2020 BUSINESS PROPOSAL

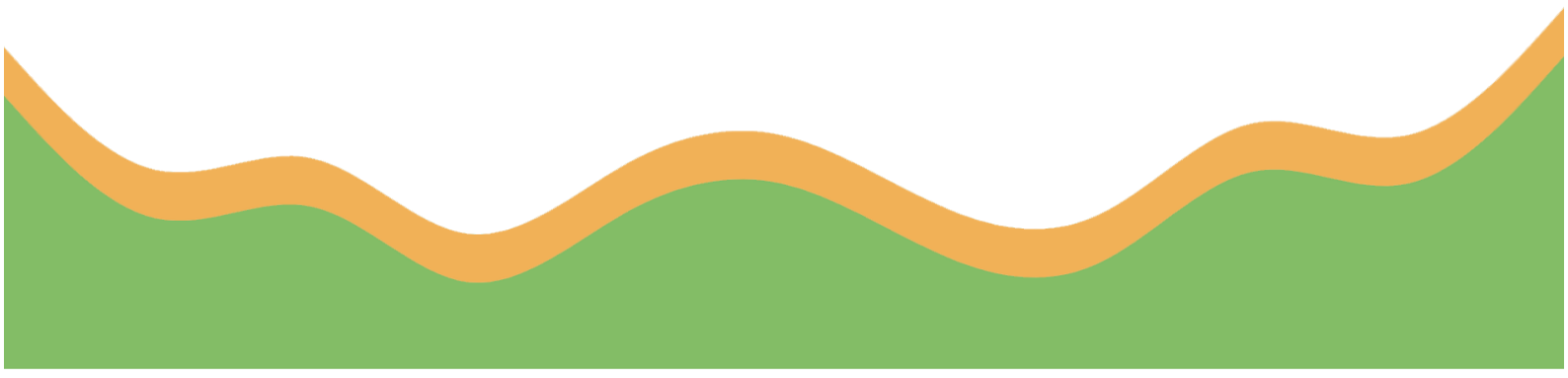Approaching the Global Sustainability

cater
green

"Eat with Conscience"
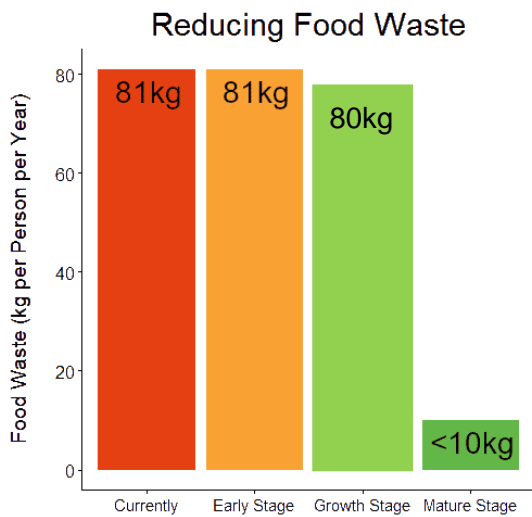
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ABOUT US

Vision

Provide a sustainable food chain that deliver high social and environmental value.

Mission

To distribute food in innovative ways and approaching the global sustainability.

Values

Reducing Food Waste

A brand-new catering concept and solution to reduce food waste and food packaging waste in daily life basis.

✓ For consumers, experience the best customized food service.
✓ For institutes, promote food waste awareness as Corporate Social Responsibility approach.
✓ For restaurants, distribute their food to consumer without high location cost.

We vision to reach global sustainability by our services. By the end of the growth stage of our business (year 5) we expect to reduce the food waste in Germany by 2% and food packaging waste by 1%. Because in the growth stage we will focus our operation at Hamburg.

We expect by our rapid growth, we could **reduce the food waste in Germany by 89%** and **food packaging waste to under 10%.** Moreover, we will continue to expand the services to the worldwide and we believe we could reach the global sustainability in the end.

