

WAY TO SOCIAL ENTERPRISE

NGWE TUN, FOUNDER/DIRECTOR

GENIUS SHAN HIGHLANDS COFFEE

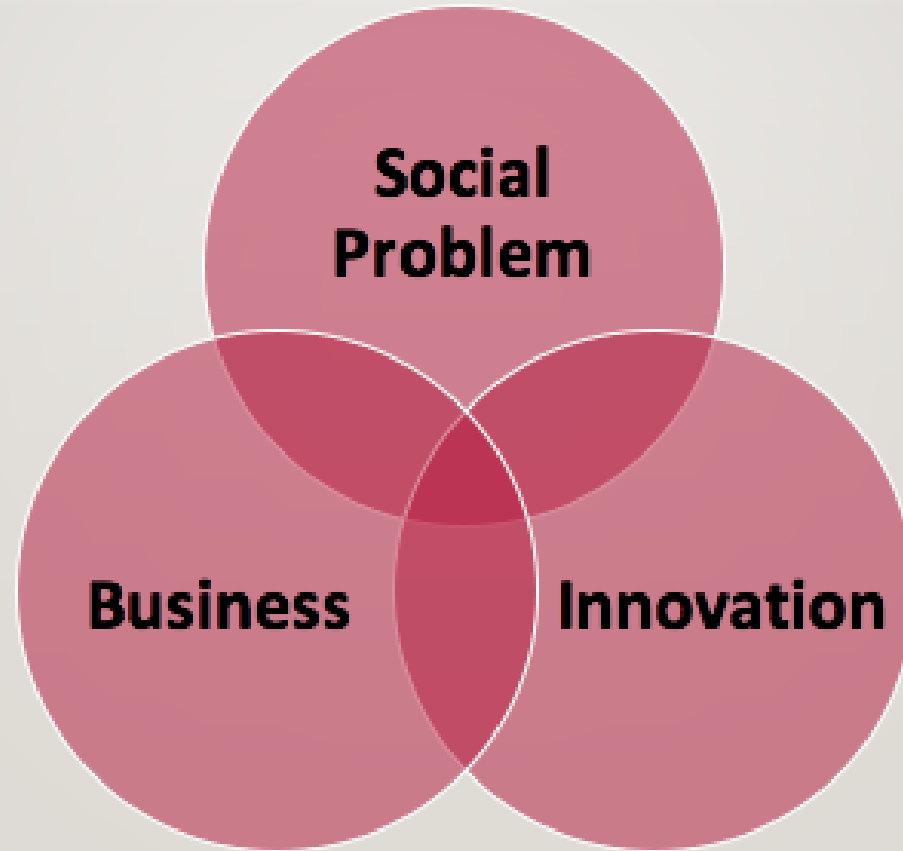
AUNG NAY LIN HTUN (MYANMAR/CAMBODIA/SINGAPORE) CO., LTD



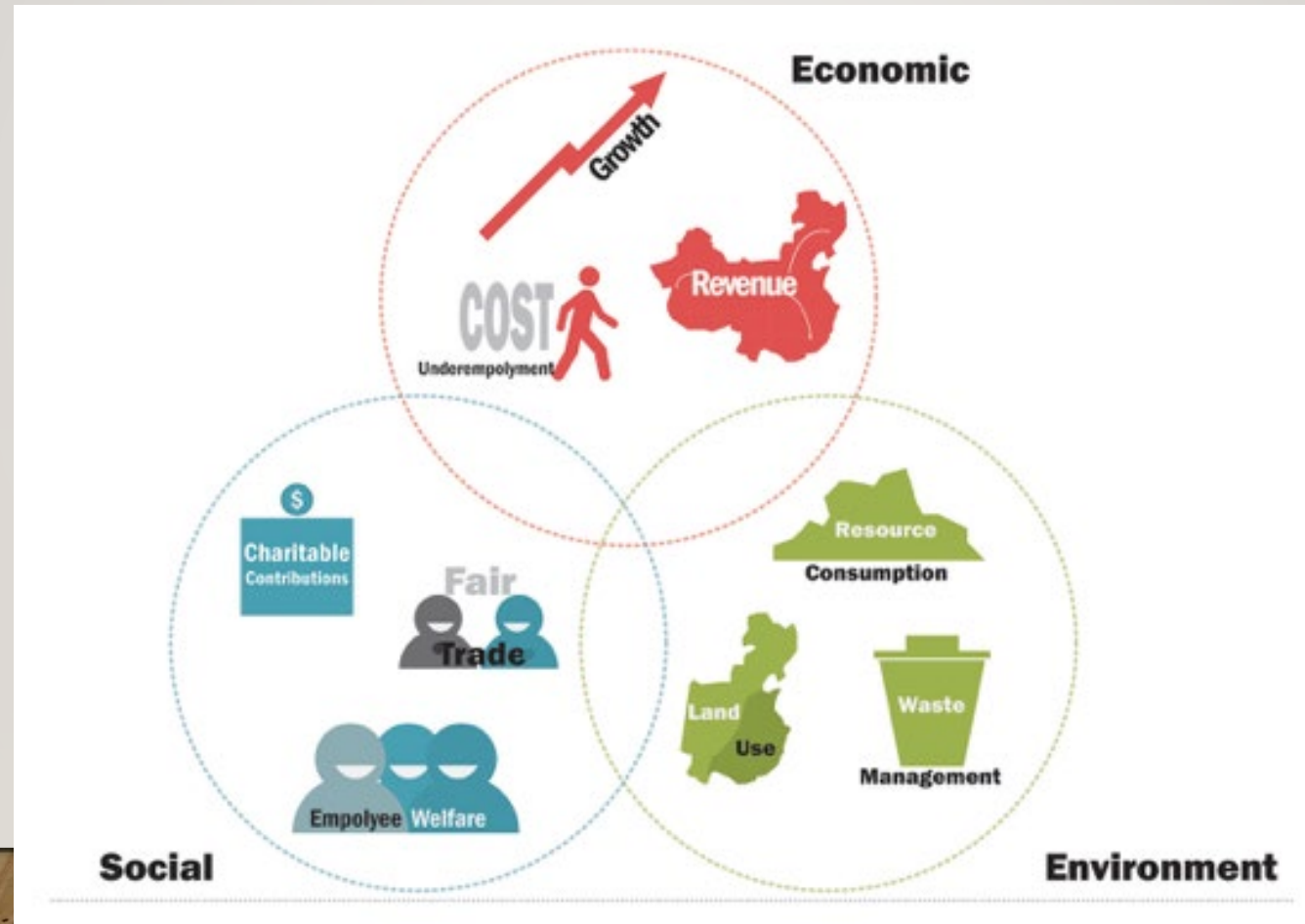
WHAT IS SOCIAL ENTERPRISE?



