

Bumi Panas Kita Kipas

PulihRasa

Elevating Healthcare Cuisine,
Eradicating Hospital Waste

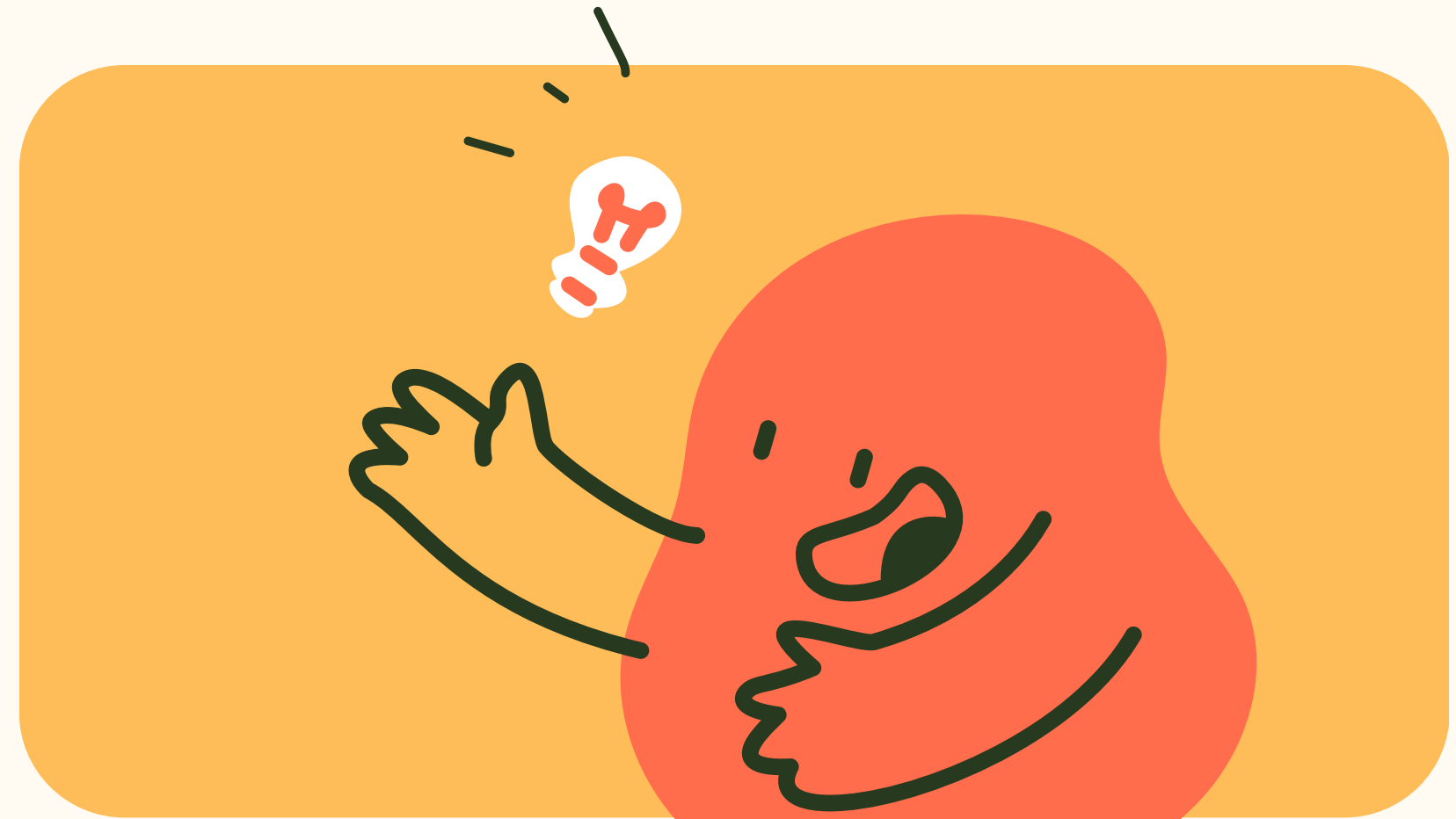
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Presented By: **Jonathan I. M.**

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Executive Summary



- 1** B2B culinary operator scaling to full hospital kitchen management.
- 2** Eradicating malnutrition and waste via chef-led, fresh meals.

- 3** Meeting Kemenkes waste mandates ($\leq 20\%$) within BPJS budgets.

Problem Statement



- ➔ B2B healthcare culinary operator scaling from specialized liquid diets to full kitchen management.
- ➔ Eradicating hospital malnutrition and food waste through chef-led, freshly sourced meals.
- ➔ Helping hospitals meet Kemenkes ($\leq 20\%$) waste mandates while strictly adhering to BPJS budgets.



