



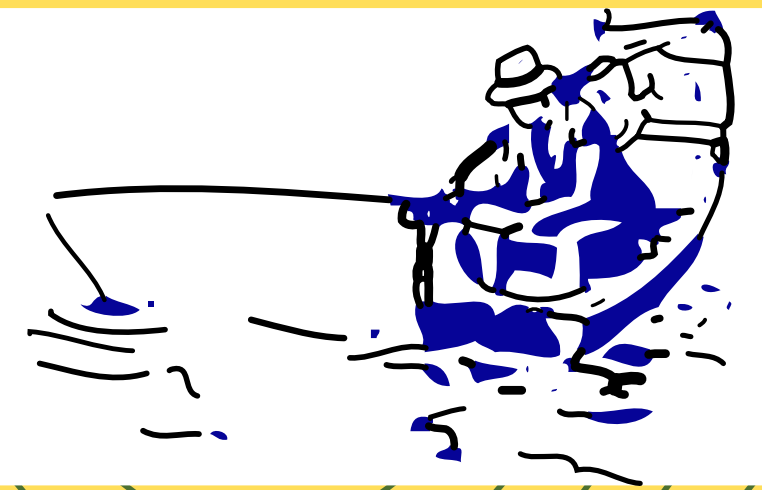
# SEAPPRÁ

Plant Based Pla Ra Seasoning sauce



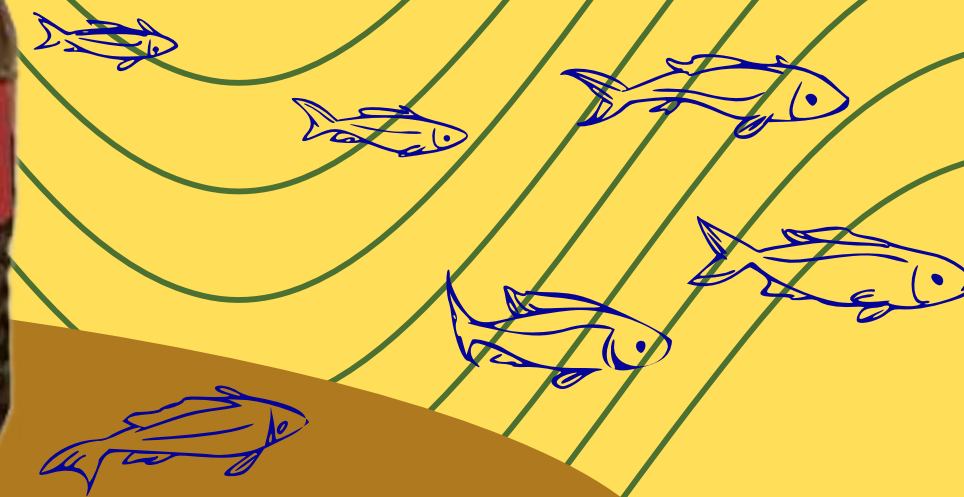
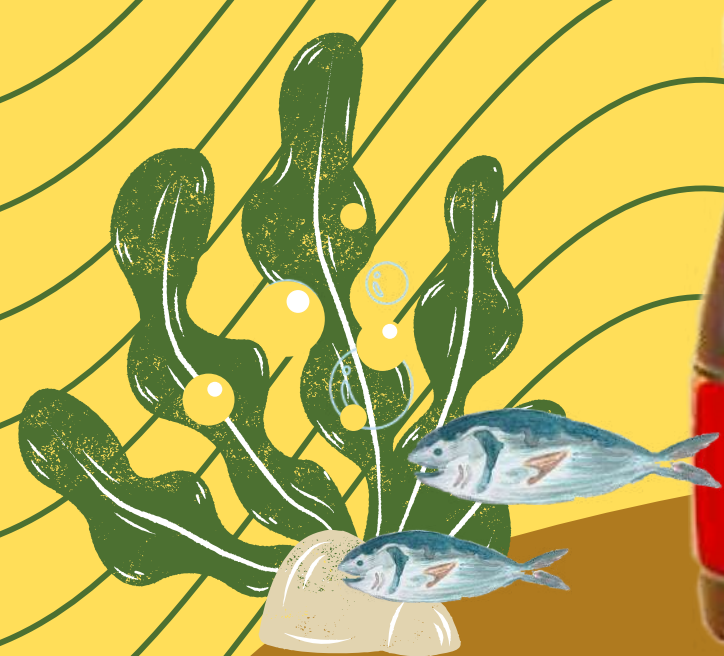


