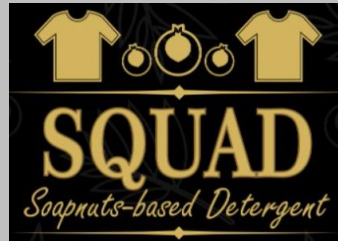


Eco-friendly Detergent

SQUAD

Soap-Nuts based Detergent



SQUAD TEAM

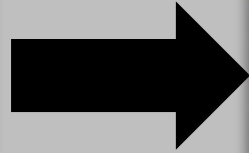
Problem



Polluted
Water



Problem



Detergent wash water contributes to Water Pollution

Problem



**SLS skin
allergy**





Reduce Water Pollution
From Detergent Wash Water



Empower
Our community

Sustainable Business Targets





Our Solution

SQUAD

Soapnuts-Based Detergent

Product overview

Material

Natural Based
Ingredients



Powerful

Lift stains on your
laundry

Foamy

Easy to rinse



Hypo- allergenic

Safe for sensitive
skin

Eco-Friendly

The wash water is
biodegradable

Cost

Affordable

MVP Design

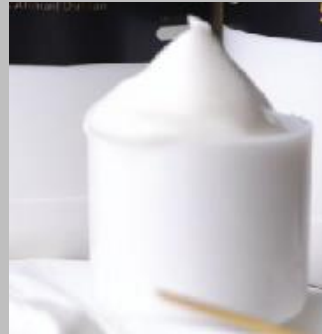
Core values	MVP features
Eco-friendly detergent	Biodegradable detergent
Natural resources	Made from soap-nuts and plant-based surfactants
Hypoallergenic	Neutral pH
Reverse packaging	Mechanism for reverse packaging
MVP sketch	

MVP – 1 (based on Laboratory test)

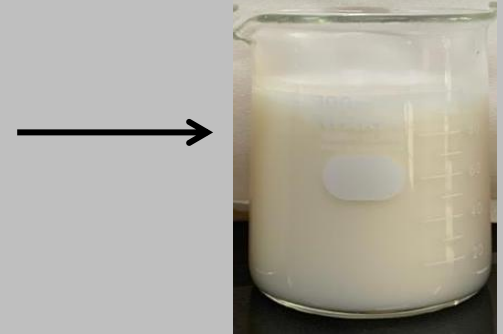


There are **eight different formulas experimented** to meet the environmental standards with minimum production cost by using Design of Experiment method

MVP – 2 (based on customer experience)



Detergent clumps in cold temperatures ($< 20^{\circ}\text{C}$)



The detergent no longer clumps at cold temperatures and meets the standards

Business model

PURPOSE

To reduce the environmental impacts of laundry waste caused by conventional detergents that still contain hazardous substances

To empower the community (waste banks in Yogyakarta, Indonesia) through eco-friendly detergent production training

IMPACT

Environmental impact: Minimizing water pollution

Social impact: Increasing environmental awareness of the community, as well as improving their skills and welfare

PROBLEM

Customers face difficulty to find eco-friendly detergents

Customers feel irritated after using conventional detergent

EXISTING ALTERNATIVES

Original soapnuts extract (not packaged in detergent form and cannot be stored at room temperature)

SOLUTION

To provide an eco-friendly detergent based on soapnuts (*Sapindus Rarak de Candole*) and to collaborate with the community

KEY METRICS

- Number of sale
- Satisfaction reviews and rating
- Re-order rate
- Community skills and welfare improvement

UNIQUE VALUE PRO...

An eco-friendly detergent that has less environmental impacts compared to conventional detergents.

Due to the natural ingredients, our product is hypoallergenic, easy to rinse, and suitable for any kinds of clothes, especially batik.

UNFAIR ADVANTAGE

- Easy supply of soapnuts
- Facilities to research, formulate, and test detergent composition
- Expert team member

CHANNELS

Online: Instagram, Facebook, marketplace, WhatsApp

Offline: Bazaar, exhibition

CUSTOMER SEGME...

