

## EXECUTIVE SUMMARY

Remedy was born out of a desire to address a common challenge faced by a significant portion of the Indonesian population: the feeling of being unwell. During the pandemic, we all witness a clear shift of priorities towards wellness; across health, fitness, appearance, nutrition, sleep, and mindfulness. Being healthy is not just about an apple a day anymore - people are looking closely to monitor their intake and nutritional balance. In 2022, Global Google searches for “health” grew from 3.6 Billion in January 2022 to over 9 Billion in December and has already reached 15 Billion searches this month. “Gut health” also saw a 83% increase in searches. Healthy lifestyle is now the new trend. People are actively seeking for healthy alternatives & closely monitor their intake and nutritional balance. Our research identified that digestive problems, low immunity and energy, and flu/cough were the top concerns, often leading individuals towards solutions with potential side effects and high costs.

Remedy was created as a quick, palatable fix to ease common discomforts after it was seen how popular plant-based beverages, holistic wellbeing, traditional practices, and convenience were driving the growth of the healthy beverage industry in Indonesia. Through in-depth research with 200 participants, we found flu and cough, colds, headaches, fatigue, and metabolic issues to be the most prevalent concerns. This valuable data guided the development of our initial product line, including the Immune Boost Shot, Energy Boost Shot, and Digestive Boost Shot, with a PMS Shot planned for the next phase.

Our target audience is the "Healthy Lifestyle Explorer"—individuals seeking convenient and effective ways to support their well-being. This segment represents a particularly compelling target for several reasons. First of all, the majority of our survey respondents fall into this category, indicating a substantial market size and a ready pool of potential customers. These individuals are typically in a life stage where health becomes a priority, yet they are busy professionals who value convenience. They have demonstrated a willingness to spend more on health products, which aligns with our business's focus on offering premium, health-oriented beverages. Additionally, their openness to new experiences means they are likely to try innovative products, making them ideal early adopters who can offer valuable feedback and serve as brand advocates. Targeting this segment allows us to capitalize on a market with both a demonstrated interest in health and wellness and the financial means to pursue their interests, positioning our business for a sustainable and profitable engagement. The "AHA Moment" we strive to create is when customers experience a noticeable improvement in their overall feelings after consuming Remedy. Operating in a high-growth sector estimated to reach USD 13.394 billion with a CAGR of 4.78%, Remedy aims to empower Indonesians to #FeelBetterEveryday with our innovative and convenient functional beverage solutions. After several testing phases to find the most suitable business model for Remedy, we have found that the most sustainable model is through the

subscription model. By offering convenient, regularly scheduled deliveries of our health-enhancing shots, we provide our customers with consistent access to our products, fostering loyalty and long-term relationships. Additionally, the subscription approach allows us to better predict demand, optimize our supply chain, and maintain high product quality, all while supporting our mission to provide natural, effective health solutions that seamlessly integrate into busy lifestyles. We came through this model by listening to our customers who felt that it is more convenient for them to stock our beverages weekly compared to buying it daily in stores as they prefer to consume our products in the morning to start their day or before bed at night after a long day.

Remedy was established by three woman founders: Vania Christiawantho, Cindy Utami Sofian, and Harinnita Maya Detta, who are driven by the purpose to help more people live better without having to consume harmful medicines in a daily basis. As a nutritionist & ex-CMO of an edutech startup Vania aims to use her expertise both in nutrition & marketing to make a purpose-driven brand together with Cindy who is a Food Technologist at one of the biggest FMCG in Indonesia as the recipe developer and Nitta who was an experienced Project Manager in the banking industry as our CFO. It was truly an exciting journey to develop Remedy from scratch, pivoting and testing many of our business ideas to find Product Market Fit. From powdered drinks to Ready-to-drink shots, from natural sweeteners to researching alternative herbs like Cinnamon, and from retail to subscription model, we have made sure that our product was able to reach our target market and help the *'feel better everyday'* just like our tagline.

In 5 years, Remedy aims to be leading the market of healthy beverage shots with total revenue of 400M Rupiah. We have planned a realistic approach towards the growth of Remedy and expected to reach BEP in year 3 or equal to 160k sold. Remedy currently needs funding to support its growth initiatives over the next twelve months. While we are bootstrapping in the initial stages to validate our idea, we anticipate the need for external capital to accelerate our expansion plans. Based on our Use of Proceeds and projected expenses, we estimate that our business will require approximately \$100,000 (Rp 1,620,000,000) in funding from angel investors or a seed accelerator within the next 2 years. Securing this funding will enable us to execute our growth strategies effectively, including team expansion, customer acquisition, product development, and operational enhancements.

We believe Remedy can bring great impact through our innovative approach. This Executive Summary serves as a purpose to inform about the behind-the-scenes of Remedy and our future plans. We hope Remedy can blend seamlessly into people's lives and raise awareness on the importance of wellness for productivity and overall health