



# VEGAN BAMBOO BAR

FINE TASTE OF WHOLEFOODS | FOR EVERYONE

Inspire and inform how to eat healthily and sustainably

[www.veganbamboobar.com](http://www.veganbamboobar.com)

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- What are we trying to solve?
- Product
- Market
- Organisation
- Finance
- Our Impact
- Future Vision



## WHAT ARE WE TRYING TO SOLVE? - CLIMATE CHANGE

The UN states that the livestock industry is responsible for [14.5%\\*](#) of man-made greenhouse gases, and Our World in Data states that livestock takes up [35%](#) of the world's habitable land. According to The Volkskrant, in the Netherlands alone, [500,000](#) animals are killed every day.

However, if we reduce our consumption of meat and dairy, we can make a difference. Not only would we stop animal suffering, but we would also save our rainforests and reduce our emissions. We would be ensuring that our planet remains healthy, as well as ourselves!

*\* [Yellow](#) highlighted texts are hyperlinks to the source*







## WHAT ARE WE TRYING TO SOLVE? - CHRONIC DISEASES

Did you know that type 2 diabetes is reversible? Did you know that type 2 diabetes can be reversed? That regular exercise, and particularly through healthy eating habits or by eating differently, can help to prevent age-related illnesses such as dementia, cancer, and heart disease by exercising regularly, especially by eating differently.

Four years ago, Shuk Yi was declared incurable by the healthcare system due. She suffered from fibromyalgia, chronic fatigue, chronic pain and could hardly walk. Nevertheless, Shuk Yi and Yung managed to tackle her condition by means of nutrition and nutrients. It turned out that her genetic makeup was incompatible with certain healthy foods. This was something that doctors would not have been able to help her with, because most of them do not get more than 25 hours of nutrition training.

We had no idea food was so powerful. It could not only help Shuk Yi's rare condition, but also with type 2 diabetes, cancer, heart disease and autoimmune disorders.



## WHAT ARE WE TRYING TO SOLVE? - HEALTHY EATING

Many people do not understand what constitutes healthy eating. This is because everyone's DNA is different. For example, someone with poor detoxification genes may die from smoking, pesticides, and additives as early as 40, whereas someone with strong detoxification genes may live up to 90. It is known that certain foods can be detrimental to health, yet how quickly you are affected by them depends on your genetic makeup.

Dietary plans based on [whole food plant-based](#) eating have been proven to be the most beneficial and can have a lasting impact on weight loss. Consuming vegetables, beans, seeds, nuts, and fruit nourishes your body, helps to fight inflammation, diseases, and aging. According to the World Health Organization, consuming [roasted meat](#) can introduce [AGEs](#) into the body, which has been classified as a category 1 carcinogen. [Milk](#) contains fat, hormones, residues of antibiotics, and pesticides, and eating animal proteins and large quantities of refined sugar can [cause irreversible aging](#). Deep-fried foods contain unhealthy [refined oil](#) and fried starch, which are known to contain [acrylamide](#), a WHO category 2A carcinogen.

PLEASE NOTE! Being vegan is not the same as eating healthily. Vegans are likely to be [deficient](#) in essential proteins, vitamin B12, vitamin D, and omega 3 fatty acids, etc.

\* [Orange](#) highlighted texts are hyperlinks to the source

## BARRE

Count the criteria with category.



body does not need the  
and simple carbohydrates  
; bread, pasta, rice, pizza it  
convert them to glucose, which  
ally leads to abdominal fat.



### CARBOHYDRATES/SUGAR



### PROTEIN



### FAT/OILS



### BEVERAGES



10-9 Eat abundantly 8-6 Eat moderately 5-1 Avoid

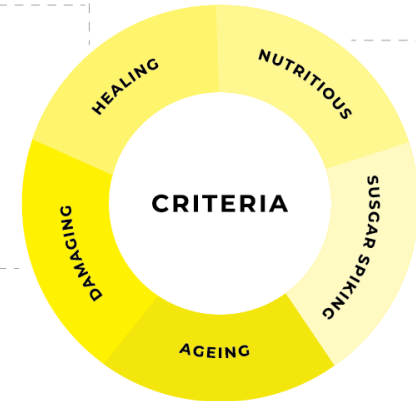
# THE VEGAN BAMBOO BAR HEALTH SCORE

Almost all our body cells renew themselves within 15 years with an average of 7 till 10 years. That is why it is essential to eat the right foods to build up a healthy and robust body. The VBB Health Score rates the health aspects of foods based on their ingredients and scientific researches. Please note that no two bodies are the same. Example: a controlled amount of carbohydrates will not hurt a young, lean body which needs the energy. However, if a body is overweight, then it is better to avoid simple carbs.