- Household
- Person with skin problem
- Laundry business
- Batik user

EARLY ADOPTERS

Anyone who wants to switch to using eco-friendly detergent and implement sustainable life style

COST STRUCTURE

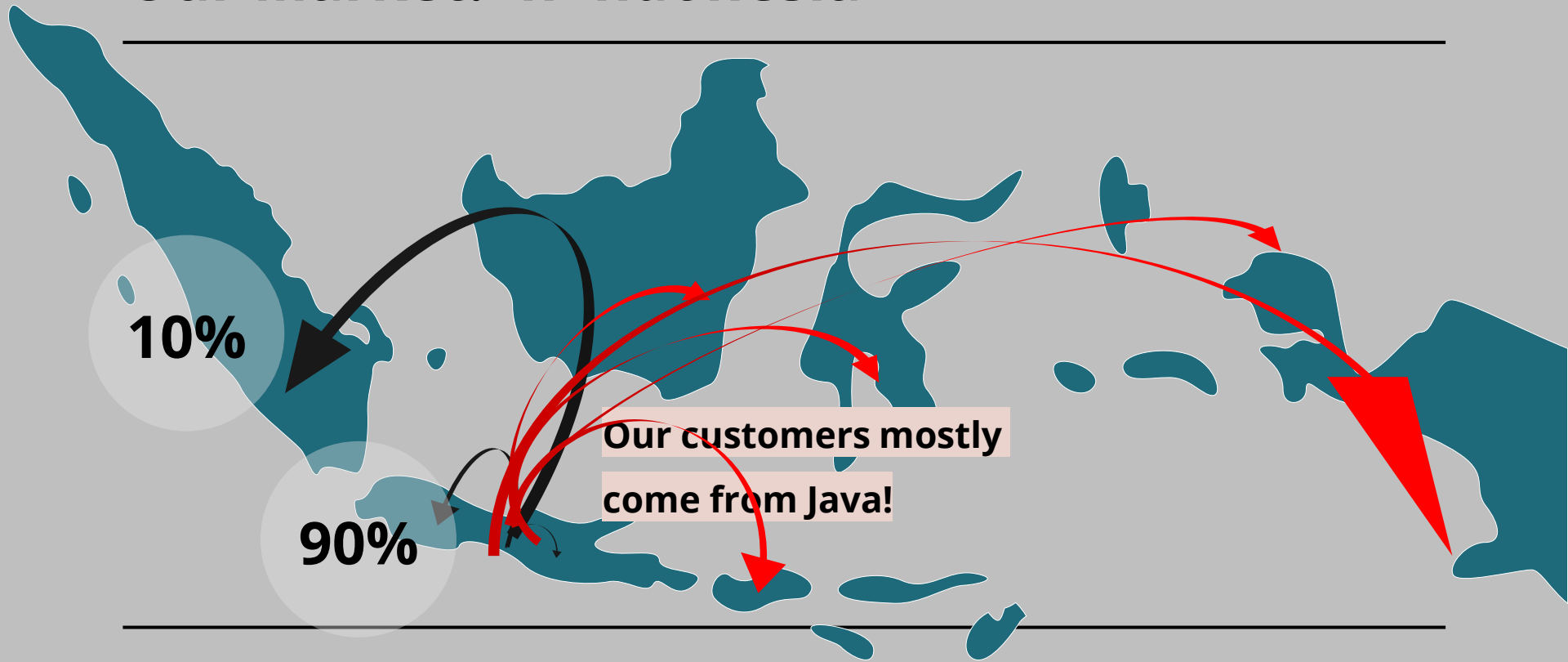
Fixed cost: investment cost, space rental cost, maintenance cost, marketing cost