CONTEXT IN SOCIAL BUSINESS



TRIPLE BOTTOM LINE



ECONOMIC DEVELOPMENT

Traditional Coffee Trade

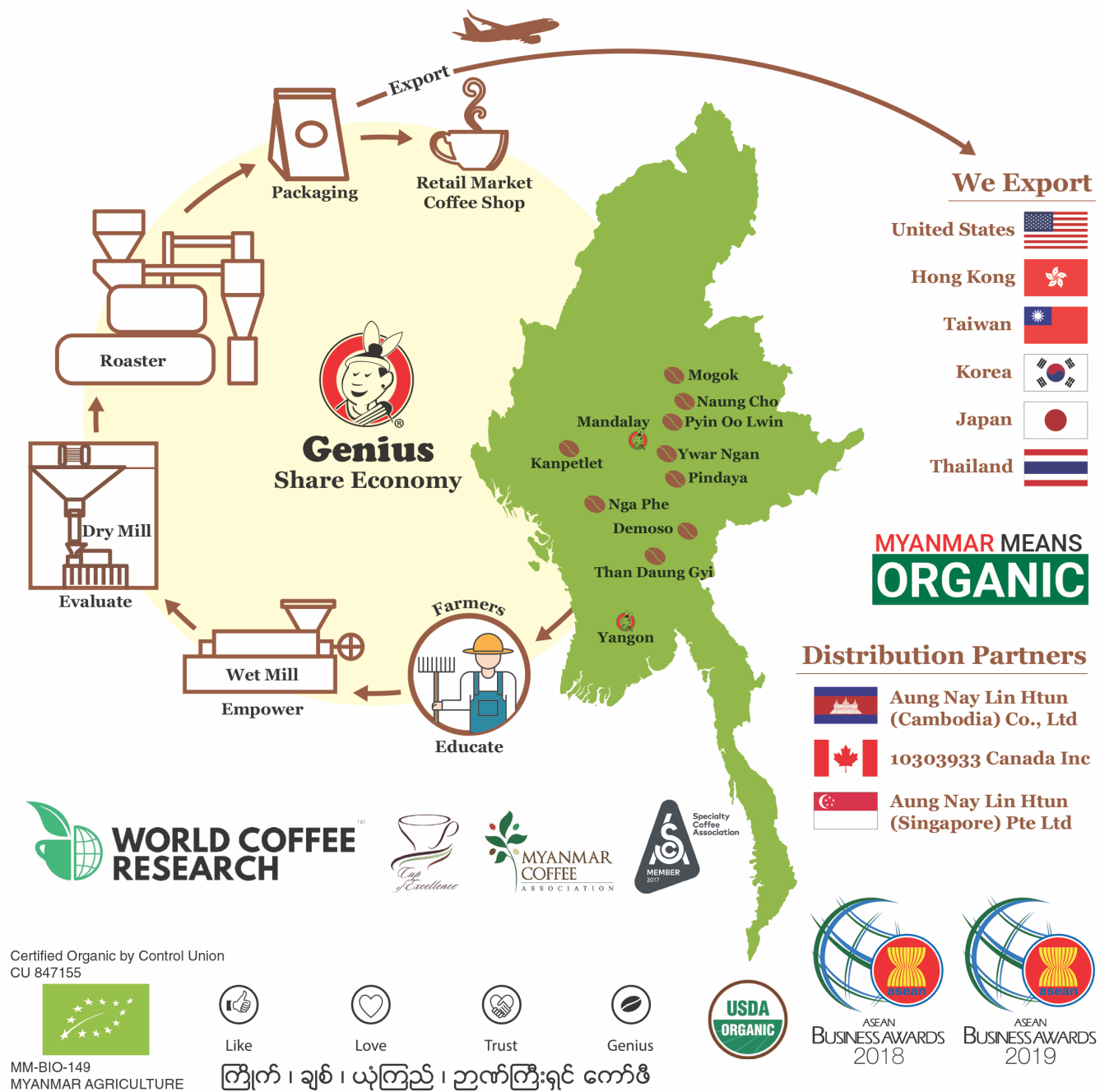


VALUE CHAIN DEVELOPMENT



GENIUS SHARE ECONOMY

- Farmers
- Producers
- Roasters
- Coffee Shop
- Training
- Consumers



Product of Myanmar

We contribute 10% of our revenues to Development Projects in Southern Shan State.

