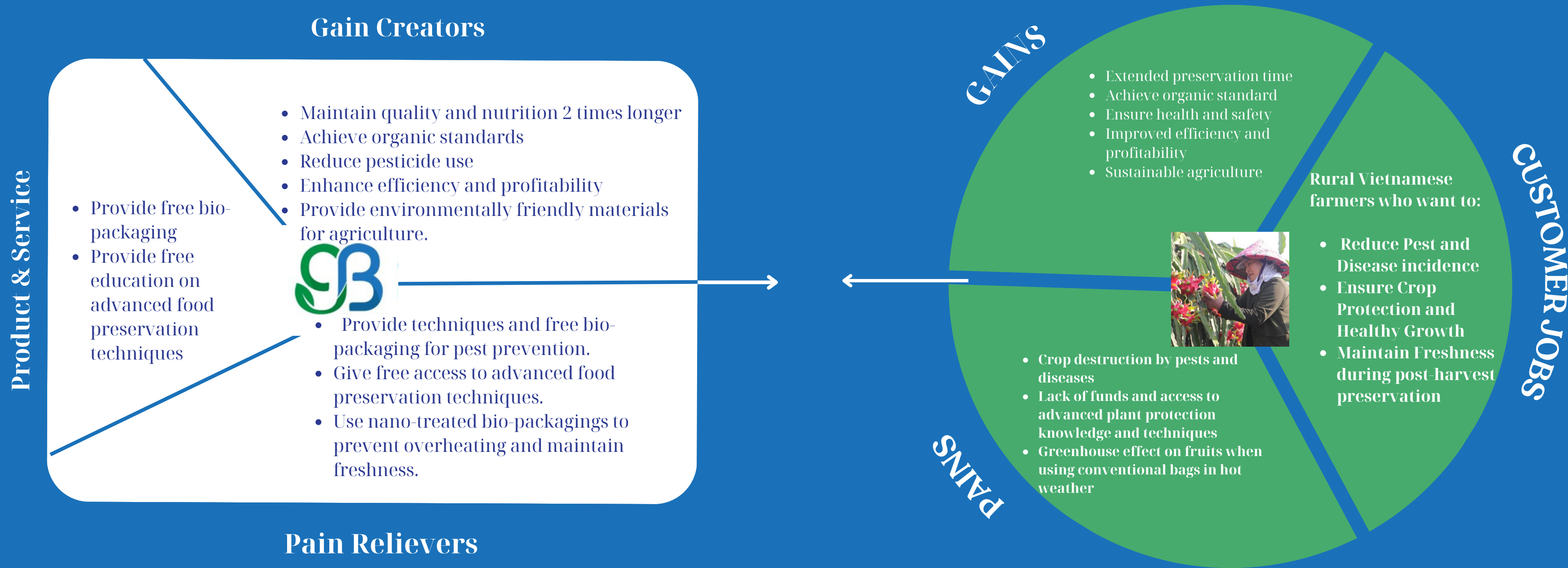
What they seek	What we offer	Relationship
<ul style="list-style-type: none"> <li>- Solutions to keep products fresh longer.</li> <li>- Enhance customer experience by providing fresh produce.</li> </ul>	<ul style="list-style-type: none"> <li>- Emotional: Assurance in product quality.</li> <li>- Functional: Mini-refrigerator effect; retains moisture, maintains temperature, and allows gases to escape to prevent ripening</li> </ul>	<ul style="list-style-type: none"> <li>- Trusted solution to improve product longevity and customer satisfaction.</li> </ul>



