



UDAIRY
Dairy For A Better You

2022





Yumm...



Ughh...

World Wide Milk Market



Increase in supply
0.304 Billion
Tonnes

New Milk **BENEFITS**

01

No Lactose

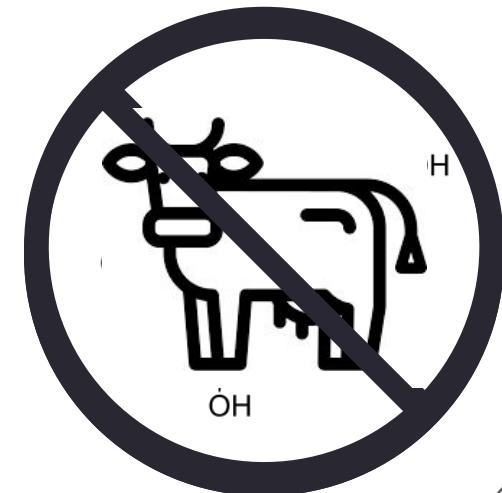


02

No Cholesterol

03

No animals involved

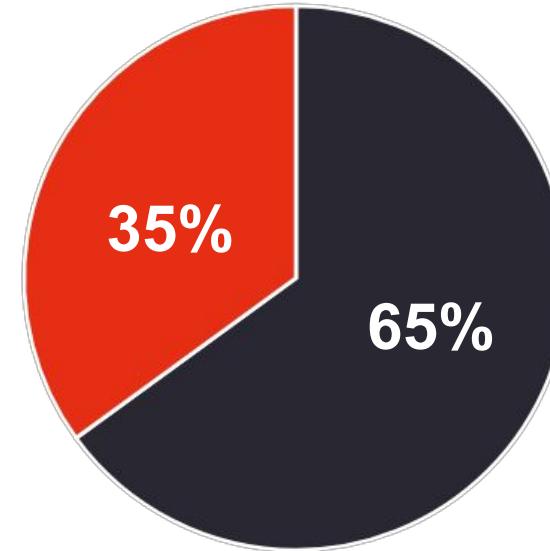


1. Traditional Milk is *Not healthy*



Milk From Cow is Full of Lactose

Lactose
Tolerant



Lactose
Intolerant



