

## EXECUTIVE SUMMARY

The COVID-19 pandemic had a big impact on how society lives their lives. During this time, many people are starting to be more aware of healthy lifestyles. This is shown through the increase of interests in healthy physical activities and nutritious diet plans to support that. One of the most important nutrients to fulfill this healthy lifestyle is protein, therefore there are a lot of protein supplements in various forms to support the daily protein intake needed from real foods. These protein supplements that are available in the market give consumers alternatives to better suit their lifestyles, from dairy based protein supplements such as whey protein to vegan friendly options like pea or soy protein powder. There are trade-offs in each of these products, ranging from the amount of protein provided by the products, to other nutrients such as fiber, vitamins, and other amino acids.

Our business plan is trying to give other alternatives to these existing products, hence the creation of Acheta, a protein supplement with a nutritious and beneficial effect which came from our main ingredient. Acheta's solution to these issues is a protein supplement derived from crickets, which is both lactose-free and rich in essential macro and micronutrients, without the inclusion of unnecessary filler ingredients. Cricket-based protein is not only highly nutritious but also environmentally sustainable, requiring few resources to produce compared to conventional whey and plant based proteins. Acheta's protein supplements are designed to support muscle growth and recovery, enhance nutrition, and offer convenient and versatile options.

Acheta's target customers include individuals who lead active lifestyles and those who focus on weight management. Acheta provides value by transforming cricket protein into a practical, nutritious, and sustainable supplement, offering competitive price and high quality standards. Acheta's competitive advantage lies in its unique approach to ingredient sourcing. Unlike competitors who rely on imported cricket powder, Acheta will establish a company-owned cricket farm adhering to rigorous safety standards for human consumption. This vertical integration ensures a consistent supply of high-quality ingredients while reducing reliance on external suppliers.

To jumpstart this idea of business, the initial investment to cover the acquiring of assets and operational expenses required to cover year 0 and 1 are Rp 7.4 billion. The initial investment requested from this company is Rp 13 billion. With this kind of investment, the payback period is calculated to be achieved within 7.1 years , with NPV reaching Rp 24.6 billion in year 10 and IRR 24.05% in most likely scenarios. From calculations above, it can be said that the Acheta business plan is a good business to invest in and a very feasible plan to execute.