

# squad

*by* herdi leuveano

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**Submission date:** 20-Oct-2023 04:53PM (UTC+0700)

**Submission ID:** 2201691841

**File name:** Pitch\_deck\_SQUAD.pdf (1.94M)

**Word count:** 683

**Character count:** 3460

Eco-friendly Detergent

# SQUAD

Soap-Nuts based Detergent



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**SQUAD TEAM**

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# Problem

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**Polluted**  
Water



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# Problem

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**Detergent wash water contributes to Water Pollution**

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# Problem

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**SLS skin  
allergy**





**Reduce Water Pollution**  
From Detergent Wash Water

**Empower**  
Our community



# Sustainable Business Targets





**Our Solution**

**SQUAD**

**Soapnuts-Based Detergent**

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# Product overview

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## 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

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# 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

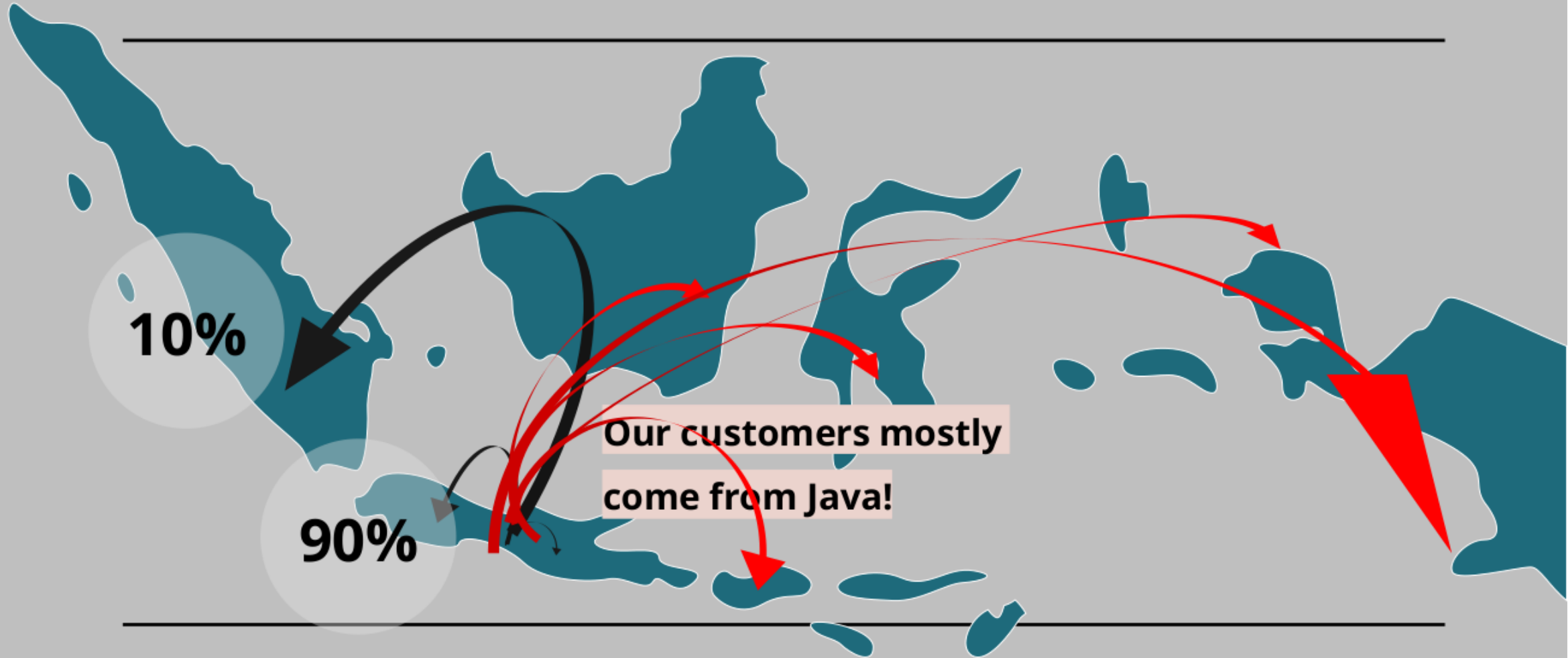
# Business model

<b>PURPOSE</b> 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		<b>IMPACT</b> <b>Environmental impact:</b> Minimizing water pollution  <b>Social impact:</b> Increasing environmental awareness of the community, as well as improving their skills and welfare	
<b>PROBLEM</b> Customers face difficulty to find eco-friendly detergents  Customers feel irritated after using conventional detergent  <small>EXISTING ALTERNATIVES</small>  Original soapnuts extract (not packaged in detergent form and cannot be stored at room temperature)	<b>SOLUTION</b> To provide an eco-friendly detergent based on soapnuts ( <i>Sapindus Rarak de Candole</i> ) and to collaborate with the community  <b>KEY METRICS</b> <ul style="list-style-type: none"> <li>• Number of sale</li> <li>• Satisfaction reviews and rating</li> <li>• Re-order rate</li> <li>• Community skills and welfare improvement</li> </ul>	<b>UNIQUE VALUE PRO...