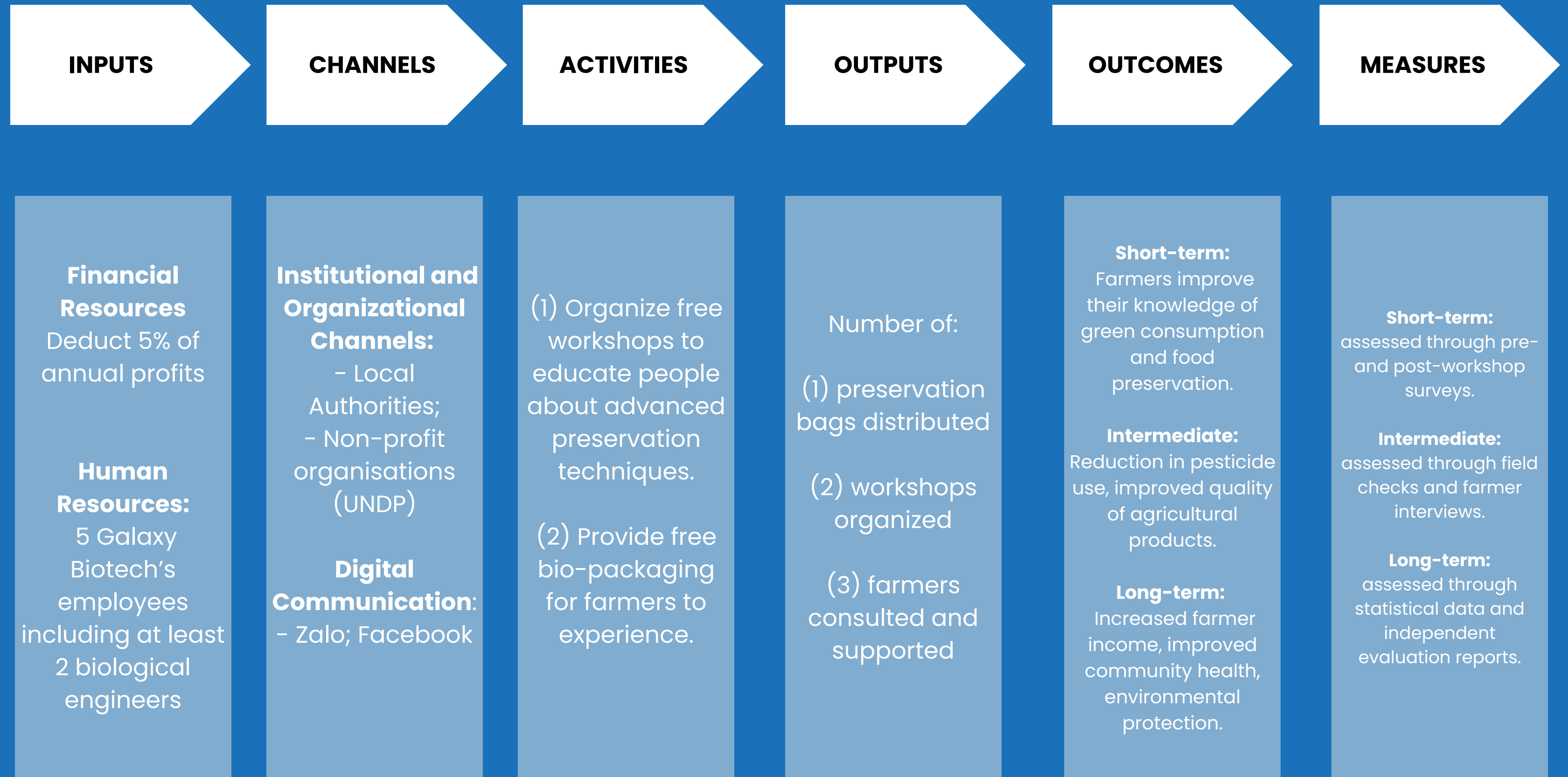
# PART B3

**"Galaxy Biotech reduces the reliance on pesticides in agriculture by offering free bio-packaging and providing education on advanced food preservation techniques to farmers in rural Vietnam."**

**Our target beneficiaries: Farmers in rural Vietnam who grow crops, vegetables, and fresh fruits for domestic markets and Vietnamese export businesses.**



# SOCIAL IMPACT STRATEGY



*\*This campaign is planned to launch in 2026, when our business is expected to reach the break-even point, with a trial run to refine our approach.*



# UNITED NATIONS GOALS CONTRIBUTIONS

## UN Goals

## Our contributions

## UN Goals

## Our contributions

Target 2.1



Provide free biobags annually and offer techniques to improve food preservation, ensuring safer and more nutritious food access.

Target 2.3



Enhance agricultural productivity and incomes of small-scale farmers by providing preservation bags and knowledge on sustainable practices.

Target 3.9



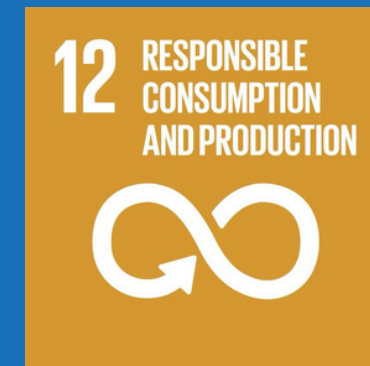
Reduce the need for chemical pesticides by using preservation bags, lowering exposure to hazardous chemicals.

Target 12.3



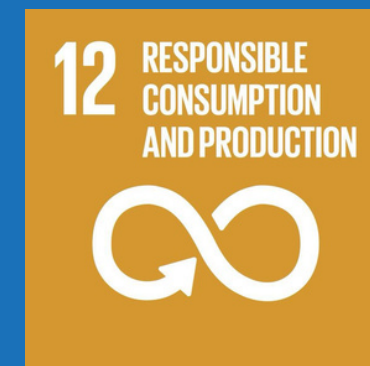
Enhance crop preservation to reduce food losses along production and supply chains.

Target 12.4



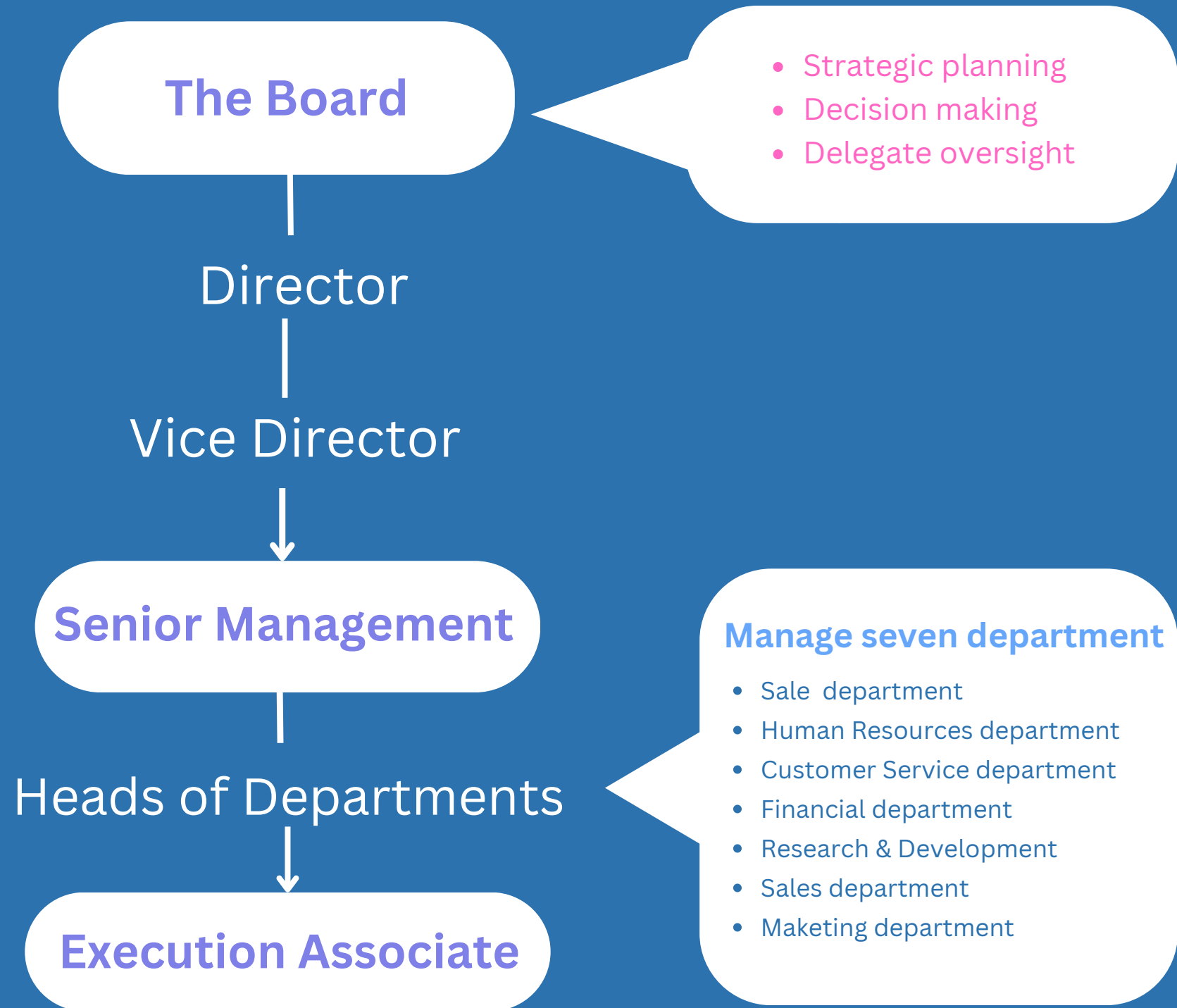
Ensure environmentally sound management of agricultural chemicals by promoting natural preservation methods.