Variable cost: material cost, employer salary

REVENUE STREAMS

Product sale

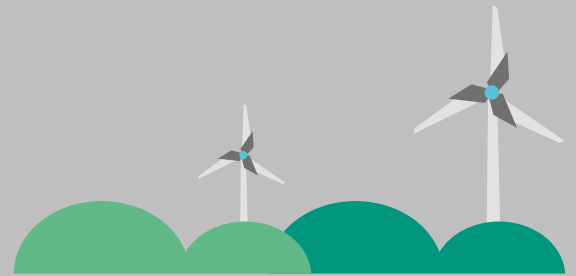
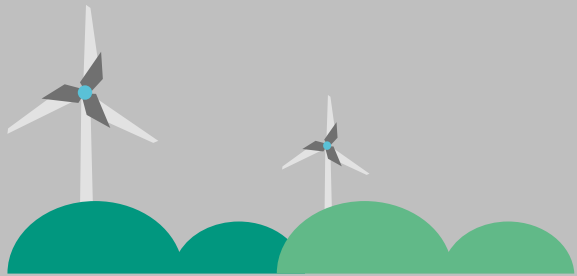
Our Market: In Indonesia





10,000 PRODUCT SALES IN 5 YEARS

Target Market



Market Expansion



ASEAN AND AUSTRALIA 80%

ASIA 10%

EROPA 5%

NORTH AMERICA 5%

Them vs. Us



Conventional Detergent

- Waste water cause water pollution
- Cause irritation



Us – SQUAD Detergent

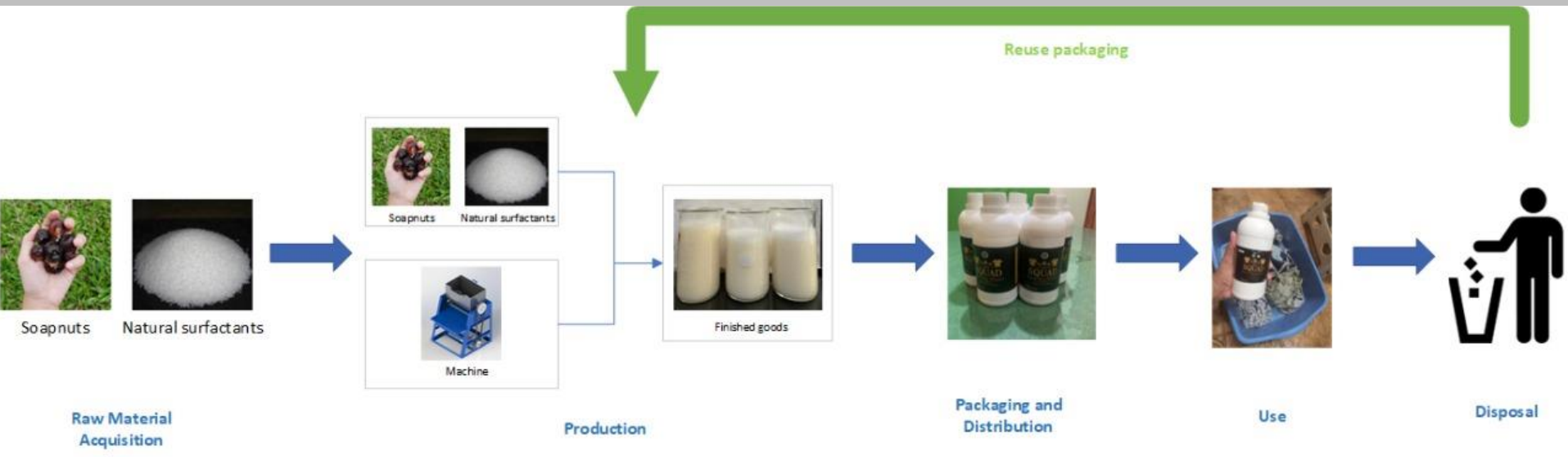
- Bio-degradable
- Hypo-allergenic
 - Ready to use
- 6 month shelf storing time



