



Project **Genesis**





Introduction

The world is gassed up to the brim with sizzly energy drinks. The stigma behind it all is shocking. What started as an aid for humans quickly turned to kidney stones and multiple side effects. Will we continue to gulp on burps or are we just short for options.



About Us

We are a company that is made by young entrepreneurs, who went through pain and struggles. Seeing people close to us suffer from diseases. Such as cancer, HIV tumors and so forth.

Playing, planting and spending most of our time at one of our friends farm broadened our perspectives, a ramble about an all herbal elixir took place, it only took one action hence

~The birth of GENESIS



“Dust to dust, ashes to ashes. From the dust we eat and from the ashes we refine. Not everything needs to be digitized

Mfanafuthi Yende



Values

We as the Genesis crew respect and value our customers expenditure on our products hence we put extensive planning and research with all our resources to better the mental and physical health of our customers.



Integrity

We are proud to inform that the Genesis crew has in-house research teams working on organic compounds for the best health and consumption experience



Innovation

Never on the face of the earth has there been an energy drink that is 100% organic. Genesis is truly one of a kind



Creativity

Our development team found ways to be environmentally friendly in production and also reviving the planet and its diverse lifeforms

Goals

Our main goal is that the GENESIS drink should be in pharmaceutical shelves by the year 2030, as a recommendation from top medical practitioners. The rest is to help where we can along the way

01



Objective 01

Eliminating the over saturated drinks for beasts and animals, containing chemicals harmful enough for car combustion

02



Objective 02

Building a community and societies that are conscious consumers. Building a relationship with them and giving back to the people and environment

03



Objective 03

Further our research on what matters most to our customers, how it helps them, better them so that we can deliver on demand

04



Objective 04

Genesis on shelves changing the stigma and stereotype around energy drinks. The conscious empire

Project Timeline

As shown on the diagram below our business process. Our products are not from backyard to shelves they undergo a process, we look at trends and performing flavors and variants so that we do not die down instead keep afloat till we become timeless



Our Services

Farmers

Our farmers might use passed down techniques and teachings to till and fertilize the soil in order to grow rich and well portioned fruits and vegetables.

This is our first step of making sure that our products are not tempered with any third party elements except from nature.

Giving a full experience of organic nature with no additives or preservatives

Research & marketing

Once our farmers hand over the produce, our research team wastes no time in verifying the authenticity of the products.

After verification the mix is then created to cater for 94.79% of known illnesses, this then goes to testing and flavour sampling. This is where most of our magic takes place

Operations & production

Our operations team is our backbone. This is where the produce plans takes place, quality materials for productions are being tested. Constantly on the look for the most economical friendly materials.

production takes place with the swiftest of efforts. Our head of production is a specialized quality inspector. Best quality

Finance and sales

Our financial department makes sure to set a comfortable budget for mostly quality of goods and materials, constantly on the look for sponsors and investors and a with no fine or legal suit reputation.

Our sales team have zero tolerance for false advertising, what we give is what we promised, quality and quantity for a reasonable price.

Introducing Genesis







Statistics

Statistics

From our launch day our research team gathered from customers their reviews of the new product on the market. Here is the outcome:



New Customers

On our launch day we received a rise in customer base, 87% of new people coming to test our product. All this was recommendations from the other 13 percent we invited in our exclusive tasting event.



Recurring Customers

Verdict from our research team was that from the 100 percent of participants on our launch day 84% of them became recurring customers. This verdict also includes the 13% that was excluded on the new customers data sheet.