Target 12.5



Use biodegradable bags to reduce waste and ensure they decompose safely, preventing long-term environmental impact.

## Our organizational structure



## Our HR strategy

### Workforce planning

**current**

**8** members with diverse background and experience

**3** C-level executive

**2** Mentor

**Future**

**Focusing on human resource development...**

Recruitment and Talent Acquisition

Employee Training and Development

Fostering a Positive Work Environment

Prioritizing Employee Well-being

### Working culture

We build Flat organizational culture...

#### Decentralized power

Employees are empowered to make decisions about their work, which makes them feel trusted and respected.

#### Open communication

The company encourages open and transparent communication between levels,

#### Focus on collaboration

The company values collaboration between employees and teams, working together to solve problems and achieve common goals.



# COACH



COACH. LY NGUYEN NGOC

**Position:**

- Lecturer, Department of International Business, University of Foreign Trade

**Professional Experience:**

- Lecturer, Department of International Business, Institute of International Economics and Business
- Former Project Manager, FTU Innovation and Incubation Center (FIIS)
- Mentor for top 30% regional teams
- Certified Facilitator for Active Citizen - Social Enterprise (ACSE) by the British Council

- 7 years of experience in leadership/project management positions in Marketing/Operations of educational projects
- 2 years of experience in building/deploying creative programs
- 3 years of research/training experience in Design Thinking
- 5 years of experience teaching entrepreneurship/business project establishment programs at University of Foreign Trade and other organizations (General Department of Vocational Training, Student Design Talent Competition...)

- Founder of social enterprise - COMEPASS Academy
- SBC (TOT) level expert advisor certification in 4 areas: Social Innovation, Business Innovation, Execution and Scale-up, and Impact Acceleration
- Mentored over 8 projects that passed the SBC competition rounds and 4 projects that reached the top 15 overall over the years
- 10 years of experience in product development, brand building, digital strategy and e-commerce business development in multinational corporations: PepsiCo, Friesland Campina, Perfetti Van Melle, Food Empire Singapore.
- Awarded the Best Reviewer Award for SBC 2023 projects and impact assessment
- Awarded the SBC Global Educational Impact Advisor Award 2023
- Awarded the SBC Global Ambassador Award 2023

**Position:**

Lecturer, Department of International Business, Greenwich University Vietnam

**Professional Experience:**

- Master of Business Administration - CFVG Management School
- Master of Science in Management - IESEG School of Management
- Lecturer of International Business at Greenwich University
- Lecturer of International Business at Canadian Universities



COACH. TRAN XUAN LINH

# DIRECTOR



**Vo Truong Son**  
Cofounder - CFO

18 years financial services at bank  
5 years CEO about plastic bags  
Vivacious, good communication and extrovert



**Do Diem Chau**  
Cofounder - CEO

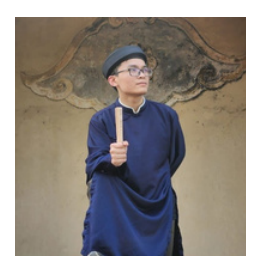
5 years leader experience  
8 years telecommunication  
5 years Catholic theology  
7 years Zen - leader  
Growth mindset



**Le Dang Khoa**  
Founder - CTO

8 years biodegradable materials  
8 years new materials  
22 years automation major  
4 years postgraduate automatic engineering system  
6 years Corporate management  
Analytical thinker

# SENIOR MANAGEMENT



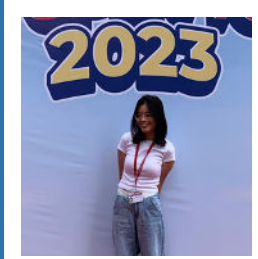
**DO TUAN ANH**  
Finance Manager

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY
- MARKET RESEARCHER AT ENUY CORP

ACHIEVEMENTS:

- 3RD PLACE IN THE STUDENT OLYMPIAD IN MATHEMATICS - VMS
- PM ESSENTIALS - AIESEC
- IBEP - VISIA



**NGUYEN MAI NHUNG**  
Director of Research and Development (R&D)

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY

ACHIEVEMENTS:

- CERTIFICATE OF HEAD OF HUMAN RESOURCES OFFICER AT ASO APPLIED SCIENCE ORGANIZATION
- PLANNING SKILLS
- RISK ASSESSMENT SKILLS
- BUSINESS PLANNING DEVELOPMENT



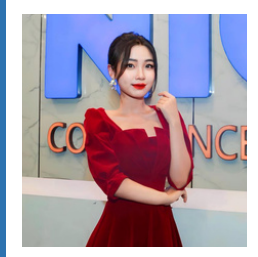
**SOMBOUN**  
R&D Assistant

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY
- COMPLETED CAMBRIDGE INTERNATIONAL A-LEVEL ECONOMICS

ACHIEVEMENTS:

- WORLD ECONOMICS
- ACHIEVED TOP 10 IN A REGIONAL COMPETITION



**TRAN QUYNH NHI**  
Sales Manager

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY

ACHIEVEMENTS:

- THE GLOBAL TOP 8 LIVING LABS IN THE BUSINESS MODEL INNOVATION ROUND OF THE 8TH EDITION OF THE SOCIAL BUSINESS CREATION COMPETITION
- COMMUNICATION SKILLS
- NEGOTIATION SKILLS
- ORGANIZATION AND MANAGEMENT SKILLS



**PHAM THU HOAI**  
Risk and Customer Relations Manager

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY

ACHIEVEMENTS:

- COMMUNICATION SKILLS
- PROBLEM-SOLVING SKILLS
- CRITICAL THINKING



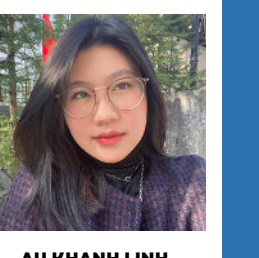
**NGUYEN NHAT ANH**  
Marketing Manager

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY

ACHIEVEMENTS:

- TEAMWORK SKILLS
- HEAD OF THE ORGANIZING COMMITTEE OF EC ENGLISH CLUB - QUANG NINH BRANCH
- EDIT VIDEO & SLIDE



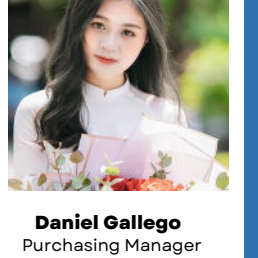
**AU KHANH LINH**  
HR Manager

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY

ACHIEVEMENTS:

- COMMUNICATION SKILLS
- PERSONAL SKILLS: TIME MANAGEMENT, ADAPTABILITY & FLEXIBILITY
- CONFLICT RESOLUTION SKILL



**Daniel Gallego**  
Purchasing Manager

EDUCATION:

- INTERNATIONAL BUSINESS MAJOR - FOREIGN TRADE UNIVERSITY

ACHIEVEMENTS:

- NEGOTIATION SKILLS
- TIME MANAGEMENT SKILLS
- PROBLEM-SOLVING SKILLS



## Effective Business Model

### Customer Group: Fresh Agricultural Product Export Enterprises

#### Total Available Market (TAM):

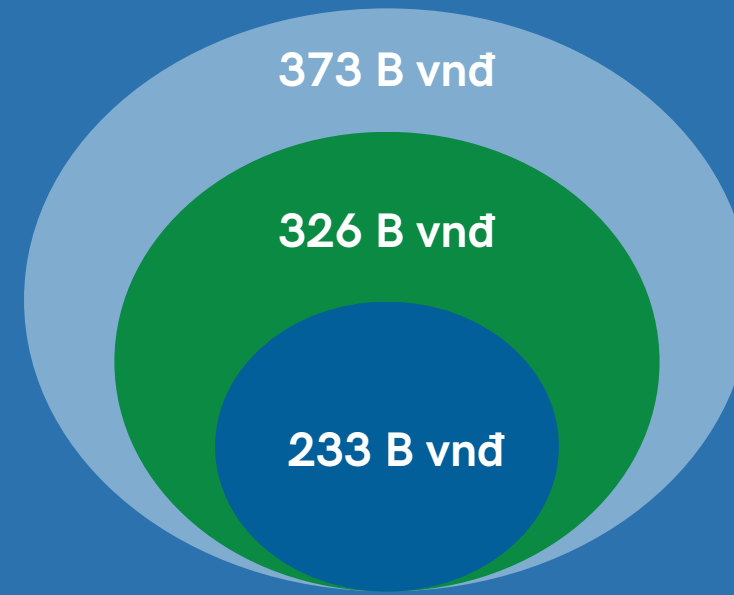
- Vietnamese enterprises exporting fresh agricultural products to China, Japan, and Thailand.

#### Serviceable Available Market (SAM):

- Enterprises in Northern and Southern Vietnam exporting fresh agricultural products to China, Japan, and Thailand.

#### Serviceable Obtainable Market (SOM):

- Enterprises in Southern Vietnam exporting fresh agricultural products to China, Japan, and Thailand.