Plant-based whole foods are vegetables, legumes, fruits, beans, seeds and nuts and contains a large number of antioxidants, which helps your immune system neutralise DNA-damages caused by damaging foods.

Plant-based whole foods contain a tremendous amount of vitamins and minerals, which are required for your body to function well. Meat and fish contain vitamin D and B12, which are essential for your body.

High-heated animal foods such as sausages, hotdogs contain AGE recognised by WHO as carcinogenic class 1. High-heated starchy foods such as croissants, crisps, bread contain acrylamide which is in class 2A. Refined vegetable oils oxidise in the body and cause DNA damage.



If your body does not need the ingested simple carbohydrates such as bread, pasta, rice, pizza, it will convert them to glucose, which eventually leads to abdominal fat.

Eating animal protein starts the ageing process in our body by stimulating the production of IGF-1 (insulin-like growth factor) and triggering the mTOR pathway. Eating sugar triggers glycation meaning that it binds with protein and lipids, which is one of the primary mechanism of ageing in our body. However, with plant-based foods, the ageing can be slowed down by the antioxidants and healing substances they contain.

CA

Organic pla  
whole food  
Vegetables  
legumes, se  
oatmeal.

Grains

Whole Grai

High Heate

Baked flour  
Processed I

Olive Oil  
Nuts

SMASH fish

Refined Oil

Animal Fat

## PRODUCT - FOOD HEALTH SCORE

As an alternative to fried and processed foods served at many restaurants, we offer warm dishes made with plant-based ingredients, healthy olive oil, and only a few additives.

To get started, we try to win over flexitarians with burgers and meat alternatives that are more sustainable and healthier than dishes with animal ingredients, though they may still not be considered healthful.

Next, we hope to encourage our guests to choose from our Food Bar dishes that are both sustainable and genuinely nutritious.

To help guests in making healthy choices, we provide a Health Score for every dish.

Finally, once we have established a chain of restaurants, we will be prepared to pave the way for the next food trend and introduce personalized meal programs.



Find more scientific evidence here!

<https://veganbamboobar.com/healthscorecriteria/>

## PRODUCT – OUR UNIQUE SELLING POINT – TASTE ABOVE ALL

1

We develop our **own whole-food plant-based patties** in order to maintain control over the ingredients we use. We prioritize flavour and select ingredients with minimal additives to create our patties. Additionally, we make our **own vegan mayonnaise sauce** so that we can pair our burgers with the most suitable custom-made sauces.

2

The dishes at our food bar are **bursting with flavours** from around the world, prepared with **high-end ingredients and healthy extra virgin olive oil**, which can only be found at high-end restaurants. Our guests can mix and match dishes from the food bar according to their own tastes and preferences.

3

We are always up to date with the latest food innovations. As soon as high-quality meat or fish replacements become available on the market, we will use them to create delicious dishes for those guests who don't want to miss the **texture of meat, bacon, chicken, pork, tuna, mayonnaise, milk, cheese, cake, and creamy ice cream**.

4

We are proud to offer health-promoting dishes that our guests can enjoy **without worrying about the long-term adverse effects** of eating out or making use of home delivery. And with every meal they eat, they are making an **incredible contribution to saving our planet and addressing climate change** - which is something to truly be excited about!





## PRODUCT - CHARACTERISTICS

- 100% plant-based, with a focus on whole foods
- Sustainability, high quality, and health at the forefront
- Targeting both low- and high-traffic locations
- A blend of rich Eastern and Western flavors
- Sharing knowledge of health and nutritional science
- Sales channels
  - In-store sales to local inhabitants, tourists, and employees
  - Delivery of business lunches to local companies and workspaces/training providers
- Product Marketing
  - In-store and local advertisement
  - Providing semi-finished products and license recipes to
    - Canteens of companies
    - Restaurants of hospitals
  - Online presence
    - Instagram, Facebook, and Google advertisement to target a first-page Google search result
    - Monthly "Crazy Free Burger Fridays" (50 free burgers)
    - Workshops, interviews, and speaking arrangements
- Central kitchen for fast preparation onsite
- Two types of restaurants: fast casual food bar and fast casual burger restaurants



## PRODUCT - FAST CASUAL FOODBAR RESTAURANT

- Larger than 160m2 with revenue of more than € 900K
- A fancy restaurant with high-quality finishes
- Luxury self-service food bar
- Suitable for lounging with coffee/cakes during the day
- Suitable for inviting friends/colleagues/dates
- Most extensive range in NL with more than 40 vegan dishes
- Burgers, Food Bar with warm, rich dishes, salads, soups, sushi, sandwiches, snacks, cakes, ice cream, beers, and wines
- Tableware for in-store dining and sustainable disposables for takeaway
- Burgers and dishes within 5 minutes
- Fast scalable
- Easy to franchise
- Personnel
  - Store manager
  - Counter personnel for preparing burgers and serving food bar dishes
  - Chefs for food bar dishes



# VEGAN BAMBOO BAR

FINE TASTE OF WHOLEFOODS | FOR EVERYONE

Food Bar | Burgers | Sushi | Bites  
Sandwiches | Cakes



*Double Mundo  
Cheese Bacon BBQ  
Burger*

## FAST CASUAL BURGER RESTAURANTS

- A small unit of around 60 m<sup>2</sup> or larger
- Quickly deployable
- Revenue between 400K and 1M
- Luxury fast-food price level around € 10,00
- Burgers, sandwiches, fries, snacks, cakes, ice cream, milk bubble teas, milkshakes, wines, beers and drinks
  - Meat-like patties and sandwich fillings
  - Homemade wholefood patties and sandwich fillings
  - Homemade mayonnaise (many flavours) and pickles
- Food bar dishes if enough kitchen space
- Burgers/sandwich within 5 minutes
- Numbers of burgers per minute easy scalable
- Tableware for in-store dining and sustainable disposables for takeaway
- In-store dining, takeaway, and delivery
- Personnel
  - Permanent Store manager
  - Part time counter personnel who prepares sandwiches/burgers
- Fast scalable
- Easy franchisable





# VEGAN BAMBOO BAR

FINE TASTE OF WHOLEFOODS | FOR EVERYONE

LUNCH, AFTERNOON TEA  
& DINNER

Burgers | Foods | Drinks

[www.veganbamboobar.com](http://www.veganbamboobar.com)



## MOOD BOARD



*Large*  
SNACKS, CAKES EN IJS  
De grote snacks en cakes zijn gemaakt van natuurlijke ingrediënten en zijn heerlijk.

*Salades*  
SALADES EN SUSHI  
De salades en sushi zijn gemaakt van verse ingrediënten en zijn heerlijk.

*Burgers*  
EN WARME VEGAN GERECHTEN  
De burgers en warme gerechten zijn gemaakt van natuurlijke ingrediënten en zijn heerlijk.

*Salades*  
SALADES EN SUSHI  
De salades en sushi zijn gemaakt van verse ingrediënten en zijn heerlijk.





▲ Cynthia Koning (rechts) bedient zichzelf in de Vegan Bamboo Bar in Utrecht. Op 12 februari is de officiële opening. © Angeliek de Jonge

## Dit is het nieuwe 'vegan walhalla' van Utrecht

Aan het Stationsplein in Utrecht is afgelopen zondag stilletjes het veganistische zelfbedieningsrestaurant Vegan Bamboo Bar geopend. Liefhebbers van plantaardig voedsel zijn enthousiast over de nieuwe 'vegan walhalla'.

## PRODUCT - PILOT STORE

Vegan Bamboo Bar Stationsplein Utrecht was open for seven weeks before the first lockdown was imposed. The February sales were 45K (02/02/2002 open). It was a cold, rainy, and windy month. We did not undertake a lot of marketing activities.

We were received with great enthusiasm and got a loyal fan base. Our rating was an average of 4.5 on review and ordering sites.

- Website – 31.508 unique visitors, first-page mention with a search on “vegan Utrecht”
- Facebook & Instagram. 2,111 followers. Rating 4.5 out of 25 reviews
- Deliveroo, UberEats, Thuisbezorgd & Too Good To Go. 4.6 out of more than 450 reviews (status August 24th)
- Resengo. 8.6 out of 30 reviews (started end of May)
- Google, Happy Cow, Tripadvisor. 4.6 out of 142 reviews
- Survey. >300 respondents with 106 willing to buy certificates for around €130K. 99% is keen to promote VBB to friends (21% likely & 78% definitely)

We decided to cease the operation because of the high rent of € 170,000 per year and the downgrading of that location due to the coronavirus' long-term impact (more working from home and less traffic). **We do not depend on high-traffic location to be successful.**



## MARKET - COMPETITION

Vegan chains are growing rapidly and demonstrating that **the trend is both international and robust**. The more vegan restaurants that exist, the stronger the vegan market will become. We are excited to see this growth.

Vegan Bamboo Bar stands out from other restaurants with their high-quality, affordable prices, delicious homemade recipes that feature rich and complex Asian and Western flavors, and quick preparation in-store. **Few restaurants have the creativity to create unique dishes and burger patties**, as well as the nutritional knowledge to create healthy products; most rely heavily on food manufacturers' semi-finished products, resulting in dishes with very plain tastes (highly salted, sweet, or sour).

**Vegan Bamboo Bar serves premium burgers**, with most of their patties made from whole foods. Another standout feature is the possibility **of scooping up any dishes from the food bar**. The dishes are kept as pure as possible (with minimal additives) and are prepared with extra virgin olive oil.

*\* Logos are clickable*

### Vegan Restaurant Chains NL



### Vegan Restaurant Chains International



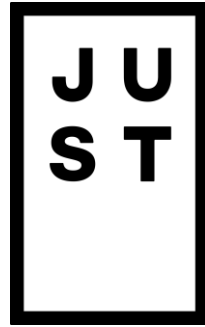
### Personalised foods providers



## Western Vegan Unicorns



IMPOSSIBLE™



## Asian Meat Alternatives

OMN!PORK



## Examples Multinationals focussing on Plant-based products



wessanen

Good food, Good life

## MARKET - VEGAN TRENDS

Veganism was the word of 2019, with its booming popularity driven by increased public awareness of the climate and health. **Beyond Meat**, the vegan meat-like burger company, went public in May 2019. Other companies have also created products that are indistinguishable from their animal counterparts, such as [Oatly](#)'s oat milk, [Impossible Foods](#)' burgers, [Just Egg](#), and [OmniPork](#). According to a [food consumption survey](#), the Dutch are consuming less and less meat (8%) and milk (12%) from 2012 to 2016.

At Vegan Bamboo Bar, we are ready to include these products in our menu. We already serve Beyond Meat and Mundo Verde burgers, vegan cheese, chicken satay, lemongrass pork, vegan sushi with tuna, pasta with vegan ham, and vegan ice.

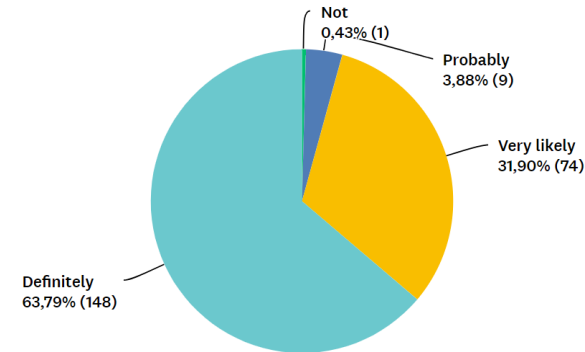
\* [Logos are clickable](#)



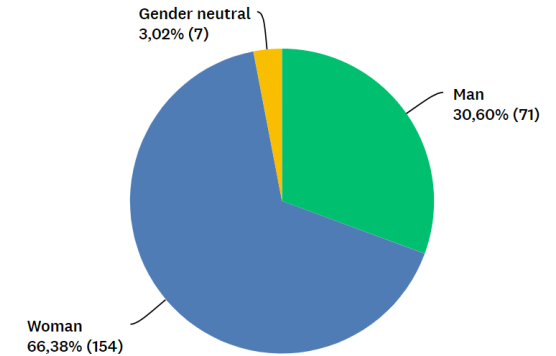
## MARKET - TARGET GROUP

- Type
  - Flexitarian, plant-based meal minimal once a week (8 million)
  - Vegetarian (700,000)
  - Vegans (150,000)
- Form
  - Local habitants and students
  - Local business people and commuters
  - Local and international tourists
- Format
  - Inhouse dining and take away
  - Business lunch and home delivery
- Mindset
  - Conscious about environment
  - Conscious about health
  - Eye for quality of foods
  - Mostly millennials, then generation Z and then baby boomers
  - Used to shared economy, spend more on food
  - Love brands with a story

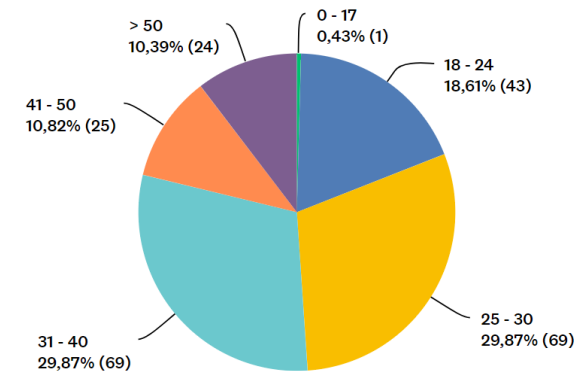
How likely is it that you will recommend a new establishment to others?



You are ...



You belong to age category ...



*Statistics based on our survey among guests at the end of our pilot*

## MARKET - SWOT ANALYSIS

### Strengths

- Homemade products rich in western and oriental tastes and developed with the science of nutrition in mind
- Promising pilot that gained a fan base
- Leverage of team experienced in fast food stores and catering, and production via a central kitchen
- In-depth understanding of the online industry
- Experience in food cultures and doing business in the Netherlands, Europe, US and Asia
- Distinctive from competition by in-depth knowledge of nutritional science, DNA, testing and personalised nutrition
- Innovative restaurant chain with a story to tell

### Opportunities

- Vegan and plant-based are the growth market
- People start to realize the impact of foods on their health
- Governmental and health organizations advocate for plant-based foods more and more

### Weaknesses

- Vegan has the association of a tree-hugging club
- Not many people can imagine that foods have such a strong impact on their health
- Not many people understand personalized nutrition

### Threats

- Since we are in a growth market, competitors will emerge
- Traditional restaurants add vegan dishes to their menus



## ORGANISATION - MANAGEMENT TEAM



Yung Fu is the founder of Vegan Bamboo Bar, a chain concept that informs the public about sustainable and healthy foods. He was the co-founder of Eyefreight, a SAAS Transportation Management System company that was acquired by Elemica in 2020, and is now VP Global Enterprise Solutions at Elemica. Shuk-Yi Lau is co-founder and was process manager at Rabobank Nederland. They immersed themselves in nutrition and health, studying medical research about nutrition, toxins, microbiome, epigenetics, and disease prevention. They are responsible for product and food innovation, design, development, marketing, and finance.



Kwok Hung Yip is investor in Vegan Bamboo Bar. He is the owner of the Wok To Go Group with 27 Wok To Go stores, the restaurant Wok! Vredenburg and a central kitchen. He has built up 30 restaurants from scratch and has a team of 150 people, and a network of suppliers, and industry experts. He is committed to change and innovation by introducing sustainable and healthy foods in his chain, and is responsible with his team for the construction, operation, and setting up of the restaurants and franchise organisation.



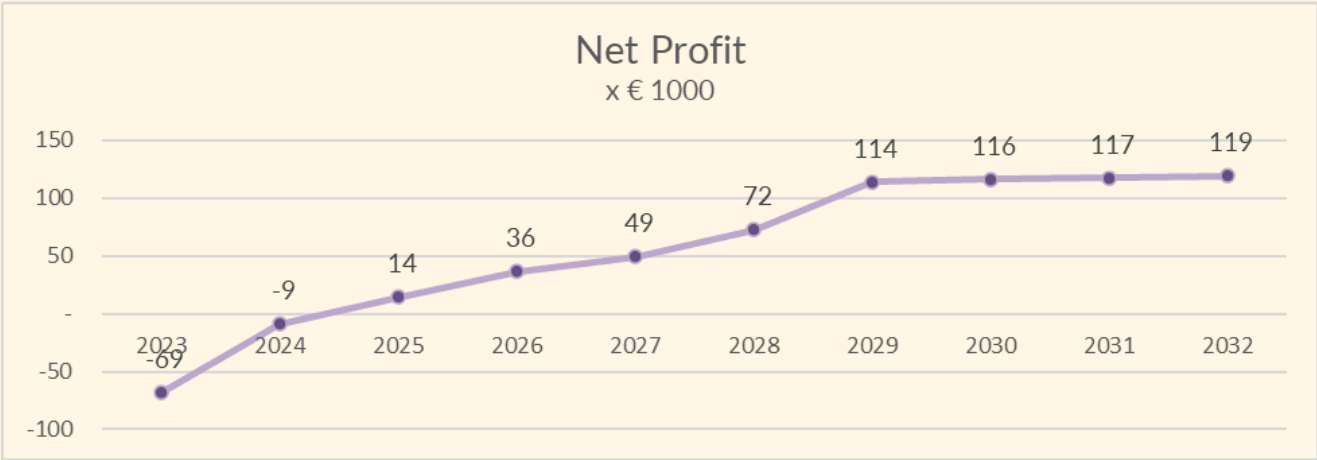
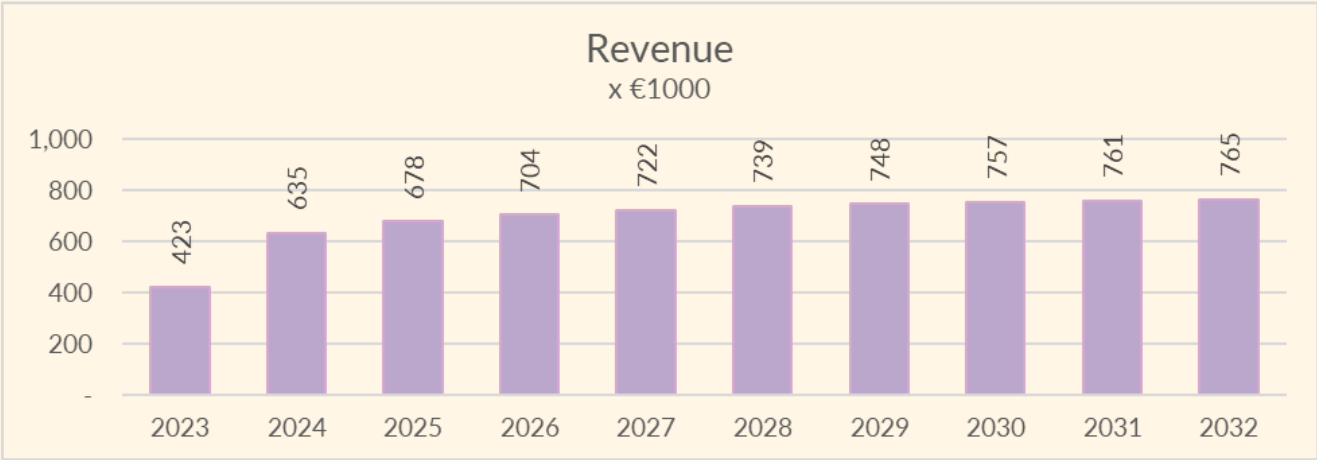
# FINANCE

For the re-opening, we consider the property located at Amstelstraat 7 next to Rembrandtplein in Amsterdam (64 m2 of sales area with 40 m2 of storage space) to open a fast casual burger restaurant.

The forecasted turnover of the Rembrandtplein restaurant is estimated to be €635,000, with the potential to increase up to €765,000.

We intend to use our own capital and loan of € 475,000 to acquire the Rembrandtplein property, including the goodwill and inventory, purchase additional inventory, undertake renovations, and cover start-up costs. You can access our business plan with financial details via this [link!](#)

Investments	Amount	Resources	Amount
Purchase location and goodwill	€ 165,000	Equity	€ 143,700
Depreciation & inventory	€ 155,730	Loan	€ 331,300
Deposit	€ 15,900		
Start up costs	€ 84,400		
Cost of crowdfunding	€ 19,360		
Pre-finance VAT and reserve	€ 34,610		
Total	€ 475,000	Total	€ 475,000







## OUR IMPACT

99%  
less  
Water

93%  
less  
Land

90%  
less  
Emission

A revenue of € 1 million per year means approximately 50,000 meat replacement meals. Let's assume that our meals replace beef burgers based on the figures of University of Michigan ([see info about meat replacement](#) and [Forbes.com](#)). Our savings per year would be 13,000,000 liters water, 175,000 m<sup>2</sup> land and 400,000 kg CO<sub>2</sub>

6 times  
less  
Heart  
Disease

3 times  
less  
Death  
from HD

4 times  
less  
Death  
from any  
Disease

People who eat more plant-based whole foods are healthier. The above is the result of a [study](#) that follows 12K people over 30 years.

# FUTURE VISION

- Personalised Nutrition
- Beyond Restaurant Characteristics
- Roadmap



## PERSONALISED NUTRITION

Personalised nutrition is the next trend, and while it is still in its infancy, more people are becoming aware of the benefits it can have.

- For example, those with a MTHFR gene mutation can only metabolise 30%-70% of the B-vitamins found in food, compared to a normal person, meaning they must consume more foods that are rich in this vitamin.
- Similarly, those with unlucky detoxification genes can activate alternative detoxification pathways by eating more cruciferous vegetables, and need to be more careful with pesticides, hormones, and pollution in the foods they consume.

Nutrition-related issues and inherited risks can be tested and, in almost all cases, prevented and mitigated. With the science around epigenetics and microbiome still developing rapidly, we now know enough to prescribe personalised nutrition and have already seen successful results.

Vegan Bamboo Bar is aiming to be a pioneer in making personalised nutrition available to the mass public, offering it both through their online community and physical stores.