Did you know?

3rd largest absolute for forest loss globally

- Forest resources continue to be on the decline
- Primary drivers of deforestation
 - Land use conversion
 - Inconsistencies remain between policies and law
- Primary drivers of Forest degradation
- Forest Products and value chain issues
- Challenges to scale up community forest initiatives



Forest resources continue to be on the decline

From 1975 to 2010, forest cover declined to 29.388 million ha in 2015, 44% of the land cover. This represents a loss of 11.8 million ha in this period (between 1975 and 2015).



Primary drivers of deforestation

- Land use conversion (primarily for agriculture and mining), development of roads and other infrastructure
- Inconsistencies remain between policies and laws across different sectoral ministries in relationship to Vacant, Fallow and Virgin Land



The rate of forest loss in Myanmar increased in the 2010-2015 period, making it the country with the **third largest absolute forest loss** globally during this period.



Primary drivers of forest degradation

- Unsustainable extraction of timber
- Illegal logging
- Production of fuelwood



Forest products and value chain issues

Until 2014, Myanmar had no restrictions on log exports, which made roundwood exports, especially teak, the dominant commercial forest product. At present, most of wood processing is undertaken by small and medium scale enterprises



Challenges to scale up community forestry initiatives

Community Forestry has been hampered by limited capacity and financial resources of local Forestry Department as well as local civil society staff related to awareness on CF rights and regulations

ROAD TO THE COMMUNITY FOREST

- Strong legal foundations provide significant opportunities
- Significant interest and goodwill for CF and CFE among relevant stakeholders
- From an economic perspective, CF and CFE have the potential for significant returns



Initial Investment is KEY issues

- Land Preparation
- Building the Road
- Digging the Hole
- Natural Compost
- Transplanting
- Cost : 500-1000 Ks per seedling



ENVIRONMENTAL FRIENDLY IN PACKAGING



SOCIAL PROBLEM

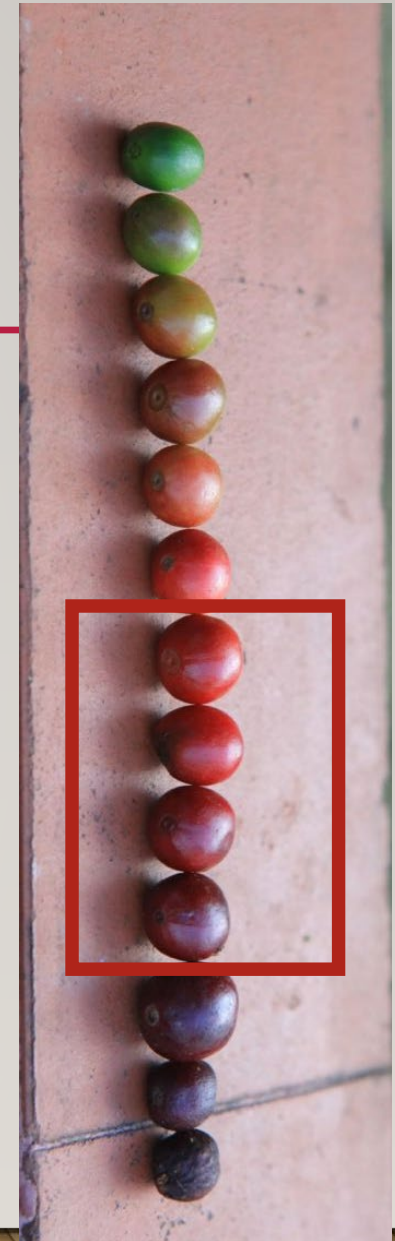
Low quality Raw Material = low income
Technology, Market, Finance is BIG Issues



IDEA TO ACTIONS



ORGANIZE COFFEE FARMERS







COFFEE ROASTER

20 kg batch locally build coffee roaster



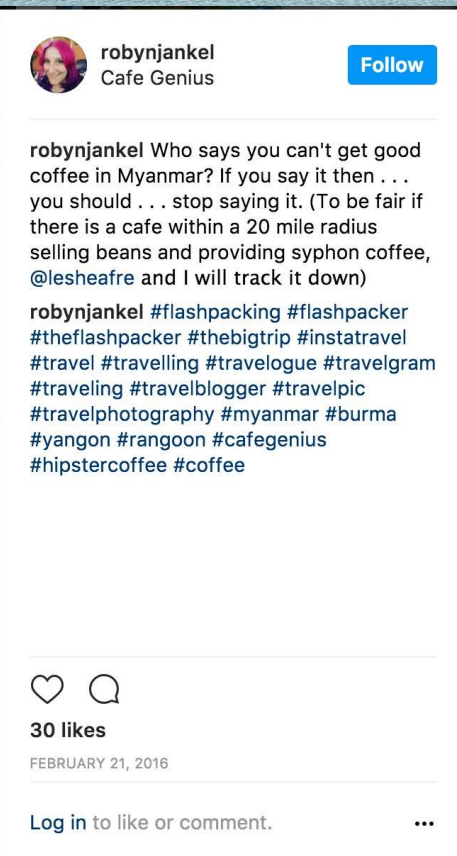
PRODUCT OF MYANMAR

Proudly merchandise locally grown product in super market.