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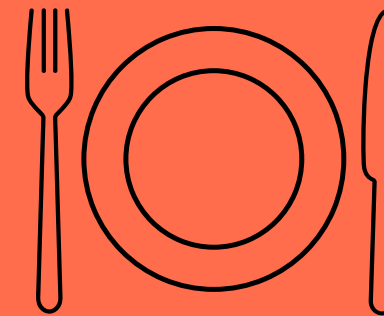
Our Solution



**Chef-engineered,
naturally textured,
nutrient-dense soups
and purees**



**Sourcing cost-effective
"Grade-B" produce
directly from local
farmers.**



**Using intense local
aromatics to build flavor
without violating sodium
limits.**



UN's SDG Alignment



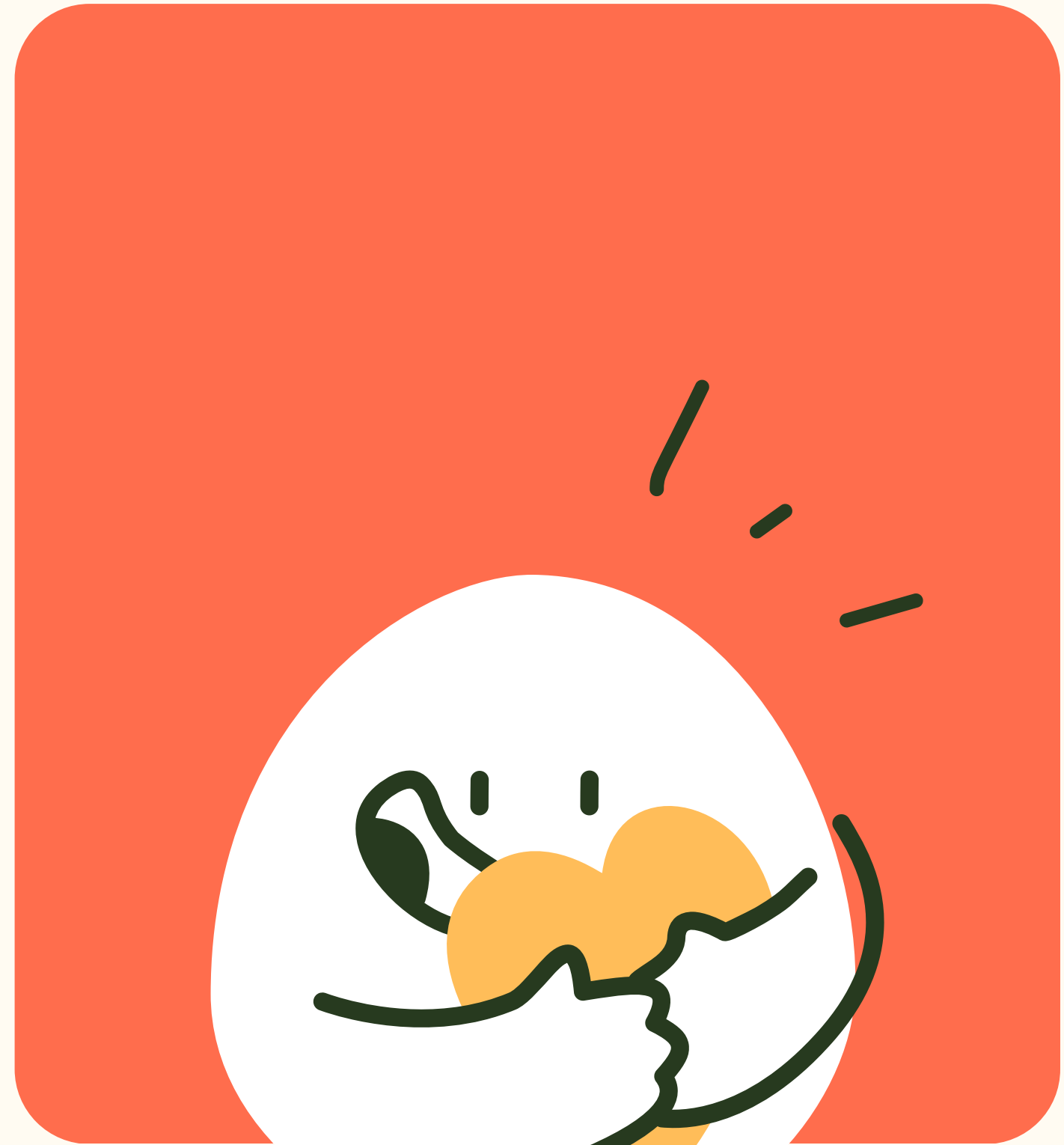
Hunger(2) & Health(3)

Appetizing, nutrient-dense food that accelerates patient recovery.



Responsible Consumption(12)

Slashing plate waste and supply chain emissions via local sourcing.



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- 1** Low-risk pilot managing only liquid/modified diets.
- 2** Expand operations to the staff/doctor cafeteria.
- 3** Leverage in-house track record to win full catering contract.

Go-2-Market “Trojan Horse”



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Risk Mitigation and Operation

Our plan

To ensure safe and continuous operations, we will secure dedicated working capital to bridge standard Net-90 hospital payment delays, while enforcing strict HACCP protocols and maintaining mandatory Laik Higiene (SLHS) certifications to guarantee food safety for vulnerable patients.



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Business Model

- B2B retainers priced to match current per-patient BPJS spending.
- Shifting budget away from middlemen directly to local farms and chefs.
- Hospitals achieve positive ROI by eliminating massive bio-waste disposal fees.

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Thank You Very Much!

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