

Olakino Probiotics

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Introduction

"All disease begins in the gut" -Hippocrates, *the Father of Modern Medicine*

The significance of gut health in shaping overall vitality is acknowledged in both ancient and contemporary medical practices. Cognitive, metabolic, and autoimmune well-being can all be influenced by the gut's condition.

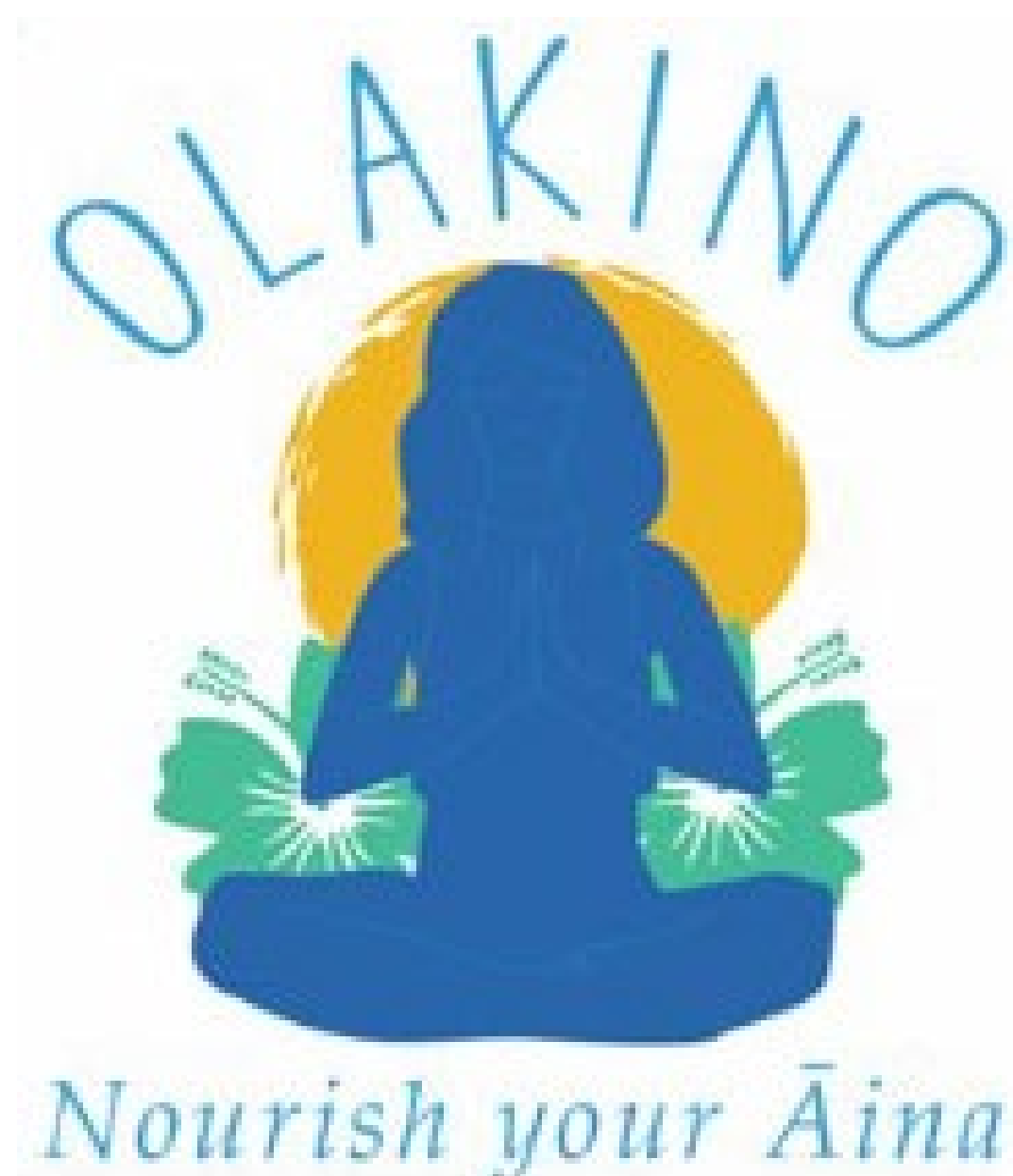
Our innovative product enters an expanding market, aiming to help individuals optimize their lives.

Product

While standard probiotics have their benefits, individual body compositions and health conditions vary. That's why a personalized approach to probiotics often yields better results.

We send our customers a gut test to analyze their specific needs, allowing us to craft a tailored probiotic for the individual and send it straight to the customers front door.