Widely available in local channels



- City Mart Supermarket
- Marketplace
- Ocean Supermarket
- Sein Gay Har
- Gandamar Wholesale
- Capital
- AEON Orange
- Ruby Mart
- United Living Mall



Café Genius

*Coffee Signature Stores in the downtown of
Yangon*



Genius Lab

Coffee Brewing Training for the knowledge transfer by Coffee Experts



Genius HQ Office

Roaster, Packaging House, Administration

ပြည်တွင်းတွင် ဈေးကွက်ဝေစု အများဆုံးရနေသည့် Genius Coffee ကမ္ဘောဒီးယားနိုင်ငံ ဖွံ့ဖြိုးတိုးတက်ရေးအဖွဲ့

ရန်ကုန်၊ ဩဂုတ် ၈

မြန်မာ့ကော်ဖီလောကတွင် ဈေးကွက်
ဝေစု အပိုင်းအားဖြင့်လည်း Genius
Coffee သည် လက်ရှိအချိန်တွင် မြန်မာပြည်
ဈေးကွက်သမားက ပြည်ပဈေးကွက်ပါ သို့
မဟုတ်ရန်အတွက် ကမ္ဘောဒီးယားနိုင်ငံရှိ
ဖွံ့ဖြိုးတိုးတက်ရေးအဖွဲ့နှင့်လက်တွဲပြီး
Genius Coffee ကုမ္ပဏီလီမိတက် ခေါ်လေး
လေးမြိုင် ကပြောသည်။

ထို့အပြင် နိုင်ငံတကာ ကော်ဖီလောက
သို့သွင်းပို့ရန် ပြည်ပနိုင်ငံအချို့တွင်
ကုမ္ပဏီခွဲများ ဆက်လက်ဖွင့် သွားရန် လာ
ထားလျက်ရှိပြီး ဩဂုတ်လအတွင်း ကမ္ဘောဒီး
ယားနိုင်ငံတွင် ကုမ္ပဏီဖွင့်လှစ်ရန် လုပ်ငန်း
လိုင်စင် ရရှိထားပြီးဖြစ်ပြီး ကမ္ဘောဒီးယားနိုင်ငံရှိ
စတိုးဆိုင်အချို့နှင့် စေ့ငယ်စင်တာများတွင်
လည်း Genius Coffee အမှတ်တံဆိပ်များ
ချောင့်စုံနေပြီဖြစ်ကြောင်း ၎င်းက ပြော
သည်။

နိုင်ငံတကာဈေးကွက်ကို ယိုးပောက်ရာ
တွင် အခက်အခဲအမျိုးမျိုး ရှိသော်လည်း
ကမ္ဘောဒီးယားနိုင်ငံသို့ စတင်ဝင်ရောက်ရာ

တွင် အခက်အခဲမရှိပဲဖြစ်ကြောင်း ခေါ်လေး
လေးမြိုင်က "ကမ္ဘောဒီးယားမှာ မြန်မာက
လာတဲ့သူတွေကိုဆိုရင် ကူညီကြတယ်။ မြန်မာ
တစ်ယောက်က ဒီမှာလာပြီးတော့ လုပ်ငန်း
လုပ်ကိုင်ဆောင်ရွက်မယ်ဆိုရင် သူတို့က
အရမ်းအားပေးတယ်။ အခြားသူတွေကလည်း
ညှိနှိုင်းပေးတယ်။ လုပ်ငန်းလုပ်တဲ့သူတွေက
မြန်မာလည်းရှိတယ်။ ကူညီကြတယ်။ ကမ္ဘော
ဒီးယားက ဝတ်ယူလေပါ။ ကနေဒါနဲ့ အခြား
နိုင်ငံတွေမှာလည်း ကိုယ့်ဖွင့်လှစ် သွားဖို့ရှိ
ပါတယ်" ဟု ၎င်းက ပြောသည်။

Genius Coffee ထုတ်လုပ်ရန်အတွက်
အဓိကဦးစီးသည့်နေရာများသည် မြန်မာပြည်
နယ် တောင်ပိုင်းတွင်တည်ရှိသည့် ဇွာင်ရွာ
တွင် ဦးစီးနေကြောင်း ကိုဦးစီးနေသောသူသည်
ပင်လယ်ရေမျက်နှာပြင်အထက် ပေသုံးထောင်
မှ ငါးထောင်ခန့်ရှိသည့်အတွက် ကော်ဖီများ
ကောင်းမွန်စွာ ပေါက်ရောက်နိုင်သည့် နေရာ
ဖြစ်သည့် အသံတစ်ခုဖြစ်ကြောင်း လက်ရှိတွင်
လည်း ကော်ဖီနေရာမှာ ပြည်ပသို့ တင်ပို့နိုင်ရန်
ဆောင်ရွက်လျက်ရှိကြောင်း ကော်ဖီထုတ်လုပ်
မှုပိုင်းကိုလည်း ဇွာင်ရွာတွင်သာ ပြုလုပ်ခြင်း



Genius Coffee Expansion in Cambodia

Plan B for the International Market Distribution in Cambodia



Branding Activities

International Exhibitions

International Markets

Genius Certified Organic Coffee available in Myanmar and selected outlets overseas.

