



MONGOLIAN UNIVERSITY OF SCIENCE AND
TECHNOLOGY
GRADUATE SCHOOL OF BUSINESS



MICS2024

Mini plant factory establishment in schools for sustainable agriculture and nutrition enrichment

August 5, 2024. Tokyo, Japan



Agenda



01

The Challenges of Mongolia that We Solve

02

The New Solutions We are Innovating

03

Our Business Plan and a Road to Success

01

The Challenges of Mongolia that We Solve

The Creation of New National Healthy Habits



The Challenge in Mongolia

Mongolia's life expectancy is improving but still ranks **132nd** globally.

Mongolia's life expectancy rose from 55 years in 1980 to 68.1 years in 2022.

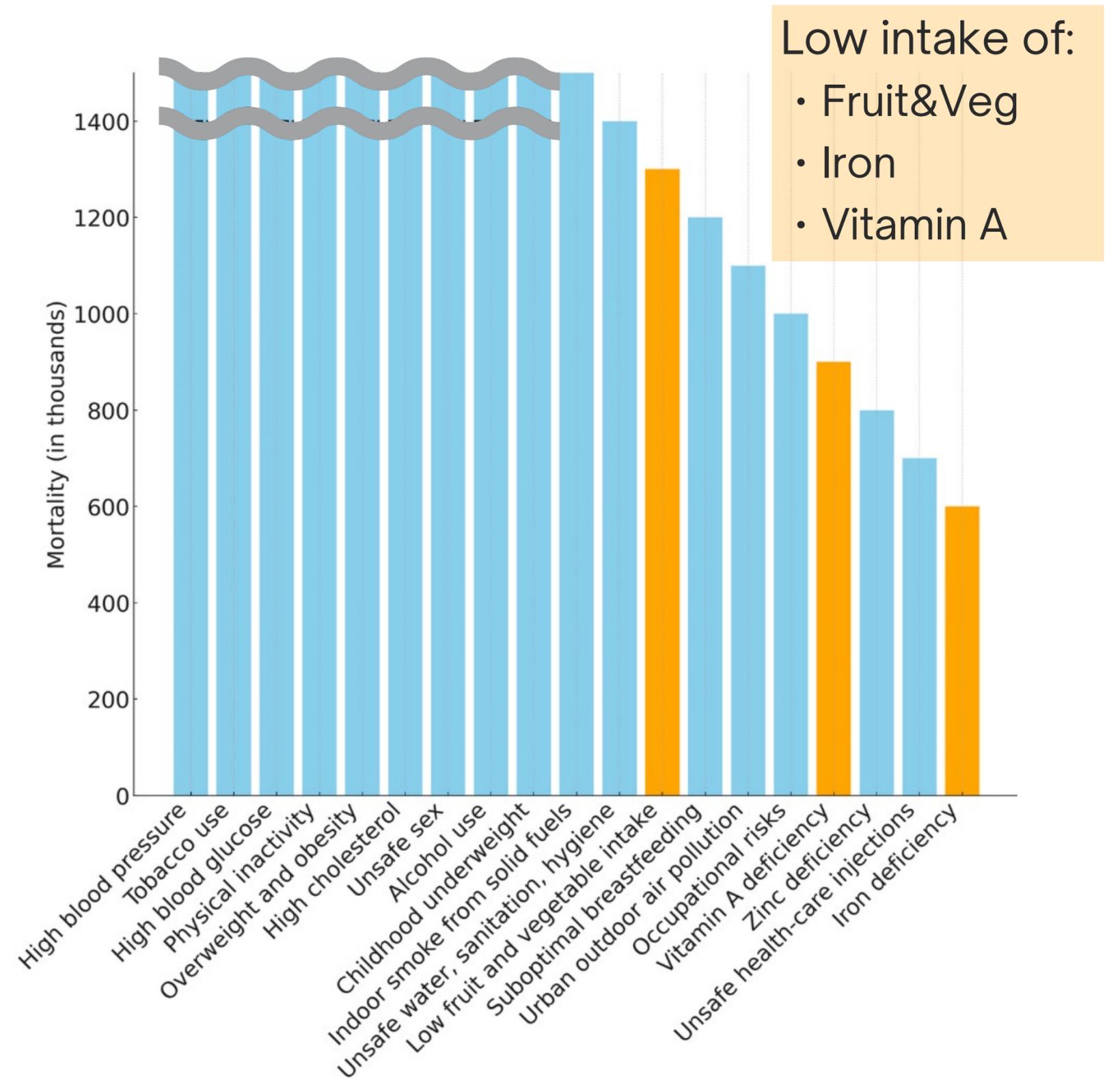
Ranking	Country	Average Life
1	Japan	84.3
2	Switzerland	83.4
3	South Korea	83.3
4	Singapore	83.2
5	Spain	83.2
128	Ethiopia	68.7
129	Senegal	68.6
130	Lao People's Democratic Republic	68.5
131	Mauritania	68.4
132	Mongolia	68.1
133	Republic of Fiji	68

The Challenge in Mongolia

Low vegetable intake is a top-ranked cause of death.

Veg intake extends lifespan!!

