

LIL' GRN BREWERY



PRESENTS
BOBU BEER



Executive (Drunken) Summary

In the spirit of unity, tradition, and a ton of drunken moments, we propose the creation of a limited edition BOBU Beer, a hoppy beverage that symbolizes the fruits of our & Bobu's labor and the camaraderie within our the garden. This beer will not only serve as a refreshing companion after a long day's work on the bean farm but also as a token of our shared story and aspirations.

This proposal outlines the launch of a Bobu inspired beer, produced by LIL GRN BREWERY. The goal is to leverage the Bobu brand and develop a range of beers that will resonate with consumers and bring exposure to Bobu's IP.



*BOBU BEER: THE ESSENCE OF TRADITION
& TOGETHERNESS*



BOBU's Rice Lager will be a Bobu-inspired lager beer, featuring essence of the garden and Bobu on the bottles, packaging and promotional materials, along with any associated AZUKI/BOBU IP.

Brewed exclusively with a variety of Asian hops, rices, and rice flakes. This brew will surely be a great way to kick back and enjoy with your fellow garden community after a long day. We know BOBU's already had a few...

BOBU RICE LAGER



Alex L (Exla/
EKKO)
Co-founder,
Lead Designer,
Marketing/
brewer



Jess C (JJ)
Co-founder,
Sr. Designer,
Project
Manager



SCRUBS
Brewer

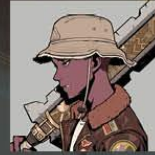
We've been professionally brewing beer at a 10,000 liter capacity per year for 5+ years across EU and internationally with clients & connections in retail, corporate B2B, restaurant and liquor/craftbeer shops. Our team is built up of experienced, passionate, marketers, designers (specialising in graphics, packaging, marketing and brand design), project managers and expert brewers.

THE BREWERY

Our extended team for this proposal consists of some great garden members who want to create some great Bobu inspired content, merch and overall vibes along with us. Each will have their hands in something unique and one of a kind, with some being highly exclusive to the gardens while others being selective for new Web 2 consumers. Creating a memorable onboarding experience.



Zookit
Collaborator/
designer



ikuzoden
Collaborator/
Merch
designer



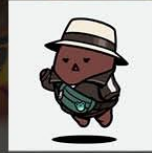
Elder Millennial
Advisor



Bess: IG @
bess_krairat
Collaborator/
Animator



@TrevorPhil_
eth
Collaborator/
Supplier




@0xxanderxEth
Collaborator



@369mf_/@
archzuki
Collaborator/3D
artist/special
items creator

EXTENDED TEAM



The creation of Bobu's Beer line would add an additional layer of exposure to the Bobu & Azuki brand to Web2 consumers of all appropriate ages and groups. One of our main goals is to bring awareness to the BOBU IP through a fun, enjoyable consumable collectible that can be easily shared.

We already have a good customer base across EU and several other countries globally, and by introducing Bobus Beer we could introduce new people to the Azuki universe, expanding Bobus reach and recognition, whilst amplifying his IP and brand.

- One of the main benefits of this proposal would be that a portion of net sales will be reinvested into Bobu's treasury, generating sustainable income to fund future developments.

- Consistent royalties/percentage of profits back to the Bobu treasury min 10-13,5%

BENEFITS

- Bobu's Beer combined with LGB brand will quarterly to yearly also release limited edition brews and connect with creatives across the garden to produce special labels and goodies to go with it.

- Optional/bonuses & with consent from the BOBU committee & Azuki team, we would also produce NFTs/PBTs to go with the each beer. Either as an add-on to BOBU himself or a separate item.

- Tasty frosty smooth brews ;)

- Exposure of the brand during EU & global beer/food festivals, retail shops, and restaurants.

- Be available at each GARDEN event

- AZUKI community input on future brews, names and flavors

BENEFITS

We're seeking an investment of €20K from the Bobu treasury, broken down as follows:

- initial production & supply costs
 - blend/ingredient costs
 - recipe creation
 - special packaging materials
 - cover shipping costs of the first batch of limited edition bottles plus shipping insurance/ Logistics
 - design costs for artist collaborations
 - extra beer goodies (LE openers, coasters etc.)
 - promotional & marketing campaigns on platforms such X, FB, IG, and materials needed for IRL events, like festivals etc.
 - Ltd Ed merch for the first 50 purchases
 - Interns for extra help
- *setup for long term brewing of the brand.
**possibility of building a special website to accept crypto payments & animecoin?

INVESTMENT



ITEM	AMOUNT	CONTEXT	EST. TIMINGS
Beer Production	6K	Recipe creation, brewing process & bottling/production	4-7 wks
Packaging	3,25K	Special packaging for the garden. Sustainable packaging + shipping safe packaging	4-5 wks
Bottle Label printing	2K	Higher quality beer labels with special print finishes	4 wks
GRDN artist collabs + Beer goodies + LE merch	3,25K	GRDN artist collabs on labels & items; Limited edition beer merch, keychains, bottle openers etc.	4-8 wks
Marketing campaigns, materials + events	2,5K	local & global IRL & digital campaigns, materials + events	constant
Interns/Extra Help	1,5 K	Hiring extra help for fast local distribution & sales and order packing etc.	until end of initial launch
Shipment + Insurance	2,5K	Shipment fees, insurance on each individual shipment for the first orders	1-3 wks



* we have in mind to set the range and launch up for long term sales, setting up the brewing line for consistent yearly brewing of new beers for BOBU

**Looking into long term possibilities to have a webshop portal set up to accept crypto payments with hope to accept animecoin.

