



Let's talk about Guzjang jelly

Jelly from Dragon Blood Tea with lotus root powder.

Herbal Tea Drink

- Herbal teas like chamomile, peppermint, and ginger tea offer several health-promoting properties and could help improve heart health, digestion, sleep quality, and more.

source : <https://www.healthline.com/nutrition/10-herbal-teas>





source : <https://hrdi.or.th/Articles/Detail/1530>

Dragon Blood tea

Peristrophe bivalvis (L.) Merr.

- Dragon blood tea or dragon's blood herb, is grown on the top of a mountain at a height of not less than 1,300 meters above sea level at Ban Huai Nam Kuen. Wiang Pa Pao District, Chiang Rai Province.



- The name comes from the color of the water that is taken when the leaves are soaked in hot water and then become purplish red like blood.

Value of Dragon Blood tea



- Contains antioxidants, such as anthocyanins, beta phenols, Gallic acid, Quercetin, Rutin, Catechin and Tannic acid.
- Contributes to lowering blood pressure Help slow down the deterioration of the body.



source : <https://hrdi.or.th/Articles/Detail/1530>



**Can herbs only be
used to drinks?**

Goals and objectives

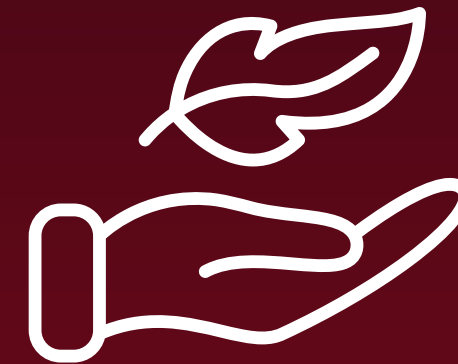
We aim to add value to local herbs and change the way of consumption to be easy, convenient, suitable for the modern era.



Phytochemicals
from
local herb.

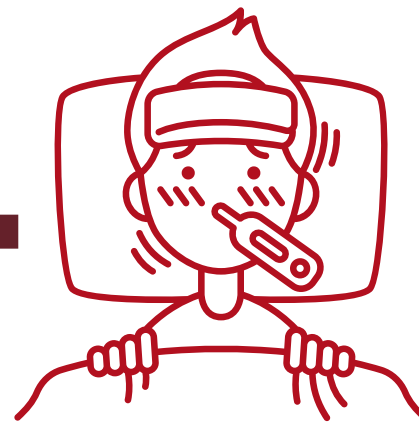


Low calories



increase income
for the
community

PAIN POINT



Adults aged

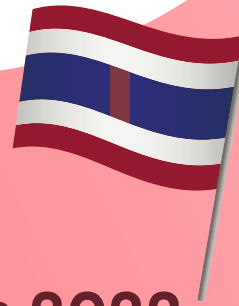
19



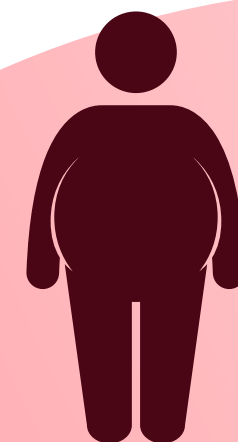
and over tend to be more obese.

Health Data Center of the Ministry of Public Health (HDC), it was found that obesity or body mass index from 25 kg/m² up to

46.2 %

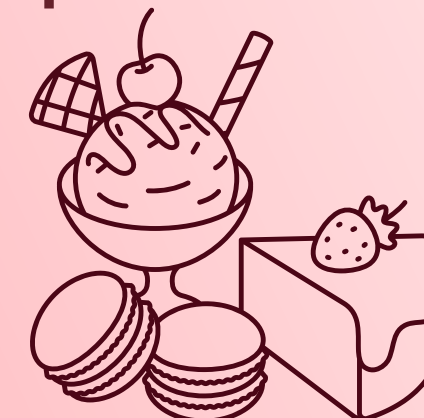


in 2020 and increasing 46.6% in 2022.



