

UDAIRY

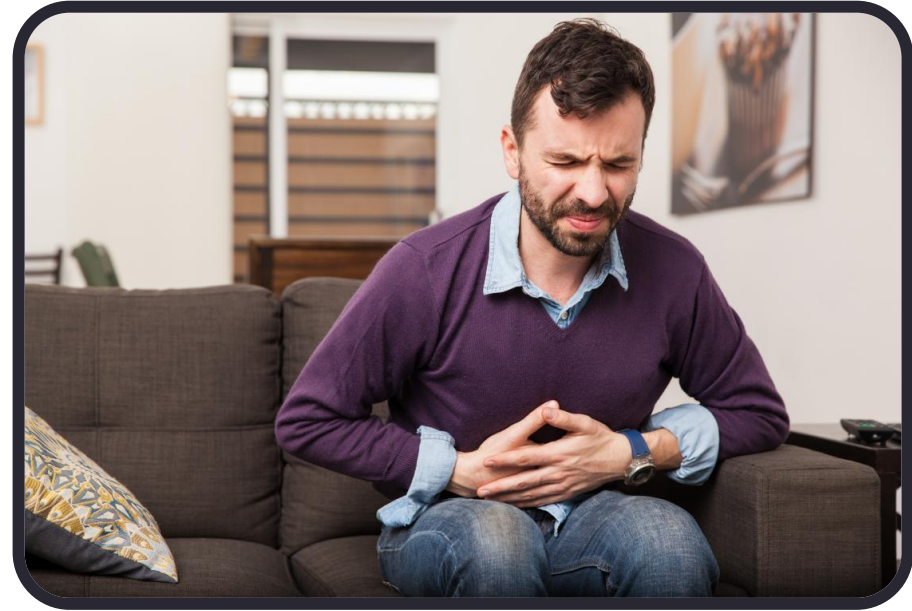
Dairy For A Better You

UDAIRY 2022





Yumm...



Ughh...