Direct Soap-nut

- Need processing each laundry time
 - Short storing time: 2 days
-

Impact: Life Cycle Thinking



Type of waste

Organic Waste **1/5**

Plastic packaging **3/5**

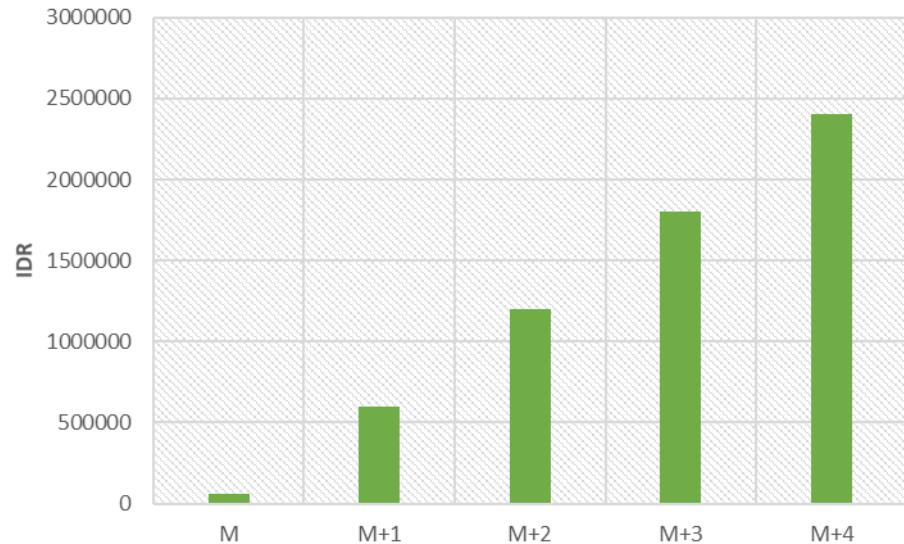
Our treatment

Organic Waste → **Fertilizer**

Plastic packaging → **Reverse packaging**

Sustainable Impact

Environmental Impact
Reduced environmental cost compared to existing solutions
Value of newly created impact



Impact: Social



We teamed up with Waste Bank in Jogjakarta to help us as production team so they have more income and increase their welfare



SQUAD team

Hayati Asih, Ph.D.

Director of SQUAD

Experts in simulation, optimization, and sustainable manufacturing system

Tatbita Suhariyanto, M.Sc.

Marketing Manager

Experts in business model and entrepreneurship, cost analysis, engineering economics, and LCA

Rachma Evitasari, M.Eng.