Rich, organic and sustainable



PEABERRY . WHOLE BEAN . FINE GROUND

Certified Organic by Control Union
CU 847155



MM-BIO-149
MYANMAR AGRICULTURE
Lot Number : LKC-160901B



Certified Organic PGS by MOGPA



NOW AVAILABLE AT

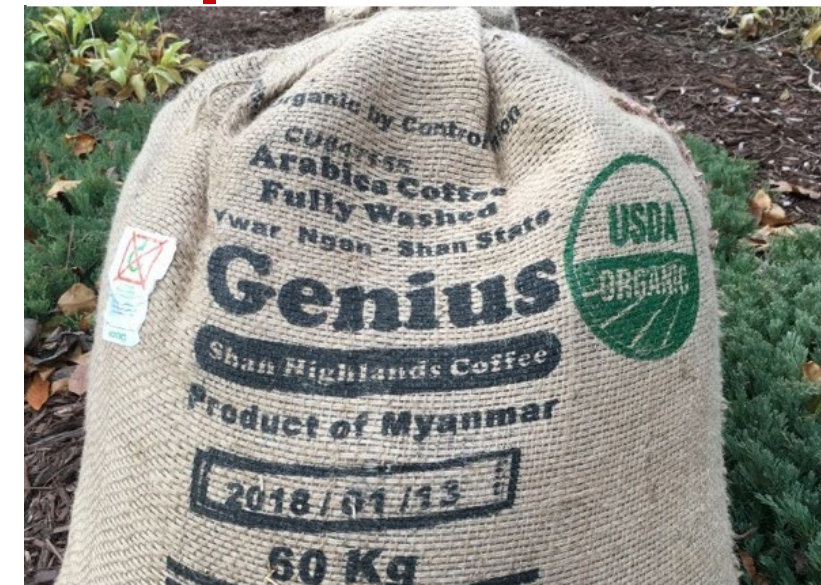
GO GREEN MYANMAR
Nat Mauk Street, Myaybadaythar Garden, Yangon



NATURAL GARDEN CAMBODIA
#213 street 63, BKK1, Phnom Penh



SUSTAINA ORGANIC SHOP THAILAND
1/40 Soi Sukhumvit 39 Sukhumvit Road, Bangkok



Display Genius Coffee in Supermarket



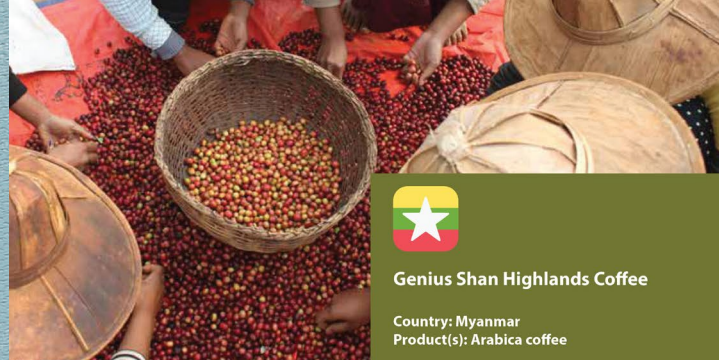
Display Genius Coffee in Supermarket



Display Genius Coffee in Stores



Eco-Tourism



Genius Shan Highlands Coffee

Country: Myanmar
Product(s): Arabica coffee

website: <http://www.geniuscoffee.info>



About Genius Coffee

Genius Shan Highlands Coffee started processing and roasting coffee in late 2012. Their coffee plantation is based in Ywar Ngan Township in Southern Shan State in Myanmar and they have proudly hired members of the Danu Tribe as coffee growers. The Danu Tribe members are locals of the Ywar Ngan Township and have intimate knowledge of the land where the plantation is located.



To date, Genius currently employs 70 full employees and over 1200 farmers across the country. It has a coffee nursery for testing some of the finest varieties of Arabica from around the world and planted acres of hillside plantations. They also opened processing and roasting facilities, a dry mill and a café in Yangon. Genius sells their coffee products in their café, supermarkets, hotels, special local and international trade events and Yangon International Airport, Myanmar.

Since the coffee growers have a long history with the land, they are great partners in taking care of it and making sure that the best product is produced all the time. Central to Genius' business operations is an ethos of social responsibility, hence, they take care of their coffee growers by supporting their families in terms of providing access to education and healthcare.



GREATER MEKONG
SUBREGION
CORE AGRICULTURE
SUPPORT PROGRAM



GREATER MEKONG
SUBREGION
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SUPPORT PROGRAM





Rich, organic and sustainable



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1/40 Soi Sukhumvit 39 Sukhumvit Road, Bangkok



Organic Certified Coffee



Entrepreneur Award
Winner (2014)



Local & International Awards







Genius Coffee

A social enterprise which make better coffee from seed to table

ACTIVITIES

01



Serving Coffee in Events



02



Training for Farmers

03



Donating Cash/Goods for development projects

04



Donating Cash/Goods for Individual

Donation

✓ 10% of our revenue will be donated as in kind of goods not in Cash.

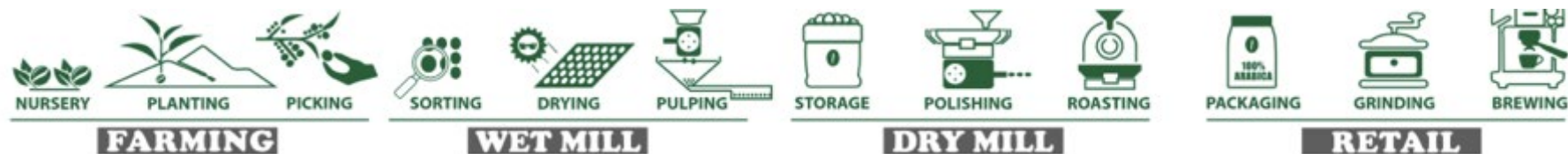
- School
- Hospital
- Farmers
- Our Partners , Staffs
- Monastery
- Public Events





SPECIALTY ABOUT GENIUS

- Direct trade on a transparent, ethical and professional approach.
- 9 different coffees regions and custom-made blends – microlots, natural, pulped natural (honey process) and fully washed
- World class coffee varieties
Bourbon, Typica, Geisha, Catuai, Catura, Catimor, etc.
- Altitude – 1,200 and 2,200 meters
- sun drying area, parabolic drying patio and African beds;
- Milling infrastructure fully equipped for the preparation of specialty coffee;