World Wide Milk Market

Increase in supply
0.304 Billion
Tonnes

New Milk BENEFITS

01

No Lactose

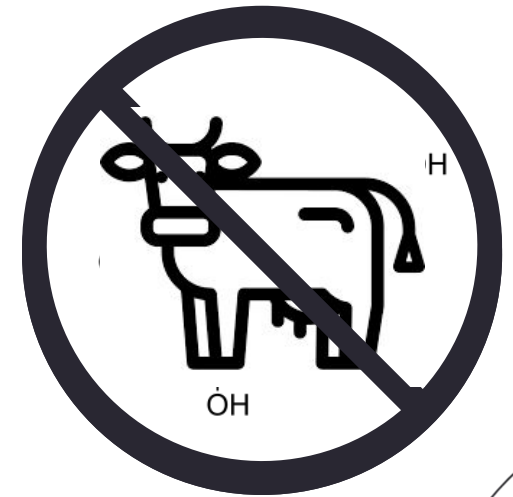
02

No Cholesterol



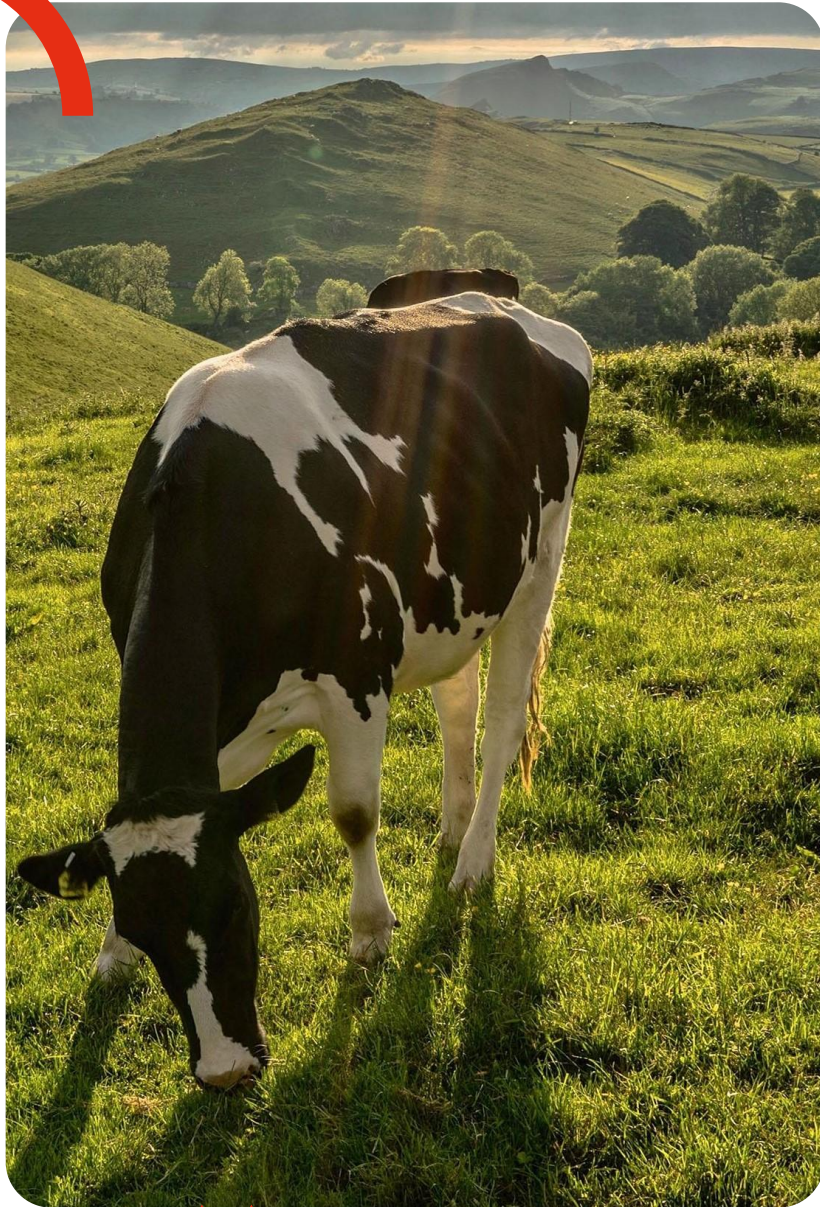
03

No animals involved



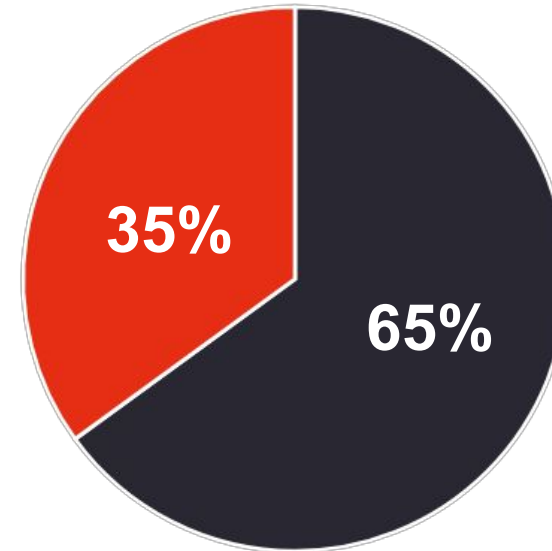


1. Traditional Milk
is
Not healthy



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



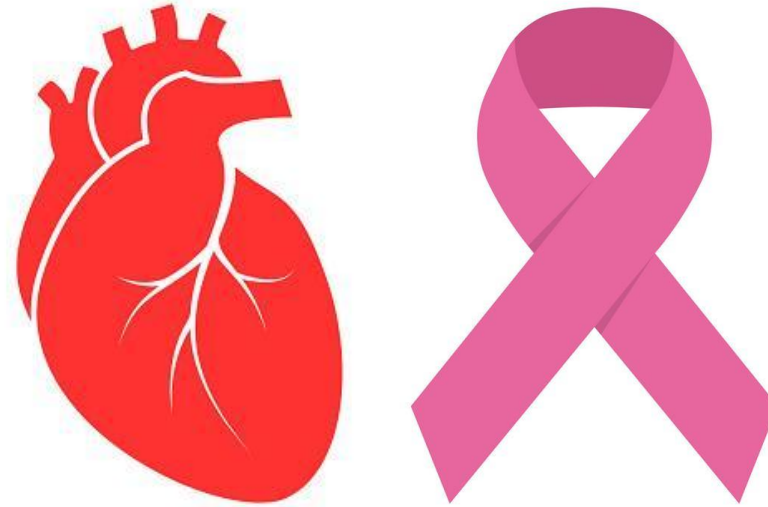


Milk From Cow is Full of Lactose

Malnutrition in Bangladeshi Children

**9.5
Million**

Traditional Milk is NOT HEALTHY



Cholesterol & Saturated Fats

Hormones

Heart Diseases & Cancer

Upto 483 deaths/100,000

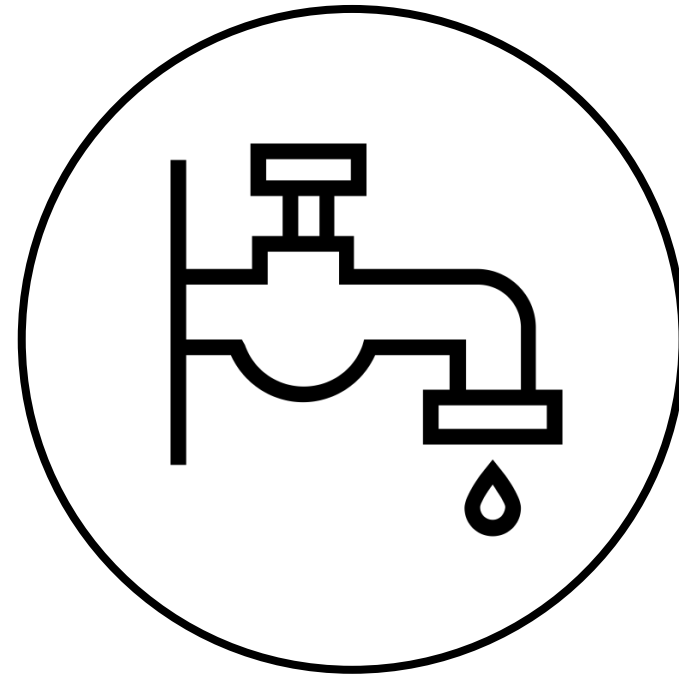
Prevalence in Bangladesh



2. Milk is *Not sustainable*

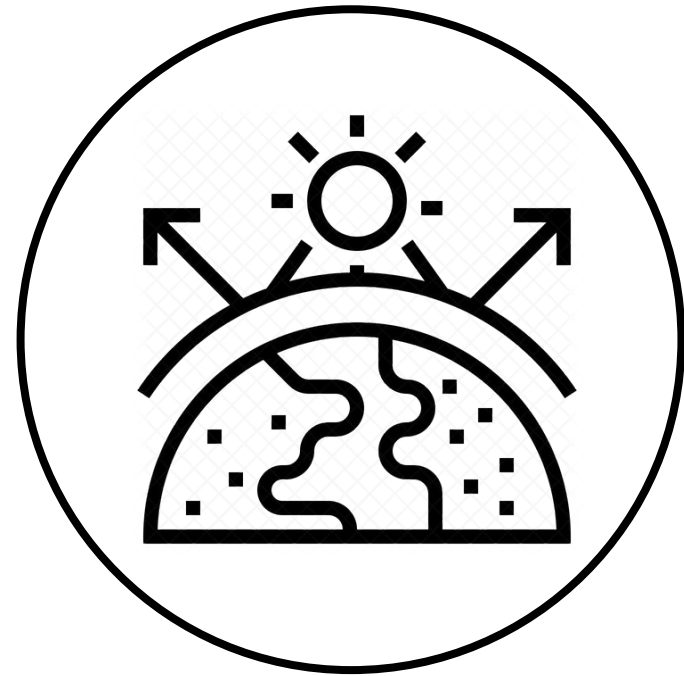
Hindrance to a Greener Earth

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



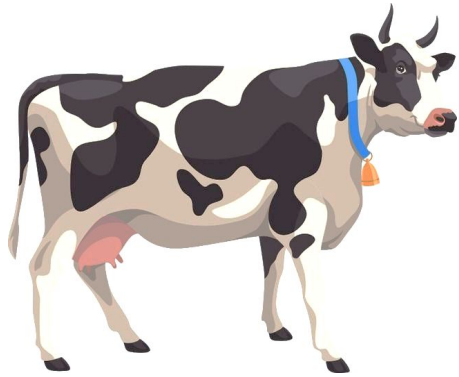
Energy



The image is an abstract graphic design featuring a central orange rectangle with the word "Solution" in white, bold, sans-serif font. This rectangle is surrounded by several dark blue and orange rectangular bars of varying lengths and orientations, creating a layered, three-dimensional effect. In the top right corner, there is a dark blue wavy shape, a red curved line, and three vertical grey lines. In the bottom left, there is a light grey rounded shape, two small red triangles, and a thin red curved line. In the bottom right, there is a red circle and a grid of small black dots. The overall composition is modern and minimalist, using a color palette of orange, dark blue, light grey, and red.