Reducing Packaging Waste
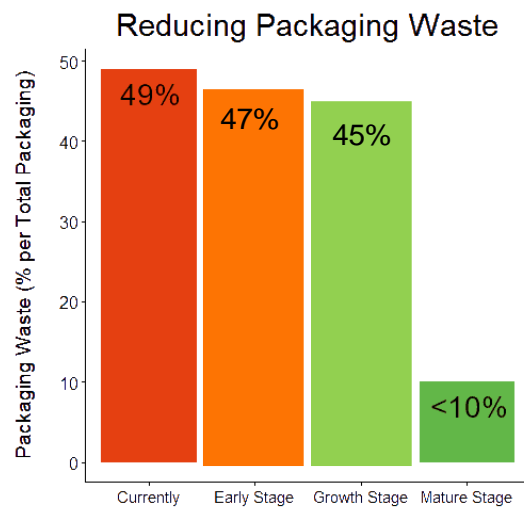
OUR SOLUTIONS

Overviews

When we started **cater green**, we did not think about parties or dining. We thought about problems we want to solve. With our services we create sustainable events. Meals prepared individually for each guest contribute to reducing food waste, our materials are reusable, so we reduce packaging waste, and we provide individually packaged meals that are sanitary and safe, which is especially important in the current times. Furthermore, we collaborate with restaurants that provide meals cooked from high quality ingredients, which is important for a healthy lifestyle. But our corporate social responsibility does not end here: Our restaurant partners and their suppliers must abide by our high environmental social governance standards.

Our vending machines are customized for catering service. Through our machines we deliver fresh varieties of meals for a diversity of groups and correct food portions. We incorporate our vending machine with featured application. The application is a mandatory which will maximize the consumer experiences. Furthermore, we assist customers in handling leftovers by distributing them to our partner foodbanks.

Application Features:

Vending Machine Rental Service for Party

As a host:

1. Choose on an event theme and color pallets to be applied on apps and vending machine from our theme stocks.
2. Set and customize:
   a. Time period for machine renting
   b. Location to have the machine installed
   c. Restaurants (with a maximum 3 restaurants) and food menus (optional to host)
3. Price range for food (if the treat is on host)
4. Notification that any extra machine will increase the price.
5. Automated payment generations:
6. Vending Machine Rental Fees (including containers and cutleries cleaning service and technical services)
7. Transportation Fees (depend on location)
8. Food Expenses (depend on food charged by restaurants and amounts).

As a guest:

1. General event overview (time and location of the event)
2. Additional information about the event defined by the host (e.g. dress code)
3. Schedule and list of invitations featured with reminder to an upcoming event
4. Option to host an event
5. They can accept or deny the invitation (host will be notified)
6. Choose their individual meals (menus and serving portions) and food price display (if the food is on guest)
7. Setting their food preferences (allergy and favorite food), food recommendation will be provided based on this information.
8. Reminder (push notification) to choose their meal
9. Reward or "Pfand" system for returning the containers/cutlery

Vending Machine Rental Service for Companies

As a company/ school/ institution:

1. Possible to get an individual plan. Not an app feature, but requires personal contact with our company:
2. Individual price if they want to use the machines on a regular basis (e.g., every day) in their cafeteria.
3. Possible to get an individual app design and vending machine design tailored to their corporate style.
4. Possible to select meals from more than 3 restaurants (individual plans).

As a employee/ student:

1. A meal must be selected at least 3 days in advance.
2. Possible to select meals on Friday for the whole upcoming week instead of every day.
3. The app offers suggestions for weekly meal plans based on previous orders and individual settings (serving size, allergies etc.).

Vending Machine Compartment Rental Service

As a Restaurant:

1. Choose on the number of compartments they want to rent, renting period, and vending machine location.
2. Information about number of foods left and sold in the vending machine.
3. Reminder to process the leftover food (if they want to handle the leftover themselves).
4. QR Code as identity to access the compartment they rent.

As a Customer:

1. Food search engine (information about vending machine available in any location, the restaurants, and menus that available in that vending machine).
2. Choose their meals and food price display.
3. Setting their food preferences (allergy and favorite food), food recommendation will be provided based on this information.
4. Reminder to return the container to any nearby vending machine.

Other common features:

1. Payment options (PayPal, Amazon pay, credit card (Visa, Master), Apple pay).
2. Technical support contact in case of any technical issues with vending machine.

