

WELCOME
TO OUR
BENIGN
BUSINESS
COMMUNITY

VIMI.



PRO**SEED**

37 EVENTS
3,573 GUESTS
104 PITCHES

VIMI.

PROSEED MONTHLY #36

Agenda

- ★ Intro - 10 minutes
- ★ Feature Presentation - 15 minutes
- ★ 3+1 Innovation Pitches - 20 minutes
- ★ Reciprocity Ring - 5 minutes
- ★ Beer & Pizza - 65 minutes

Agenda here ends at 20:59.

The Royal Queen Seeds Afterparty begins at 21:00.



PROSEED

We're all messy We're all struggling

"...We are all flying high in some ways & falling flat on our faces in others. Nobody has it all figured out. It's our job to cheer each other on, lift each other up, & push each other to keep giving it our best.

Who we surround ourselves with matters.

We need to be better to each other.
We're all we have..."

Amy Weatherly

VIMI.



PROSEED

Benign Business In a Safe Space

Proseed are a community of entrepreneurs eager to partner and practice altruism in a safe space with like-minded individuals.

We help* each other
any way we can.

It's the natural thing to do...❤️

(*) You can start by taking pictures of our amazing speakers, so we can share with everyone later :)

VIMI.



PROSEED

Who are Proseed?

Alex Lorent, Asia Pillars

Anthony Pash, Southeast Partners

Amy Diener, Amy Diener Art

Claire Souchet, LR Paris

Erik Van Den Brande, Ocean Nutrition Europe

James Wood, The VR Guys

Johan Vermreiren, Vemax Group

Jos Bosmans, BMS Recruitment

Kris Withouck, Alcami

Lawrence Chaney, GPS Legal

Lex De Groot, Royal Queen Seeds

Napaporn Palsingh (Seema), Krungthai-AXA Life Insurance

Noah Shepherd, TBC

Polo Ruesz, Bangkok Island

Takeshi Heta, Fabbit

Vic Rollins, Auburn Asia

Mike Darnell, VIMI

VIMI.



PROSEED

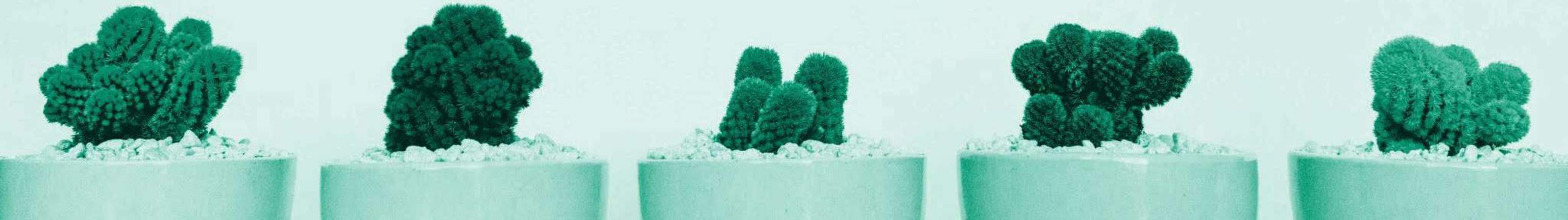
Why Join Us?

Proseed is a kind, friendly and supportive community.

Being kind to others makes us feel good.

Belonging to kind communities is proven to:

- ♥ Support achieving life-goals and self-actualization
- ♥ Boosts self esteem and confidence.
- ♥ Builds resilience to stress and setbacks.
- ♥ Improve immune system responses, stamina and memory.



Fabbit

Spaces that help you feel focused and comfortable.

VIMI.

Creating digital success for invisible giants since 2010.

12+

Years of experience

250+

Client organizations





Your company?

Being a Proseed community sponsor is a benefit reserved to members...





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Aging Asia – Challenges & opportunities in Thailand

K. Charkhris Phomyoth
Cofounder & CEO YoungHappy



PROSEED



YOUNGHAPPY

Happy Community for Seniors

Thailand



Survey of the Older Persons in Thailand 2021**

**The survey is a national sample of the population aged 50 years or older living in more than 80,000 households across the country. The sample is representative of the elderly population nationally.