PARTNERSHIP WITH SAKA NO TOCHU

- Exclusive distributor in Japan
- Introduction of genius coffee thoroughly through out Japan
- Quality control advice processing/farming



Social Business Model Canvas

Key Resources	Key Activities	Type of Intervention	Segments	Value Proposition
<p>Processing Mill Coffee Roaster Barista/Roaster</p> <p>Research Center Training/Books</p> <p><i>What resources will you need to run your activities? People, finance, access?</i></p>	<p>Model Plantation Coffee Processing Commitment Farm</p> <p>Reg: Coffee Export Local Coffee Sales Machine Dist: LAB Equip Dist: Café Barista Training Franchising Consultation Coffee Origin Tour Eco-Lodge Private Label Pack: Gifts Merchandising</p> <p><i>What programme and non-programme activities will your organisation be carrying out?</i></p>	<p>Serving Coffee in crowded events</p> <p>Flexible products Talented services Friendly Package</p> <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<p>Ethical Consumers Social Enterprises Farmers Co-Workers Tribes Community</p> <p><i>Beneficiary</i></p> <p><i>Customer</i></p>	<p>Direct Trade Improving Quality Extension Service Environmental</p> <p><i>Social Value Proposition</i></p> <p><i>Impact Measures</i></p> <p>Train for Post-Harvest Incentives in proc: 10% Rev: to Dev:</p> <p><i>How will you show that you are creating social impact?</i></p> <p><i>Customer Value Proposition</i></p> <p>Local Coffee More Freshness Innovative Products Affordable Price</p> <p><i>What do your customers want to get out of this initiative?</i></p>
Partners + Key Stakeholders	Cost Structure	Channels	Surplus	Revenue
<p>Coffee Researcher NGO Farmers Staff SCAA/SCAE</p> <p><i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i></p>	<p>Inventory, Machinery, Quality Control, Compliance Cost, Trainings and social Impact</p> <p><i>What are your biggest expenditure areas? How do they change as you scale up?</i></p>	<p>Café in downtown Retail Markets Distributors in local Reseller in Oversea In-sourcing Coffee Travel Destinations</p> <p><i>How are you reaching your beneficiaries and customers?</i></p>	<p>Training, Machinery, Farm Extensions Certifications</p> <p><i>Where do you plan to invest your profits?</i></p>	<p>Export Earning : 20% Retail Sales : 60% Services : 20%</p> <p><i>Break down your revenue sources by %</i></p>



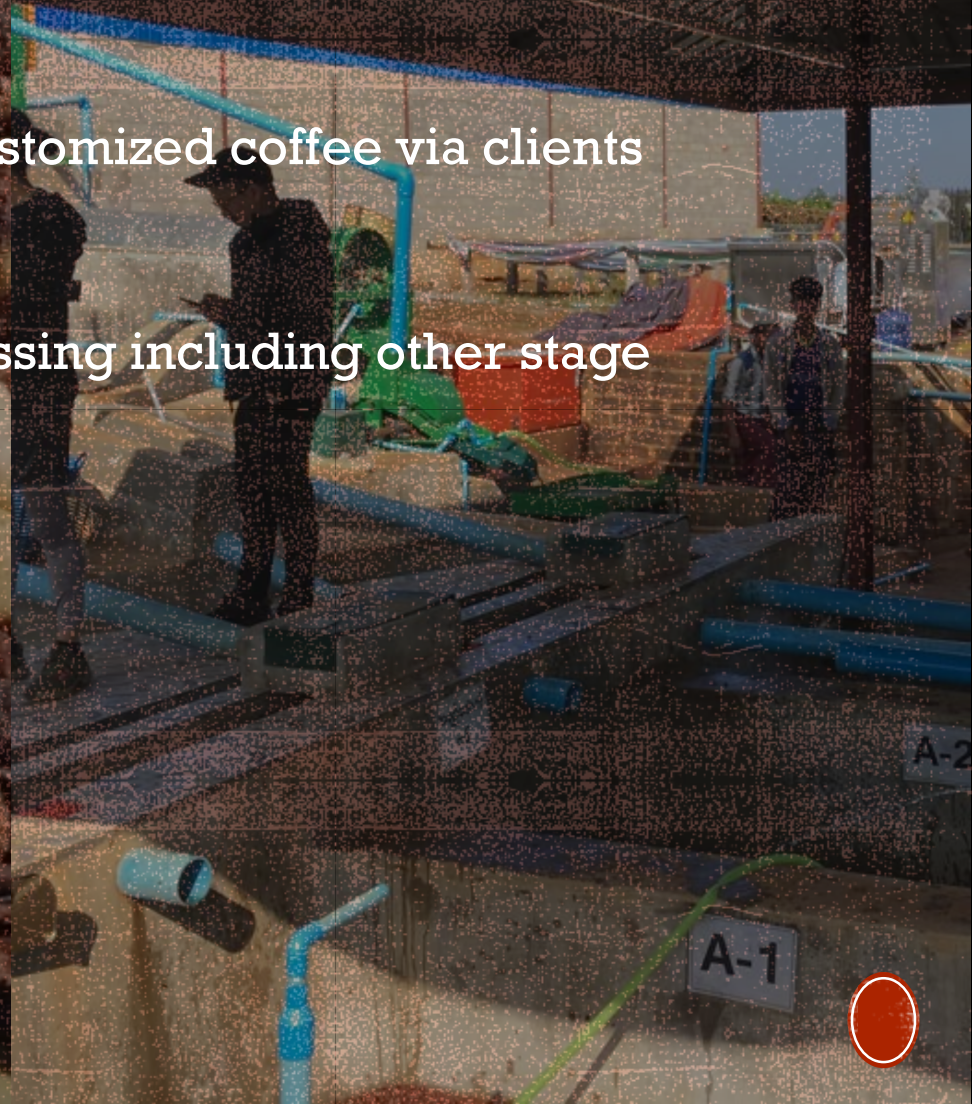
MICRO-MILL PROJECT

- We are planning to make several micro-mills in each community
now we have one in Chaw Zin community
- Would you like to own your processing center?
Why not?
USD500/including management + construction