Leading Risk Factors For Global Mortality





Monglia's challenges in adopting veg consumption

1

Severe Climate

2

Meat Dominant Meals

3

**Traditionally
Established Habits**



Climate-independent agricultural techs.



Change to a veg-eating culture.



Innovation of ways to popularize veg.

02

The New Solutions We are Innovating

The Creation of New National Healthy Habits



Solutions For Creating Habits of Eating Veg

#1 Producing



Mini Plant Factory at School

- Introduce weather-resistant farming tech.
- Placing Mini Plant Factory (Vegetable-racks) at school



Sustainable Mini Veg Value Chain



#2 Eating



School Meals & "Shokuiku"

- School-grown veg in lunches.
- Introducing "Shokuiku".



Behavioral Change from Children



#3 Disseminating

Friendly Strategies to Make Kids Enjoy Eating

- Creating Friendly and Tasty menus.
- Through Fun Digital Strategies.

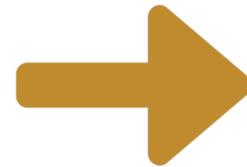
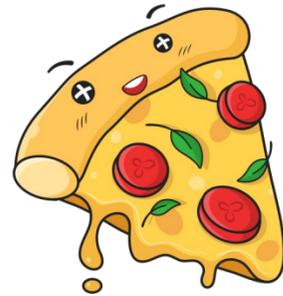


Veg Move from kids to others!!



What to make?

Insufficient nutrients and children's diets are becoming **unhealthier.**



Nutrients Lacking in Mongolia

- Iron
- Vitamin A
- Vitamin D
- Iodine



1



Spinach

Iron, Vitamin A, Vitamin C

2



Tomato

Vitamin C, Lycopene, Supports Iron Absorption

3



Kale

Vitamin A, Vitamin K, Vitamin C, Iron

4



Strawberry

Vitamin C, Antioxidants

5



Broccoli

Vitamin C, Vitamin K, Iron

6



Lettuce

Vitamin A, Folic Acid

7



Egg

Vitamin D, Vitamin B12, Protein

8



Yogurt/Milk

Vitamin D, Calcium, Iodine

03

Our Business Plan and a Road to Success

The Creation of New National Healthy Habits



Size of Market

Veg Market
Lacking in Mongolia
¥ 53.8B

School Meals Veg Market
¥ 3.7B

Current Target
(40% of SAM Market)
¥ 1.5B

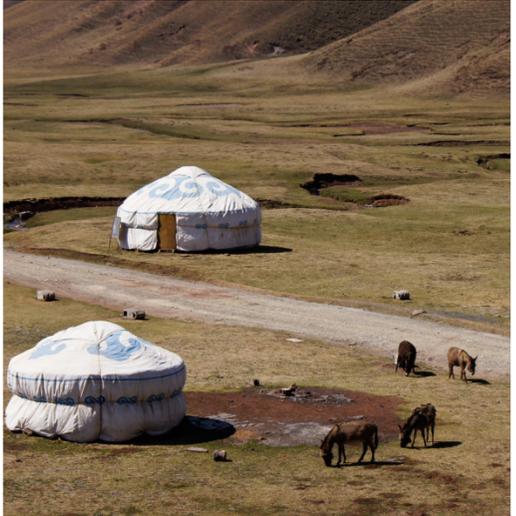
TAM

Further expansion into B2B markets, such as restaurants



SAM

Expansion to schools in the ger districts



SOM

Expansion centered on schools in Ulaanbaatar



Our Future Path

Start up fundraising Plan

1 *Test Plan Review*

- ① Model School Selection
Choose one school in Ulaanbaatar and one in the Ger district.
- ② Mini Plant Factory Installation
- ③ Educational Program Testing
- ④ School Meal Recipes
- ⑤ Community Engagement



2 *Crowdfunding*

- The test will use crowdfunding as a source of funds, and consider a monetization plan
- ① Set a target
 - ② Consideration of Benefits
 - ③ Progress Reports Sharing



3 *Lunch Table for Mongolia and Japan*

- ① Promote meal-based donations
- ② Support Mongolian children with meal proceeds
- ③ Fusion dishes by top chefs



Implementation and monetization plan

Establish a stable revenue model

Marketing



Administrative Office



- Commission Revenue
- Marketing Support Revenue
- Sponsorships
- Recipe app ad revenue

Hardware



Agricultural Equipment Manufacturer



- Equipment Sales Revenue
- Maintenance Contracts
- Consumables Sales
- Sales of Expansion Options