Milk From Cow is Full of Lactose

In Bangladesh
Death rate due to **diarrhoea**
500 per year



Milk From Cow is Full of Lactose

44% of Women
Suffer from Calcium deficiency



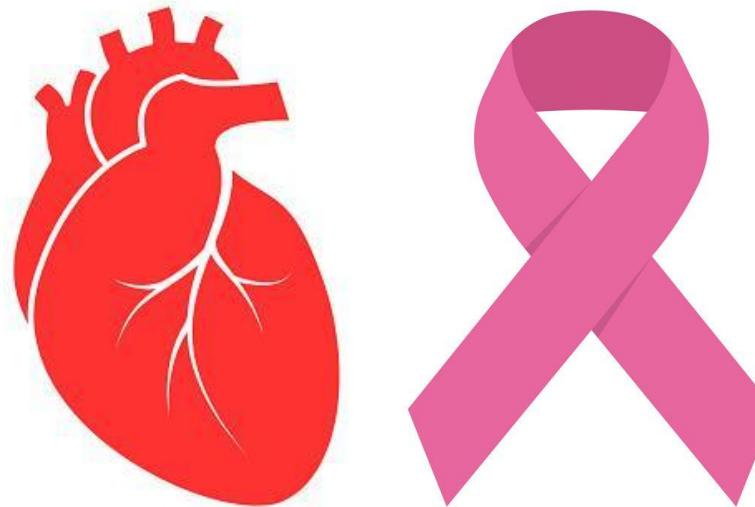


Milk From Cow is Full of Lactose

Malnutrition in Bangladeshi Children

9.5
Million

Traditional Milk is NOT HEALTHY

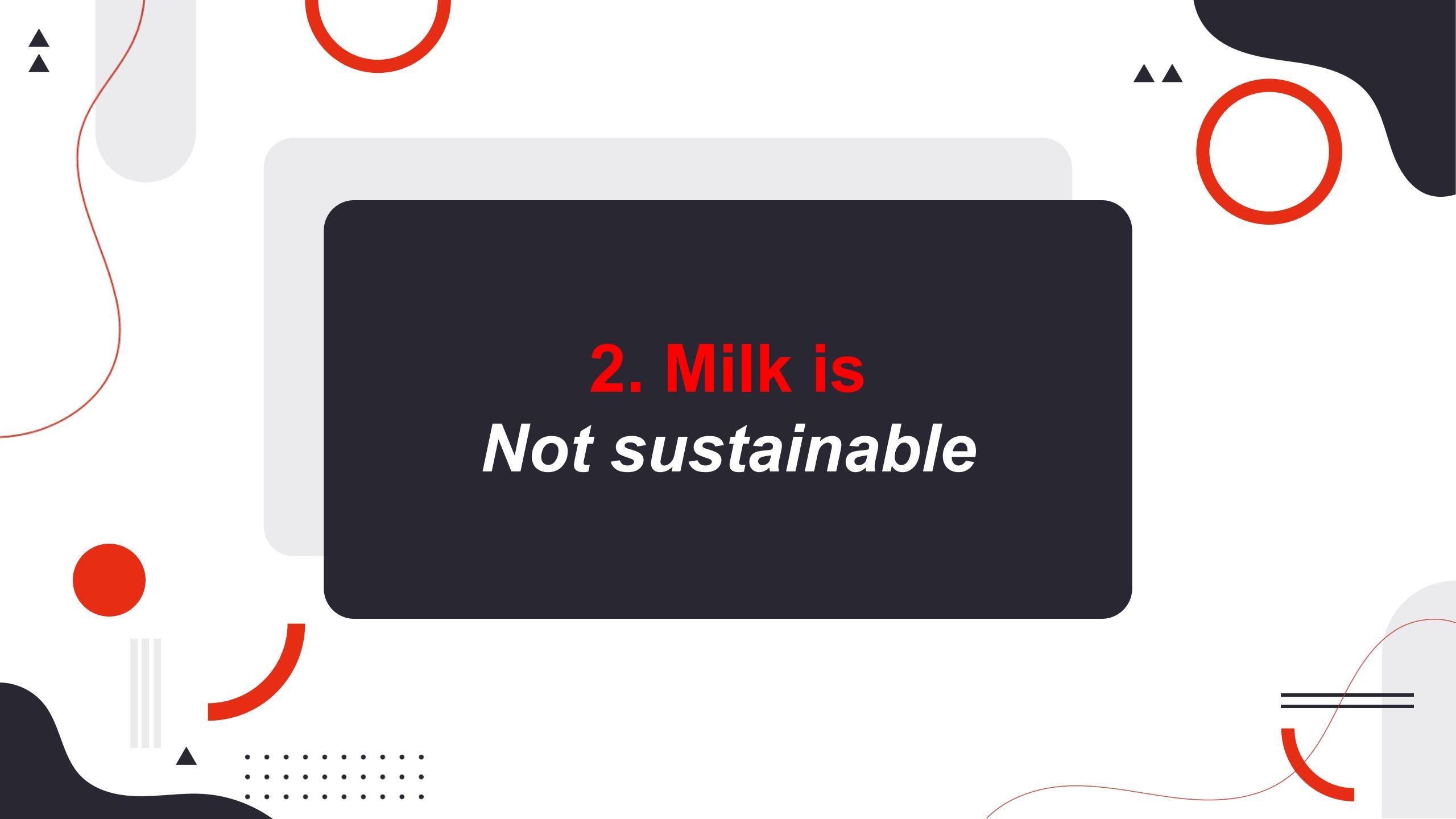


Cholesterol & Saturated Fats Hormones