</b> 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.	<b>UNFAIR ADVANTAGE</b> <ul style="list-style-type: none"> <li>• Easy supply of soapnuts</li> <li>• Facilities to research, formulate, and test detergent composition</li> <li>• Expert team member</li> </ul> <b>CHANNELS</b> <b>Online:</b> Instagram, Facebook, marketplace, WhatsApp  <b>Offline:</b> Bazaar, exhibition
		<b>CUSTOMER SEGME...</b> <ul style="list-style-type: none"> <li>• Household</li> <li>• Person with skin problem</li> <li>• Laundry business</li> <li>• Batik user</li> </ul> <small>EARLY ADOPTERS</small> Anyone who wants to switch to using eco-friendly detergent and implement sustainable life style	
<b>COST STRUCTURE</b> <b>Fixed cost:</b> investment cost, space rental cost, maintenance cost, marketing cost  <b>Variable cost:</b> material cost, employer salary		<b>REVENUE STREAMS</b> Product sale	

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# Our Market: In Indonesia

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# 10,000 PRODUCT SALES IN 5 YEARS

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Target Market



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# Market Expansion

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**ASEAN AND AUSTRALIA 80%**

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**ASIA 10%**

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**EROPA 5%**

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**NORTH AMERICA 5%**

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# Them vs. Us

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## Conventional Detergent

- Waste water cause water pollution
- Cause irritation



## Us - SQUAD Detergent

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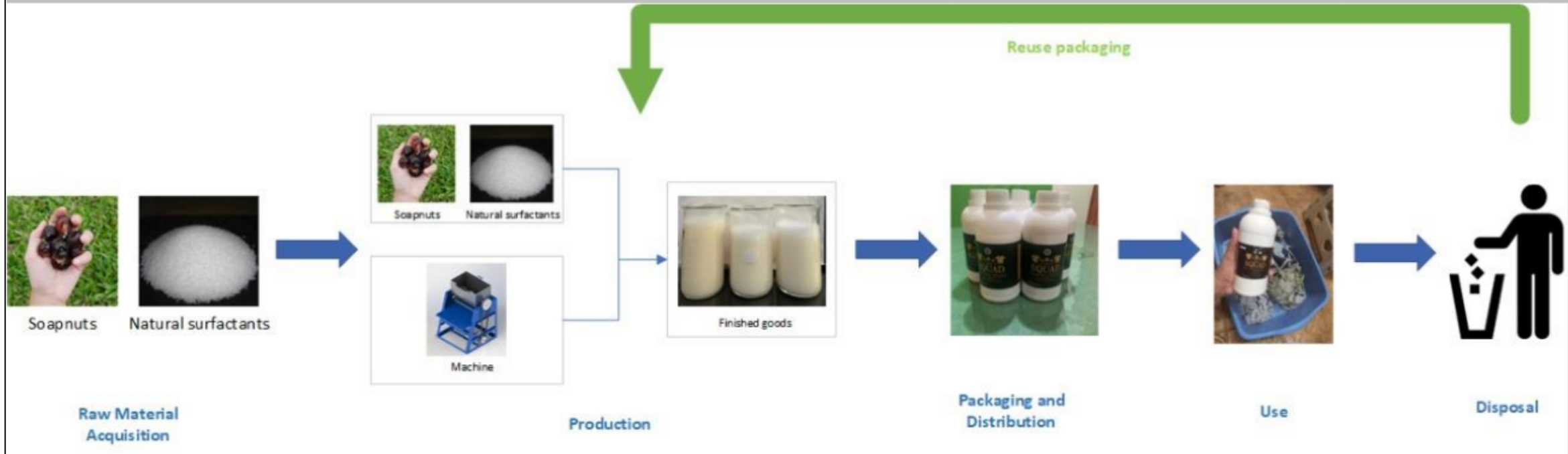
- Bio-degradable
- Hypo-allergenic
  - Ready to use
- 6 month shelf storing time



