



**KAPWA**  
**GREENS**



*Let's talk  
over a cup of tea*





# *Our teammakers and herbal farmers*



**TSAA LAYA**  
EXQUISITE TEA COLLECTIONS OF THE PHILIPPINES

# Calauan Resettlement Community, Laguna





# Calauan Resettlement Community, Laguna

Before Resettlement



# Calauan Resettlement Community, Laguna

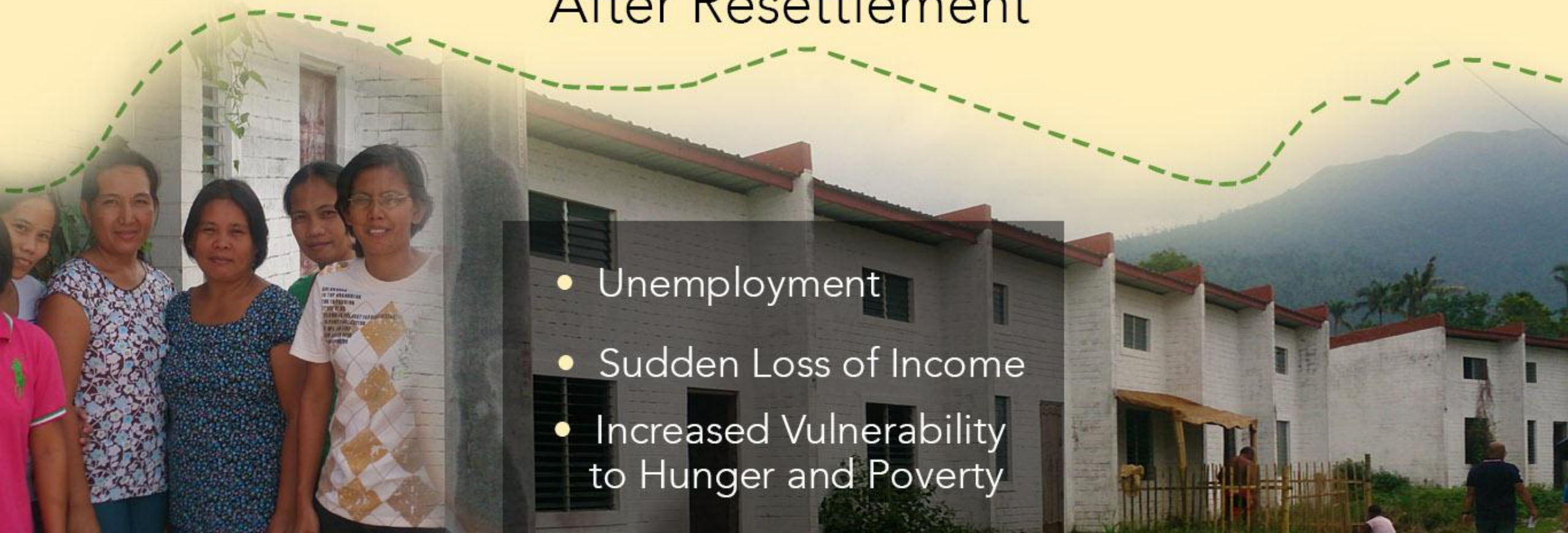




# Calauan Resettlement Community, Laguna

After Resettlement

- Unemployment
- Sudden Loss of Income
- Increased Vulnerability to Hunger and Poverty



# **Our Solution:** **Why tea?**



# Our Solution: Why tea?

Vast idle lands and  
clean environment  
in resettlement areas



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Native herbs  
as strategic  
cash crop  
for farmers



# Our Solution: Why tea?

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Native herbs  
as strategic  
cash crop  
for farmers

