



Startup Pitch Deck

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INTRODUCTION

we're not just a food company – we're your partners in a journey toward a healthier, tastier lifestyle. as a nutrition-led food company that prides itself in making lip-smacking food that's good for you. all are gluten-free and without any artificial colours, chemicals, or preservatives.





PROBLEM

Globally, 70-80% of the population faces significant health challenges due to neglecting the fundamental aspect of providing proper nutrition for their families.

This negligence results in a wide range of health issues, including obesity, diabetes, cancer, vitamin deficiencies, heart complications, compromised immunity, and various other concerns.

The alarming prevalence of these conditions underscores the urgent need for a paradigm shift in nutritional awareness and practices to safeguard the well-being of individuals and their families worldwide

PROBLEM AIM TO SOLVE



We believe in honest food labels and balanced nutrition.

We take the harder route and make our products tasty without loading them up with junk ingredients. We do it because we all truly believe in our mission.

Our mission is to make a healthier Planet

PRIMARY CUSTOMERS OR USERS?

Our primary customers are health-conscious individuals, including fitness enthusiasts, School children, Office employees, and those with dietary preferences.

Our products appeal to those prioritizing well-being, offering transparency in labeling, sustainable sourcing, and ethical production practices.

Age: 5yrs - 50+ year

Our target audience encompasses a broad demographic committed to maintaining a healthy and balanced diet.



ESTIMATE THE SIZE OF TARGET MARKET



The global Health and Wellness Food market size was valued at **\$ 1043050.73 M in 2022**



North America's health & wellness food market is expected to reach

\$ 530,963.31 M by 2031 from **\$ 320,694.25 M in 2023**, growing at a **CAGR of 6.5%** during the forecast period of 2024 to 2031.



India's Healthy Food and Nutrition market is **~\$12 Bn in 2021** and is estimated to grow at a **CAGR of 20%** over the next 5 years to reach **~\$30 Bn by 2026**.

BRANDING

We are KUKU Bars, a nutrition-led food company dedicated to crafting delicious and wholesome food that promotes well-being



Health Benefits



High Fiber



Gluten-Free


100%

Vegan



Rich Protein

Nature Benefits



Drought resistant



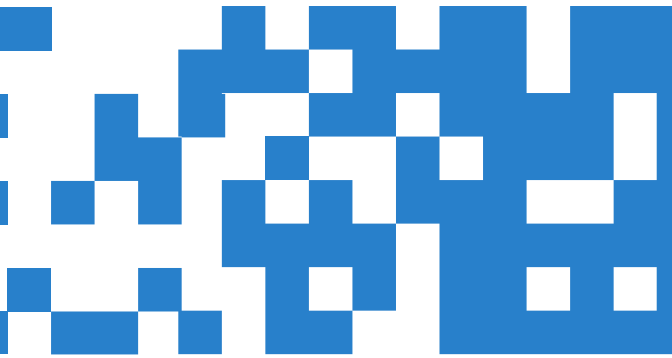
Eco friendly



Chemical Free



Zero Carbon



MARKETING STRATEGY

To generate revenue in a Healthy Food Consumer Packaged Goods (CPG) startup brand, we can implement various strategies aligned with industry trends and consumer preferences. Here are some potential revenue streams

Product Sales:

- * Offer a diverse range of healthy food products, catering to different dietary needs and preferences.
- * Implement a direct-to-consumer (DTC) model through an e-commerce platform and consider partnerships with retail outlets

Subscription Services:

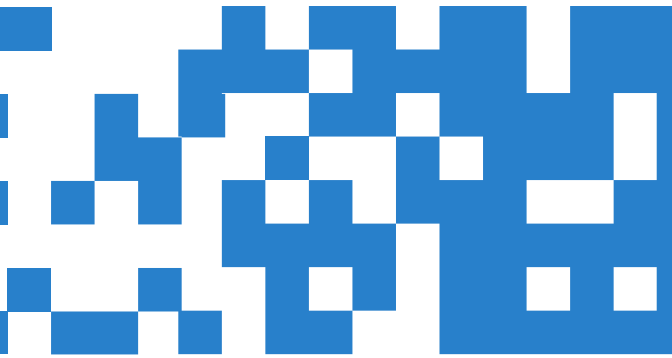
- * Introduce subscription-based services for regular product deliveries, providing convenience to customers and ensuring a steady revenue stream

Premium or Specialty Products:

- * Develop premium or specialty products with higher profit margins, targeting consumers willing to pay a premium for unique and high-quality offerings

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MARKET RESEARCH REPORTS & REFERENCE

<https://www.giiresearch.com/report/dbmr1398971-north-america-health-wellness-food-market-industry.html#:~:text=North%20America%20health%20%26%20wellness%20food,period%20of%202024%20to%202031>

<https://www.grandviewresearch.com/industry-analysis/organic-foods-beverages-market>

<https://www.statista.com/statistics/1317251/healthy-snacks-market-value-worldwide/>

<https://www.statista.com/statistics/1417759/india-naturally-healthy-packaged-food-market-share-by-company/>

<https://www.linkedin.com/pulse/health-wellness-food-market-size-2033/>

<https://www.indianretailer.com/article/whats-hot/retail-trends/health-foods-to-become-a-30-billion-market-in-india-by-2026.a7817>

ACQUIRE & RETAIN CUSTOMERS

Identify our target audience and create targeted marketing campaigns through digital channels, social media, and influencers to reach health-conscious consumers.

