



HIGH-PROTEIN GUILT-FREE INDULGENCE



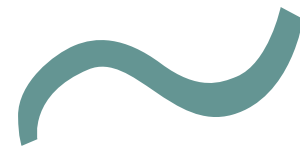
WHEY Better-desserts



A line of delicious sugar free guilt free high protein desserts



1. Problem Statement



1

Many people seek healthier alternatives to traditional desserts due to high sugar content and lack of protein.

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Sugar-laden desserts contribute to health issues (obesity, diabetes)

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Limited sugar-free, guilt-free, high-protein dessert options on the market.

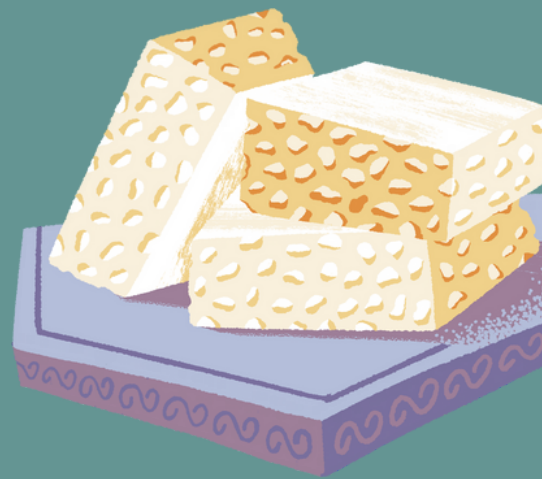
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Most available high-protein options compromise on taste and texture



2. Solution Overview

- We offer A High-protein, sugar-free desserts that taste just as good as traditional options.
- OurProduct Line: Ice creams, waffles (mix), milkshakes, and smoothies.
- We only use certified and Lab-tested Ingredients whey protein from trusted brands, natural sweeteners, and other premium ingredients.
- Our Unique Selling Point (USP) lies in High in protein, no added sugars, and still delicious—ideal for fitness enthusiasts, diabetics, and anyone wanting to indulge guilt-free.



3. Marketing Strategy.

Target Audience:

- Health-conscious consumers, fitness enthusiasts, and diabetics.

Channels:

- Digital Marketing: Social media campaigns, influencer partnerships, and targeted ads on health and fitness platforms.
- In-store Sampling: Partner with gyms, health stores, and fitness events to introduce the product directly to the audience.
- Subscription Boxes: Monthly delivery options for recurring revenue.
- Brand Positioning: Premium, healthy, and indulgent desserts positioned as an alternative to traditional options.



4. Competition Analysis



Direct Competitors:

Other high-protein and low-sugar dessert brands.