Solution

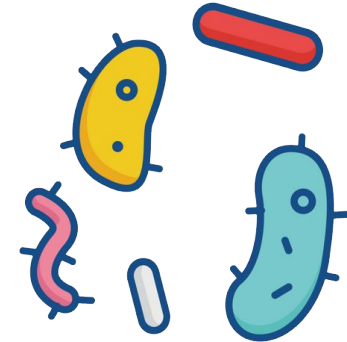
NOW



Cow

A 900 kg animal

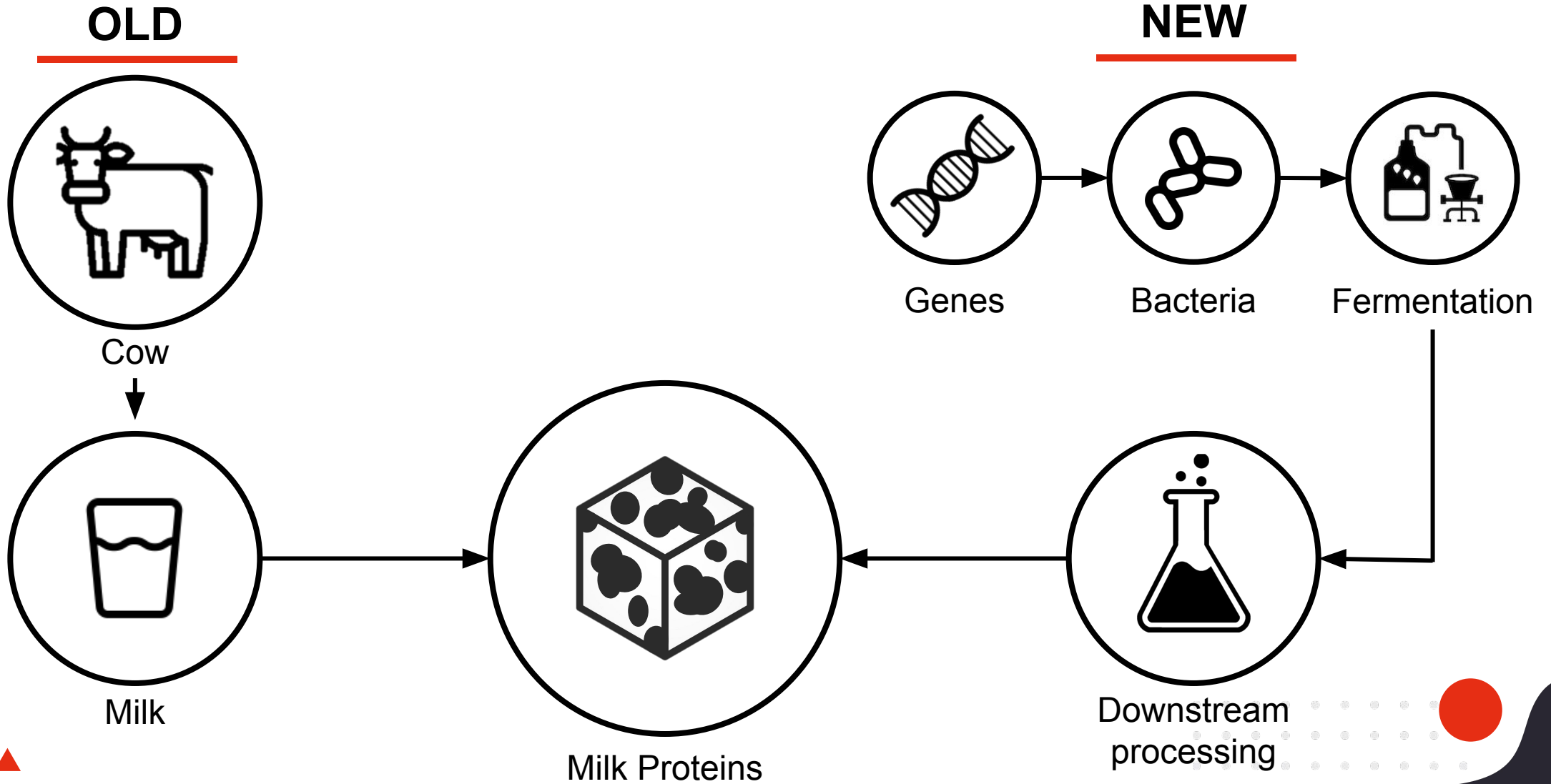
FUTURE

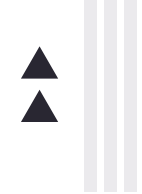


Microflora

A tiny microbe

How we do it





Business Production & Supply Chain