Production Manager

Experts in natural resources extraction, processing, and biorefinery



Use of Fund

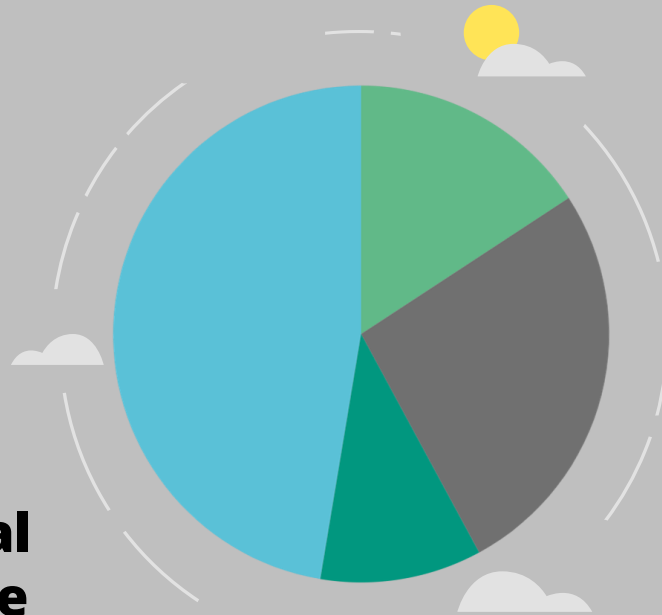
25%

**Investment for
production
machine**

20%

**Marketing and
advertising**

20% **Operational
and reserve**



20%

**Education to
targeted
customers**

15%

**Research and
development**

Our plans



 **IDR**
20.000

 **IDR**
18.000

 **\$1.5**

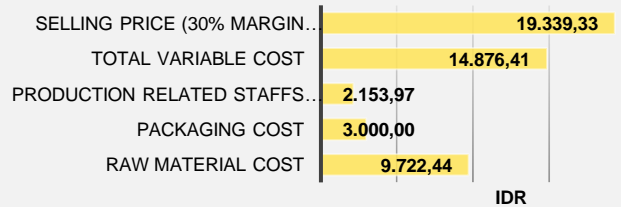
 **\$1.3**

Retail Price

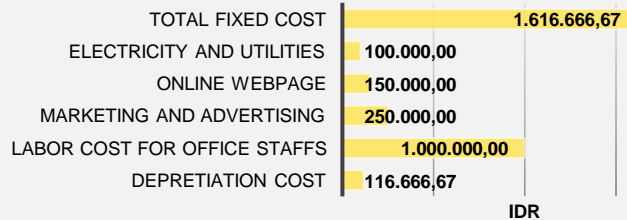
Wholesaler

Profit model

Variable Cost (COGS)

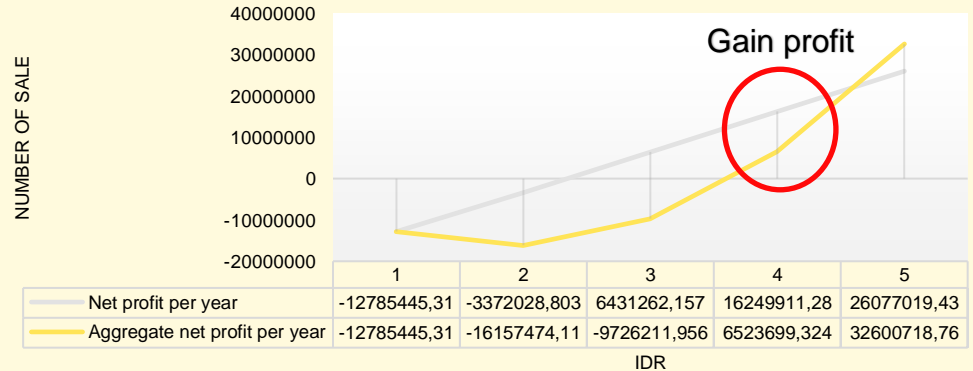


Fixed Cost (SG&A)

