

PROBLEMS

Agriculture waste

1,000,000

TONS OF CORN COB ARE BURNT
IN VN ANNUALLY

dries soil + climate change + health problems

Potting Compost

Pet Litter



Consumer



dried out

tangled roots

expensive

bad smell

maintain moisture

soften soil

cheaper

absorbs smell

COBTAIN'S SOLUTION
recycling corn cob waste



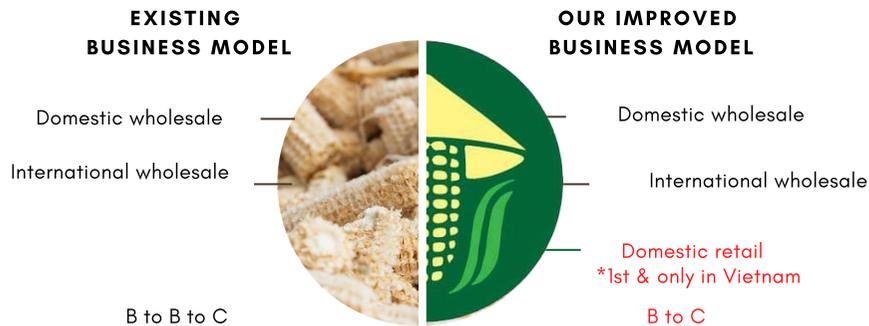
COBTAIN

Meal



Pellets

UNIQUE VALUE PROPOSITION

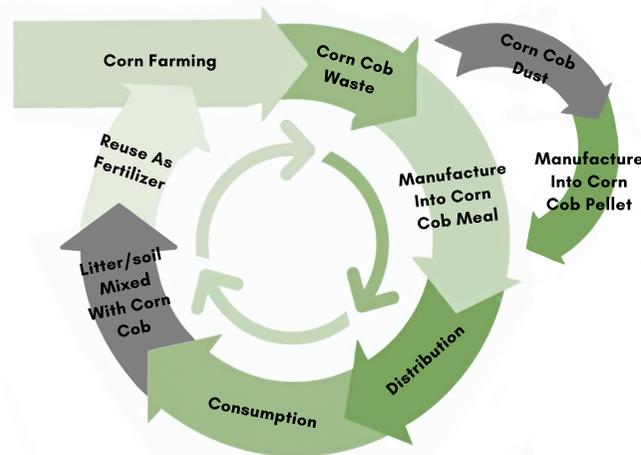


Retail: We launched our products at a national agricultural fair to test the market. We discovered that there is a high retail demand so we designed small sized packages for retail customers.

Impurities Treatment: During transportation from the farm to the factory, plastic fibers from jumbo bags contaminate our products. These plastic fibers are later melted into our products during the manufacturing process, so we have invested in jute bags as a plastic-free alternative.

CIRCULAR ECONOMY MODEL

We create a sustainable system of regenerating wasted materials.