# Pain points



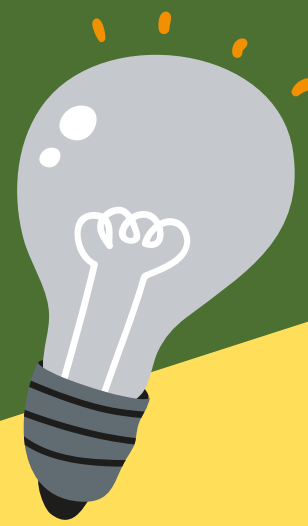
**A few choice  
of plant base  
seasoning**

**Authentic  
flavor  
of Pla Ra**





# Values



1

**Plant based seasoning**



2

**Flavor similar to Pla Ra**



5

**Convenient usage**



4

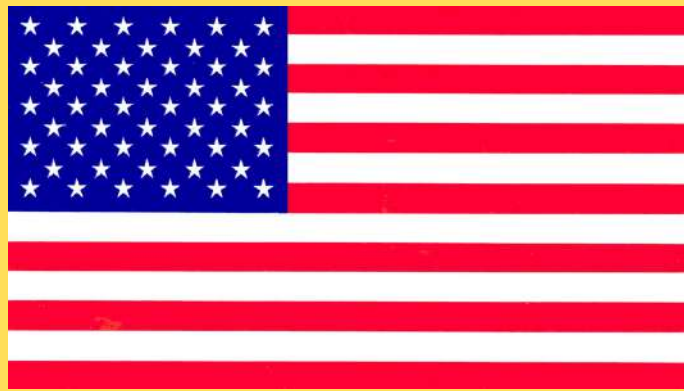
**Environment friendly**



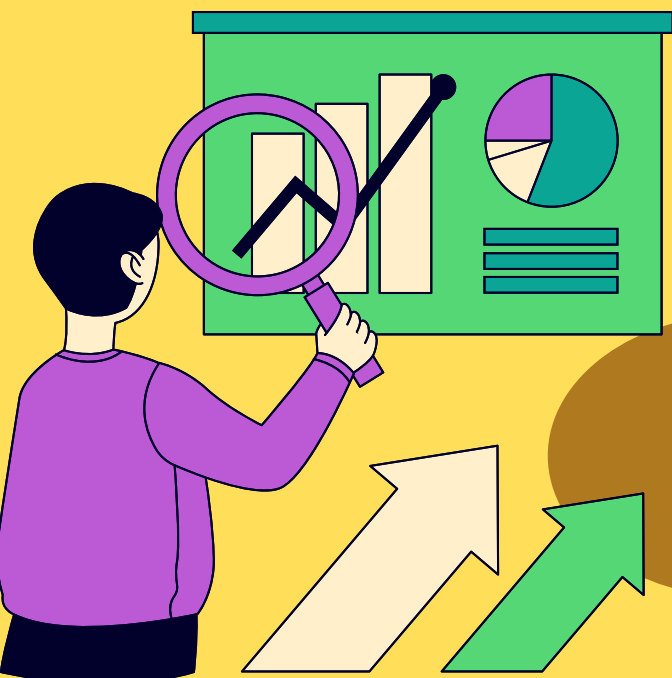
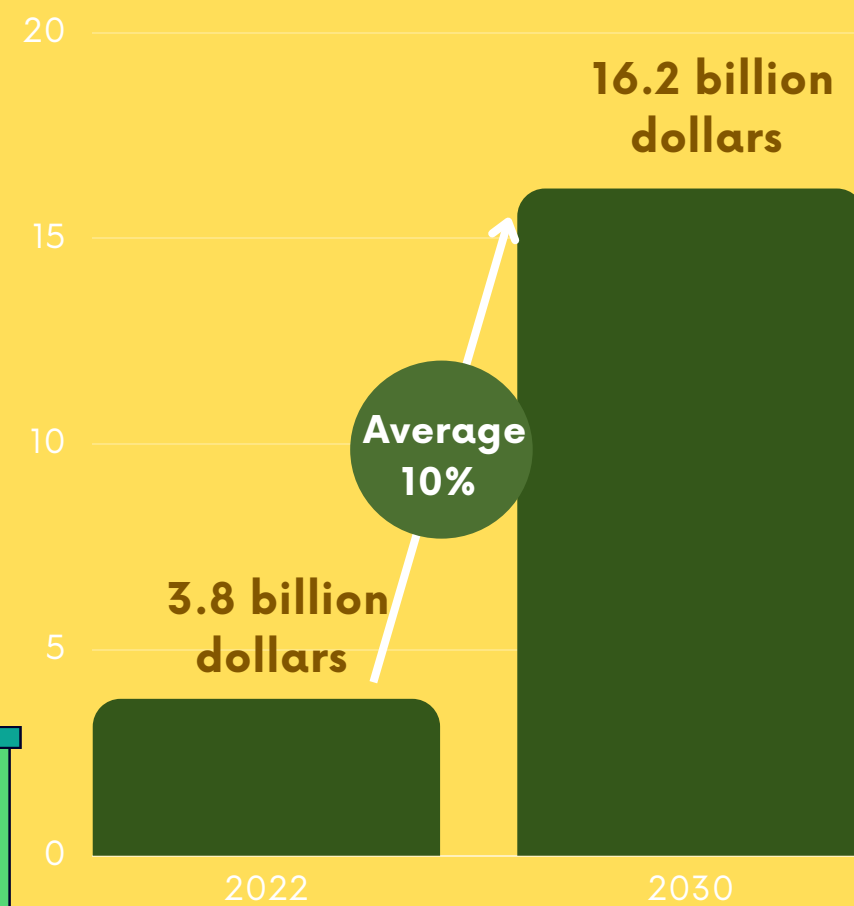
3