Heart Diseases & Cancer

Up to 483 deaths/100,000

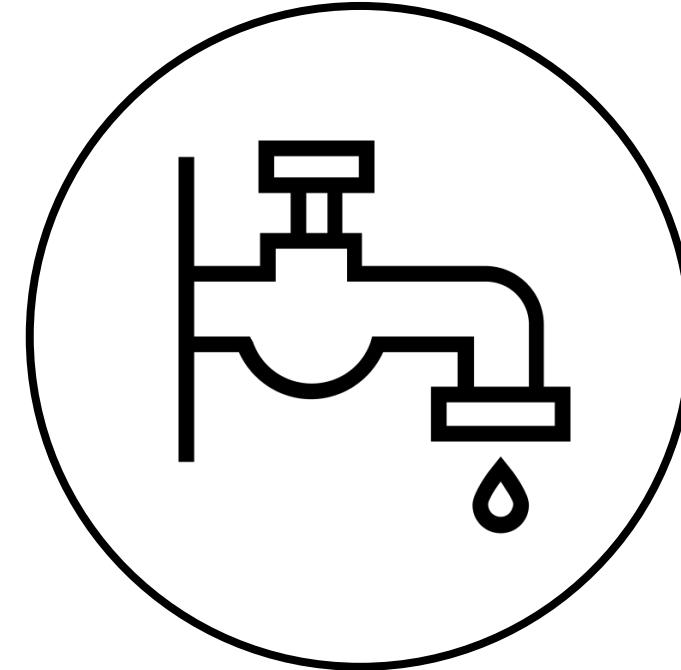
Violence in Bangladesh



2. Milk is *Not sustainable*

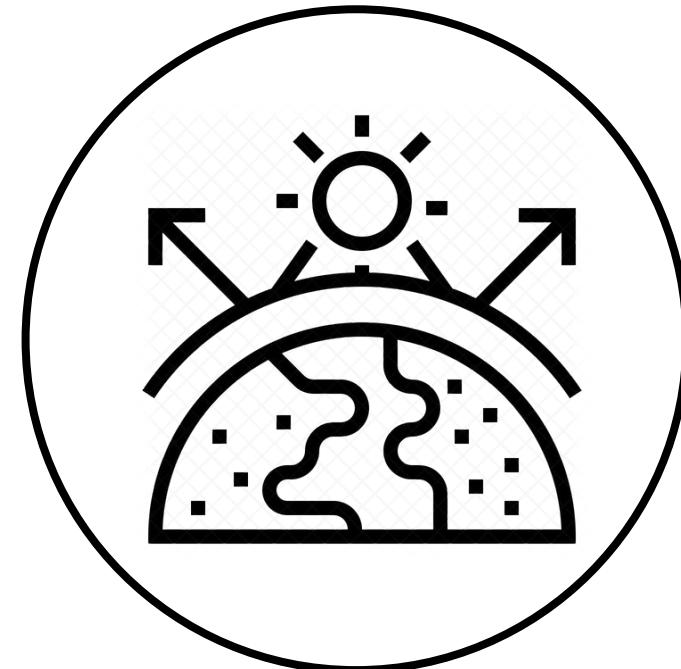
Hindrance to a Greener Earth

For every 1L of milk
1000L of water is wasted



Hindrance to a Greener Earth

One cow emits **160-320L** of methane everyday and methane makes up **16%** of global greenhouse gas emissions



