



lembaas

The logo features a stylized green plant with three leaves growing from the top of the letter 'b' in the word 'lembaas'. The plant is rendered in a solid green color, matching the text. The background is a light beige color.

Problem - Time

Unnecessary wastage of time.

- How much time does a person spend a day in the PROCESS of getting their meals? 1-3 hours.
- Eating out – travelling, queuing, waiting to be served, paying
- Eating at home – grocery shopping, travelling, cooking, cleaning
- What if each person got 1-3 hours of their day back, each and every day?

Problem - Money

Expensive meals.

- Very hard to get a healthy, well balanced meal at a reasonable price
- Always a tradeoff
- Healthy meals will be expensive
- Cheap meals are fatty and oily
- Problem most apparent in CBD where average meal cost is \$7.xx per meal, \$9.xx and above for a healthy one

Problem - Nutrition

Well balanced nutrition takes massive effort to obtain.

- Much mental effort has to be exerted at mealtimes to determine which restaurant provides reasonable nutrition at best value
- Over time this adds up to a lot of energy spent that could be better used elsewhere
- Even with many restaurants and food delivery options there is never a clear, default answer
- In developing countries – widespread starvation and malnutrition, co-existing with obesity.

Lembas

- Functional food startup
- Functional food defined as food consumed for purpose of personal nutrition, rather than enjoyment (e.g. 7-11 sandwich)
- Founded in Singapore, 2015
- Product is aluminium pack containing powder to be mixed with water and drunk. Each serving is 500 kcal or 1 full meal. Can be finished in under 5 minutes.
- Future product lines in ready-to-drink or bar form to be developed

Sample from factory



Proposed packaging



Solution

- Lembas is a powder designed by professional R&D to provide perfect nutrition at reasonable price, in under 5 minutes.
- Customers will keep packs at home or office to be consumed when hungry
- Save time and money from travelling and never have to worry about proper nutrition.
- Real meals can be properly enjoyed with friends and family when so desired.

Team



Founder

Alvin Chong, 28, Singaporean

Has been bootstrapping zoyleft alone since 2015

Diploma in Sport & Wellness Management, Nanyang Polytechnic

Bachelor in Business Management, University College Dublin

Previously started businesses in inline skating equipment and kendama (japanese wooden toy)

Traction

Current stage: pre-launch

- Media: Tech in Asia

<https://www.techinasia.com/zoylent-singaporean-soylent>

Today

<http://www.todayonline.com/lifestyle/food/would-you-give-char-kway-teow>

- Approximately 3 months from actual launch.
- To gain more traction through media platforms and social media, and word-of-mouth.

Market

Primary market

- Busy executives, health nuts, developing countries
- CBD professionals and healthcare workers (nurses, doctors) who have disposable income but a sore lack of time to eat good meals
- Health nuts and gym freaks who are particular about personal nutrition
- Malnourished in developing countries whose government and NGOs have financial backing and need for a cheap and viable solution

Competition



Soylent, U.S.A.

- Founded 2013
- Raised U\$755k in crowdfunding
- 1 year later, Series A raised \$20 million led by Andreessen Horowitz. 2017, Series B raised \$50 mil led by Google Ventures
- Currently market leader but as of yet still unable to cope with market demand. Only ships to USA and Canada

Jimmy Joy (formerly Joylent)

- Founded 2014
- Based in Amsterdam, Netherlands
- Market leader in EU.
- No significant funding noted.



No current immediate competition in Asia.

Advantages over competition

- First mover advantage, geographical – first mover in Asia. Able to follow path blazed by Soylent and Jimmy Joy before
- Marketing – extensive market awareness of Soylent thanks to Forbes, WSJ, NYT etc.
- Ideal APAC location – easy to reach other international markets from Singapore.
- Trust – Singapore branding lends good reputation.
- Recipe – best tasting of all players in market so far.

Business model

- FMCG – profit from sale of goods to be reinvested into purchase of more goods and marketing.
- Investor funding will rocket boost growth instead of cycling revenues through product cycles
- Consolidate market leader share and expedite expansion to international markets

Dystopian future?

- Many doomsayers when Soylent first arrived, a la Soylent Green
- When produced at scale, 'lents can be the cheap and practical answer to malnutrition and reducing world hunger
- Eating will be luxury for the rich and going hungry will be scarcely heard of
- In 5-10 years, 'lents will be the default food choice.