**The localization of food**





## The value of the plant-based food market in USA

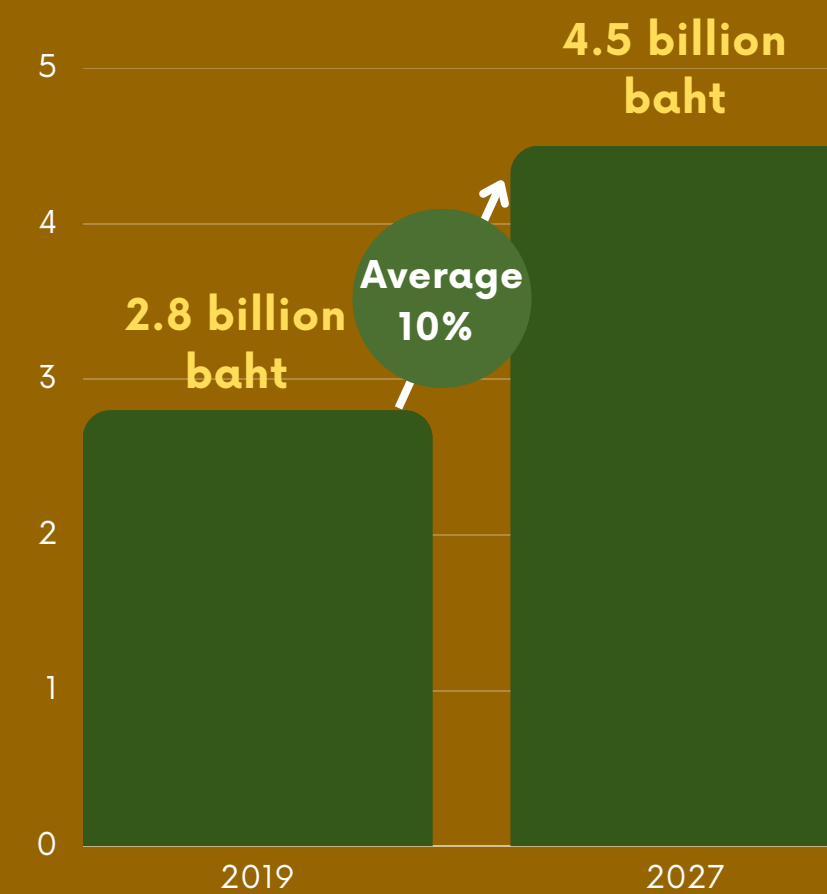


10 % growth rate

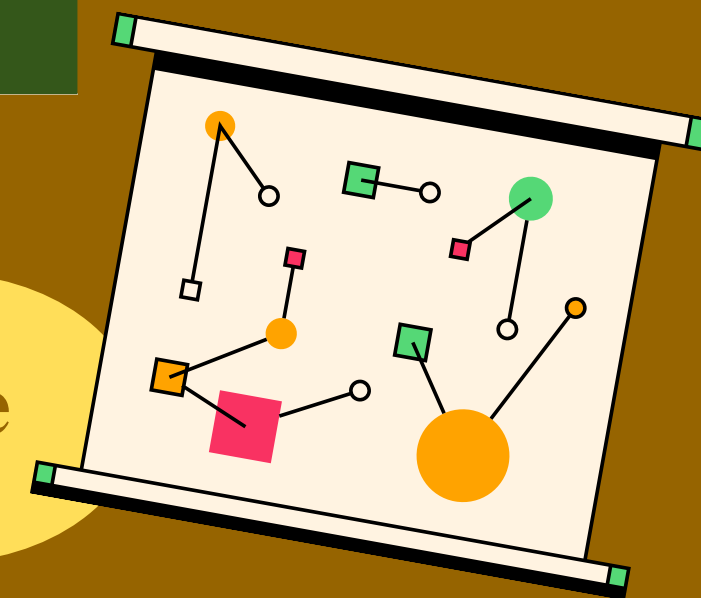
<https://think.moveforwardparty.org/article/economy/3186/>



## The value of the plant-based food market in Thailand



Expect 10% growth rate







# Target



**Vegan**



**Vegetarian**



**Flexitarian**



# Green caviar

Contains minerals

Source of vitamin B1,B2,B12

Glutamic

Increase the umami and flavor of food.



# Soybean

- Economic crops in the north
- Alternative protein
- Source of vitamins and minerals

[https://www.chularat11.com/knowledge\\_detail.php?id=187](https://www.chularat11.com/knowledge_detail.php?id=187)