Obesity

is nowadays more common in people of working age who have less time to relax or not take care of themselves. Obesity with fat accumulation caused by many factors that cause obesity include: Overall, it is important to include flour, sweet food, desserts, bakery.



Target Consumer

01

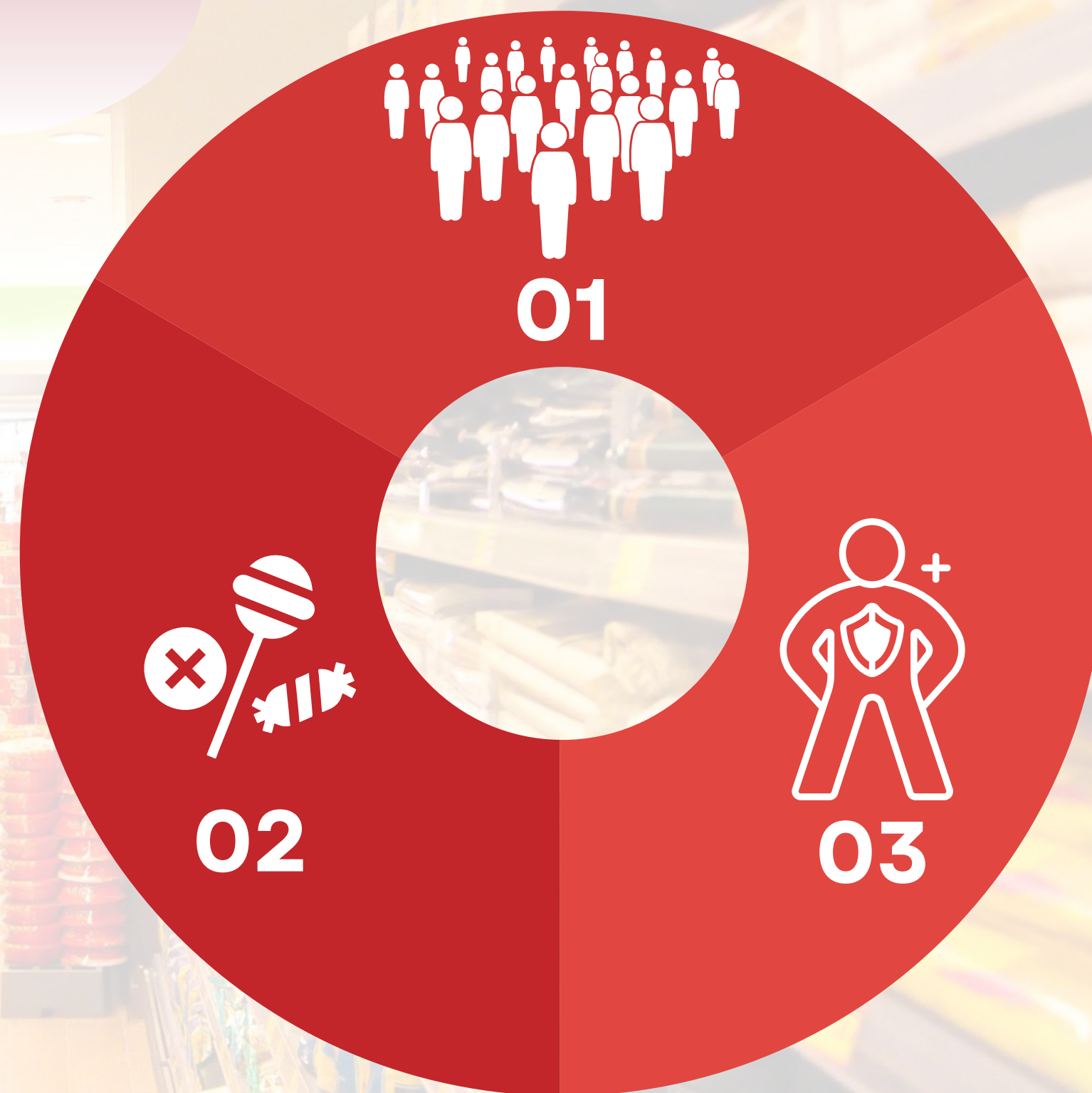
Both male and female, in wide age group 18 to 45 years.