Vending Machine Features:

1. **QR Code Reader**
   Every party guest will have their own QR Code through the app, which serve as an identification mechanism enabling them to get their food and when returning the food containers.

2. **Container and Cutlery Collector**
   To reduce packaging waste, all food will be served in reusable containers and cutleries, therefore they must be returned to the container and cutlery collector.

3. **Hand Sanitizer Station**
   Considering the COVID-19 health protocol, our vending machine is equipped with a hand station on the side of the machine.

4. **Cooler and Heater**
   Each vending machine compartment are equipped with a cooler system. Food are collected from restaurant and stored with the cooler system, until the guest scanned their QR Code and requesting their food. After the guests requesting their food, food will be prepped and heated inside the machine (with roughly 3 minutes preparation time).

5. **LCD Display**
   Our vending machines are featured with LCD display which enable customer to choose their own theme and color palettes for their own occasion.

CATER GREEN THEME

NOIR THEME

LIGHT THEME

CACTUS GARDEN THEME
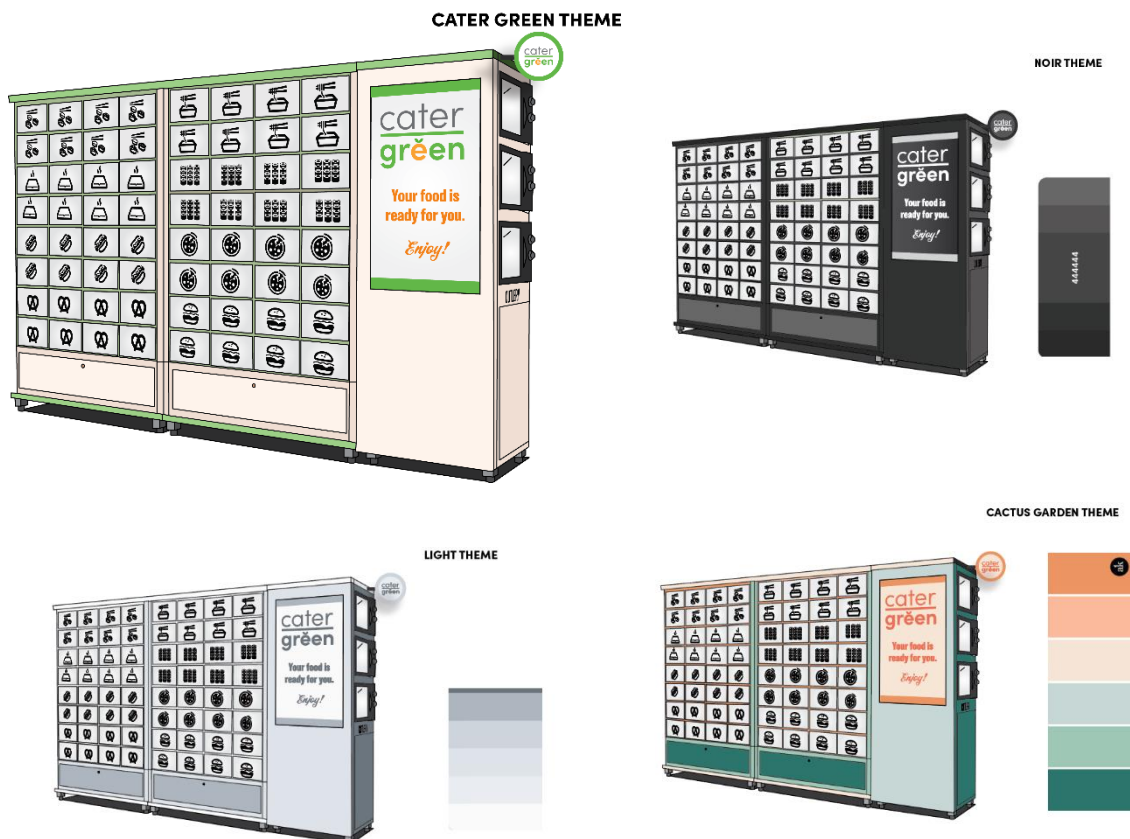
Services

Vending Machine Rental for Party

- ✓ Coordinating with restaurants chosen
- ✓ Transporting and installing vending machines on location
- ✓ After-party containers and cutleries cleaning
- ✓ After-party leftovers handling (optional)
- ✓ Immediate technical assistance