### Customer Group: Supermarket and Convenience Store Businesses

#### Total Available Market (TAM):

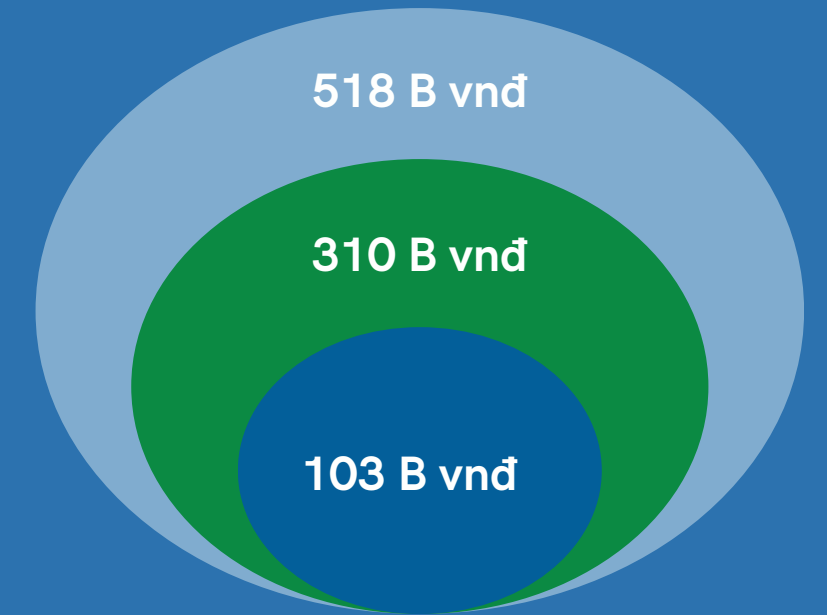
- All supermarkets in Vietnam.

#### Serviceable Available Market (SAM):

- Food supermarket chains in Vietnam.

#### Serviceable Obtainable Market (SOM):

- Fresh food specialty stores in Vietnam.



# CLEAR DEVELOPMENT STRATEGY

The team has developed a detailed development strategy encompassing product development, market expansion, and financial management. This strategy has been evaluated favorably for its practicality and feasibility.



## P&L 2024

**Revenue Stream: 4,767,000,000 VNĐ**

- + 60 % come from Agricultural product export company
- + 40 % come from High-end supermarket chain