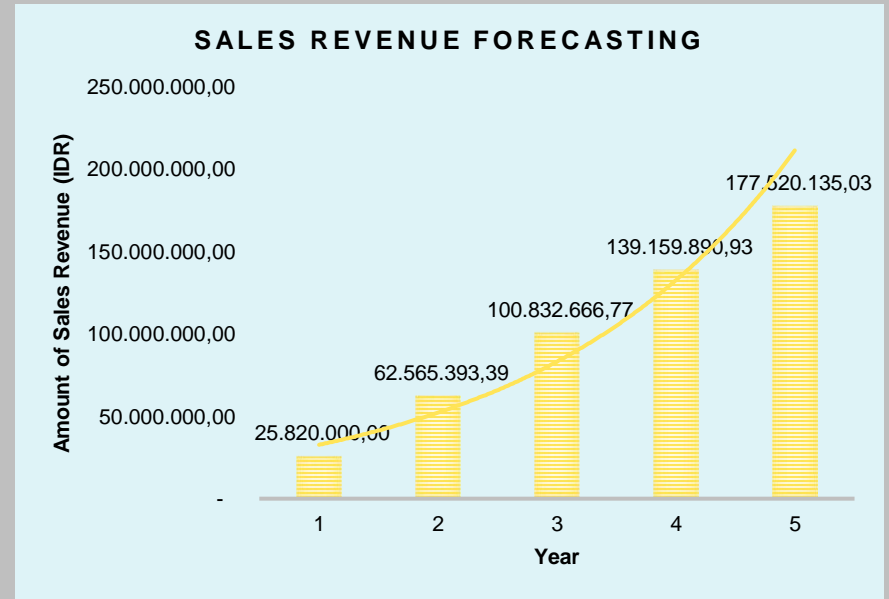
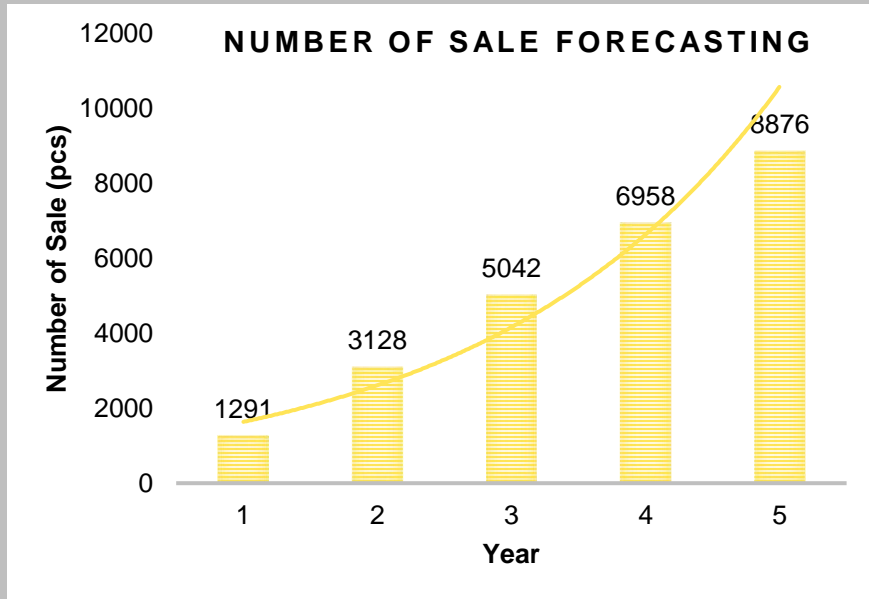


Selling price per unit: 20.000 IDR

Net Profit (Operating Profit) per Year Forecasting



Predicted growth



Business Brief

SQUAD

(Select One)

Project Team | *Early Startup (3 years)* | *Startup (5 years)*

3-4 Keywords

Eco-friendly detergent

Soapnuts

Community empowerment

Plant-based ingredients

Date: July 20th 2022

Introduction of Company (Business)

Our company focuses to create innovative products that have minimum environmental impacts. We do in-depth research, formulate, and test the products to ensure the quality and the environmental standards for eco-friendly products. Moreover, we attempt to empower the community (waste banks in Yogyakarta, Indonesia) through training and education, thus they have more awareness to the environment.

Introduction of Product / Service

*Up to now, we have already launched an eco-friendly detergent that has less environmental impacts compared to conventional detergents. This detergent is made from soapnuts (*Sapindus rarak de candole*) and other plant-based ingredients. Due to the natural ingredients, our product is hypoallergenic, easy to rinse, and suitable for any kinds of clothes, especially batik. We hope our product can be a better alternative than conventional detergents. So far, our product is well-received by the market and fulfills customer's satisfaction.*

Target Market: *B2B: Laundry business; B2C: Household, person with sensitive skin problem, batik user, person who wants to implement sustainable living.*

Company Logo



Product / Service Photo



Environmental Impact

- *Reduces water pollution caused by laundry waste which contains hazardous ingredients, such as phosphates and surfactants (SLS)*
- *Due to its natural ingredients, this detergent is biodegradable (capable of being broken down)*

Social Impact

- *Builds a community that cares about the environment and promotes the use of eco-friendly products*
- *Improves the skills, knowledge, and welfare of the communities*

Target SDG



**We look
forward to
collaborate
with you!**



Thanks!

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