Hindrance to a Greener Earth

Covers **two-thirds** of the world's agricultural land for breeding livestock



3. Milk comes from *Animals*

Resources Required in Traditional Process



Space



Money



Water



Energy



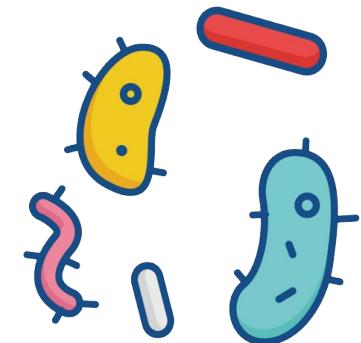
Solution

NOW



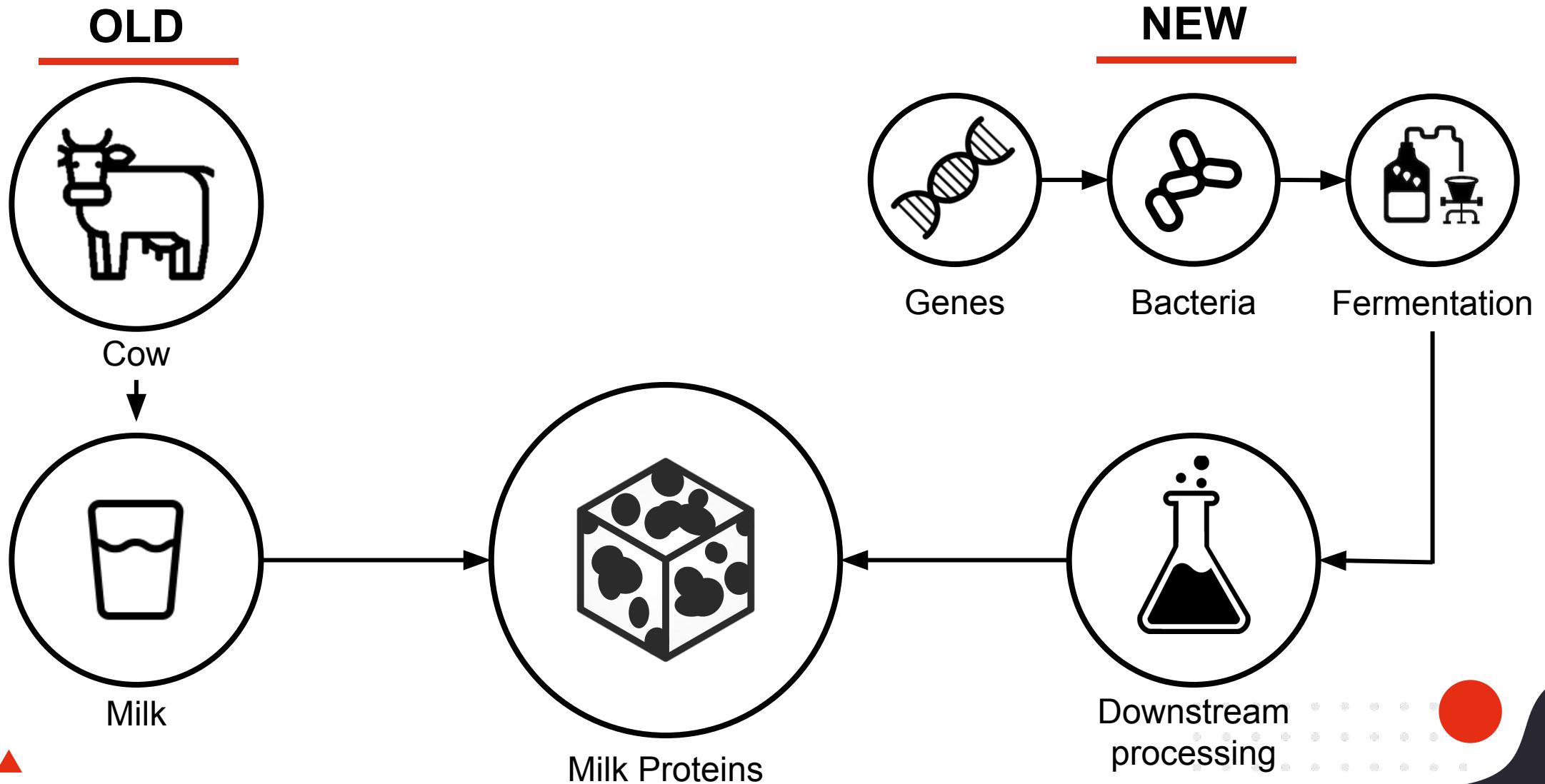
Cow
A 900 kg animal

FUTURE



Microflora
A tiny microbe

How we do it



Business Production & Supply Chain

Competitors in Foreign Countries



Perfect
Day.