**Cost Structure: 4,634,477,400 VNĐ**

### Production and operational

- + Accounting
- + Buyer
- + R&D

### Sales costs

- + Sales
- + Marketing

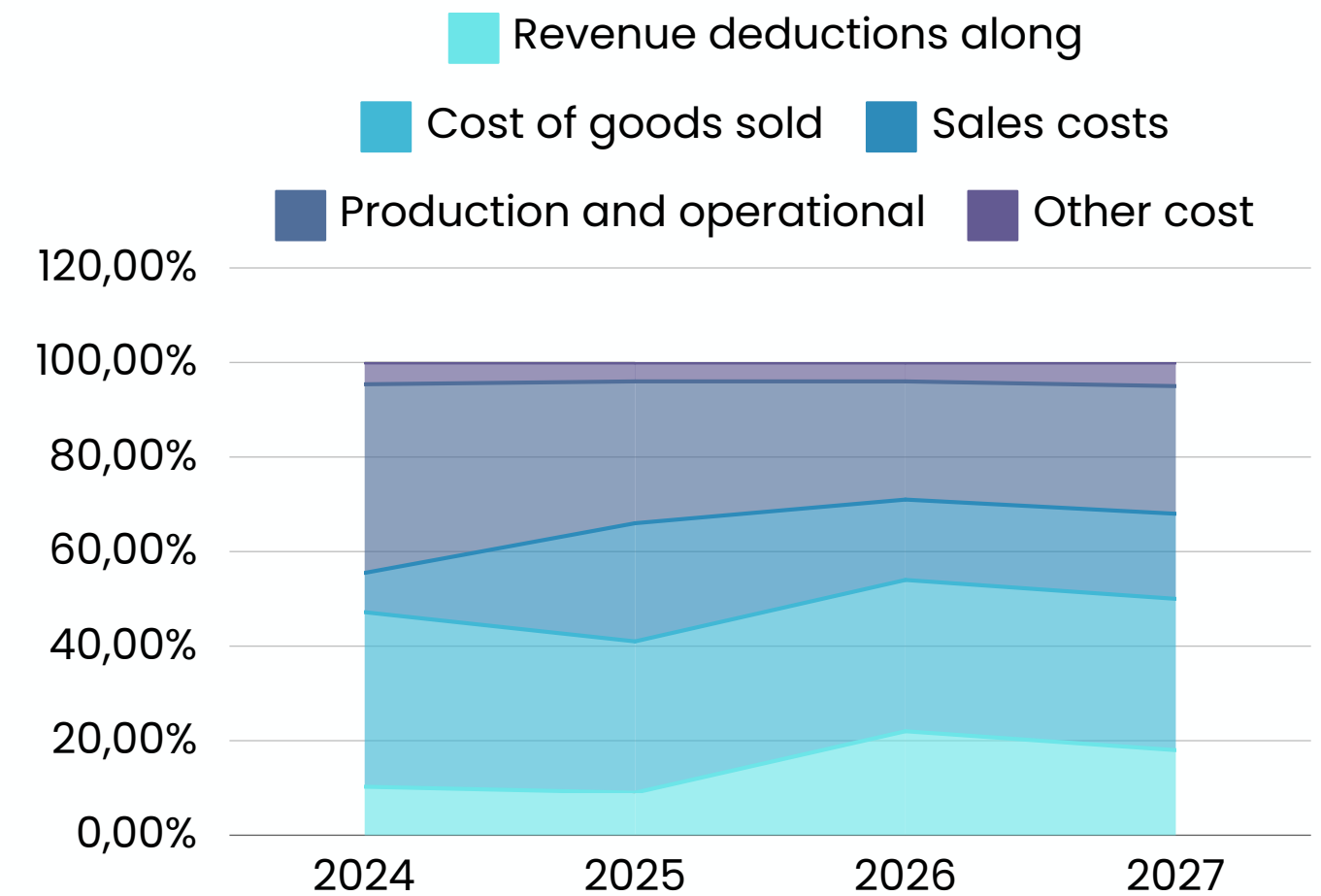
### Cost of goods sold

- + Machinery and facilities
- + Input materials

### Revenue deductions along

- + depreciation for customers

## Cost structure by year

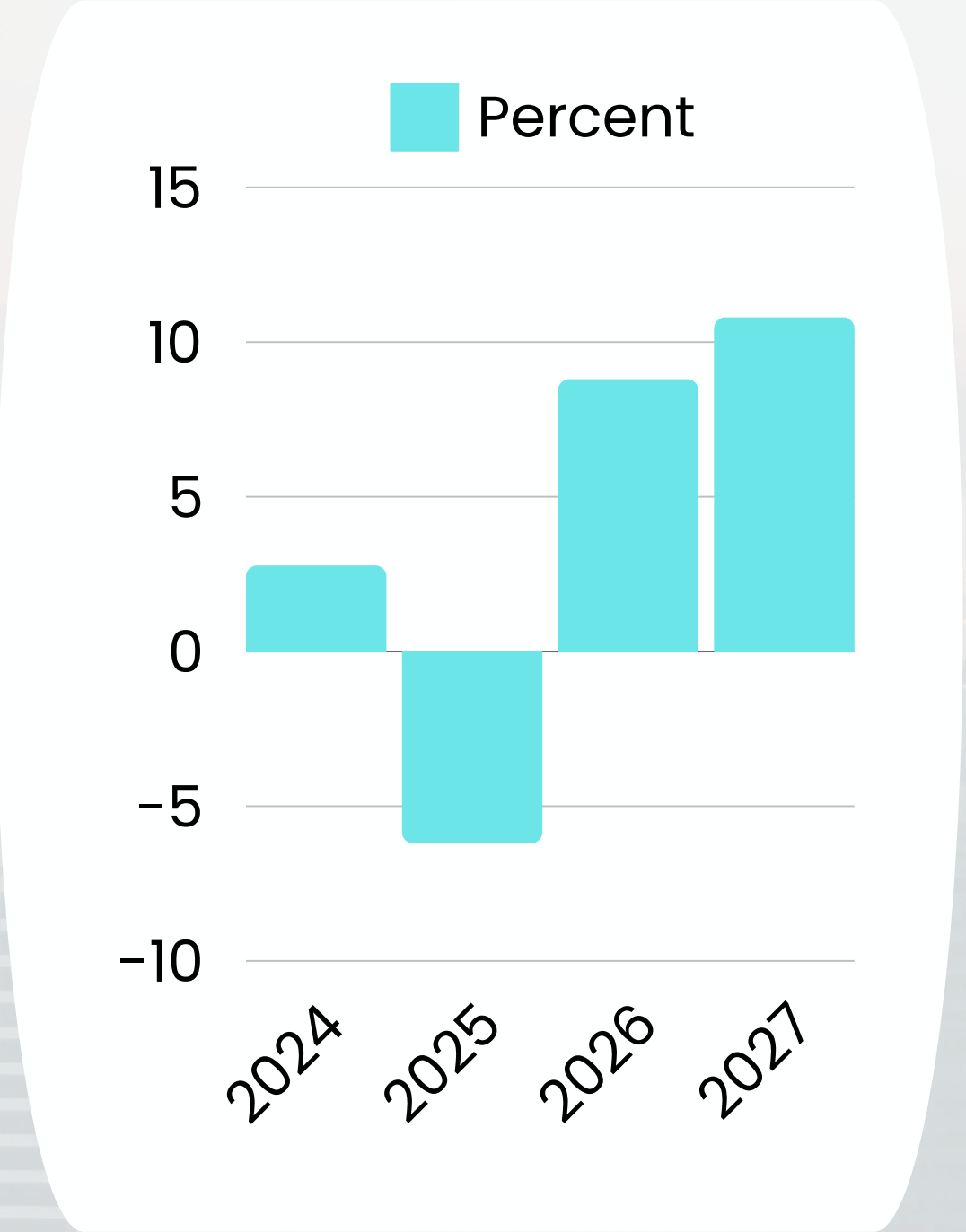
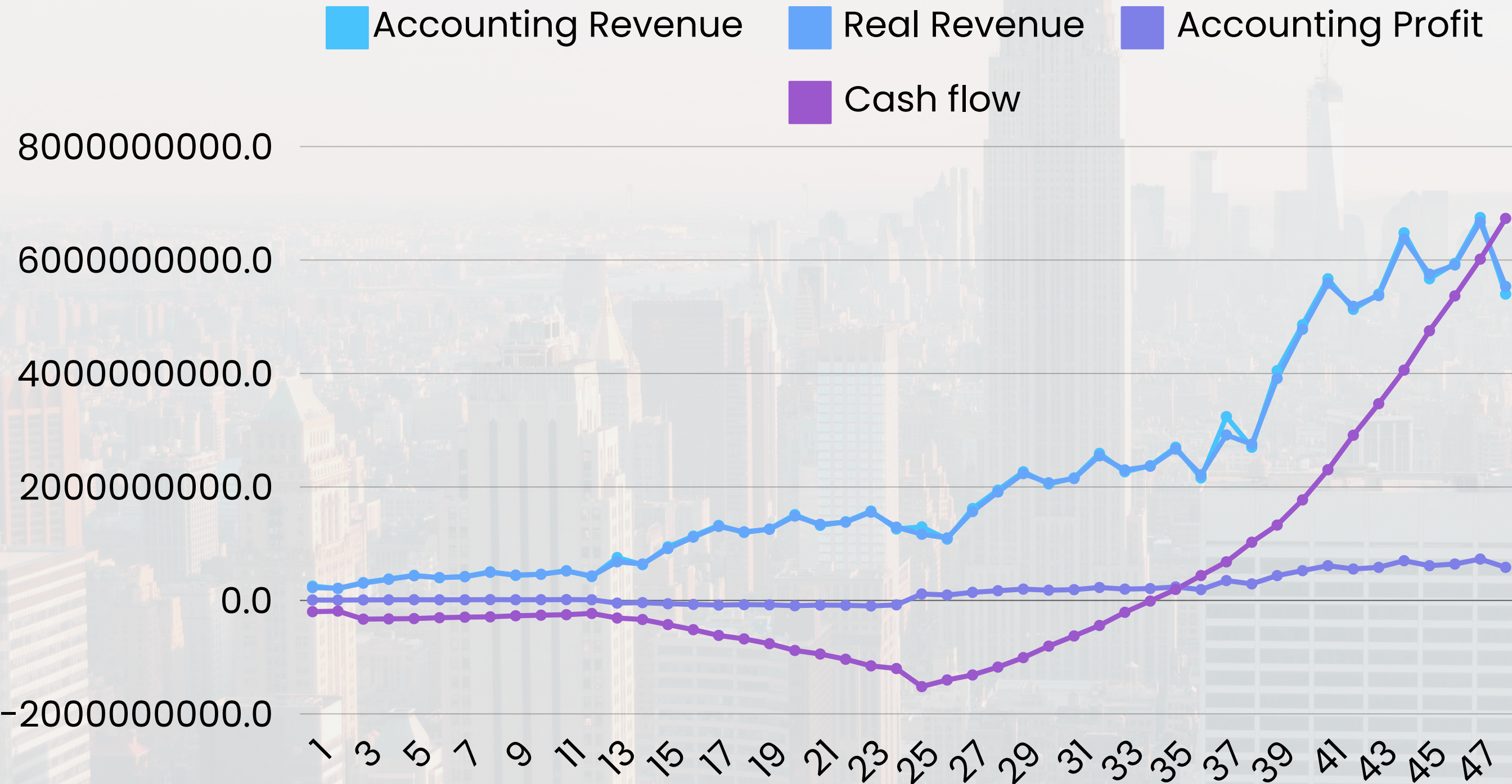