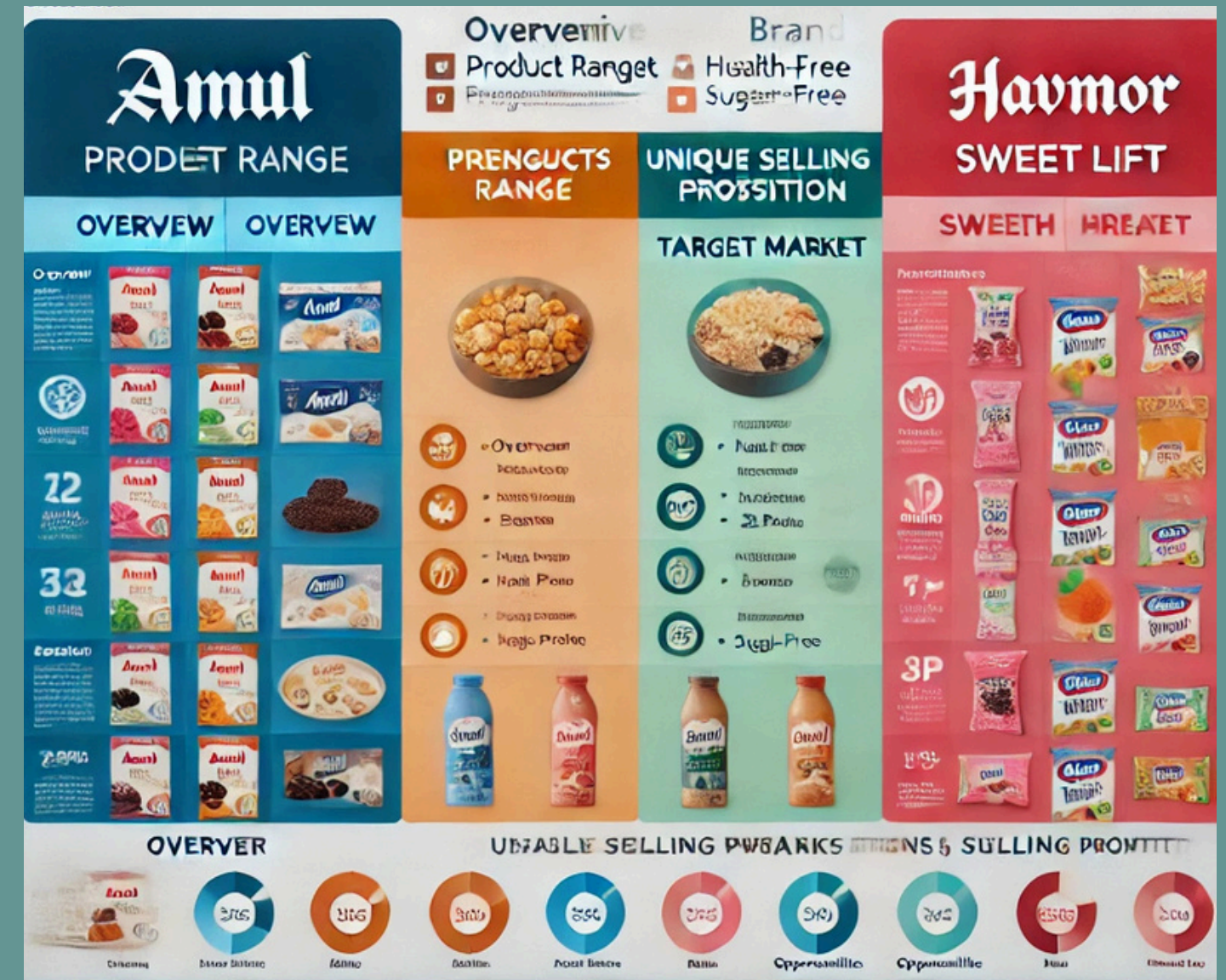
Indirect Competitors:

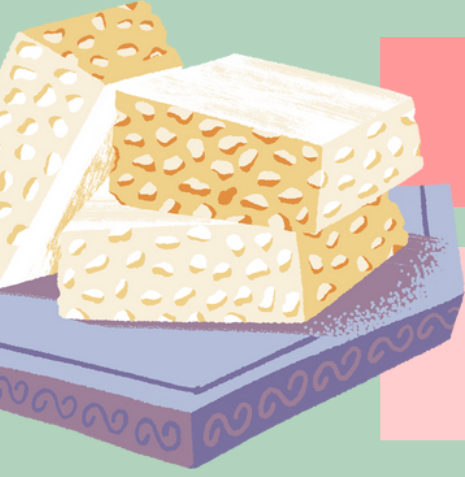
Traditional dessert brands and protein supplement brands, like Amul, Havmore etc.



Differentiators:

High protein content without compromising taste. Sugar-free, suitable for diabetic consumers. Use of lab-tested whey protein to ensure quality.





<u>Aspect</u>	<u>Amul</u>	<u>Havmor</u>	<u>WHEYbetter-Desserts</u>
<u>Overview</u>	<u>Largest dairy brand, mass-market, affordable</u>	<u>Premium, indulgence-focused, mid-range to high-end</u>	<u>New, health-focused, guilt-free, high-protein desserts</u>
<u>Product Range</u>	<u>Standard flavors, seasonal options, traditional Indian styles</u>	<u>Premium flavors, unique offerings (bars, cups)</u>	<u>High-protein, sugar-free ice creams, waffles, smoothies</u>
<u>Pricing</u>	<u>₹20 - ₹200 (single to family packs)</u>	<u>₹30 - ₹300 (single to family packs)</u>	<u>Premium-priced, competitive with Havmor & Amul</u>
<u>Target Market</u>	<u>Broad market appeal, families, all age groups</u>	<u>Urban, middle to upper-income, taste-focused</u>	<u>Health-conscious consumers, fitness enthusiasts, diabetics</u>
<u>Strengths</u>	<u>Strong brand equity, wide distribution, affordability</u>	<u>Premium brand perception, quality focus</u>	<u>Unique high-protein, sugar-free focus, innovative niche</u>
<u>Weaknesses</u>	<u>Limited health-oriented options, traditional flavors</u>	<u>Higher prices, no health-focused offerings</u>	<u>New brand, limited initial distribution</u>
<u>Unique Selling Proposition (USP)</u>	<u>Mass-market appeal, affordable pricing</u>	<u>Premium, rich flavors, exotic taste profiles</u>	<u>Health-focused, guilt-free indulgence, high protein Premium, rich flavors, exotic taste profiles</u>
<u>Opportunities</u>	<u>Growing demand for healthier options, potential for low-sugar line</u>	<u>Potential to expand into health-conscious products</u>	<u>Tap into health and fitness trends, premium urban markets</u>