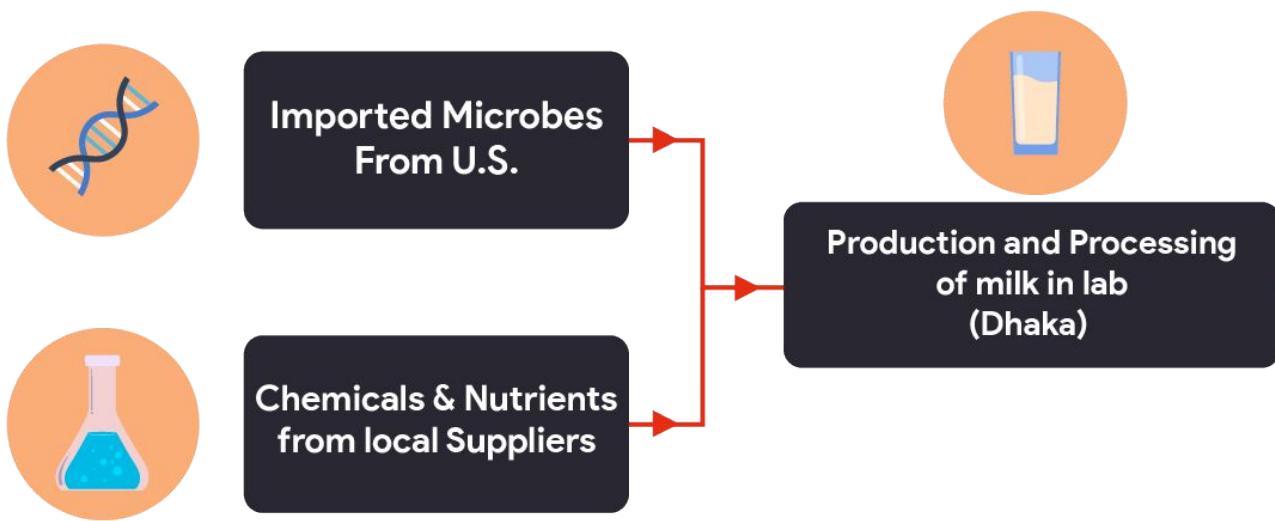
United States



remilk.