Competitors in Foreign Countries

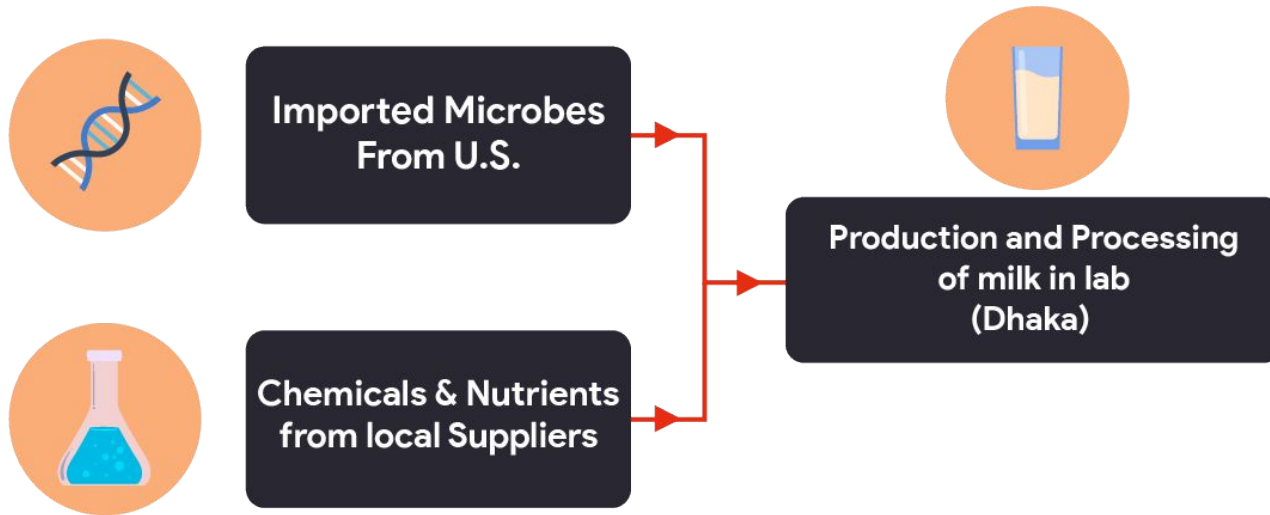


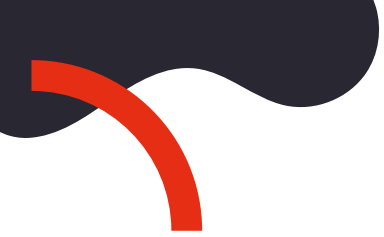
United States



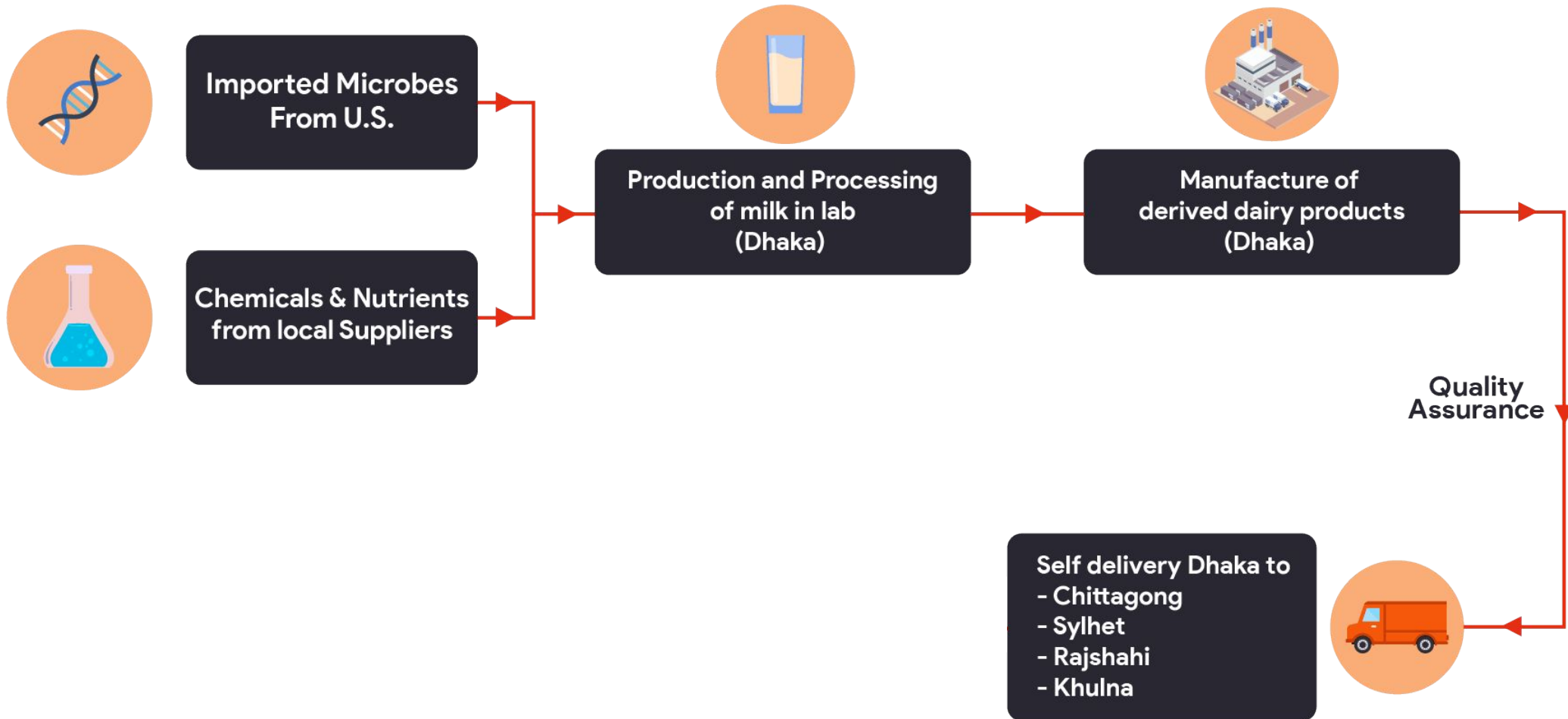
Israel

Business Production & Supply Chain