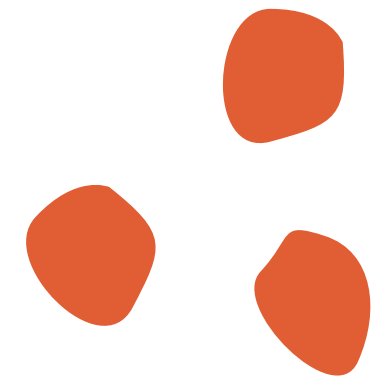
5. Business Model

Revenue Streams:

- Direct sales through retail and online.
- Subscription model for regular customers.
- Partnership with health stores and fitness chains.

Pricing Strategy:

- competitive pricing for quality ingredients and within the high-protein dessert market.



6. Financials



Equipment:

To establish a high-quality production setup, the following equipment is essential:

- Ice-Cream Maker (10L): ₹35,000 - ₹50,000
- Waffle Maker: ₹10,000 - ₹15,000
- Mixer/Smoothie Maker (10L): ₹10,000 - ₹20,000
- Deep Fridge (20L): ₹10,000 - ₹25,000

Total Equipment Cost: ₹65,000 - ₹110,000

These costs cover essential equipment for making and storing all dessert types—ice creams, waffles, milkshakes, and smoothies.

This initial investment is scalable; additional units can be added as demand grows

Materials:(Per Month)

To ensure consistency and quality, we will use high-quality ingredients including lab-tested whey protein, premium toppings, and natural sweeteners.

- Whey Protein (10 kg): ₹8,000 - ₹9,000
- Premix for Waffles (10 kg): ₹2,500 - ₹3,000
- Ice-Cream Base/Heavy Cream (5L): ₹1,000 - ₹1,500
- Toppings (Syrups, Choco-Chips, Dry Fruits): ₹5,000 - ₹7,000

Total Material Cost: ₹16,500 - ₹20,500

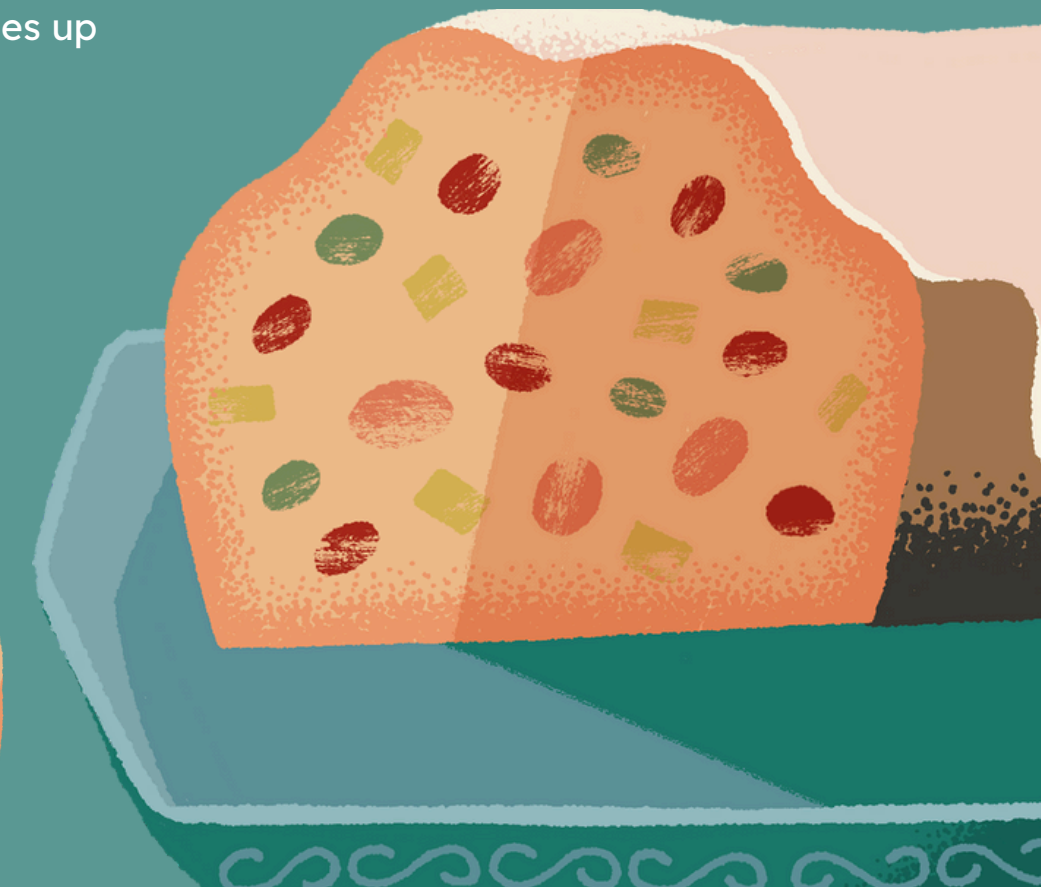
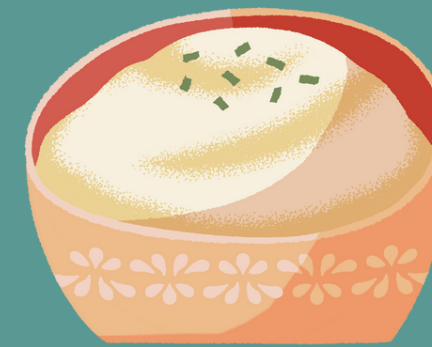
Additional Expenses