As customers consume their personalized drink over time, they can retake the gut test. Based on the results, we'll refine their personalized drink accordingly. All information regarding test results and adjustments made will be easily accessible and trackable through our dedicated app.

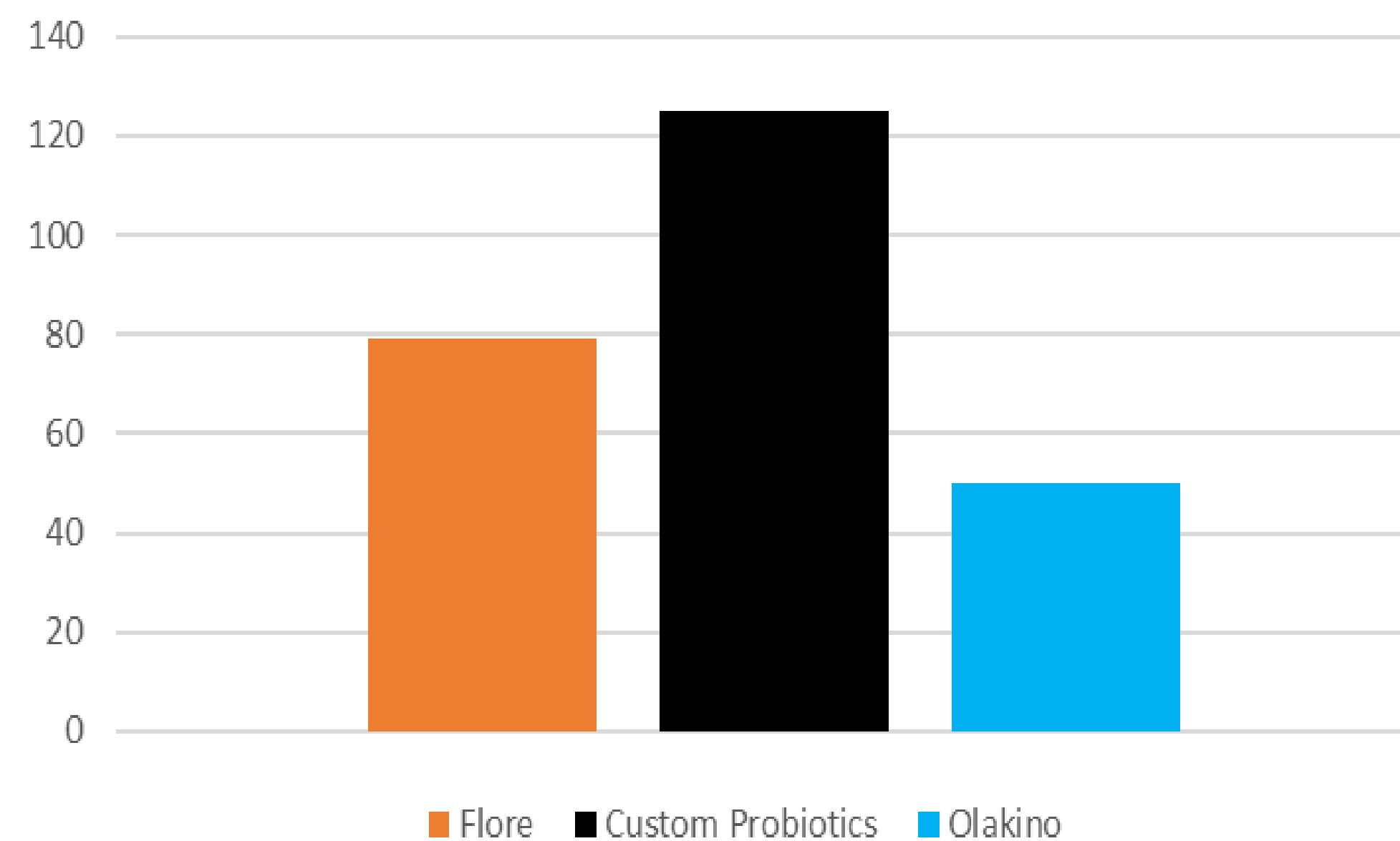


Financials

Our company intends to collaborate with various strategic groups across multiple industries to create a custom probiotic drink that is not only highly effective but also the most affordable in the market.

Presently, our product is available at a base price of \$6.25/drink, or \$50/month. However, by incorporating additional strains, customers have the option to choose more expensive premium variations.

Prices of Custom Probiotics



Marketing

Focusing primarily on social media, our marketing strategy targets health enthusiasts, probiotic enthusiasts, and individuals with specific gut microbiome-related health concerns.