**Cost structure by year**



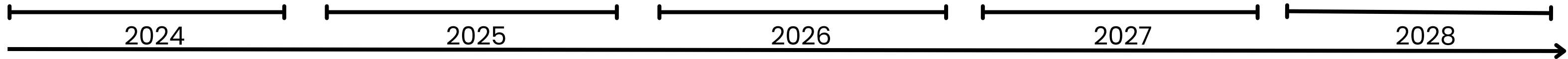
**P&L 2024-2027**

**Profit margin growth**

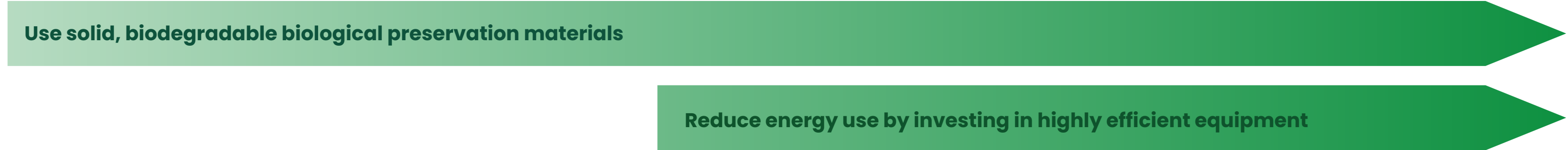




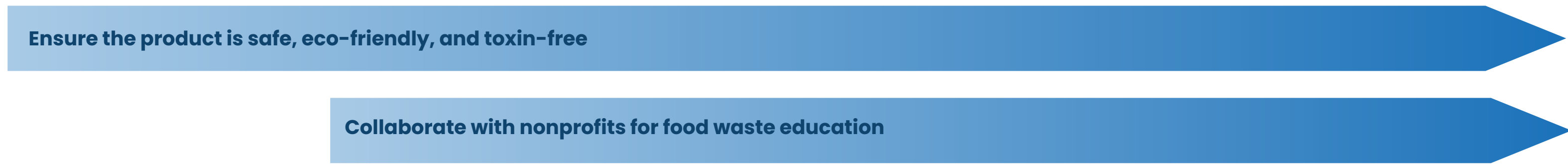
# ENVIRONMENTAL - SOCIAL - CORPORATE GOVERNANCE



**E**



**S**



**G**



# STRATEGIC PARTNER

Galaxy Biotech collaborates with Biostarch to create eco-friendly and biodegradable nylon bags. They work together to promote their brands, share expertise, and expand the market in Vietnam and globally. Biostarch provides bioplastic pellets at internal prices and technical support, producing exclusive resins for Galaxy Biotech.



## Other Partners

Circular Valley connects GB with foreign companies, investors, and clients.



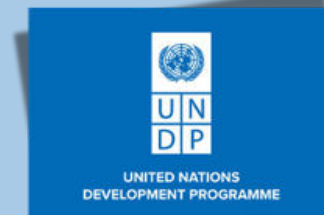
RMIT plans to publish a book in 2024 highlighting GB's efforts in plastic waste reduction.



Kisstartup supports GB through workshops on sustainable living, connecting with investors, and conducting market research for strategic growth.



UNDP promotes GB's eco-friendly solutions and includes GB in major campaigns.





# Part C1

## Strategic Partner



- **Galaxy Biotech** uses bioplastic pellets purchased from **Biostarch** to produce environmentally friendly and biodegradable nylon bags.
- The two parties are cooperating to promote their brands, maximize their strengths and expertise, and expand the market for environmentally friendly nylon bags and biodegradable bags in Vietnam and internationally.
- GB is provided with goods at internal prices, in accordance with the wholesale pricing policy.
- The partner provides technical support and technology transfer, and produces proprietary resins for GB that are not known to external partners.