02

People who want Healthy alternatives to sweet treats.

03

Want to boost immunity and healthy.

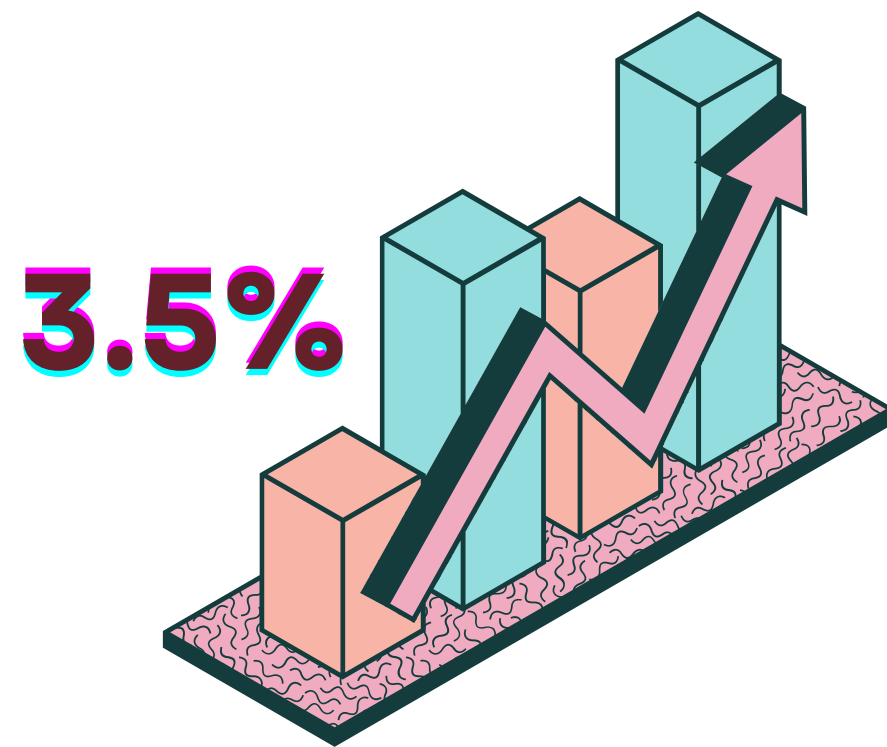


Market Size



The global healthy snacks market amounted to **85.6 billion U.S. dollars in 2021** and is growing at a rate of **6.6 %** between 2022 and 2030.

Growing demand for **healthy, easy-to-eat products** has led to the rapid growth of the ready-to-eat **jelly market**.



The global jellies & gummies market size to be valued at

USD 17.7 billion by 2025 and is expected to grow at a compound annual growth rate (CAGR) of **3.5%** during the forecast period.

source : <https://www.statista.com/statistics/1317251/healthy-snacks-market-value-worldwide/>

source : <https://www.grandviewresearch.com/industry-analysis/jellies-gummies-market>