ON-DEMAND PROCESSING/MANUFACTURING

- We are planning to pursue customized coffee via clients demands
- 1 batch 500kg around we do different type of processing including other stage segregation



WHY

SHARING ECONOMY

Collaborative Consumption, Relationship Economy,
Access Economy, Peer-to-Peer Economy

One of TIME Magazine's 10 ideas that will change the world (2011)



What?

A people's Economy based on 'Access to'
rather than 'Ownership of' physical and
human assets like time, space and skills.



Why?



GENIUS CURRENT SITUATION



POSITIVES:

- Good Reputation
- One of the big players in the coffee production market
- Large Distribution Networks
- Good Relationship with local clients & suppliers
- Experience in dealing with foreign distribution partners



FUTURE PLAN:

Instant coffee manufacturing
Expansion of coffee plantation networks
Expansion of distribution networks

THREATS:



Government policies –
100% Foreign owned retailer
market



Increasing
Competition



Changing Market Trends
and Consumer Sentiment



Currency Risk

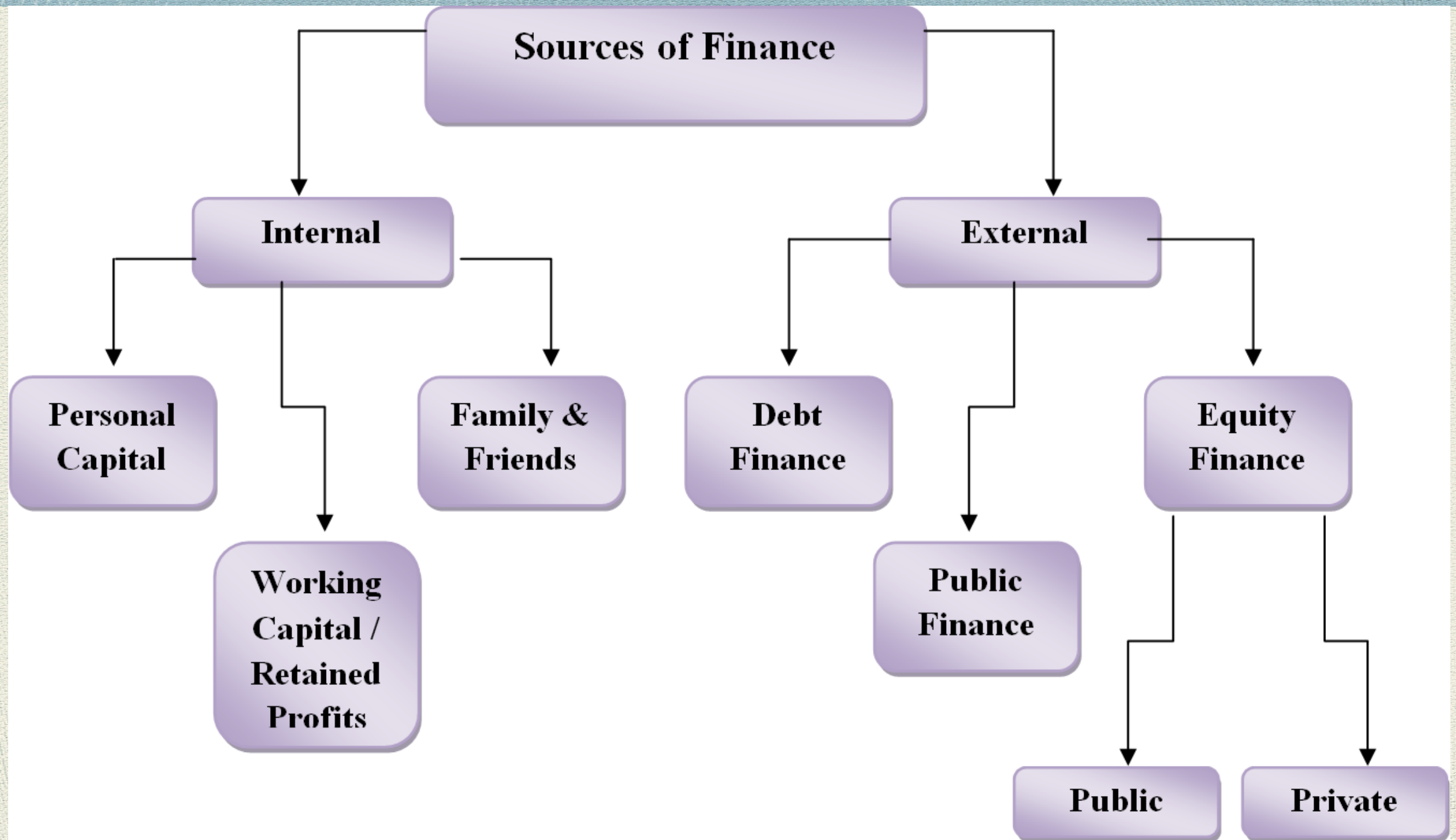


Raw Material Supply

Lack of Local Raw Material
External Supply

How will you raise your funds?