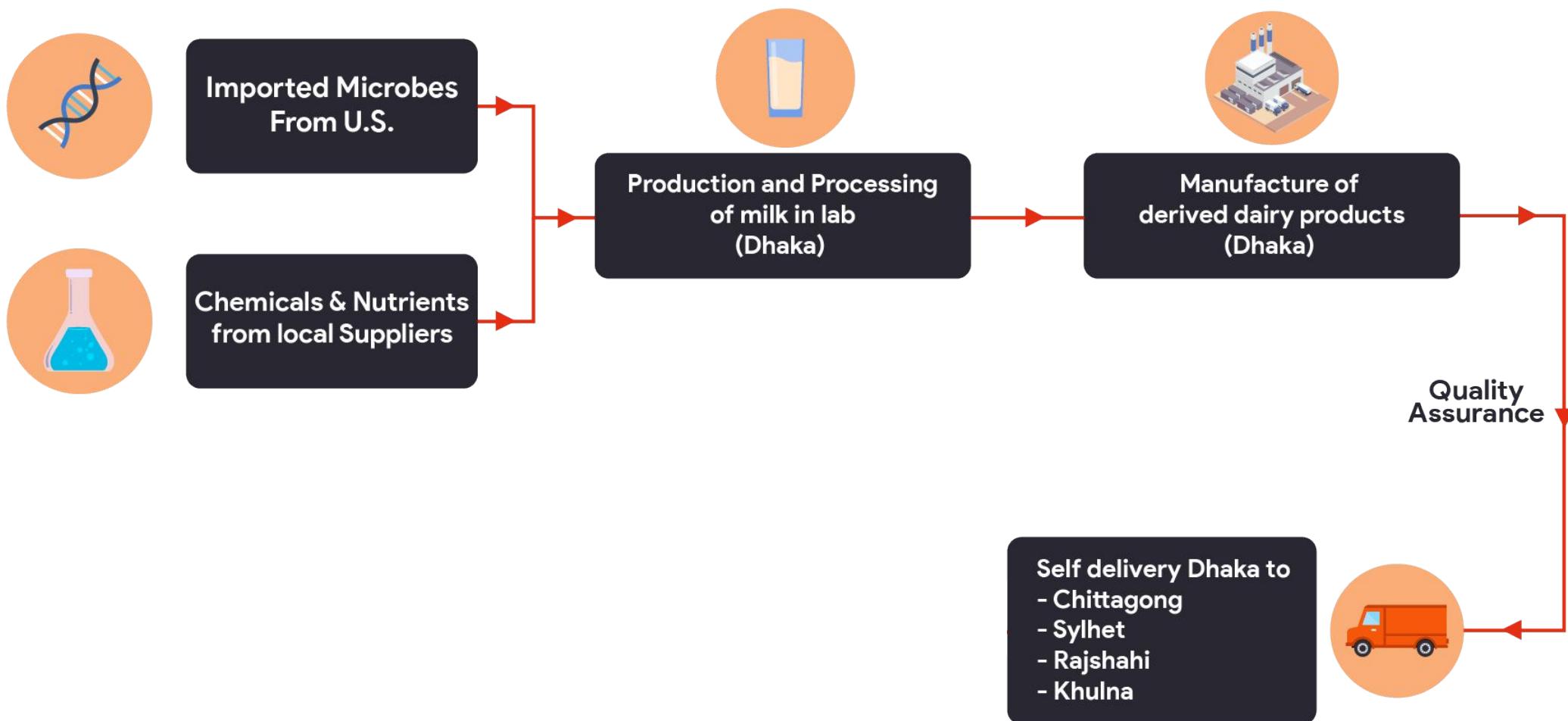
Israel

Business Production & Supply Chain





Business Production & Supply Chain



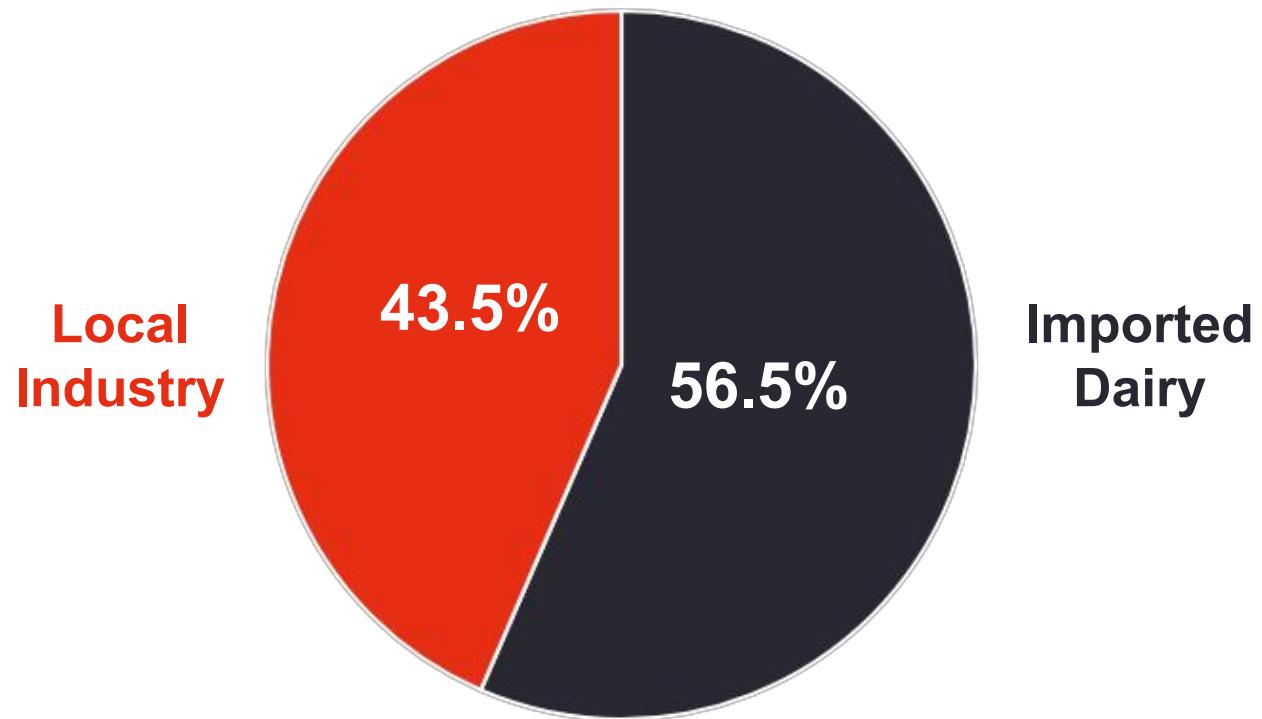


160

Stores



Current Dairy Industry in Bangladesh



Business Growth Path

UDairy

50% Market Share
by 2030
(10 Million
Consumers)