Our Product

Guzjang Jelly

Jelly from Dragon Blood Tea with lotus root powder



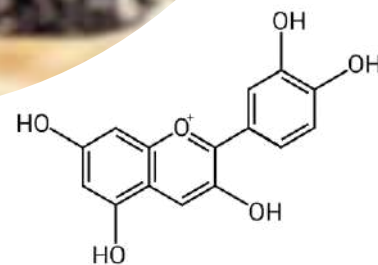
TECHNOLOGY & INNOVATION

Dragon Blood tea

Peristrophe bivalvis (L.) Merr



Anthocyanins



Reduce blood pressure

Lotus Root powder

Nelumbo nucifera Gaertn.root



dietary fiber



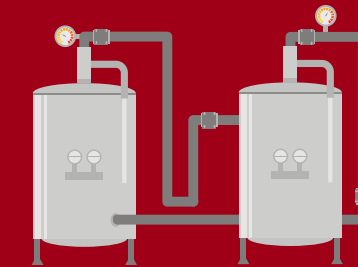
Gelling agent

Molecular Gelation Processes



KEY PROCESS

Dragon blood tea :
hot water extraction



Give heat



Mixing with
lotus root powder
other ingredients



Pasteurization
: Hot Filling



Guzjang Jelly

Taste & Flavor

Dragon blood tea
Grape Flavor



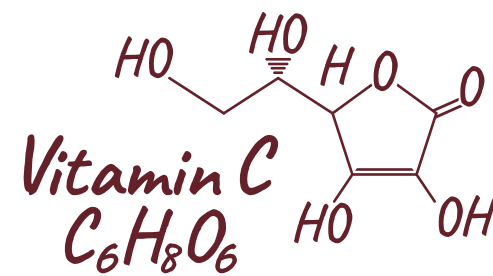
Retail Price

30 THB / Pack



Concept

No Sugar
High Vitamin C
Anthocyanin



OTHER

Package

100 gram
Laminate
Standing Pouch



Advantages Of Guzjang Jelly



Anthocyanin in Dragon Blood tea, contain antioxidant properties.

Vitamin C improves immunity and reduce the aging process.

Sweetener reduces energy intake compared to high-energy diets snacks.

Competitive advantage

GUZZANG JELLY
VS
Commercial
Jelly Drink



Serving size (g)

100

140

125

Sugar (g)

0

3

10

Calories (Kcal)

0

40

40

Anthocyanins
= Riceberry 100 g



Vitamin C



Use
concentrated
dragon
blood tea.



A unique
texture
is created
from the
lotus root
powder.



Business Model Canvas

Key Partner

- Dragon blood tea from Ban Huai Nam Klang community enterprise,
- Raw material procurement company
- Packaging company
- Faculty of Agro-Industry, Chiang Mai University

Key Activities

- Product development
- production process
- Exhibition booths in department stores.
- Create content in the online world on all platforms.

Key Resources

- Funds
- Laboratory
- Raw material
- Machinery
- Labor
- transportation

Value Proposition

- Jelly products made from 100% dragon's blood tea are energy-free, rich in anthocyanins that help reduce free radicals.
- Supplemented with vitamin C to make the skin beautiful and radiant
- Eat delicious food without feeling guilty.

Customer Relationship

- Special Promotion in online platform such as Facebook, tiktok, Instagram
- Special events

Channels

- Online 20% in Facebook, tiktok, shopee, lazada
- offline 80% in Convenience store and Modern trade

Customer Segment

- Both male and female, in wide age group 18 to 45 years
- People who want to control their weight but are addicted to desserts.
- middle class – as well as educated, socially aware, active and busy.

Cost Structure

- Raw meterial
- Marketing
- transportation
- Packaging
- Management

Revenue

- Profits from selling Guzjang Jelly products
- Income from online platform
- Income from offline platform

Cost Structure



Total cost 13 THB

Selling cost 30 THB

**Gross Profit
130 %**

80%
Offline

**Convenient Store &
Modern Trade**

Online Market
Facebook Page, Twitter,
Instagram, establishing our
identity, selling through E-
Commerce channels

20%
Online

Sustainability

Bio Economy



- Added value from local biodiversity.
- Generates income for the community.

BCG

Green Economy



- Low temperature process
- Reduce greenhouse gas emissions

Circular Economy



- Bringing tea waste from production back to add value to the community, such as making dyes.





Our Team

Natnara Khasom

: R&D researcher

Nattakarn Charoensin

: Marketing Specialist

Natapond Wiboonkitpisan

: R&D researcher

Buttreeya Chaisrima

: Marketing Specialist

Thanabodee Udomthanagunchai

: Statistics Specialist

Napatsakorn kayantanakorn

: Statistics Specialist

**4th year student, bachelor's
degree, Faculty of Agro-Industry
Chiang Mai University**



Advisor
Asst.Prof. Suwanna Decharatanangkoon

Thank's For Watching