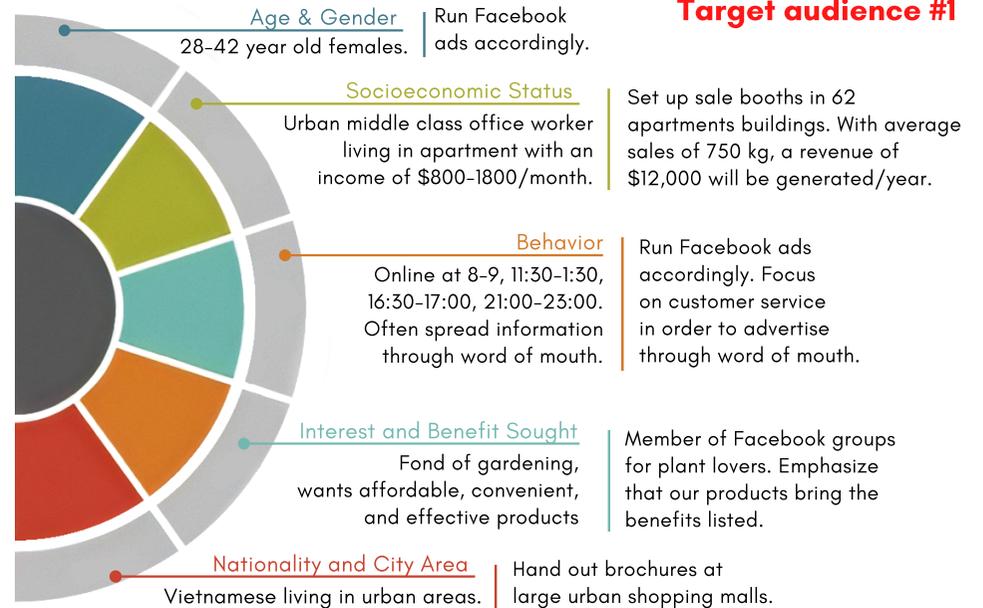
BUSINESS MODEL



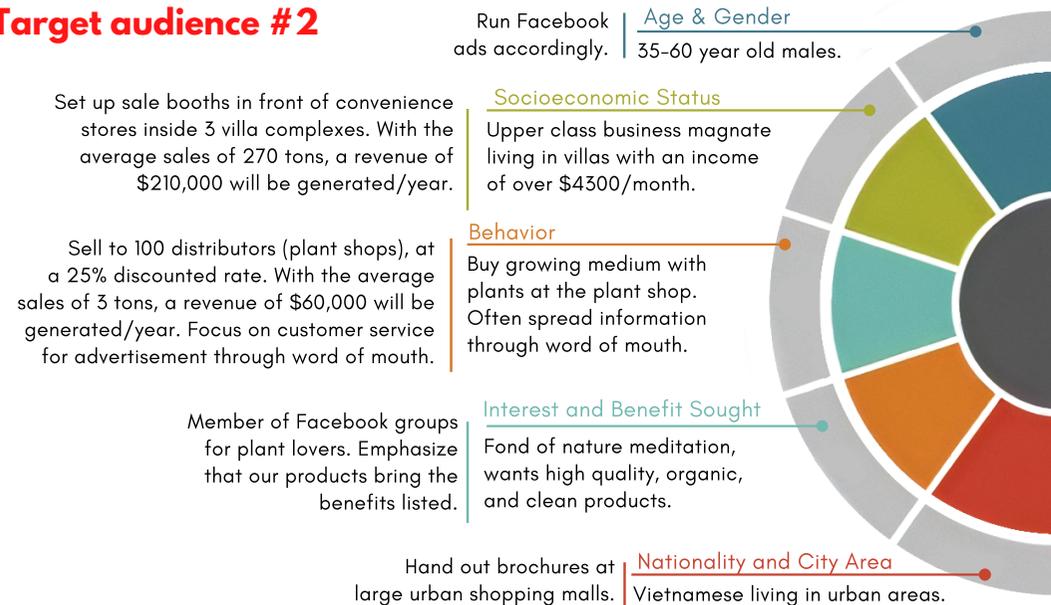
Our partner has the highest transaction level on Alibaba (Vietnam). This ensures us a sustainable supply source.



SALES AND MARKETING STRATEGIES



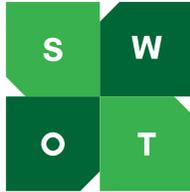
Target audience #2



SWOT ANALYSIS

STRENGTHS

- SGS certified product
- No plastic-fibers due to impurity treatment
- Low humidity (<12%) (better absorbent)
- Customized size of packaging



WEAKNESSES

- High shipping fee for retail
- Members not have legal identities
- Customers unaware of their problems
- Customers unaware of the products

OPPORTUNITIES

- Press/media coverage
- Organic usage trend
- Low input price
- 1st/only corn cob retailer in VN
- Few domestic wholesale competitors

THREATS

- Emerging competitors
- Changing regulatory environment
- Shortage of supply
- Buyers break contract