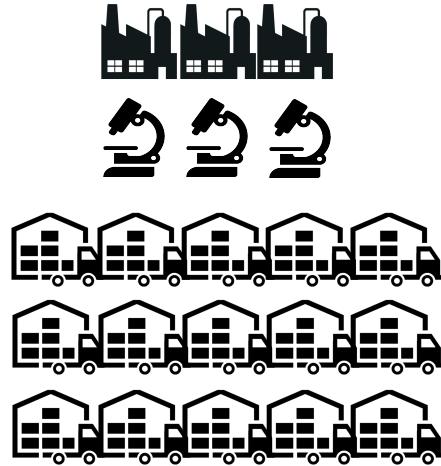
Revenue Forecasting

10 Years Road Map

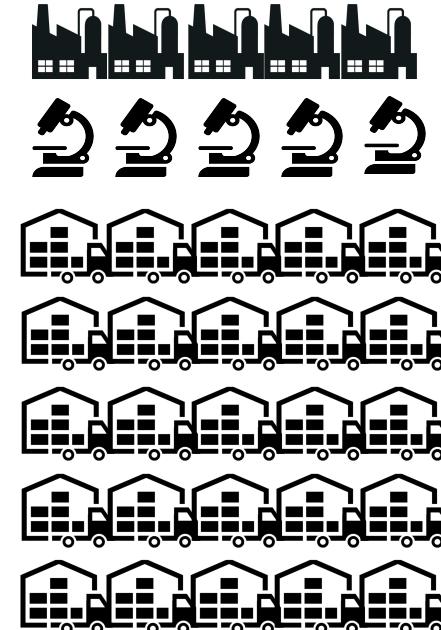
1st Year



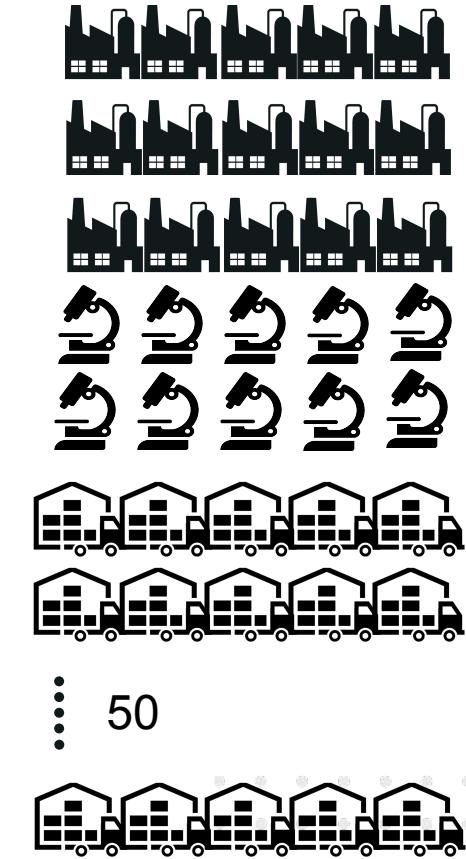
3rd Year



5th Year



10th Year





Jobs Created

400 New Jobs

UDairy

Dairy for a better you





<https://u-dairy-bd.web.app>

Happy to show demo during Q/A!