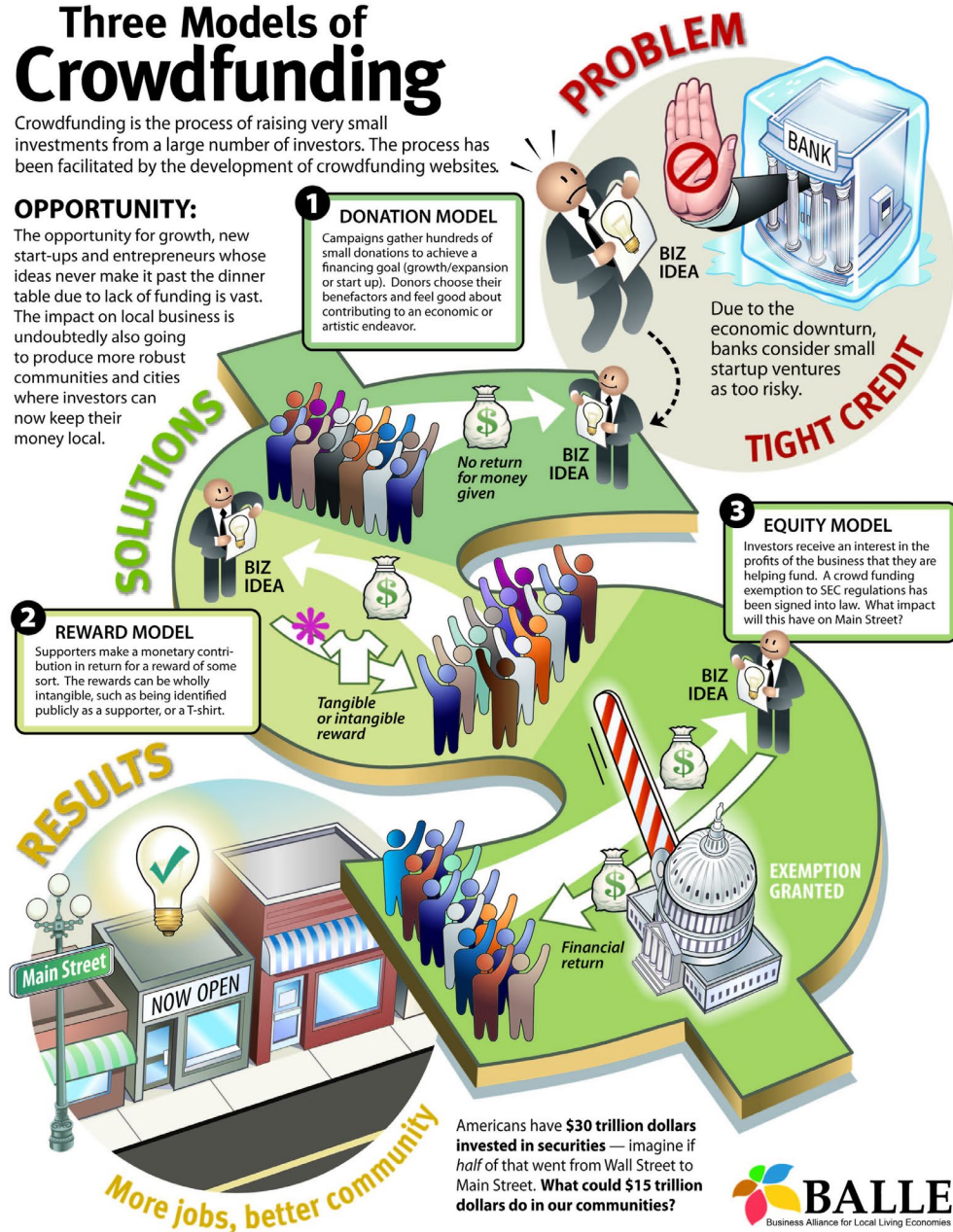


Three Models of Crowdfunding

Crowdfunding is the process of raising very small investments from a large number of investors. The process has been facilitated by the development of crowdfunding websites.

OPPORTUNITY:

The opportunity for growth, new start-ups and entrepreneurs whose ideas never make it past the dinner table due to lack of funding is vast. The impact on local business is undoubtedly also going to produce more robust communities and cities where investors can now keep their money local.



HOW EQUITY CROWDFUNDING WORKS

UNDER TITLE II WITH ACCREDITED INVESTORS

\$1,000,000

FUNDING CAP: UNLIMITED



1. A COMPANY CREATES AN ONLINE PROFILE AND SUBMITS ITS FUNDING CAMPAIGN

2. CROWDFUNDER PLATFORM REVIEWS & APPROVES CAMPAIGN



3. CAMPAIGN LAUNCH: INVESTORS REVIEW THE COMPANY, PARTICIPATE IN THE CONVERSATION, COMMIT TO INVEST

100%



4. COMPANIES APPROVE AND CLOSE INVESTOR COMMITMENTS, DOCUMENTS SIGNED, FUNDS TRANSFERRED

MAIN NEEDS

BUSINESS ORIENTED

HAS

Understanding of a
Business Solution

NEEDS

Development of a
Sustainability Model

MOTIVATION

Business/ Ideas



COMMON GROUNDS

Personalized Help

Understand the Need

Lean Strategies

Acceptable price level

SOCIALLY ORIENTED

HAS

Understanding of a
Social Problem

NEEDS

Development of a
Business Model

MOTIVATION

People/ Problems



Make Money and Do Good