Social media serves as our ideal launchpad, enabling precise ad targeting based on diverse interest groups. For instance, we can tailor our outreach to those intrigued by probiotics, facing gut health challenges, or followers of competitor brands.

As traction builds, our next phase involves recruiting brand ambassadors and influencers to champion our product. These advocates will promote our product within their niche online communities.

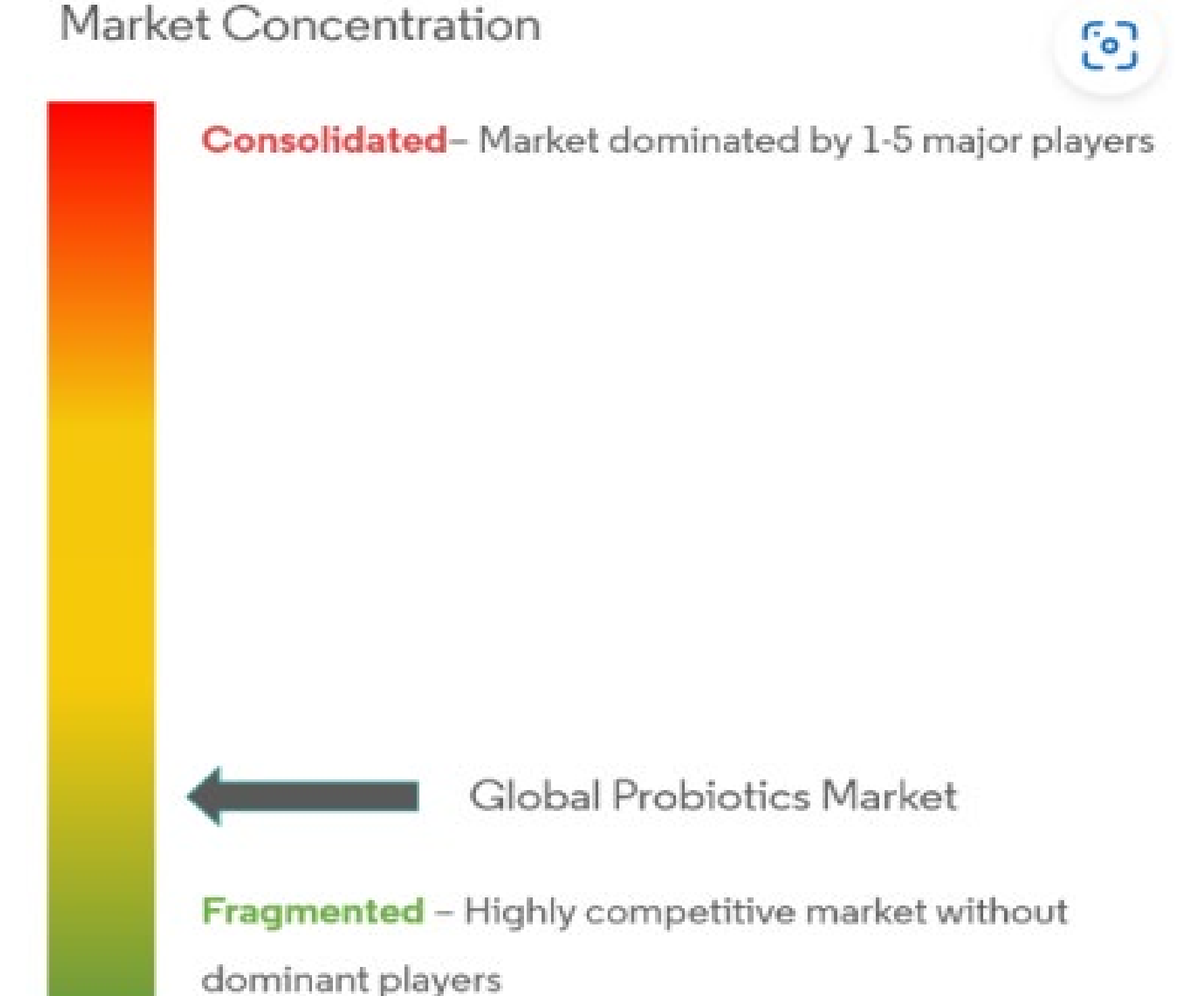
Growth and Expansion

Practical expansion can take various paths. One potential avenue involves placing non-customized products on grocery store shelves and broadening our range of flavors.

Additionally, exploring semi-customized products tailored for different demographics like toddlers, young adults, and seniors presents another opportunity.

In essence, the probiotic market is still in its infancy, offering ample space for increased competition and innovation.

Market Concentration



References

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