Financial Report

Revenue Growth

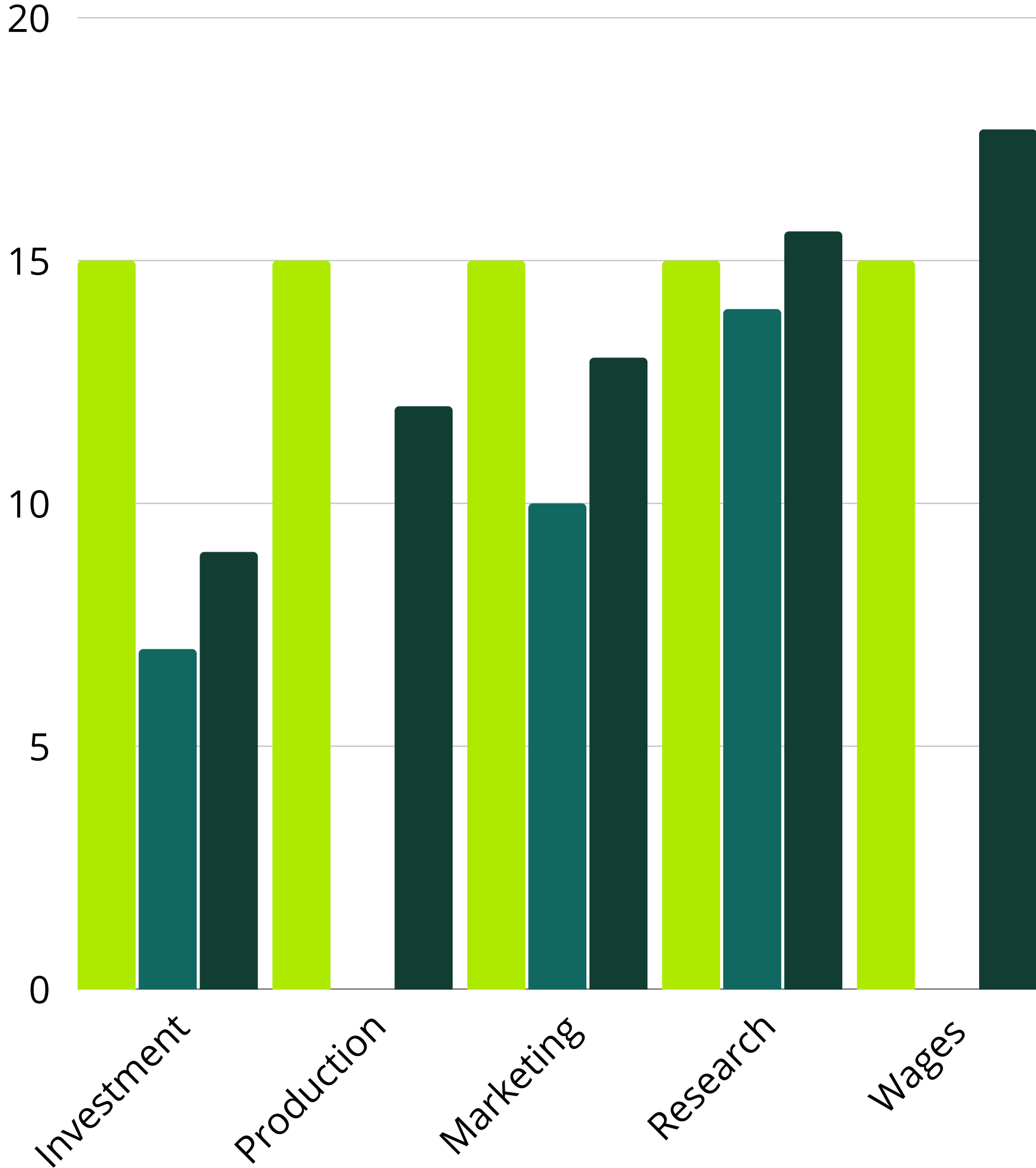
At the moment our financial team is working miracles for us to reach break even in 5 years time, although we haven't covered initial investment, profits are on a rise

Return on Investment

As a company we have invested hope in reviving what doctors seem to be struggling with, we believe we have gotten more back than we invested, our reviews speak on our behalf and yes we are able to pay our workers

Customer Satisfaction

From our reviews and steady customer base growth, we have enough reason to believe that our customers are satisfied with our product. A 97% thumbs up rating has been as steady as our product quality and delivery



Our Team

Our team is comprised of individuals who are innovators in their fields. Game changers and overall respectful, driven and passionate souls

Mfanafuthi Yende

Ceo

- Ceo
- Farming
- Annual planning
- Spokesman
- Business planner

Khalalelo Sekhoto

Head of production

- Operations
- Production manager
- Salaries
- Labor tracker
- Contractor
- Equipment
- Materials

Leonard Ngoaketsi

Head of sales

- Sales tracker
- Product testing
- trainer
- Facilitator
- Marketing

Keletso Tladi

Head of research

- Market research
- Product research
- marketing
- Human resources
- Branding
- Influences
- Content
- Event planning

Kabelo huma

Head of operation

- Production overseer
- Marketing
- Human resources
- Product tester
- Scheduling
- Shipping
- Packaging

Oratile letwaba

Head of finance

- Financing
- sponsors
- Investors
- Salaries
- Taxes



Studio
Shodwe



THANK YOU

For watching this presentation

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