The survey questionnaire records demographic and socio-economic characteristics, health status, support of older persons, security of life and property, basic needs that are essential for life, the need for assistance in various dimensions, having a caregiver, and care provider knowledge of how to properly care for older persons.

1

Top **5** provinces based on a proportion of the population who is older persons

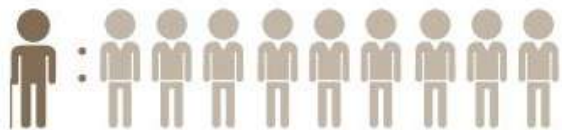
①	Phrae	29.3%
②	Uttaradit	29.0%
③	Uthai Thani	28.9%
④	Pichit	28.8%
⑤	Lampang	28.6%

2

Decreased dependency ratio

(1 older person : per number of working-age persons)

Year 1994



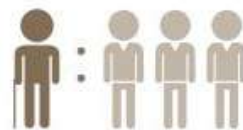
Older person

Working-age person

9.3

persons

Year 2021



Older person

Working-age person

3.3

persons

3

1 in 3 of the older population live alone or live with a spouse alone



12.0%

older persons
living alone



21.1%

older persons
living only with
their spouse

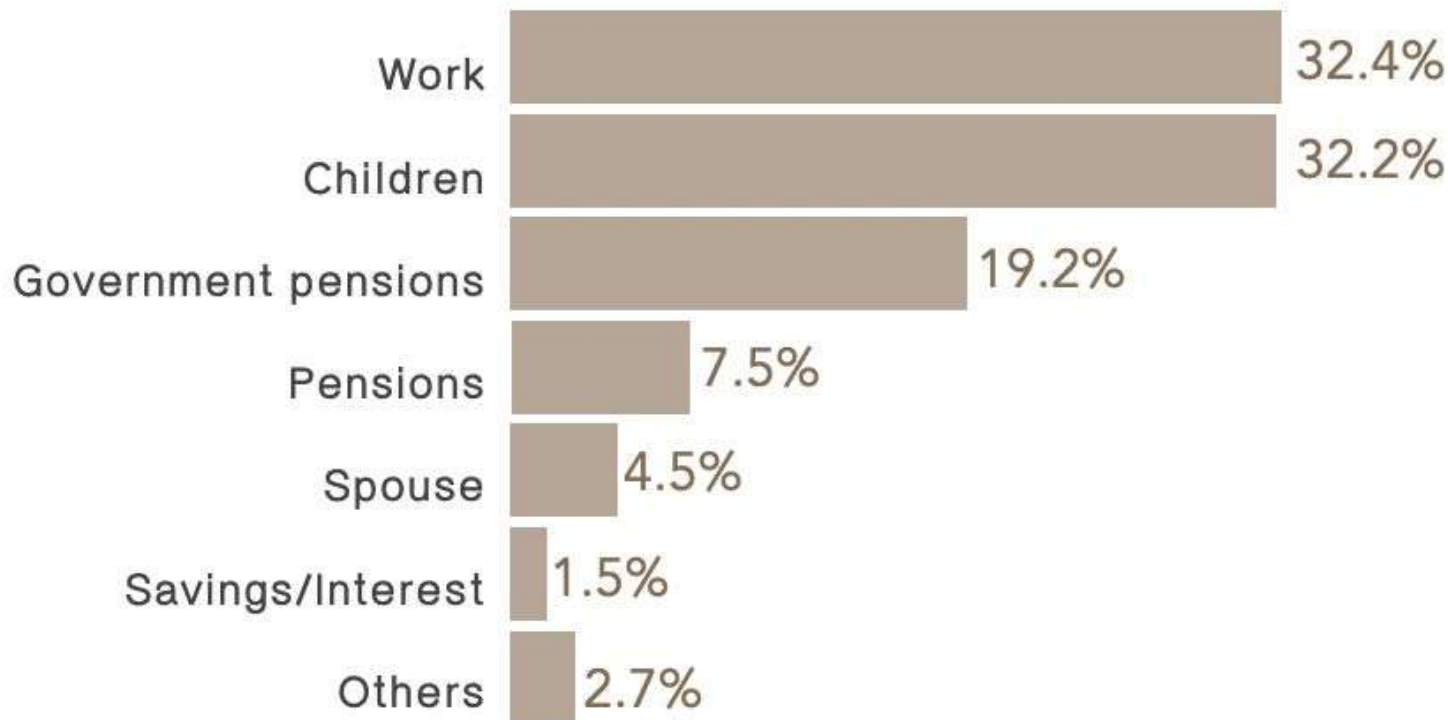
4

Nearly half of the population aged 60-69 are still working

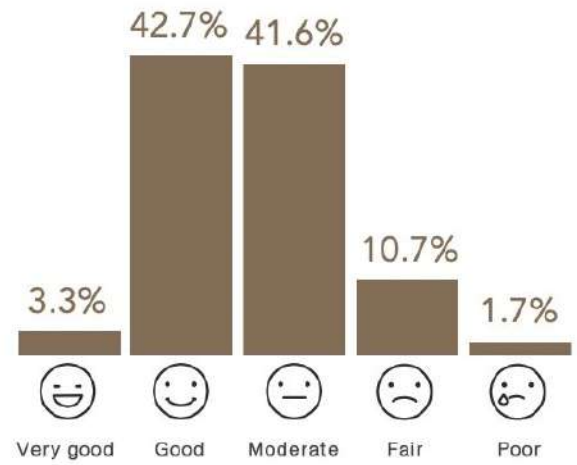


5

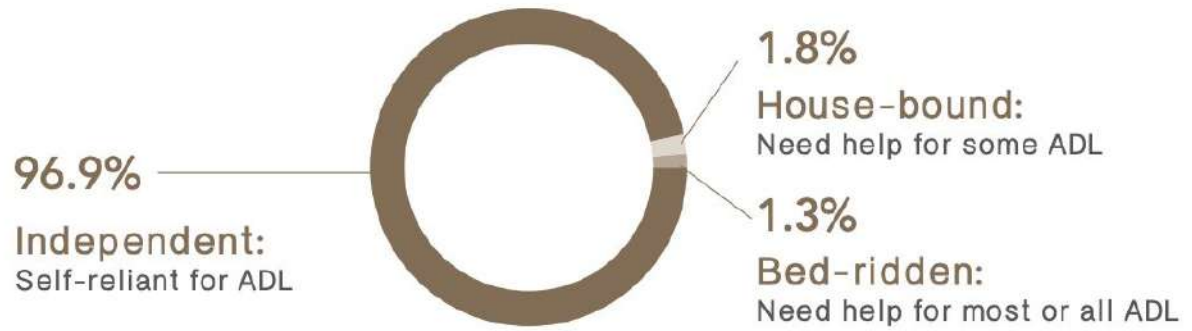
The main source of income for older persons comes from working is similar to the income they receive from their children.



6 46% of older persons assessed their health as good to very good.

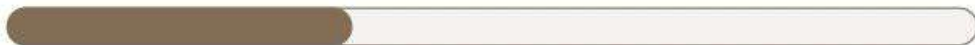


Ability to perform activities in daily living (ADL)



7 The older you get, the more caregivers are needed.

35.6% The old-old have a care provider



11.4% The middle-old have a care provider



4.0% The young-old have a care provider



1 in 10
of the older
population has
a caregiver.

59.9%
of the care providers
are a child of the
older person.



Opportunities for Businesses

- **Economic:** Creating products and services targeting the elderly (e.g., healthcare, assisted living, travel)
- **Social:** Encouraging intergenerational collaboration, volunteerism, and creating age-friendly public spaces
- **Health:** Investing in preventive healthcare, expanding telemedicine, enhancing geriatric care training
- **Living Environment:** Promoting universal design, accessible public transportation, digital

Problem

We are suffering a global loneliness crisis of unprecedented proportions with nearly

1 in 3
seniors
reporting being
LONELY



According to the WHO
loneliness is as
deadly as smoking



The cost of loneliness
to Thailand's economy
is **1.8 Billion THB** a year
(50 M USD per year)

GOAL

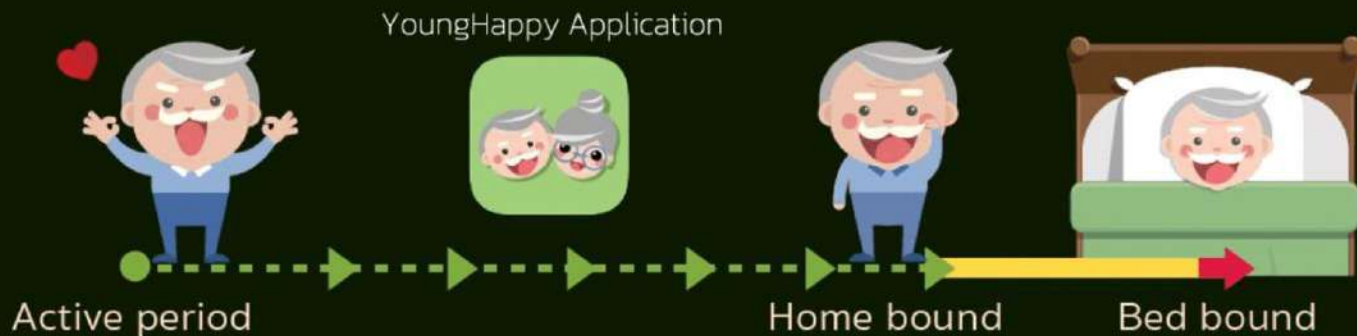
YoungHappy is the community with age-inclusive solutions to support older adults to be active ageing with "Fun, Dignity and Self-reliance"

ปัจจุบัน
(Current)



VS

เป้าหมาย
(Goal)



Market Target



8 in 10 seniors
are
ACTIVE



In Asean alone
this group is
61 millions

More than the population
of Korea



H
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Business Model



B2C

Product

Activity

- Fee Based Activity
 - Subscription Member
- *Start June 2023

B2B

Product

Corporate service

- DATA Service fee
- Media / AD / Training

Impact Record

60K+

Activities
Engagement

5,000+

Elderly volunteer
hours

4.5/5 ★

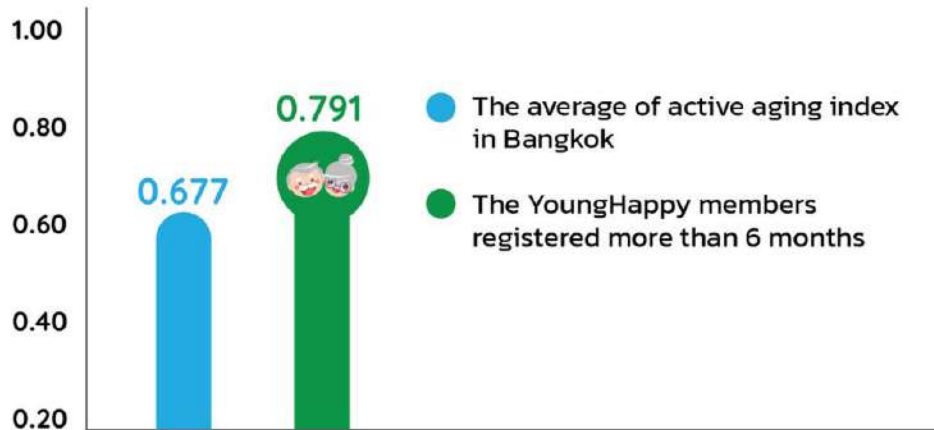
Average
satisfaction
from activity



18% Active
Aging Index

● Health ● Participation ● Security ● Lifelong Learning

Younghappy doing surveys Compare members over six months with older people. who are not members in Bangkok It shows that happy members have a active index higher than 18%.



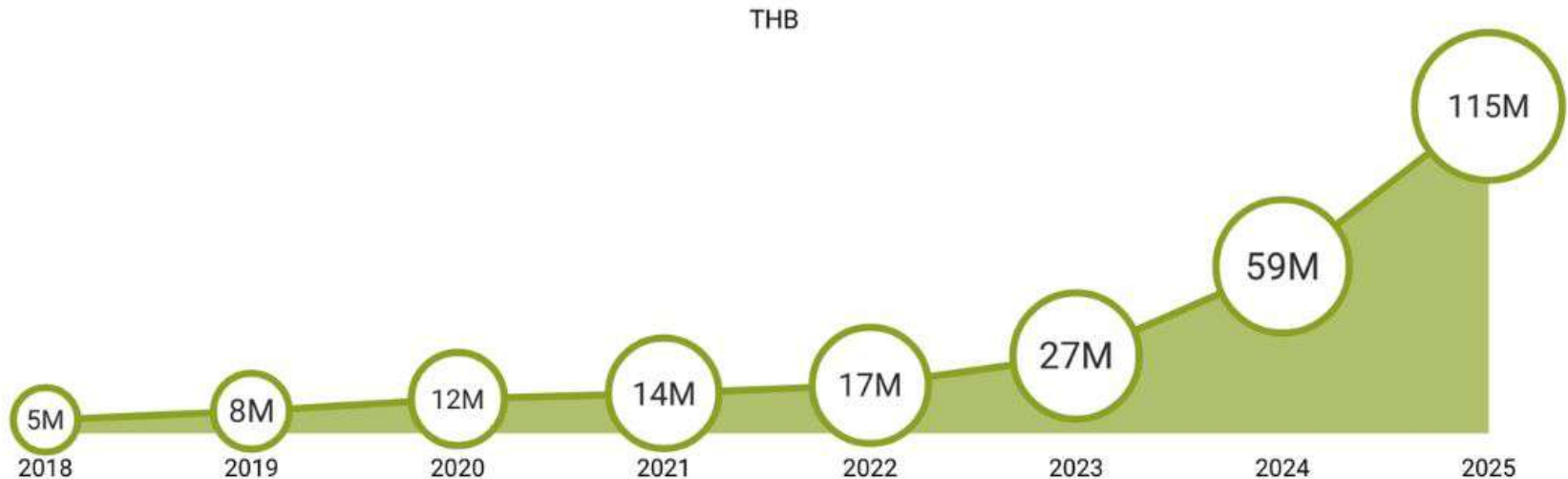
We are developing a younghappy Index which is developed to be more relevant to the ASEAN context. It is also in line with the WHO guidelines where we focus on measuring three dimensions: social, mental and physical.

Estimate the economic impact of YoungHappy

Reduced healthcare costs

To estimate the economic impact, we can use the following formula: Potential economic impact = (Number of elderly individuals reached) x (Average healthcare cost per person) x (Reduction in healthcare costs due to YoungHappy's activities)

Average healthcare cost per person: According to the World Bank, the per capita healthcare expenditure in Thailand was around \$280 USD in 2019, which is approximately THB 8,800.





YOUNG
HAPPY

● LIVE

“ Learn and enjoy online activities every day at home with friends, you won't be lonely for sure. ”