Resources Required – UDairy Milk



10%
of water

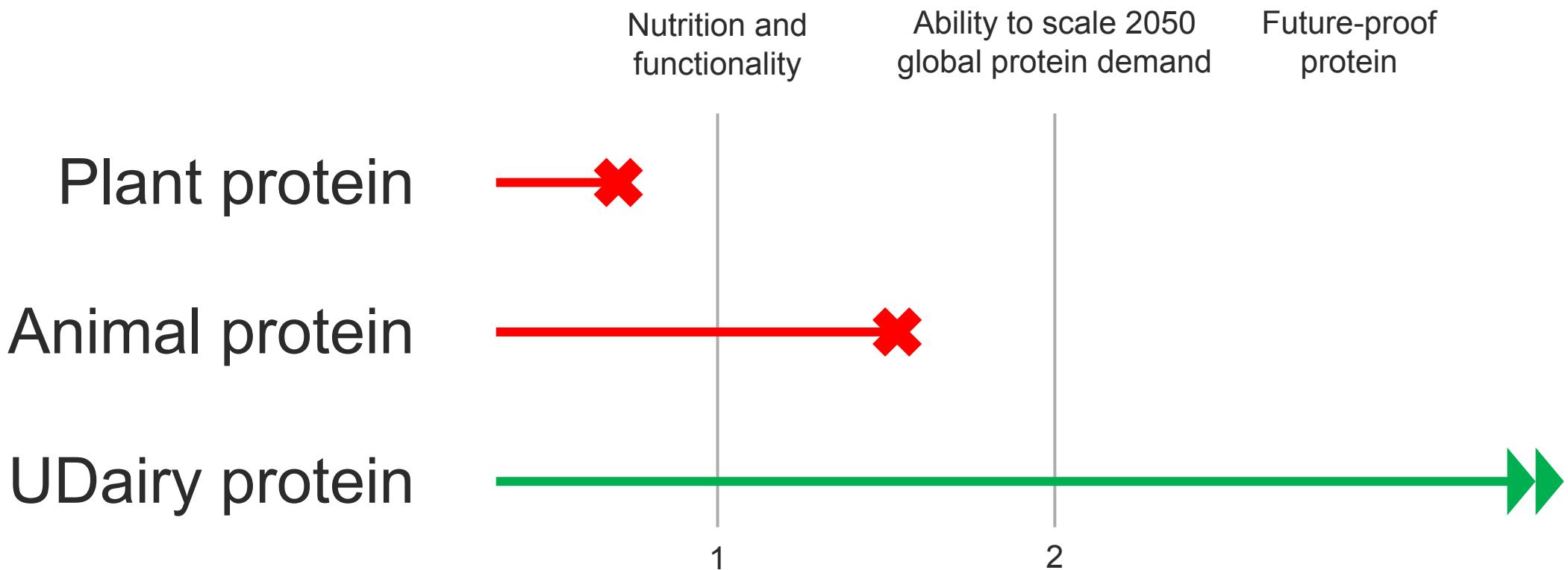


1%
of land



0%
of cows

Separating us from the pack.



THE FOOD INDUSTRY IS HUNGRY

Alternative proteins will make up one third of protein consumption by 2050



Why Now?

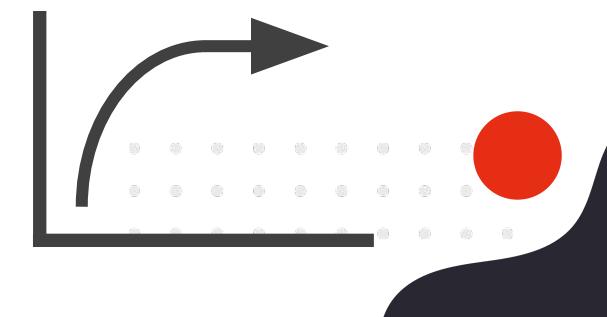
CONSUMERS ARE OPEN TO NEW IDEAS

The increase in flexitarian diets is driving the trend toward new sources of protein



DAIRY MAY BE REACHING A CEILING

30% of Americans would be encouraged to drink more non-dairy milk if it had more protein



TEAM INCOGNITO



**Jaid Monwar
Chowdhury**



Abir Muhtasim



Salman Sayeed



Zarif Ikram

Thanks !

Summary of product cost and revenue

	Milk/L	Milkshakes /L	Butter/kg	Yogurt/kg	Cheese/kg	Ghee/kg	Powdered milk/kg
Production	10	15	405	25	154	487	177
Transport	3	3	3	3	3	3	3
Labour	3	2	2	2	2	2	2
Cooling	3	2	2	2	2	0	0
Packaging	1	1	1	1	1	1	1
Utility	1	1	1	1	1	1	1
Marketing	2	2	2	2	2	2	2
Others	1	1	1	1	1	1	1
Total Cost	24	27	417	37	169	497	187
Revenue	59	69	749	109	639	959	469
Return	35	42	332	72	470	462	282

*All costs are in BDT

Price of products compared to the current market

	MRP for consumers (synthesised product)	Price in wholesale market (synthesised product)	Price of competitive product
Milk/L	59	52	120
Milkshakes/L	69	61	N/A
Butter/kg	749	685	925
Yogurt/kg	109	99	160
Cheese/kg	639	545	800
Ghee/kg	959	869	1200
Powdered milk/kg	469	415	580 - 650

*All prices are in BDT



Business Production & Supply Chain