BUSINESS PROGRESS

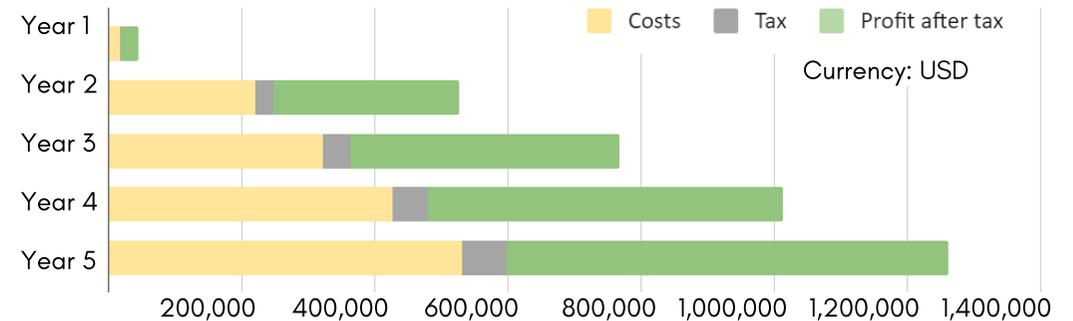


INCOME STATEMENT

as of 24th July 2020 (Currency: USD)

Quantity (Meal) (KG)	789	Cost of Goods Sold (USD)	3,623
Quantity (Pellet) (KG)	33,334	Gross Profit (USD)	1,617
Revenue (USD)	7,938	Net Profit (USD)	2,697

FINANCIAL PROJECTION



STRATEGIC PLAN

Vietnam is a developing agricultural country. The GDP grew by 7% in 2019, and 70% of the population works in the agricultural industry. However, corn cob waste manufacturers often export to increase sales. That is why we distribute in both domestically and internationally to bring the best products to our country, and maintain high sales.

	Year 1	Year 2	Year 3	Year 4	Year 5
RETAIL					
Goal (Tons)	90	151	182	221	267
Region	Hanoi	Hanoi & Ho Chi Minh City			
Revenue (USD)	24,511	41,075	49,701	60,138	72,767
WHOLESALE					
Goal (Tons)	0	1,200	1,800	2,400	3,000
Region	N/A	Northern VN	All of VN	VN and Export	
Number of Customers	N/A	10	15	20	25
Revenue (USD)	0	236,936	355,404	473,872	592,340
TOTAL REVENUE (USD)	24,511	278,011	405,105	534,010	665,107

Over the next 5 years, we aim to:

- Sustain Top 1 Retailer for corn cob pellet&meal manufacturer from waste in Vietnam.
- Attain 8% of the market share of the largest corn cob pellet and meal wholesaler in Vietnam.

SUCCESSION PLANNING

We plan to move on from a private limited company to a joint stock company in 1/2025, when all of our team members are 18 years or older. As most of our team is yet of age, we can't legally receive profit or wages.

SOCIAL IMPACT

Our company follows the triple bottom line framework: People-Planet-Profit, in order to focus on social and environmental concerns while still making a profit.

People: When our profit reaches \$100,000, we plan to invest 5% of our profit into assisting farmers with setting up mushroom farms to increase their income.

Planet: To date, we have prevented 37 tons of CO2 from being emitted into the atmosphere by selling over 34 tons of corn cobs. Over the next 5 years, we project to prevent 10 million tons of CO2 by selling 9,331 tons of corn cobs.

Profit: By buying corn cob from poor locals in mountainous regions, we have already helped 8 farmers to increase their income by \$140. This is a 10% raise from their average annual income. After 5 years, we project that we will increase the income of 2318 farmers by the same amount.

SUSTAINABLE DEVELOPMENT GOALS



OUR TEAM



ABOUT US

Who We Are

Cobtain Ltd is found by 7 students in Hanoi, aiming to protect the environment and improve the people in mountainous areas' living standard. We adopt the sustainable approach to development by recycling corn cob residue into agricultural supplies.

Vision

To contribute to the transition from a linear to a circular economy by eliminating waste and using resources continually.

Mission

To turn agricultural residues that are currently harming the environment into useful products for our community.

Core Values: *Quality - Creativity - Sustainable Development*

Use of media



Press & Media Coverage:

