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LOKOTOPIA: Expansion to China doesn't have to be a gamble

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Expansion to China

Doesn't have to be a gamble

Problem Statement

China is full of potential for Southeast Asian brands...
but **SMEs** finding it **risky & expensive** to enter

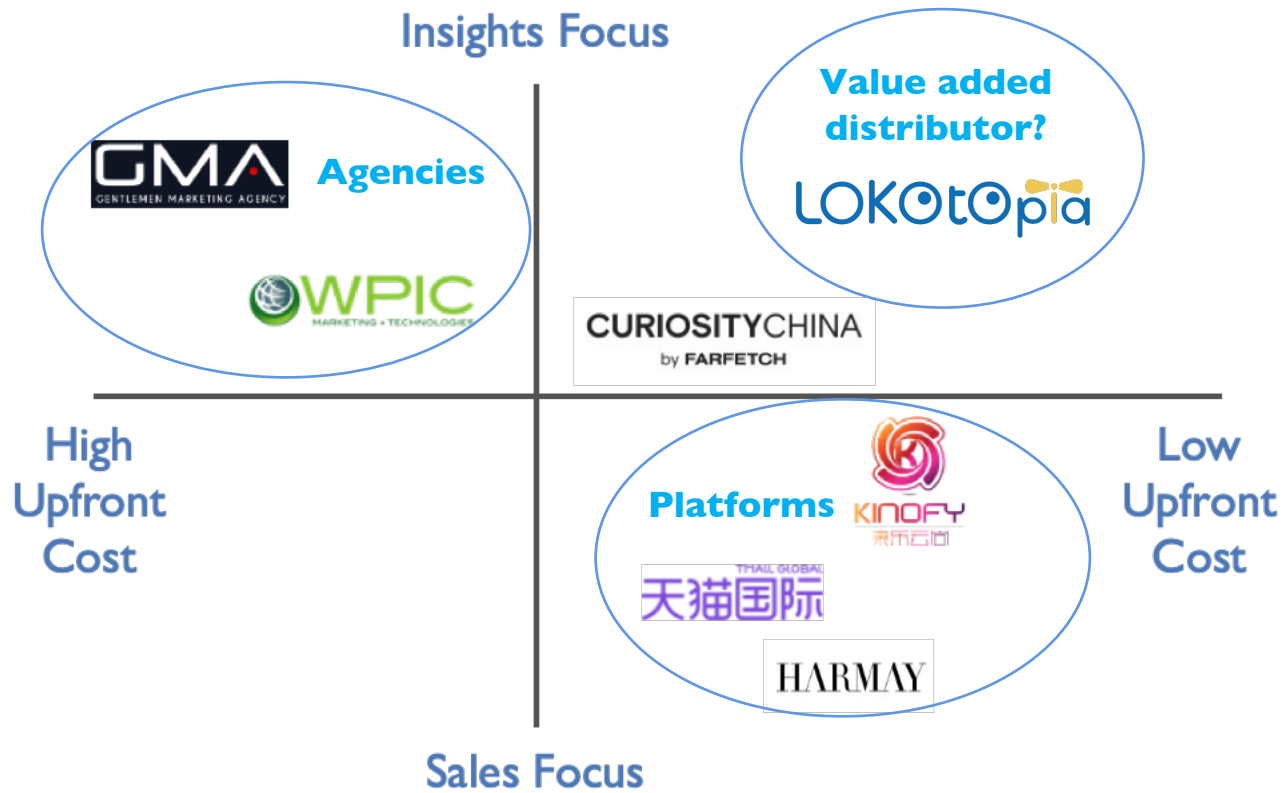


- ? Product market fit?
- ? Which city to start?
- ? What story would sell?
- ? What is the right channel?

*2021 estimate, data source: Statista

Existing Market Solutions

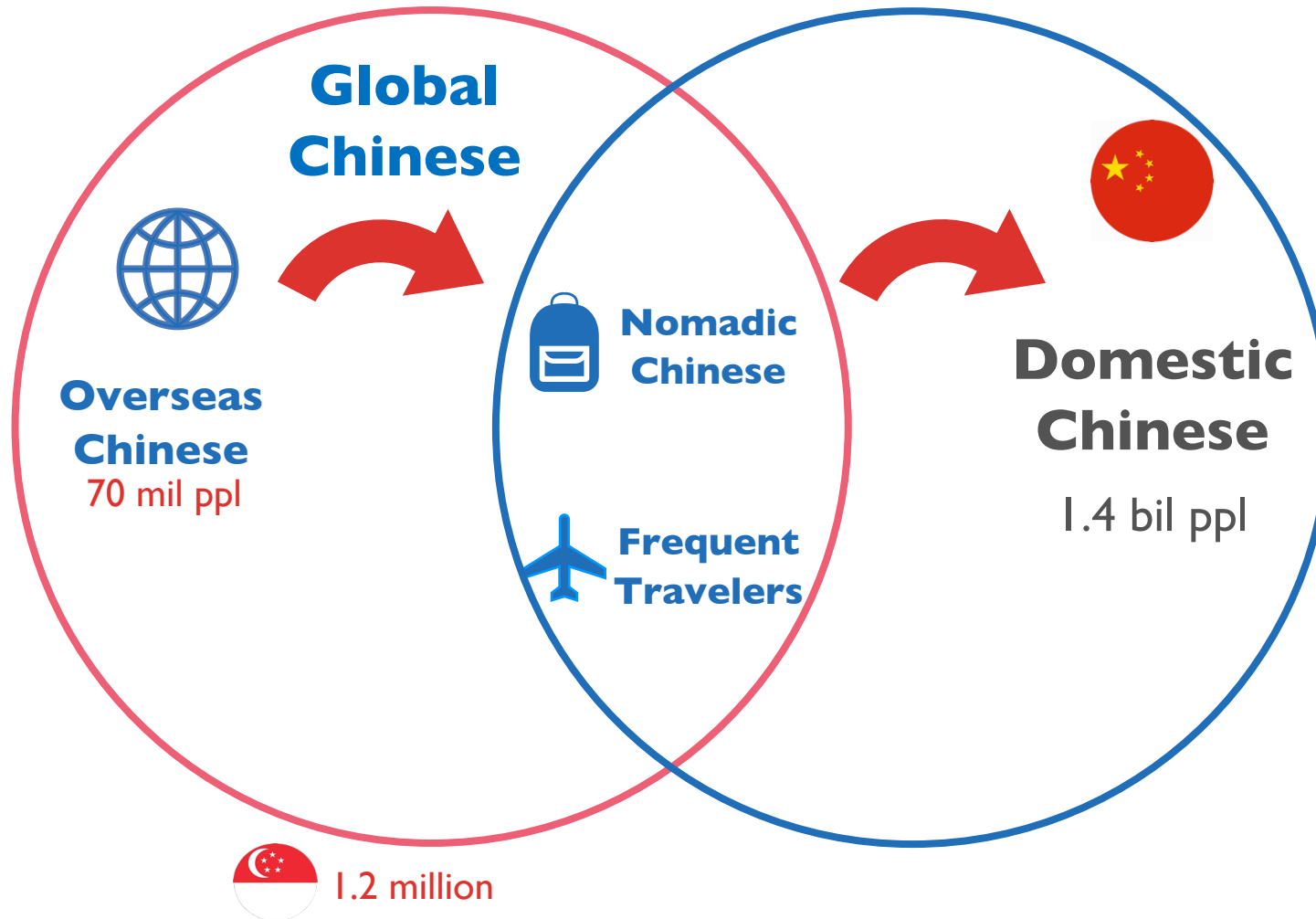
Too expensive or too difficult



				
Upfront cost	\$50k++	\$40k+	\$45k	\$3k
Time to 1st sale	6 mths ++	3 mths	3 mths	1 mth
Market study	✓	✗	✗	✓
Advantage	Awareness	Traffic	Simple	Speed
Disadvantage	No sales channel	Limited branding	Limited branding	Lack of scale

Our Solution

Market test through Global Chinese Consumers



Why Global Chinese?

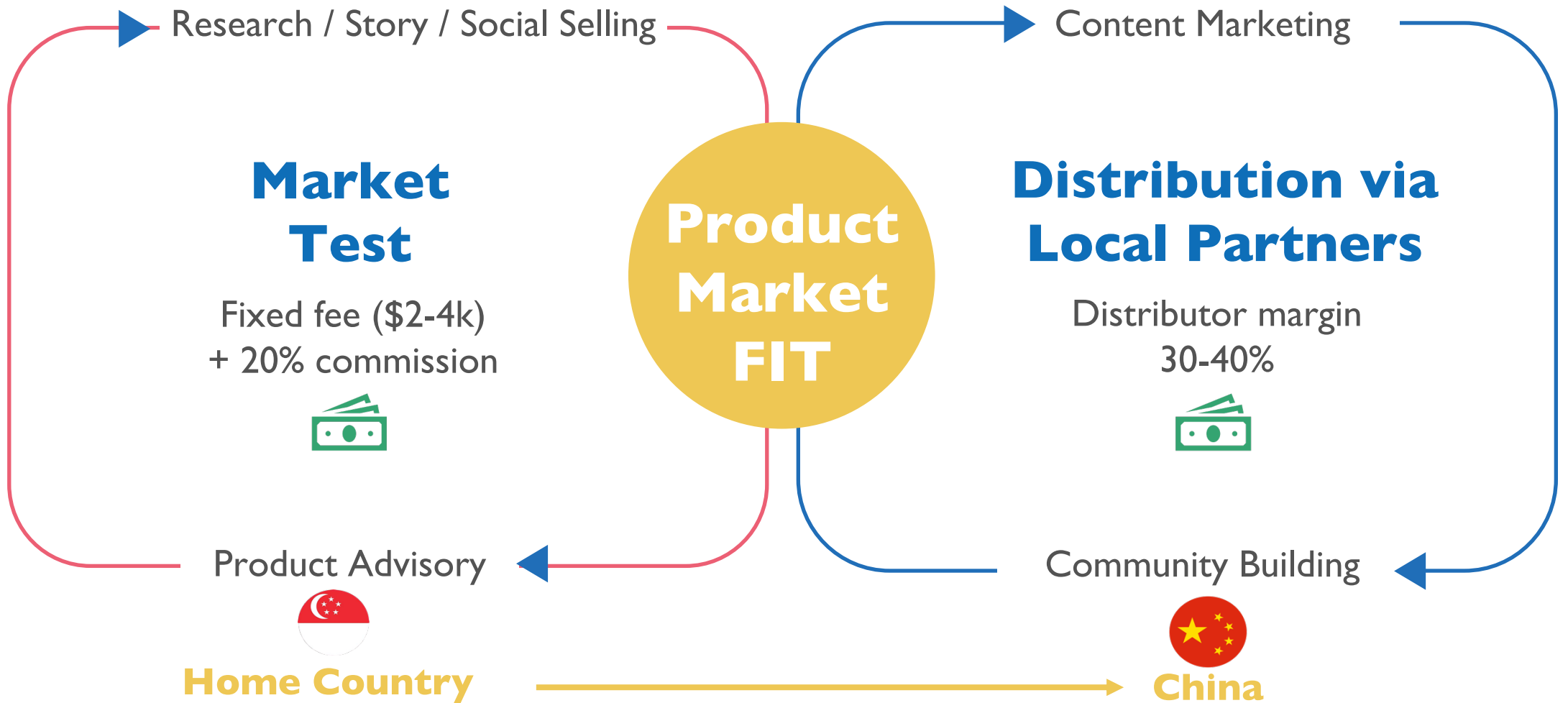
- ☒ Purchasing power
- ☒ Global mindset
- ☒ Trendsetters



High ROI, low risk
beachhead

Our Services

Rapid Market Test | Expert Advisory | Effective Connection



Market Validation

MVP1

Business Model



Marketing Consultant

Hypothesis



Market test in SG
⇒ interest in China

Clients



Functional Skincare Brands

Result



Limited willingness to pay



One client approached by Tmall & opened e-store

MVP2

Distributor Under Own Brand

Market test in SG
↑ sales in China

JV Durian Mooncake



Effective market test among global Chinese



\$63k+ sales in SG
\$224k+ sales in CN
Gross margin 50%+

MVP3

Brand Incubation Platform

Brand building in SG
⇒ fast growth in China

JV Durian Brand;
other SG F&B brands



Ongoing brand building for multiple products



Exploring co-branding with SME F&B brands



Next step: Durian Product Portfolio





Next Steps & advice needed

Next Steps

Build a brand that sells innovative durian products



Launch multiple new products every season to attract core customers



Secure high-quality ingredient, R&D and production capabilities



Strengthen distribution and logistic capabilities in SG & China

Advices Needed

How to drive effective **partnership?**



How do we get priorities aligned?



Co-branding: when should we do it? And how to make it effective?



When to bring additional partners in? What collaboration models to use?



Thank you!



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Appendix

Our Team

Cross-Pollinators | Trust Agents | Future Builders



Cai Yiqing

CEO

CN, SG, US

13 Years MNC
Business Transformation

Finance, Supply Chain,
Project Management



WEI Qiluo

BD Director

CN, SG

Digital Entrepreneur
Social Media Marketing

Family Business in
Interior Design & Logistics



Ryan, LIU Runjia

Community Director

CN, US, SG

Event Host
Community Expert

Family Business in
International Trade



Sissy, YAN Jiameng

CMO

TH, CN, PH, SG

Digital Marketing
International Trade

Family Business in
Fashion Apparel



Rivers, LEE Kuan-Fu

CPO

TW, SG

Digital Entrepreneur
Project Management

Digital Marketing
Consultant

MVP1 Chinese Brand Story

通过我们研发的半脸测试来了解最适合你的局部修复霜

在我们经过一年多的尝试、确定酸性和维他命局部修复霜分别更适合哪类肌肤，最终发现无法分类。痘痘者的年龄和痘痘的严重程度都无法精准确定哪种局部祛痘印精华最适合。因此，我想最棒的方式是半脸测试。我们开发了我们的招牌半脸测试，我很开心的与大家分享。这确实帮助了许多使用者在短时间内找到适合自己的修复霜。我们提供三种保湿凝胶给肌肤使用者，提供不同程度的干燥的用户。我们称这个计划叫净肤A计划。

解决敏感肌肤引起的粉刺的方法

在开发卸妆产品时，我意外的找到了一种治疗艾琳的方法。艾琳是一位肌肤极其敏感的痘痘战士。通过她，我体会到原来极端的敏感肤质也会导致痘痘。适用于艾琳的计划成为了半脸测试失败用户的B计划。

我希望给我们最好的肌肤保养解决方案

包括我在内的许多痘痘战士都尝试和测试Skinlycious完整的肌肤洁肤美容产品和肌肤洁肤计划。我们有特别敏感的粉刺和敏感痘痘的肌肤。并且经测试证明，我们的产品能带来真正有效的成果。我从痘痘战士得到的每一个微笑、感谢和反馈，都是我的动力，以帮助更多的痘痘战士获得光滑洁净的肌肤。我会继续测试并使用所有产品，以确保我们为所有人提供最佳的肌肤保养及解决方案。我们一起将痘痘抛在身后，影响更明亮、清晰与自信的未来！

Jasmine Kang
创始人 & CEO

I 方案 A

步骤一：找出适合您的祛痘产品

为了快速解决肌肤的问题，Skinlycious研发了独树一帜的“半脸测试”。在使用产品的第五天，两半面部各使用一种类型的祛痘产品。五天过后，在全脸使用步骤一到四的产品，或者持续使用原先五天最适用的产品。

步骤二：找出适合您的保湿产品

保护肌肤与平衡肌肤水油分泌，是保湿产品必须起到的两个作用。为了您更快更有效的消灭痘痘，Skinlycious研发了三款保湿产品。以此来针对不同年龄、气候地区以及皮肤干燥程度。

步骤1：野敏洁面粉
使用含有野敏镇定成分的洁面用凉凉的肌肤

步骤2：平衡保湿凝胶
滋润肌肤并调节水油平衡

步骤3：神经酰胺屏障修复霜
含有神经成分，以此来锁住水分的保湿霜

步骤4：抗氧化植物修护精油
滋润肌肤，不油腻的护肤油

Hi, 感谢您接受我们的邀请加入 Skinlycious 成为 #狮城战痘小队 中的一员！

清肤基础入门套餐

您将获得明星产品套装
请根据指南开始应战吧！

挑战目标：

- 提升品牌与明星产品的知名度
- 增加品牌中文网站的点击量
(网站将于下周二正式上线)

挑战步骤：

- 请参考附在产品快递中的小册子 按照步骤使用产品
- 在小红书/Weibo 通过图文/视频的方式 表达使用感受
- 在小红书/Weibo 参与话题 #狮城战痘小队
- 填写用户体验表格 (之后将会发给您)
- 请于5月28日 - 6月28日期间完成挑战

NOTE:
请您将真实的语言进行反馈推广
请不要包含太专业的内容 (例如: 产品成分 品牌故事等)

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LOKotopia

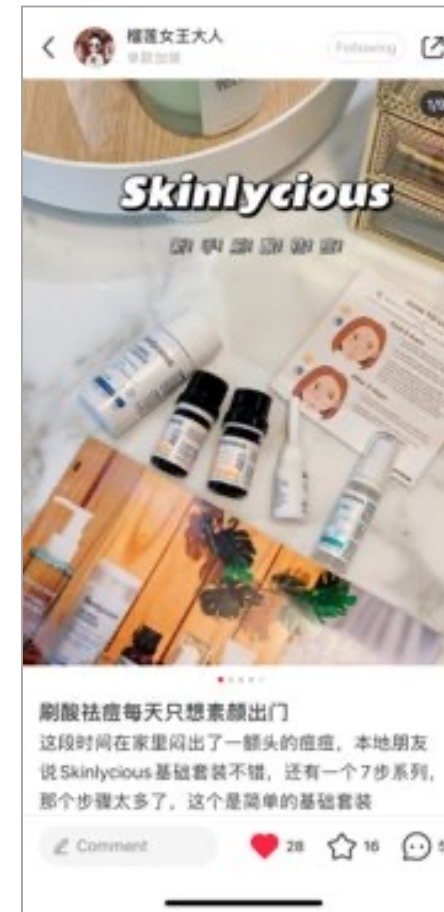
Hi, 感谢您接受 我们的邀请加入 The Skin Firm

双重净肤套装
全能椰子胶束水 & 天然净肤凝胶

使用方法















- 将天然胶束水浸湿棉片
- 轻拭肌肤 去除化妆品和防晒霜残留物
- 用一层清润凝胶加些许水 揉搓起泡沫
- 轻轻在面部打圈 清除任何残留的杂质 彻底清洁肌肤

MVP1 KOL/KOC Product Reviews

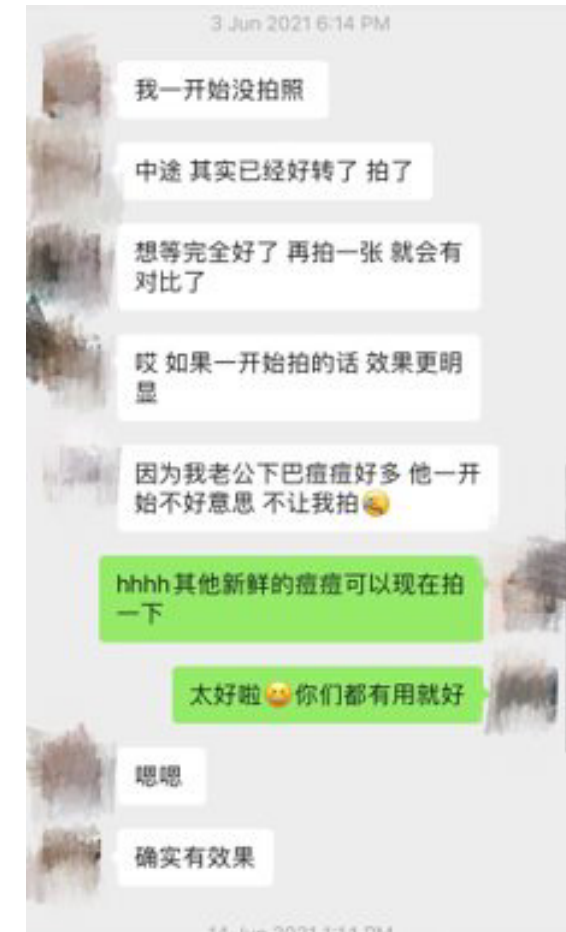


MVP1 Social Selling

7 purchases generated, total value \$400+

Order	Date	Status	Total	Actions	Shipment Tracking	Review Reminder
#39512	Jun 17, 2021	Completed	SGD73.90	 	Singapore Post SW80215064890	No reminders sent yet
#3951	Jun 17, 2021	Completed	SGD35.90	 	Singapore Post SW3008774600	No reminders sent yet
#39505	Jun 18, 2021	Completed	SGD132.00	 	Singapore Post SW80215067790	No reminders sent yet
#39477	May 31, 2021	Completed	SGD36.90	 	Singapore Post SW30087737500	No reminders sent yet
#3946	May 28, 2021	Completed	SGD36.90	 	Singapore Post SW30087737500	No reminders sent yet
#39454	May 28, 2021	Completed	SGD36.90	 	Singapore Post SW30087737500	No reminders sent yet
#39453	May 26, 2021	Completed	SGD70.90	 	Singapore Post SW80215065900	No reminders sent yet
Order	Date	Status	Total	Actions	Shipment Tracking	Review Reminder

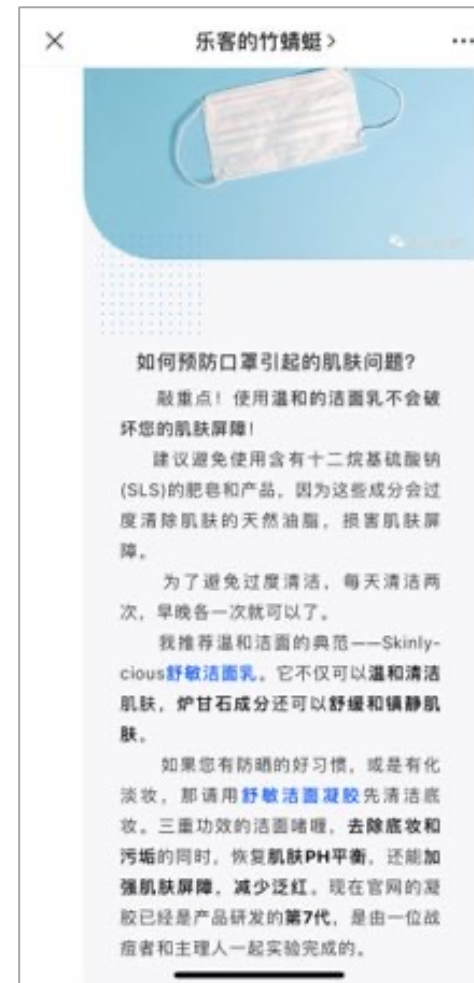
Customer Feedback



MVP1 Online marketing campaign

2 Wechat posts
published,

500+ views
generated

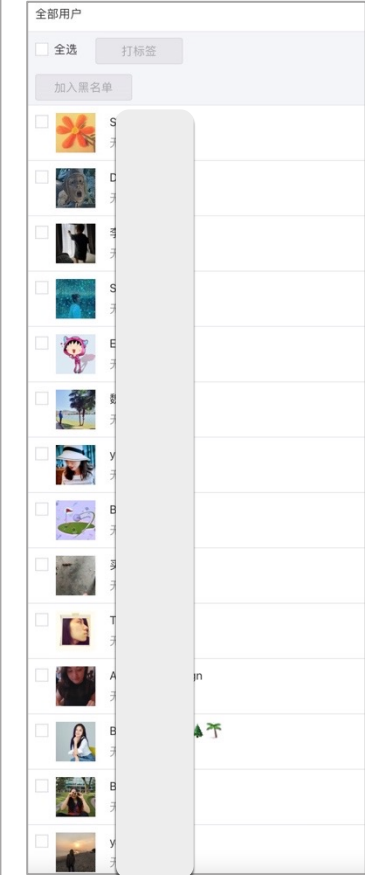


MVP1 WeChat Official Account & User Community

12 posts
published

7000+ Views
generated

179 fans
accumulated



MVP 2 Client: Gorays Pte Ltd

Product: Durian Mooncake

Marketing service fee: \$4K



- ✓ 110 customer preference survey
- ✓ 25 product feedback survey done
- ✓ Overwhelming positive feedback
- ✓ Social media seeding, ROI 2X+
- ✓ Client has distribution partner in China
- ✓ \$63k+ sales in SG (900 boxes)
- ✓ \$224k+ sales in China (3200 boxes)