Vending Machine Rental for Company

- ✓ Coordinating with restaurants chosen
- ✓ Transporting and installing vending machines on location
- ✓ Daily containers and cutleries cleaning
- ✓ Daily leftovers handling (optional)
- ✓ Immediate technical assistance

Compartment Rental for Restaurant

Vending machine will be installed on selected locations, the functionality of machine is basically similar. By this service, we allow restaurant to store their dishes in certain vending machine in certain location. Food containers would be charged on consumer in a deposit mode. Consumers are allowed to return our containers in any of our vending machines, once they return our vending machine, we will return the containers deposits. By this strategy, we expect to reduce **food packaging waste** significantly (as we known, takeovers food mostly use single use materials as their food containers).

- ✓ Food storage management system
- ✓ Access to compartment
- ✓ Containers and cutleries cleaning
- ✓ Leftovers handling (optional)
- ✓ Immediate technical assistance

Business Plan

We deliver our business in three consecutive stages:

1. Early stage
2. Growth stage
3. Mature stage

Early Stage

In the early stage, we will start our research and development by modifying the functionality and design of the current existed vending machine into our desired model. At the same time, we will do the test marketing, which including the **product trial, building consumer awareness, and measuring market viability**. We choose Hamburg, Germany as our starting point because we see there is a high food waste awareness in that modern and bustling city. We will cooperate and negotiate with event organizers for food festival to allow us implementing our vending machine in the event they organized. The event organizers will only need to bear the transportation and food expenses. Through each test marketing, we will collect and analyze data for continuous improvement. Eventually, we will produce our own vending machine used for growth and mature stage.

Growth Stage

In the growth stage, we expect that we have finished our vending machine. In this stage we will provide only **vending machines rental service for party and companies** and start to earn revenues. Through our vending machine rental service, we also expect to build brand awareness:

- ✓ Consumers have experienced the features of our vending machine in party which will spread their words for us.
- ✓ Consumers have familiarized with the functionalities, designs, and interfaces of our applications and vending machines which will at least build a switching cost (prevent consumers to switch to another competitors).

Moreover, we expect to collect enough consumer behavior data in the growth stage which will assist us to enter the mature stage of our business.

Mature Stage

In the mature stage, we will provide **vending machines rental service and compartments rental service simultaneously.** We will also start to expand our business.

The profit we earned during the growth stage will be all reserved as the capital for expanding the mature stage business. During **first five year** of the mature stage we will expand our services from Hamburg to the whole country step by step. **70%** of our profit will be reserved for international expand and start to pay back our investors by the other **30%.** We expect to **recovery the initial investment within the year 10 of our business.**

	Early Stage (Year 1)	**Growth Stage (Year 2-5)**	**Mature Stage (Year 6 ~)**
Services	✓ Vending Machine Rental for Party (Test Marketing)	✓ Vending Machine Rental for Party and Companies	✓ Vending Machine Rental Service for Party ✓ Vending Machine Rental Service for Companies ✓ Compartment Rental Service for Restaurants
Location	Hamburg, Germany	Hamburg, Germany	✓ Germany (5 Years) ✓ Worldwide
Period	6-12 Months	3-4 Years	

Annual Proforma Statements (in Euro)

	Early Stage	**Growth Stage (Year 5)**	**Mature Stage (Year 10)**
Estimated Revenue	122.400	1.782.780	12.510.900
Estimated Operating Cost	(171.885)	(1.767.840)	(11.319.900)
Estimated Test Marketing Cost	**(49.485)**		
Estimated Profit & Lost		**14.490**	**1.191.000**
Research and Development	(9.100-11.400)		
Technology and Equipment	(67.200-85.000)		
General Administration and Legals	(20.520-23.670)		
Total Initial Investments	**(96.820-120.070)**		

Key Partners

Event Organizers

- ✓ Prima-Event GmbH
- ✓ Agentur Sonntag
- ✓ Vok Dams
- ✓ Event Agency Hamburg
- ✓ Hamburg Event HES GmbH