Educational Content

Develop content that educates consumers about the health benefits of your products, emphasizing transparency, and the use of high-quality ingredients.

Sampling and Events

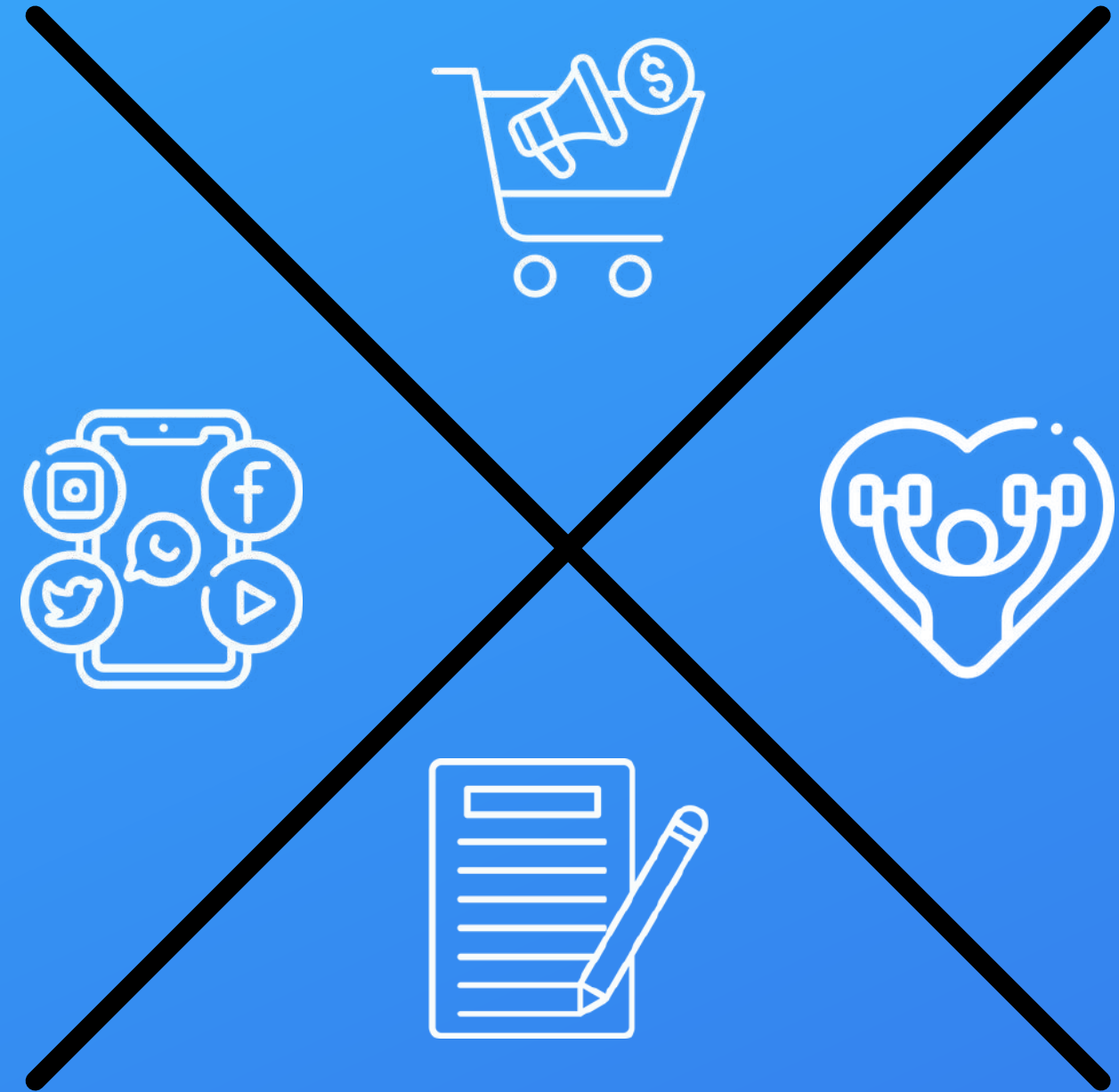
Offer product samples at events, farmers' markets, or collaborate with fitness centers and health-related gatherings to introduce your products to potential customers.

Partnerships

Collaborate with health influencers, nutritionists, and fitness experts to increase brand credibility and reach a wider audience

Referral Programs

Implement referral programs that incentivize existing customers to refer friends and family, helping expand your customer base through word-of-mouth.



FOUNDER

Founder of ANIKA ORGANICS & NATURALS with over 5 years of experience in the IT industry, working for MNCs. A tech-savvy individual with a background in Agritech, I come from a family of farmers and have grown up surrounded by farmlands. Always on the lookout for healthy food, I've realized the challenge of finding high-quality, nutritious options in the market. Recognizing the prevalent issue of adulteration in daily consumables.

I am committed to addressing this gap with KUKU Bar.



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THANK YOU
FOR WATCHING