*\* Logos are hyperlinks*

### Personalized Nutrition Start ups

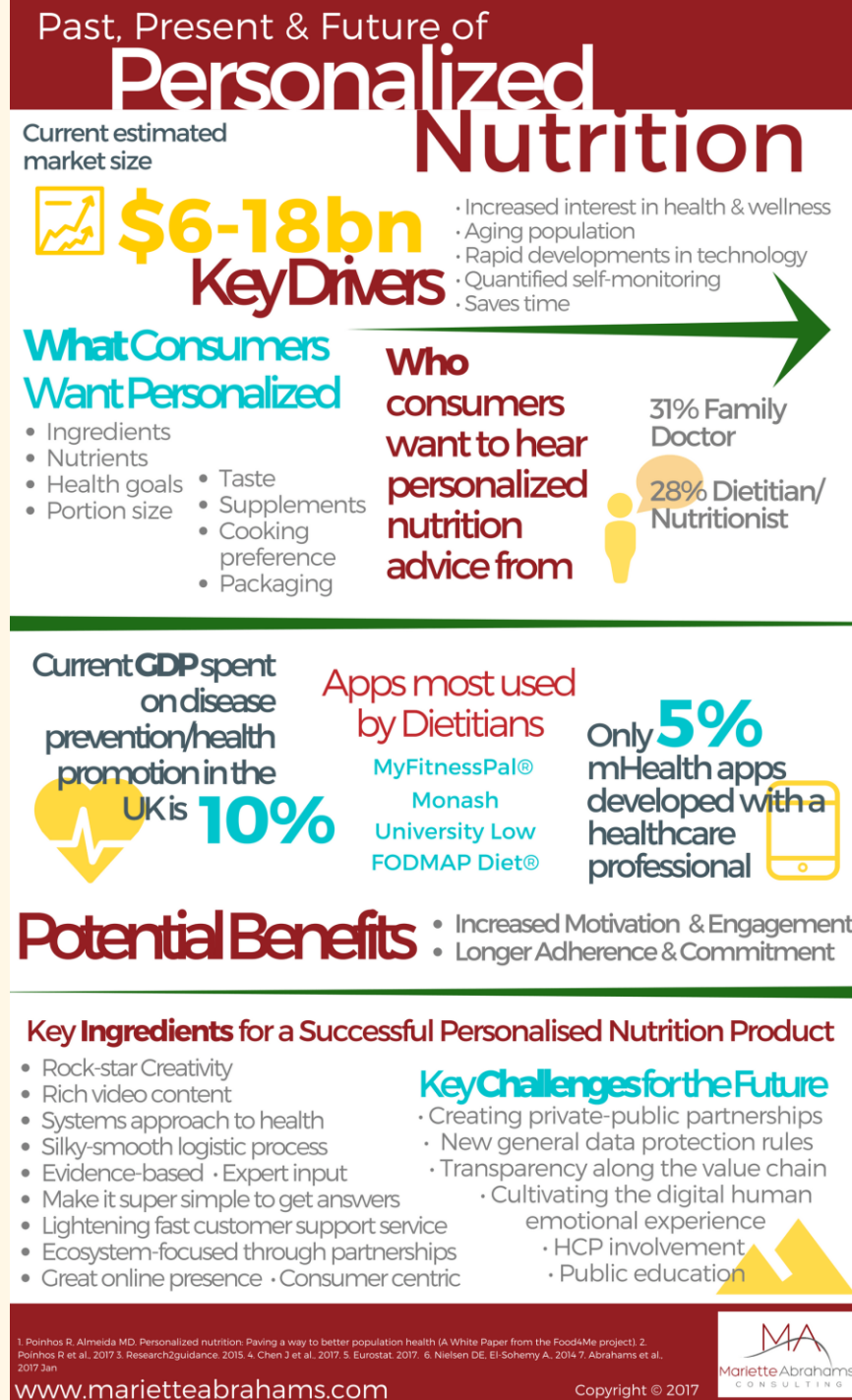


### Testing companies



## BEYOND RESTAURANT CHARACTERISTICS

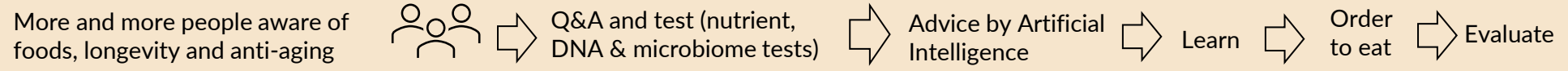
- Strong focus on national and international growth of Vegan Bamboo Bar
- A stronger focus on sharing knowledge of health and nutrition science
- Focus on personalised nutrition, strengthening the restaurant business
  - Partnering with online **personalised** nutrition providers
    - They provide tests, apps or platforms with food programs and we provide the foods via restaurants and online
    - Benefits for both parties: referral and marketing
  - Partnering with testing companies and sharing profits
    - They are supplier of nutrient, DNA and microbiome tests
    - Based on test results, providing meal programs
  - Building a community of dietitians and orthomolecular doctors
    - Following the same line of thoughts as VBB
    - Providing additional service around our food and sharing profits
- Product innovation
  - Adding subscription model for in-store dining & home delivery
  - Adding theme-based packages for the subscription model
    - Diabetes 2 friendly meals
    - Auto-immune friendly meals
    - Heart friendly meals
    - Etc.







# ROADMAP

On top of convenience and entertainment, food choices will be based on sustainability, health, and anti-aging factors




 [www.mygenesfood.com](http://www.mygenesfood.com)  
AI-based personal food program & meal subscriptions ordering platform


  
International Expansion, 3 VBBs with Food Bar

  
12 VBBs cumulative


2027  
8.7M€

 Build community of certified nutritionists & dietitians  
Build partner network of restaurants and food providers

  
2 VBBs with Food Bar

  
8 VBBs


2026  
5,6M€


 [www.webmeals.com](http://www.webmeals.com)  
Central kitchen & extend to ready-to-heat meals

  
1 VBB with Food Bar


  
5 VBBs

2025  
2,9M€

 [www.foodhealthscore.com](http://www.foodhealthscore.com)  
Knowledge base about food and health









  
3 VBBs

2024  
1,2M€

 [www.veganbamboobar.com](http://www.veganbamboobar.com)

  
1 VBB

2023  
0.5M€

         
Convenience and entertainment for local habitants, business people, students, tourists

Road map

# LET FOOD BE THY MEDICINE

Nourish your body and you will automatically nourish our planet

Version 6.4  
29 december 2022

[info@veganbamboobar.com](mailto:info@veganbamboobar.com)

[www.veganbamboobar.com](http://www.veganbamboobar.com)