Foodbanks

- ✓ Schmitt Catering
- ✓ Diana Lebensmittel
- ✓ Datteln
- ✓ Tafel Harburg
- ✓ Steilshooper Bud'l
- ✓ Gabrijel Pranjic GP
- ✓ Kaiser Pavillon
- ✓ Rio Grande Blankenese

Appendix A. Details of Investment Calculation

Early Stage

Fixed cost for machine		
Current new vending machine estimate	5.600 - 6.000	
Cost for modified	1.300 - 1.800	
Total	**6.900 - 7.800**	
Grand Total for 2 machine		**13.800 - 15.600**

Fixed cost		
Rent office 50 meter Square (@ 6.7 - 8 euro) per year	4.020 - 4.800	
Cutlery 200pcs (@ 9.25 - 10.9 euro)	1.850 - 2.180	
Dishwasher machine	1.590 - 1.720	
Server for data	1.150 - 1.200	
Notary fee (formation cost, comercial cost & etc)	2.010 - 2.050	
Other expense (office supplies & other)	2.500 - 3.000	
Total		**13.120 - 14.950**

Variable cost		
Rent truck with cooler per day	153 - 170	
Rent truck per day	120 - 150	
Total		**273 -320**
Total Investment for early Stage		**27.193 - 30.870**

Growth Stage

Fixed cost for machine		
Initial Research and Development	6.500 - 7.800	
Vending machine productions (for 5 machine)	37.500 - 40.000	
Total		**44.000 - 47.800**

Fixed cost		
Cutlery 800pcs (@ 9.25 - 10.9 euro)	7.400 - 8.720	
buy truck with cooler	8.000 - 15.000	
buy truck	10.500 - 18.000	
Total		**25.900 - 41.720**
Total Investment for Growth Stage		**69.900 - 89.520**

Appendix B. Service Pricing Estimation Details

Estimate Price calculation	In Euro
Vending Machine Rental for Party Per Machine (Include rent fee, insurance & cleaning service)	500
Transportation Charge (for Early Stage, in the growth and marketing stage it will be depended on the service location)	150
Additional charge for food service (Food price displayed on apps will be marked up 20% from original price)	20%
Vending Machine Rental for Companies Per Month (Include rent fee, insurance & cleaning service)	950 -1.150
Transportation Charge (Depends on location)	
Monthly Maintenance Fee	50 - 100
Compartment Rental for Restaurant Per Compartment (Include rent fee, insurance & cleaning service)	38 - 50

Appendix C. Annual Proforma Profit and Loss Statement Details

	Early Stage Euro	Growth Stage Euro	Mature Stage Euro
Revenues from Vending Machine Rental for Party	€ -	€ 264,000	€ 1,740,000
Transportation Charge	€ 7,200	€ 66,000	€ 435,000
Revenues from Vending Machine Rental for Companies		€ 25,800	€ 897,000
Revenues from Maintenance Service		€ 1,380	€ 42,900
Revenues from Food Service	€ 115,200	€ 1,425,600	€ 9,396,000
Total Revenues	**€ 122,400**	**€ 1,782,780**	**€ 12,510,900**
Operating Cost			
Food Expense	€ 96,000	€ 1,188,000	€ 7,830,000
Salaries Expense	€ 46,560	€ 528,720	€ 2,424,600
Wages Expense	€ 1,795	€ 19,752	€ -
Rent Office expense	€ 2,130	€ 5,460	€ 51,300
Rent Truck expense	€ 14,160	€ -	€ -
Depreciation Expense	€ 210	€ 3,708	€ 537,000
Notary Expense	€ 2,030	€ -	€ -
other expense	€ 9,000	€ 22,200	€ 477,000
Total Expense	€ 171,885	€ 1,767,840	€ 11,319,900
Total Operating Costs	**-€ 49,485**	**€ 14,940**	**€ 1,191,000**
Test Marketing Cost	**€ 49,485**	**€ -**	**€ -**
Estimated Profit & Loss	**-€ 49,485**	**€ 14,940**	**€ 1,191,000**