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PROJECT №1600
SUPERFOOD PRODUCTION IN THE UAE

REQUIRED AMOUNT OF INVESTMENTS:
$1 205 500

ANNUAL NET PROFIT:
$728 000

RETURN ON INVESTMENT CAPITAL:
42%

FOUNDER'S INVESTMENT:
$150 000

Our social networks

Location: UAE
Description: More and more people are thinking about their health and what to eat in order to maintain a Healthy Lifestyle. Founder's products are aimed specifically at this target audience. This is a unique project with great demand all over the world. The sunflower lecithin market in the Middle East is still relatively untapped, which provides ample opportunities to quickly increase its share in this market segment. Due to its natural, non-GMO and non-allergen properties, sunflower lecithin, while low in cost, can fetch a premium price in the European market. Also, lecithin can be easily certified as halal and kosher, making it suitable for the large Muslim and Jewish populations in the MENA region.

The superfood line consists of the following:

1. **Buckwheat tea** is a traditional drink in many parts of Asia made from roasted buckwheat.
2. **Sunflower lecithin** is a food additive obtained from sunflower seeds.
3. **Hemp protein** is a dietary supplement obtained from the seeds of Cannabis sativa.
4. **Pumpkin protein** is a dietary supplement obtained from pumpkin seeds.
5. **Deactivated yeast** is a dietary supplement obtained by heating yeast.

These products have a wide range of applications, which affects the investment attractiveness of the business as a whole. Average annual growth rate of 8.6% until 2028, market volume **$164 billion** in 2022.

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A detailed marketing and operational plan has been developed, potential export destinations have been thought through, and a production area has been found. The right to use the Founder brand, well-known in Russia, founded in 2021, is transferred to the new company created with the investor. This right is valued at **$150,000.**

Required amount of investments: $1 205 500

NAME	AMOUNT, $
Ventilation, heating, air conditioning	200 000
Powder mixer	30 000
Packing equipment	150 000
Equipment for quality control and labeling	70 000
Logistics	85 500
Insurance	30 000
Rent	200 000
License	20 000
Hiring and training employees	300 000
Purchase of raw materials	120 000
Total	**1 205 500**

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Income data for a year:

NAME	AMOUNT, $
Revenue from product sales	878 000
Total	**878 000**

Expenses data for a year:

NAME	AMOUNT, $
Purchase of raw materials	150 000
Total	**150 000**

- Annual profit: **$878 000**
- Annual expenses: **$150 000**
- Annual net profit: $878 000 – $150 000 = **$728 000**
- Return on investment capital:

$$\textbf{ROI} = \frac{\text{Net profit}}{\text{Investment amount}} \times \text{Investor's share} \times 100\% = \textbf{42\%}$$

DISTRIBUTION OF SHARES:

Investor - **70%** and Founder - **30%** – until the full return on investment.

Investor - **50%** and Founder - **50%** – after the full return on investment.

Presentation - **https://disk.yandex.ru/i/mbn9SO3uH_4SRw**

Interview with the founder - **https://youtu.be/gEB-qXbfWFw**