Software



Contract Local Farmers



- Consulting Fees
- Seed and Material
- Training Programs
- Vegetable Sales



Implementation

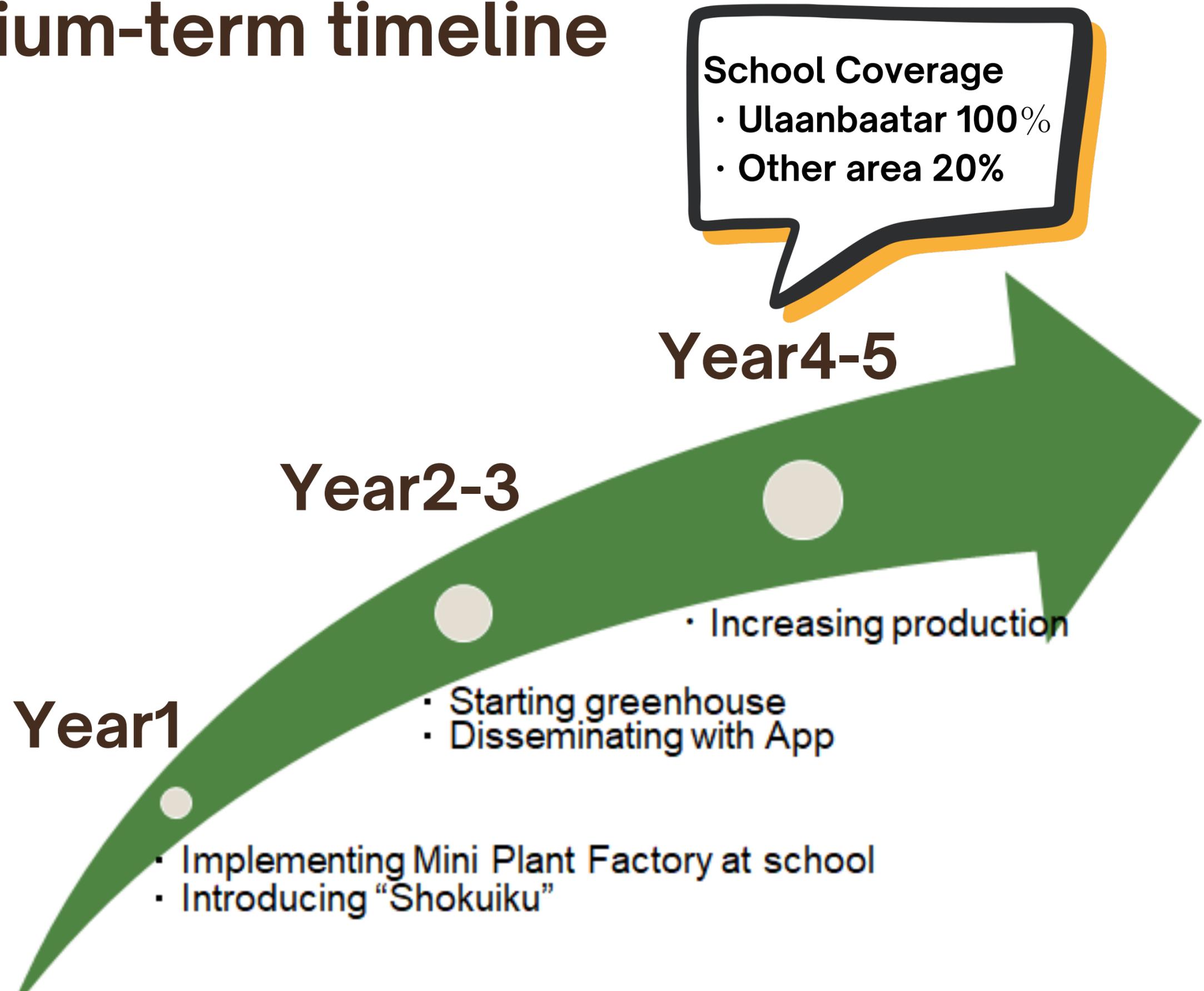


Implementing Schools



- Popular School Status
- Local Community event fees
- Veg for daily school meals at cost price

Medium-term timeline



The Creation of New National Healthy Habits



Our Team

Strategy



**PROFESSOR
KATSUHIRO
SATO**



Technology



**PROFESSOR
CHOIJIL
BAASANDASH**



Nutrition



**TSOLMON
SONINKIHISHIG**



Medical



**SHIGEYOSHI
KIJIMA**



Agri-biz



**SHIGERU
NAKASHIMA**



Finance



**YUTAKA
ABE**



Biz development



**RYO
YAMADA**



Law



**AKINORI
MIMA**



Logistics



**SUMI
KIMURA**



Contents creator



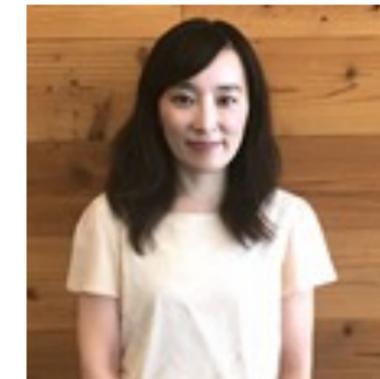
**ATSUSHI
WADA**



Marketing



**MASATAKA
SHIMADA**



**ERIKA
SATO**



**YUKIKO
SONOKAWA**



Supporters Our Team

THE EMBASSY OF MONGOLIA IN JAPAN



Ambassador of Mongolia to Japan,
Banzragch Bayarsaikhan

YANMAR GROUP



Yanmar Holdings Co., Ltd.
Yanmar Energy System Co., Ltd.
Yanmar Green System Co., Ltd.

Thank You

Aspiring for vegetables to become a staple, enriching the lives of the people in Mongolia.