## 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**

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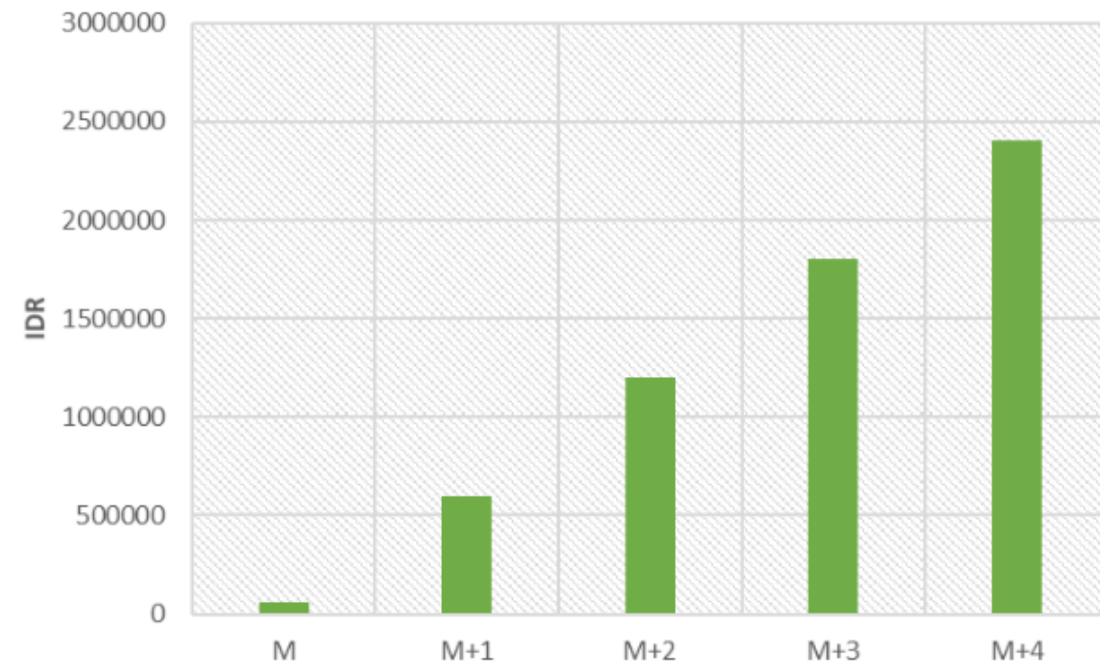
# Sustainable Impact

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## Environmental Impact

Reduced environmental cost  
compared to existing solutions

Value of newly created impact





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# Impact: Social

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



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# SQUAD team

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## **Hayati Asih, Ph.D.**

Director of SQUAD

*Experts in simulation, optimization, and sustainable manufacturing system*

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## **Tatbita Suhariyanto, M.Sc.**

Marketing Manager

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

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## **Rachma Evitasari, M.Eng.**

Production Manager

*Experts in natural resources extraction, processing, and biorefinery*

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# Use of Fund

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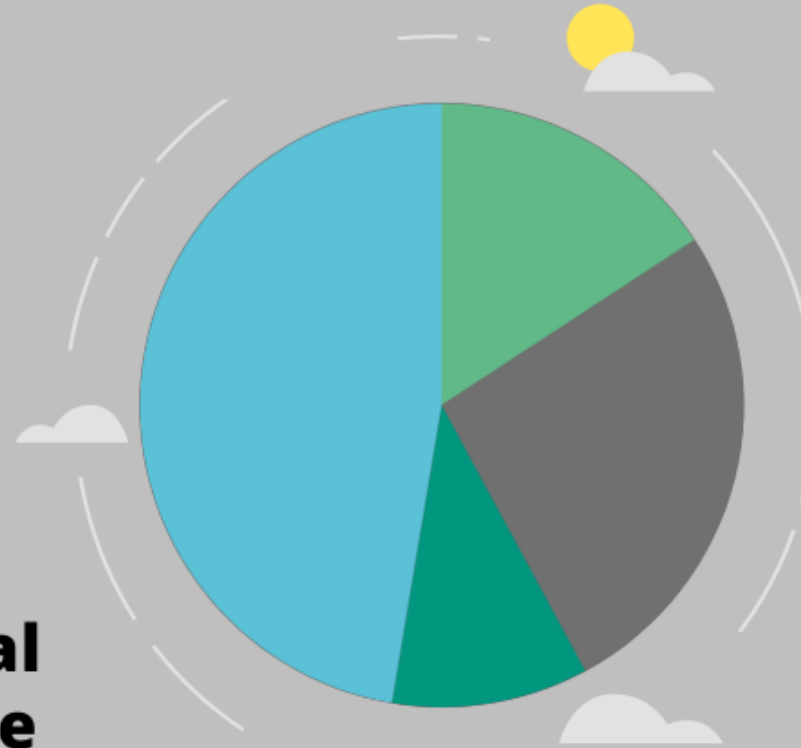
**25%**

