



Market Maestros: BubblePop Business Plan

Background

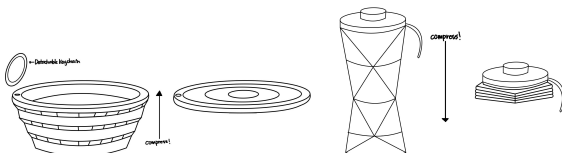
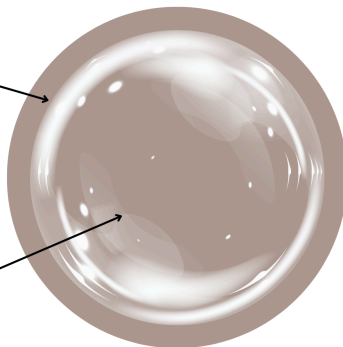
Indonesia's high consumption of single-use plastics is due to various factors, including population density, rapid urbanization, and inadequate waste management infrastructure. According to data from the Ministry of Environment and Forestry of the Republic of Indonesia in 2022, Indonesia generates approximately 6.8 million tons of single-use plastic waste annually. This significant amount of plastic waste not only harms the environment but also poses health risks due to the presence of various chemicals, including endocrine disruptors. These chemicals can lead to hormone imbalances and increase the risk of cancer.

Based on data from the World Food Programme, nearly 23 million Indonesians, equivalent to 8.2% of the population, struggle to meet their dietary needs due to limited food access. Additionally, Indonesia has approximately 55 million office workers and 50 million students, according to Data Indonesia.

Description of Product

BubblePop's product, edible film, is created of polysaccharides, proteins, lipids and biopolymers based off seaweed! This means that our product is biodegradable and completely environmentally friendly!

Any form of liquids can be placed in this edible film ranging from water, sweet beverages like Pocari or thick soups like cream soups!



BubblePop's tasteless, edible films created from polysaccharides, proteins, and lipids are biopolymers, used to form coatings as packaging for liquid food options, which specialized vending machines will either keep warm or cool. As they

are found in seaweed, it is edible and non-hazardous for consumers' health. Moreover, BubblePop's film is biodegradable so it does not create additional waste, therefore making BubblePop's film environmentally friendly.

One serving of BubblePop's product, be it beverage or soup, will require 400ml of beverage/soup, 1.7g of sodium alginate (polysaccharide) and 8.45g of calcium lactate. The single serving will be mixed. The beverage/soup and sodium alginate will be placed in a small bowl. It will be mixed by a mechanical mixer for 15 minutes until it's even before being moved to a large bowl where 1600ml of beverage/soup and the calcium lactate will be slowly mixed in by stirring gently. When the balls form, they must be stirred without touching one another for the next 3 minutes. Once fully formed, the balls can be transported into a water bath to chill before being packaged and sent away to nearby vending machines.

As an anti-single-use plastic initiative, BubblePop vending machines advertise reusable compressible bottles and plates as products and provide discounts to customers who bring containers of their own. Both products are made of silicon and compress similarly to the schemas given.

Business Operations

Within the first year, BubblePop will collaborate with the government to identify the sectors producing the most single-use plastic waste. Following this, product development will commence. Bubble Pop will utilize this time to manufacture all necessary components, including importing vending machines from companies such as Fuji Electric Ltd., Royal Vendors Inc., and Westomatic Vending Services Ltd., and begin the construction of the vending machines.

The bubbles will be manufactured in our factories, sourcing materials from external suppliers. The inside of these bubbles will be loaded with products sourced from food or beverage companies willing to sponsor us. These companies will be charged a subscription fee and additional costs as we are promoting their products while also selling them. This revenue will help fund the materials to buy and make more vending machines.

In the second year, Bubble Pop will collaborate with offices to install our vending machines, targeting major cities such as Jakarta, Surabaya, and Bandung. Subsequently, we aim to expand our presence in schools to cater to students if there is demand for our product. Additionally, we plan to extend into public places by installing vending machines in malls and airports.

Target Marketing

BubblePop's demographic is customers in office buildings, schools and airports ages 8 and above. Therefore, target audiences are restricted by geographical location and age. By working together with investors, BubblePop is a long-term solution to reduce single-use plastic waste and malnutrition in the aforementioned areas. From the research we have done about plastic waste, our company has concluded that targeting offices can be extremely beneficial. It is calculated that BubblePop's accessible market contains 175 million customers, accounting for office workers, students and airport traffic. However, our serviceable addressable market shrinks to 162 million, and the total addressable market shrinks to a total of 12.92 million.

A promotion strategy BubblePop heavily relies on is media exposure, online ad campaigns and the marketability and reputation of sponsors who already have developed target audiences, making our products increasingly appealing to a broader demographic otherwise unreachable by BubblePop alone. With exposure and increased revenue, BubblePop will station in countries with similar issues, growing BubblePop into a transnational business.

Promotion and Marketing Strategies

To obtain funds for our business, we would explore various methods, including donations offered by government agencies, foundations, or nonprofit organizations that support environmental conservation, single-use plastic waste reduction, or sustainable business practices. Prepare grant proposals outlining your business model, goals, and potential impact to secure funding.

We can also seek out angel investors or venture capital firms that specialize in sustainable or impact-driven startups. By forming partnerships with food and beverage companies, retailers, or other businesses, BubblePop can expand its product offerings in vending machines. These collaborations provide financial support, resources, and market expansion opportunities.

We'll seek partners whose products resonate with our audience, creating mutually beneficial relationships. Through effective collaboration and sponsorships, we can enhance our brand's visibility and growth, while providing partners with valuable exposure and distribution channels.

Utilizing social media, we can conduct fundraising campaigns while simultaneously educating the population about the benefits of our innovative product and reasons to support us. This approach not only raises funds but also builds awareness and engages our target audience effectively.

Competitive Advantage

BubblePop presents several advantages over its competitors. Firstly, it addresses single-use plastic waste in large areas like offices, providing a sustainable and affordable solution. Secondly, BubblePop is a unique product, giving us a competitive edge with fewer competitors. Being the first in the market positions us advantageously for future competition. Additionally, BubblePop requires minimal infrastructure compared to restaurants, eliminating the need for renting space and hiring staff. If a vending machine doesn't perform well, it can be easily relocated, mitigating risk and promoting sustainability compared to traditional restaurant closures.

Financial Plan [\(click here\)](#)

Details	Year 1		Year 2		Year 3	
	Revenue	Expenses	Revenue	Expenses	Revenue	Expenses
General						
Office - Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office Maintenance Tools	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Uniform	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Electric, Water and Sewer Taxes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Heat Insurance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Telephone	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Food Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Manufacturing Cost (Bottle)						
Global Agency	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Global Office	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Year Manufacturing Cost (Bottle)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Manufacturing Cost (Bottle & Bottle)						
Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Global	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Year Manufacturing Cost (Bottle & Bottle)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Year Manufacturing Cost						
Year Revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Operating Profit						
Owner's Salary	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Interest	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Owner's Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Profit						
Product Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Year's Profit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Year Profit						
Year Profit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Conclusion

BubblePop is an accessible and cheap modern solution against single-use plastics and malnutrition. Through a biodegradable chemical mixture of polysaccharides, proteins, and lipids, millions of empty stomachs can be fed with minimized emissions, nil plastic and nil waste. Together, BubblePop will revolutionize the packaging industry, moving away from damaging products to healthy, environmentally friendly initiatives.