Business Production & Supply Chain

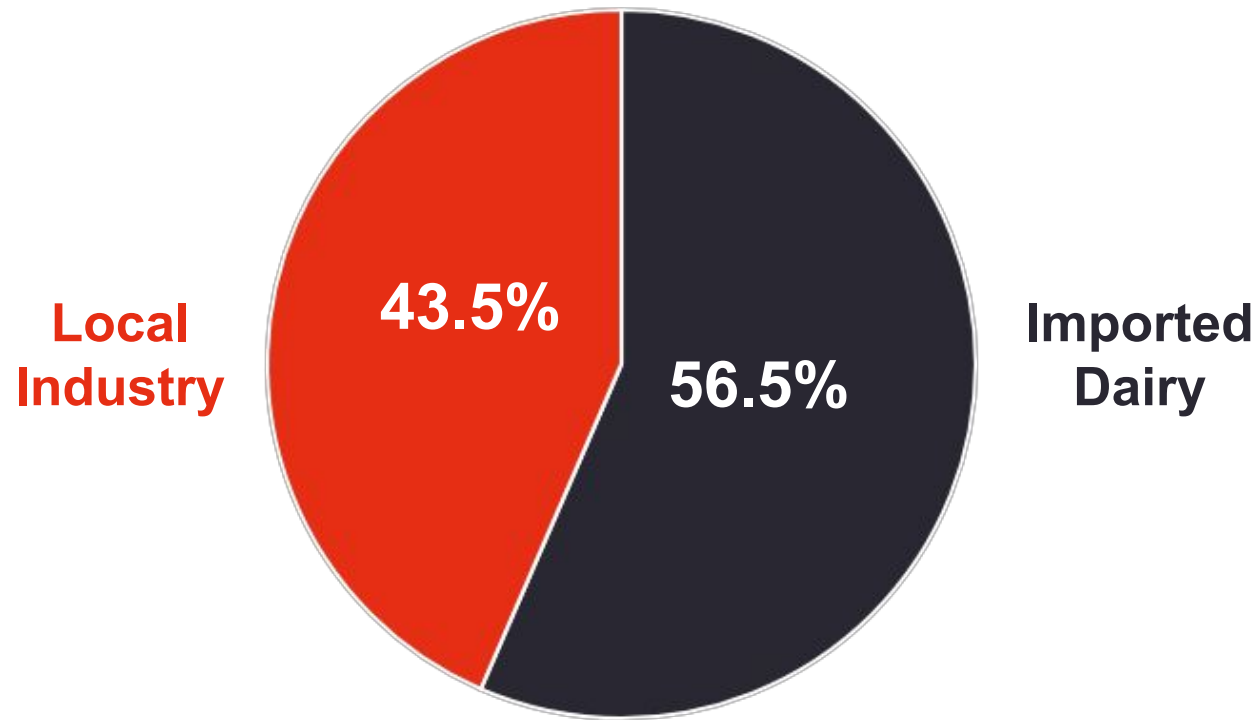




160
Stores



Current Dairy Industry in Bangladesh





Business Growth Path

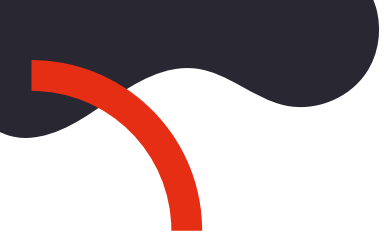
UDairy

50% Market Share
by 2030

(10 Million
Consumers)