**Investment for  
production  
machine**

**20%**

**Marketing and  
advertising**

**20% Operational  
and reserve**



**20%**

**Education to  
targeted  
customers**

**15%**

**Research and  
development**

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# Our plans

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 **IDR**  
**20.000**

 **\$1.5**

**Retail Price**

 **IDR**  
**18.000**

 **\$1.3**

**Wholesaler**

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# Profit model

## Variable Cost (COGS)

SELLING PRICE (30% MARGIN..	19.339,33
TOTAL VARIABLE COST	14.876,41
PRODUCTION RELATED STAFFS..	2.153,97
PACKAGING COST	3.000,00
RAW MATERIAL COST	9.722,44

IDR

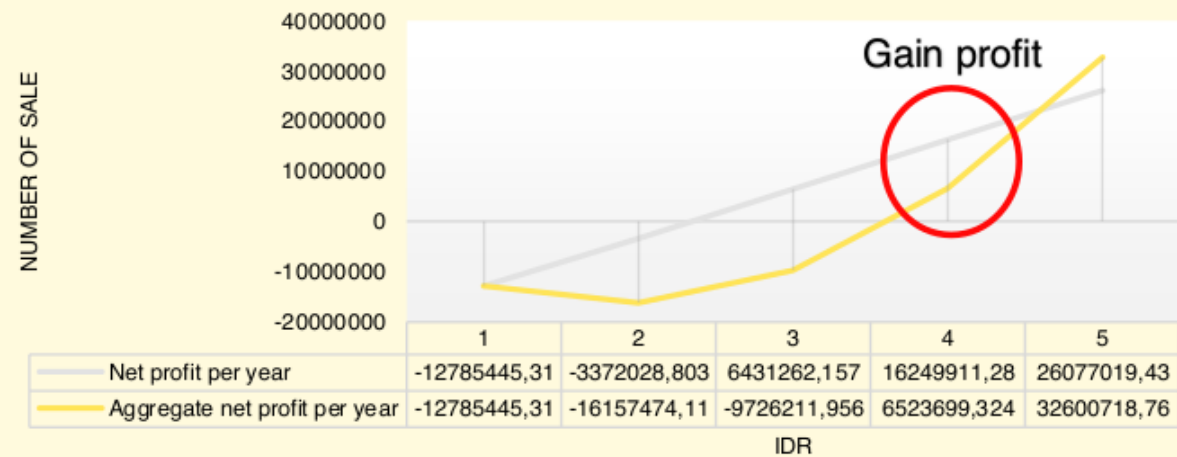
## Fixed Cost (SG&A)

TOTAL FIXED COST	1.616.666,67
ELECTRICITY AND UTILITIES	100.000,00
ONLINE WEBPAGE	150.000,00
MARKETING AND ADVERTISING	250.000,00
LABOR COST FOR OFFICE STAFFS	1.000.000,00
DEPRETIATION COST	116.666,67