Value chain  
within the  
community



## **Our Market Opportunities**



1

# Premium Philippine Tea Brand



1

# Premium Philippine Tea Brand





2

## Steady Demand from Hotels, Restaurants, and Cafes (HORECA)

**9,000** *hotels*

**59,500** *restaurants*

**10,500** *cafes*

**79,000**  
establishments





## Demand for Wellness Products



# Our Value Proposition





# Our Value Proposition

1

Premium Philippine  
Tea Brand



# Our Value Proposition



Premium Philippine  
Tea Brand



Demand from  
HORECA

# Our Value Proposition

1

Premium Philippine  
Tea Brand

2

Demand from  
HORECA

3

Demand for  
Wellness Products







1

Premium Philippine  
Tea Brand

2

Demand from  
HORECA

3

Demand for  
Wellness Products



# Our Business Model



## Value Proposition

### *Tsaa Laya Brand*

First premium tea brand of Philippine origin herbs

Signature tea recipes

Customized tea product

Based on natural farming

*Toll Manufacturing and White Labeling*



## Customer Segments

### *High-end to Mid-end*

HORECA (Hotels, Restaurants, Cafes)

Specialty Stores on Wellness and Tourism

Online Customers

### *Mid-end to Low-end*

## Cost Structure

*Capital Costs:* Dryer, Grinder, Plant Refurbishments

*Operating Costs:* Raw Herbs, Packaging, Salaries, Utilities

## Revenue Streams

Wholesale Purchases

Consignment Revenues

Online Sales

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### *Tsaa Laya Brand*

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### *Toll Manufacturing and White Labeling*

## Customer Relationships

Shared social mission

Shared product development

Wholesale discounts

## Channels

Direct delivery

Online order and shipping

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# Our Business Model

## Key Partners

**Input Suppliers:**  
Raw Herbs Supplier:  
Calauan and other partner  
communities

Dried Herbs Firms

Packaging Suppliers

**Mission Partners:**  
Lender of Plant  
Building: NHA Agency

Community organizer and  
marketing supporter:  
Ayala Foundation

## Key Activities

Herbal Gardening

Plant Processing

Packaging

Community Training

## Key Resources



## Value Proposition

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*Toll Ma  
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## Cost Structure

**Capital Costs:** Dryer, Grinder, Plant Refurbishments  
**Operating Costs:** Raw Herbs, Packaging, Salaries, Utilities

Herbal Gardening

## Revenue Streams

Wholesale Sales  
Consignment Revenues  
Online Sales

Plant Processing

Packaging

*Low-end to Low-end*



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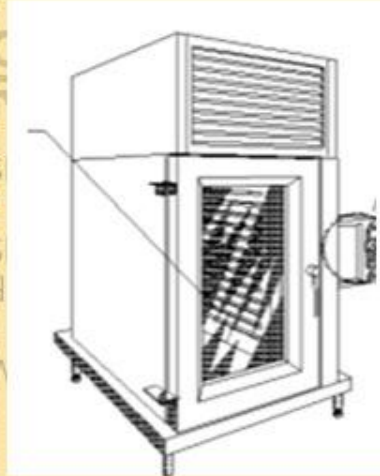
Plant Processing

Packaging

Community Training

## Key Resources

Plant Building  
Drying Machine  
Skilled Workers  
Technical Team



## Customer Segments

*High-end to Mid-end*

HORECA (Hotels,  
Restaurants, Cafes)

Specialty Stores on



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*Mid-end to Low-end*

## Revenue Streams

es  
venues

# Our Business Model





# Our Team

**Nori**  
Plant Manager

**Jamir**  
CEO

**Maru**  
Technical Officer

**Brian**  
Chief  
Agriculturalist



**Jenny**  
Farm Manager

**Gretel**  
COO



**Mark**  
Finance &  
Admin.  
Officer



**TSAA  
LAYA**

EXQUISITE TEA COLLECTIONS  
OF THE PHILIPPINES

**Java Banaba**  
*Herbal Tea for Slimming*

Balbas Pusa  
Banaba  
Cinnamon

Tea Bags