Revenue Forecasting

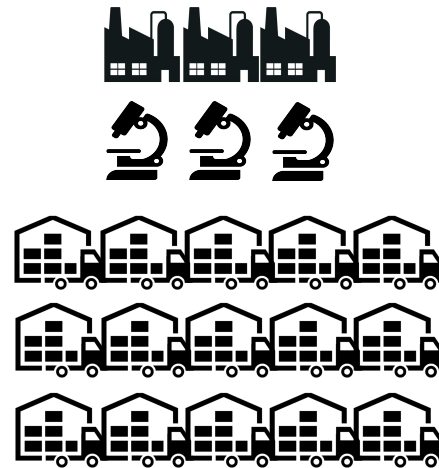


10 Years Road Map

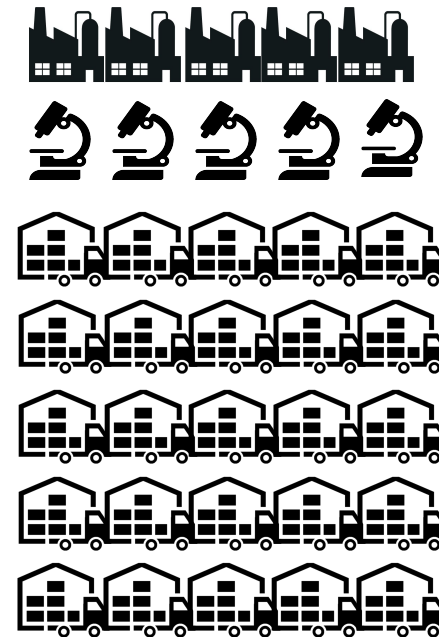
1st Year



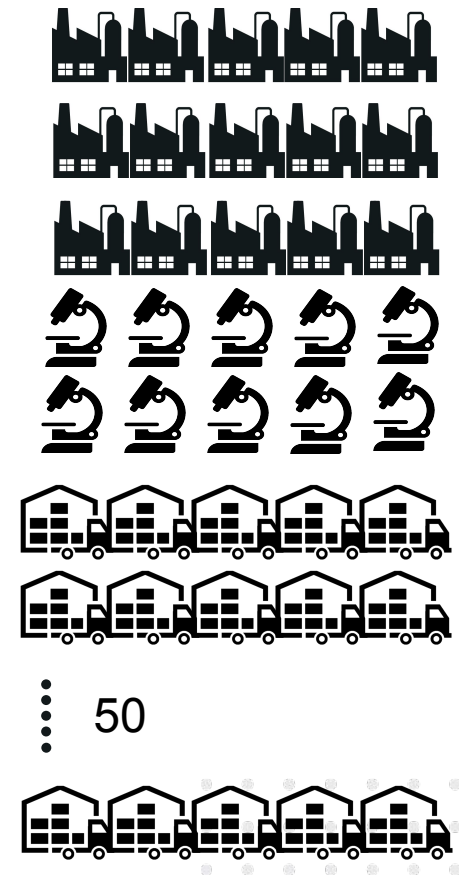
3rd Year



5th Year



10th Year





Jobs Created

400 New Jobs



UDairy

[Home](#)

[Products](#)

[Process](#)

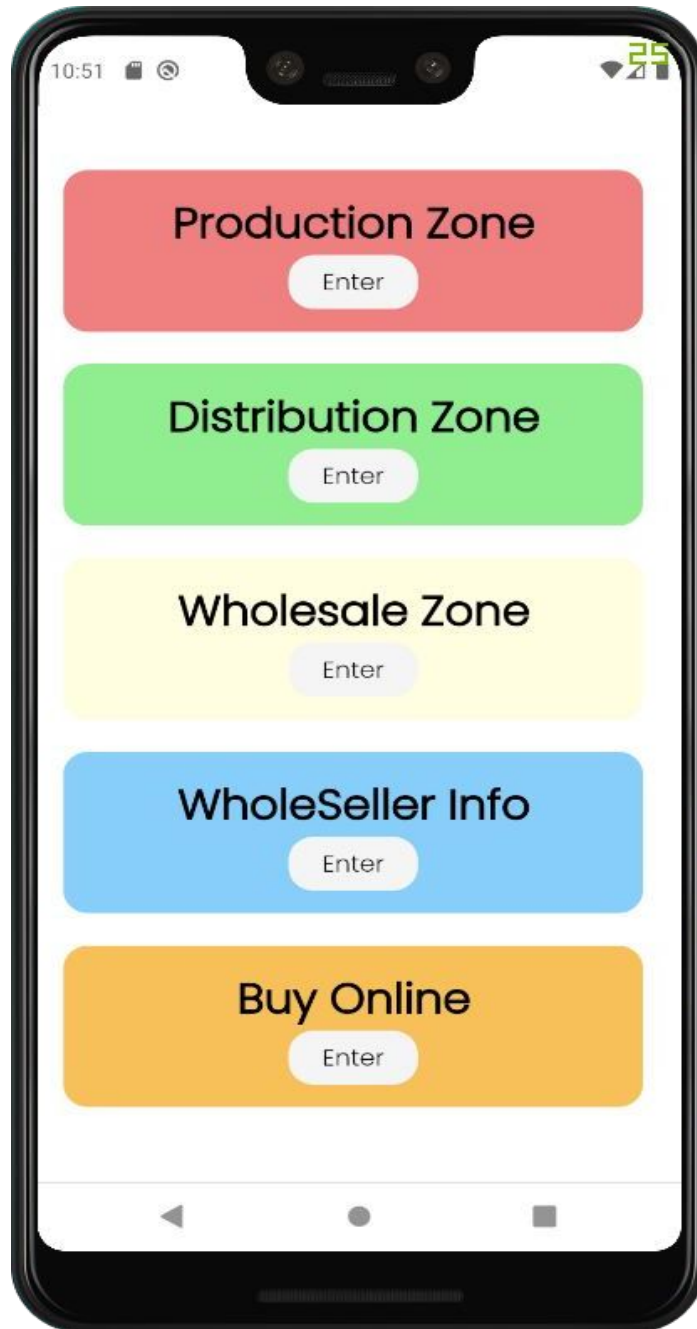
[About](#)