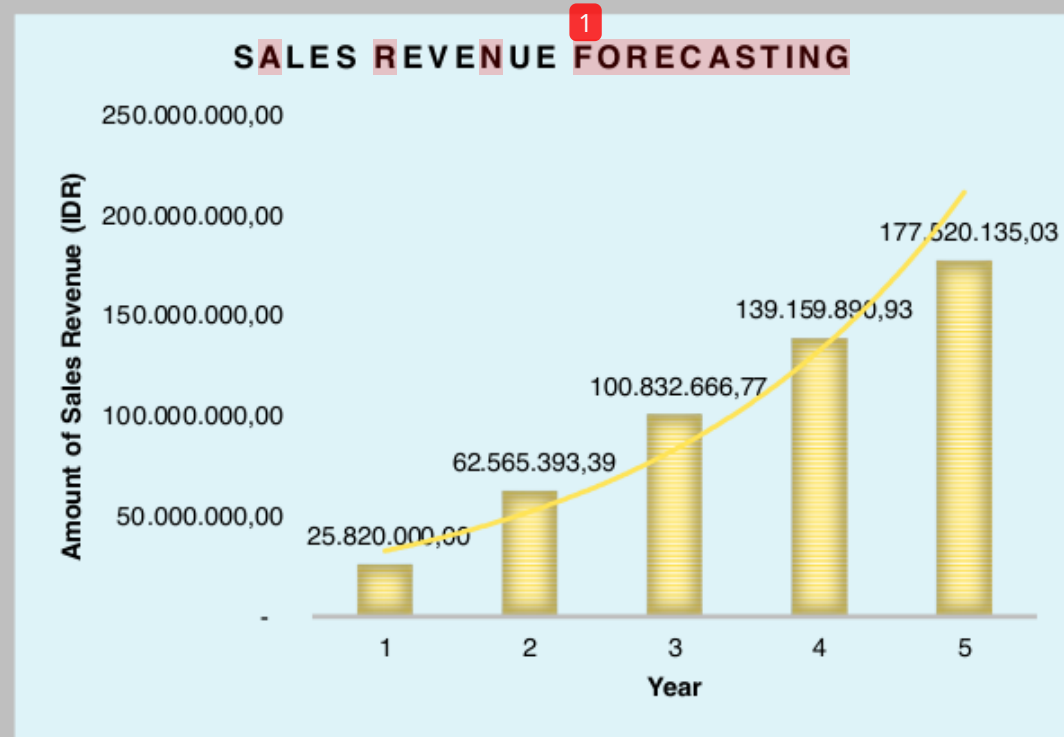
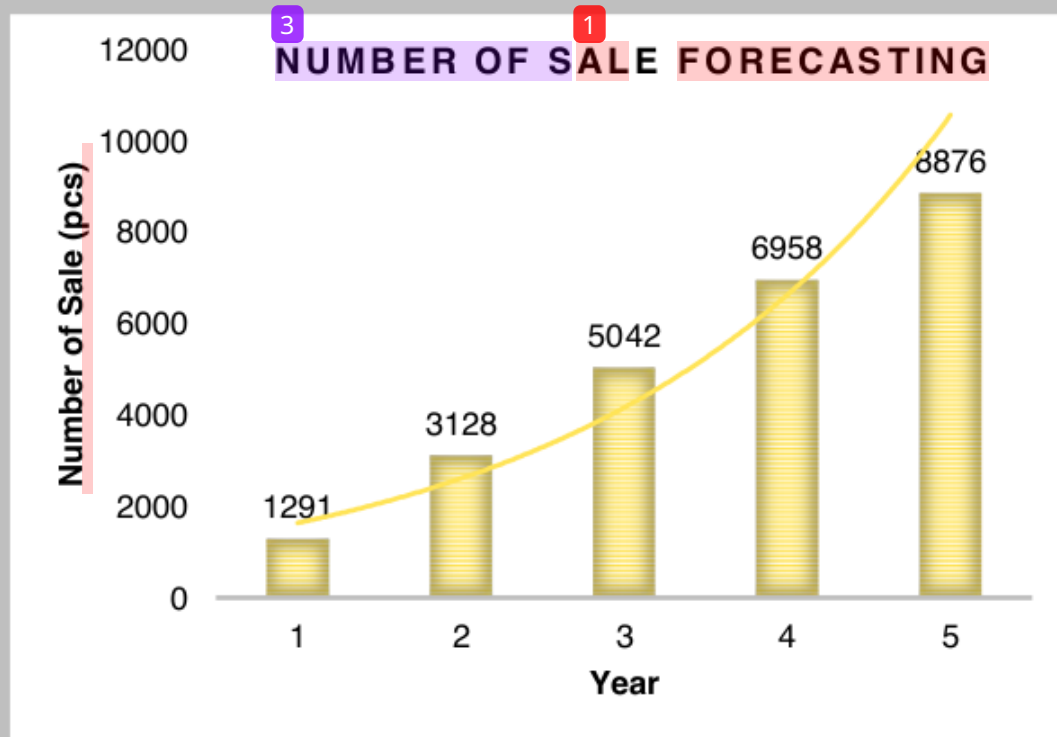
IDR

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 20<sup>th</sup> 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



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

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# Thanks!

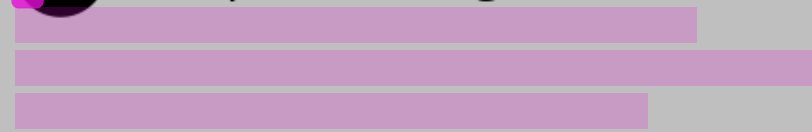
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@squad.detergent



# squad

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