**UNDP:** champions GB's eco-friendly solutions by promoting our brand on their platform and inviting us to a major campaign alongside leading NGOs like NPAP. As a member of NPAP Innovation, GB actively engages with key stakeholders – university leaders, agricultural association presidents, and local officials – by showcasing our products, raising awareness about plastic pollution, and proposing sustainable solutions.

**Circular Valley:** A German organization that supports us by connecting us with major foreign companies, investors, and clients

**RMIT:** In collaboration with RMIT University, GB is set to publish a book in September 2024 highlighting one of Vietnam's pioneering changemaking businesses in plastic waste reduction.

**Kisstartup:** Supporting GB's Green Growth

- Organizing workshops on sustainable living to raise awareness and engagement.
- Connecting GB with Canadian investors to explore funding opportunities.
- Conducting market research to gain insights and identify strategic directions, analyzing GB's strengths and weaknesses to develop effective marketing and sales strategies.



Partners

Other

**Non-financial contributions are incredibly important!**

Business Mantra

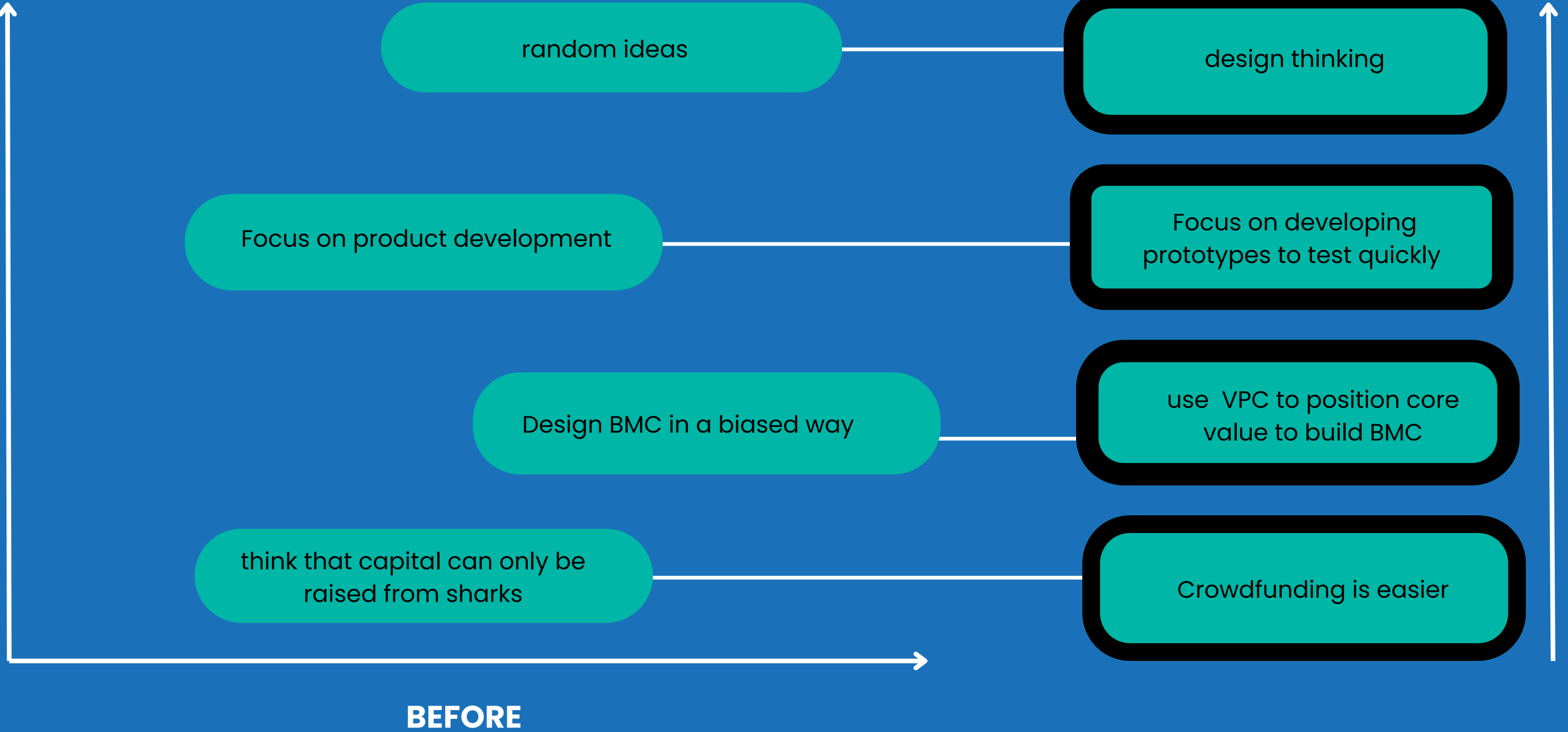
Product & Service

Business Model

Crowdfunding

Lesson learned

# Part C2



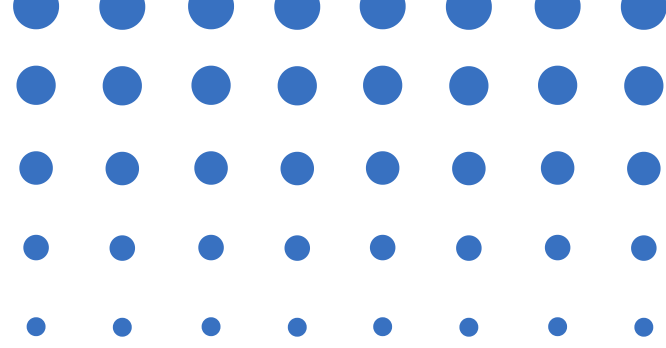
Business Mantra

Product & Service

Business Model

Crowdfunding

Lesson learned



**THANK**  
FOR ATTENTION



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BIOPACKAGING INNOVATOR







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