[Admin](#)

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

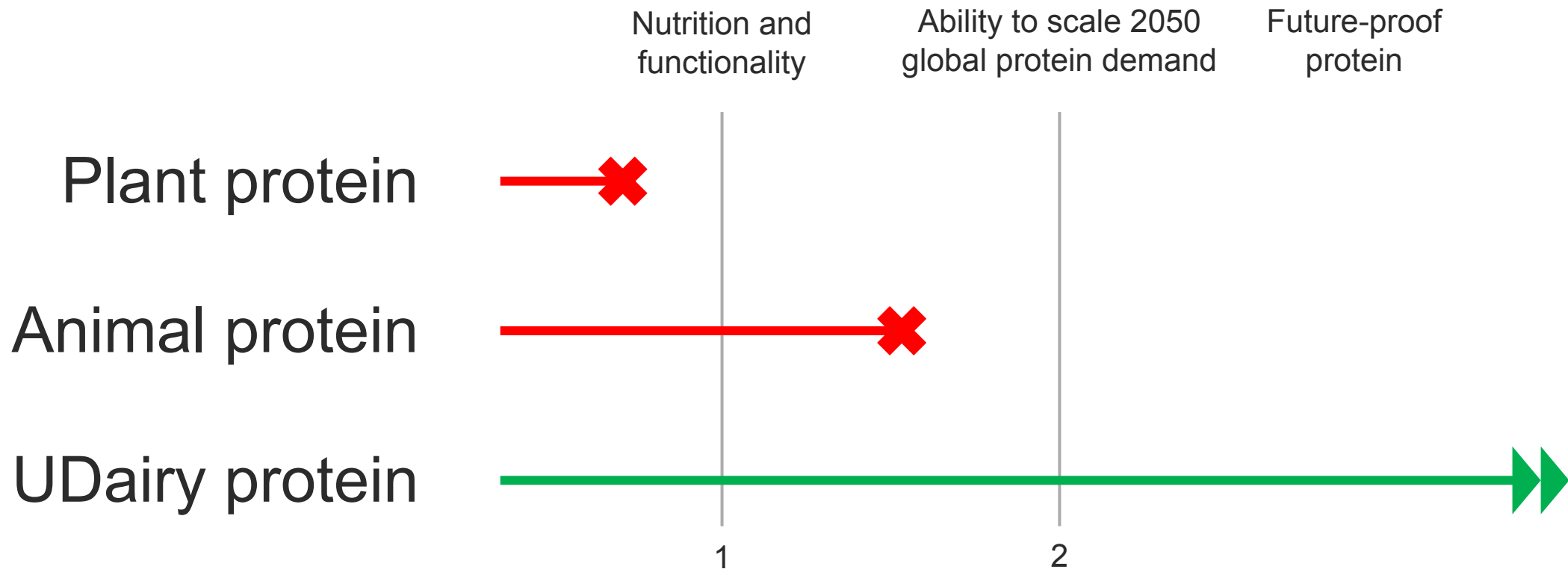


1%
of land



0%
of cows

Separating us from the pack.



Why Now?

THE FOOD INDUSTRY IS HUNGRY

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



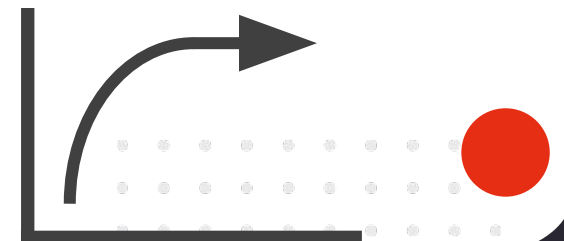
CONSUMERS ARE OPEN TO NEW IDEAS

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



**Jaidev 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