In addition to equipment and materials, we estimate other expenses:

- Rent for Production Facility: ₹15,000 - ₹20,000
- Utilities (Electricity, Water): ₹5,000 - ₹8,000
- Marketing and Promotion: ₹10,000 - ₹15,000
- Salaries (if any employees are needed): ₹8,000 - ₹12,000
- Miscellaneous Expenses: ₹5,000

Total Operational Cost (Monthly): ₹43,000 - ₹60,000

This covers the cost of producing a month's worth of products across all categories. Given the higher price points of sugar-free, high-protein products, these input costs are manageable within the planned pricing model. Bulk purchases and supplier partnerships could reduce costs further as production scales up



Revenue Projections

Using a conservative pricing strategy, we've outline expected monthly sales:

- Average Price per Unit (Ice Cream, Waffle, Smoothie): ₹100 - ₹150
- Projected Sales Volume (per day): 50 units (across product lines)



Total Monthly Revenue: ₹1,50,000 - ₹2,25,000

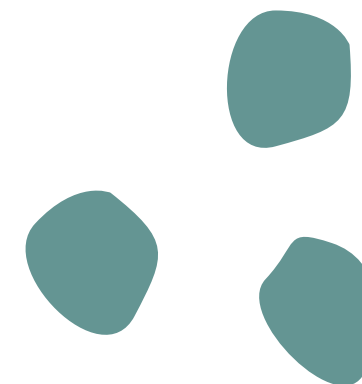
Based on this, projected monthly revenue should cover operational costs, with room for reinvestment in marketing and product improvement.

Break-even Analysis

- With initial equipment costs of approximately ₹65,000 - ₹110,000 and a recurring monthly expense of ₹56,500 - ₹80,500, the break-even point can be estimated within 6-8 months based on steady sales and controlled operational costs.
- Funding Requirements
- To meet the initial investment and cover the first few months of operational costs, we seek a funding

Amount of ₹2,00,000 - ₹2,80,000. is required

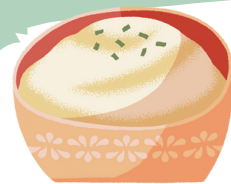
- Allocation of Funds:
- Equipment Purchase: ₹65,000 - ₹110,000
- Initial Stock & Ingredients: ₹16,500 - ₹20,500
- Marketing and Branding: ₹30,000
- Working Capital (2-3 months of operations): ₹80,000 - ₹1,00,000



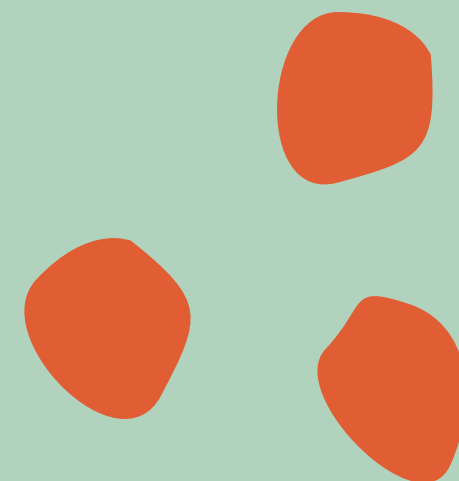
7. Team



Shourya Salvi- Founder



Mansingh Andhale - Co-founder





Thank You..

F&Q