By voting yes to this proposal, you'll help us deliver:

- * min. 500 L – max 1000 L of Bobu's first 2-3 Beers plus a Bobu Soda for all non-alcoholic drinkers and for future brews
- Web2 & Web3 marketing initiatives
- Collaborations with creative community members
- limited edition Bobu coasters/ stickers/bottle openers & more
- Return of 10-13,5% of all Bobus Lager net sales initial brewed 500 Liters back into the Bobu treasury.
- A further 10% of all future sales of Bobu's beer (post 500 L units) returned into the Bobu treasury.

DELIVERABLES

**33cl = est. 11-12oz

**500 L = est. 1700oz

**1000 L = est. 34,000oz

** 1 euro = est. 1,08 usd

**estimated conversions

*Shipping

*We can ship globally, no problem to all major countries except for any countries that prohibit alcohol as a whole. If you know you're country doesn't allow the purchase of alcohol please get in contact first for other options.

Minimum* 500 L = est. 1500 beer bottles of 33cl

Maximum 1000 L = est. 3000 beer bottles of 33cl

*Aim is to brew 1-2 batches of 2 different beers for the first run to hit 2 different seasons throughout the year. With also a small batch of BOBU Soda for all non-alcoholic drinkers.



-Marketing: Bobu's lager + other potential Bobu beers will be marketed to a lot of local beer and business events and stores, creating promo material and beer extras to go along with the beer, making sure to lead the drinker to Bobu's site etc, making it engaging and steering newcomers to the IP main area. Extra marketing campaigns and items will be needed for bigger festivals, expos and conventions, along with private tastings etc. We aim to even have special POS material & POP-UPS in select stores with add-ons to bring the consumer to BOBU IP.

-Sales: Bobu's lager + other potential Bobu beers will go into existing local sales points, restaurants and beer IRL & online shops. Plus Garden collaboration & initiatives.

Example: 1x case of 24 beers = €36 excl. VAT and 13,5 % (est €4,86) going to Bobu Treasury

-Expected sales: Existing clients take an est. 3-6 cases per client per month

-New clients sales: expected 1-3 cases per month depending on season and type of business.

Event/Festival sales: est. 6-10/25-50 cases per event depending on size of event.

Individual Sales: We will sell Bobu's Lager at quantities of 3-6-9 beer packs to make sure the purchasee gets the most bang for their buck and shipping costs.

DELIVERABLES



The following milestones will help us track the success of the first batch:

MS1: Beer recipe development, conceptualization finalised and locked

MS2: Finalizing of production, securing ingredients and start of brew process.

MS3: Label, merch and packaging designs locked and ordered.

MS4: production of LE items and marketing strategy & initiatives.

MS5: First 50-100 units pre-ordered

MS6: Distribution of orders, retail positioning, and launch of community engagement initiatives.

MS7: Repeat and enjoy a cold brew ;)

MILESTONES

MILESTONES

*rough visual timeline with dates. All timings are at a max timeframe to allow any X variable buffering.

IF approved before end Sept, then from approval to finalization we aim to have it in consumers/the communities hand by Dec 2024/ Feb 2025 latest

MS1: 4-7 wks



MS2: 4-7 wks



MS3: 4-8 wks



MS4: 4-8 wks



MS5: 2-3 wks



MS6: 3-9 wks



MS7: constant



EXECUTION

BOBU holders will enjoy the privilege of purchasing this special edition beer at *5% above the cost price, with first access to all future releases. The general public will have the opportunity to purchase at retail price. We aim to establish BOBU Beer in retail locations across the Netherlands and the EU first then more globally over time, with future plans to collaborate on product bundles with fellow garden caretakers.

This proposal is more than a beer; it's a testament to our collective journey. Let's toast to the future of BOBU – together, as one.



DESIGN INTENT

BOBU Lager Label concept:

Style to be a bit more traditional and minimalist taking tradition and harmony from simply brush styles to the typography of feudal era etc. Colors would be calm and paying homage to Bobu as an IP and Beanz, as well as being easier to get into asian restaurants and neutrally fitting into their own respective branding. Making it more digestible for the Web2 average person to be onboarded. 1 or 2 QR codes would be on the information panel to 1) link it to Untappd & 2) link it to Bobu website.



DESIGN INTENT

BOBU Lager Label concept:
ZOOKIT Concept coming soon ;)



TREVOR Concept coming soon ;)



IKUZODEN Concept coming soon ;)



369mf_/ARCHZUKI Concept coming soon ;)



EXAMPLES EVENTS AND INTENT

*Examples of events we already have planned and aim to attend.

- Several beer festivals in the Netherlands.
- Private intimate beer & food pairing/tastings
- Boat beer tastings
- Various Expos/conferences spanning different business sectors; Food & Beverage, Anime-expos, tech/web3 conferences, cultural fairs etc.
- Brewery tours
- Beer game tournaments

All concepts of a possible Bobu Beer table at events.



See past events



Photo OP with the Indonesian Ambassador