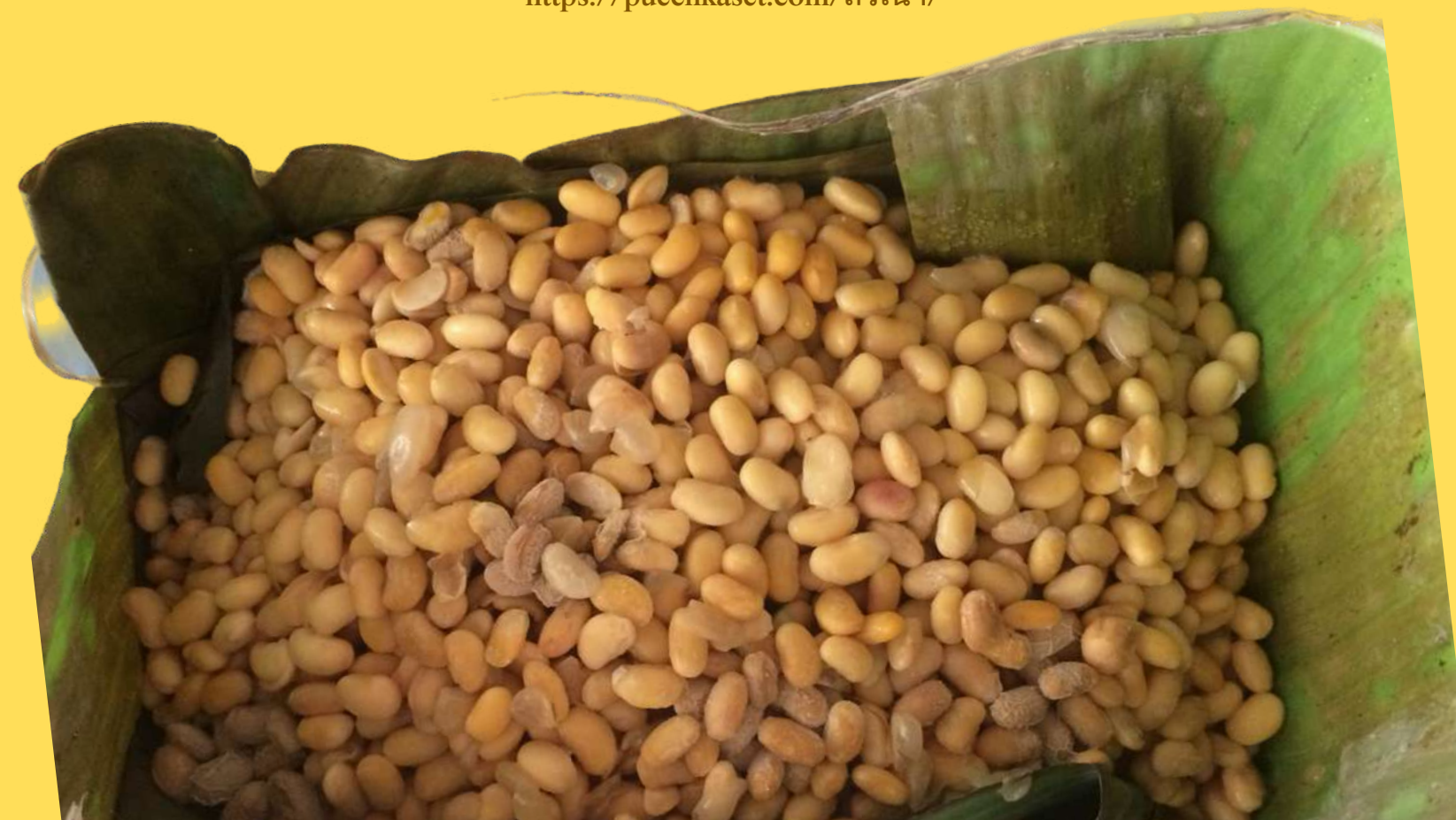


# Tua nao

- Glutamic acid
- Valine
- Alanine

**Provide umami flavor**

<https://puechkaset.com/ถั่วเน่า/>





# — Process —



Soybean



Fermentation  
( *Bacillus subtilis*  
var. Tuanao )



Tua nao



Steaming



Green caviar



Enzyme  
hydrolysis



Thermal  
hydrolysis



Mixing



Pasteurization



Packing  
200 ml

- The resulting enzyme
- Glutamic acid
  - Aspartic acid







# Cost

35  
bath



# Price

95  
bath



# Profit

117%





# Channels

Online 70%

Offline 30%





# Business plans



Business-to-Business



B2B ● Now

● B2C



Business-to-Customer

● Future

- Export
- Develop package for wholesale (size 1 L)



Plant base food store

Vegan food restaurant

Vegerian restaurant





# Competitive



Flavor most similar  
as Pla Ra



Natural Umami



No preservative



Nutrients





# One need, of the best choice is “Seappra”





# The little beans Team

Miss. Thaksapohn keawmalai  
[ Fiancial ]

Miss. Athittaya Kanthira  
[ Product Development ]

Miss. Krittika Pangkum  
[ Marketing ]

Miss. Siriwan A Riwanna  
[ Production ]