Subscription: 299 THB/month

YoungHappy Club



Cooking & Baking



Health & Exercise



IT Clinic



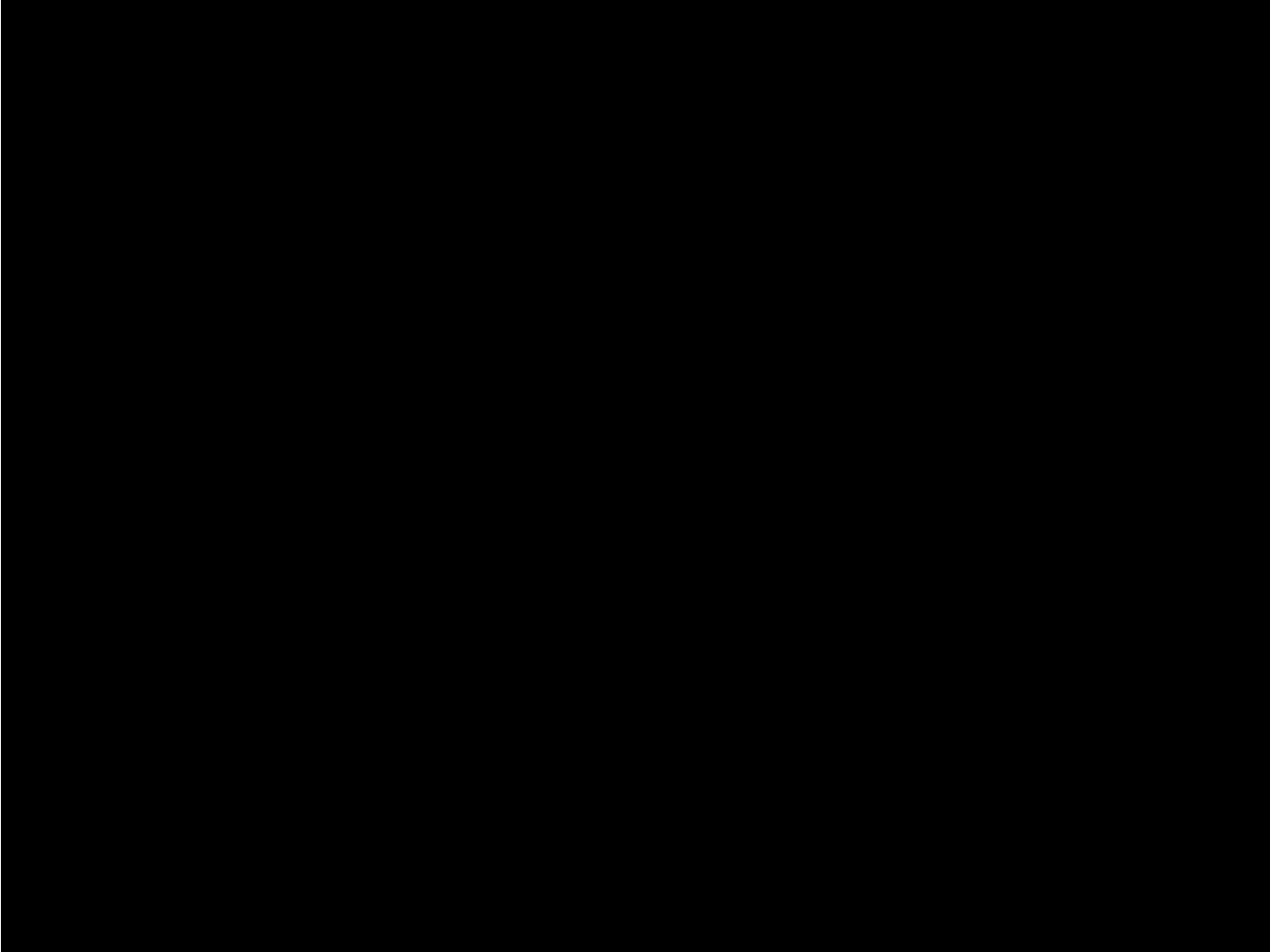
Music Class



DIY



Art Class



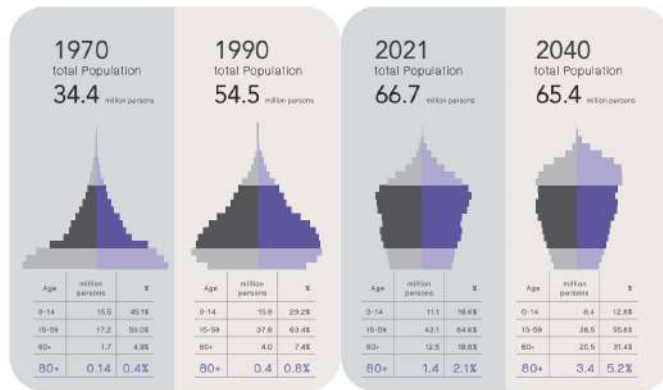
A photograph of two elderly men sitting at a wooden table outdoors, playing chess. The man on the left is wearing a blue cap and a white shirt, looking intently at the board. The man on the right is wearing a white cap and a white shirt, also looking at the board. The chessboard is in the foreground, showing various pieces in black and light wood. The background is slightly blurred, showing other people and trees.

Increased Dependency Ratio

Economic Challenge

Smaller working-age population is responsible for supporting a growing elderly population, resulting in a financial burden on families and the government.

In the next 20 years,
the number of Thai older persons will increase from
12.5 million in 2021 to **20.5** million in 2040
accounting for **31.4%** of the total population.



■ Male ■ Female

Source: NESOC (2019)



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Open Mic Elevator Pitches

3 Minutes Pitch
2 Minutes Q&A



PROSEED

SHEPHERD
partnership







EXPERIENCE



Thailand
SE Asia
Asia



SME → Multinational



4 → 1,300



\$500k → \$150m P&L

SHEPHERD

— partnership



Pitch
Evaluation





**PEEL
LAB**

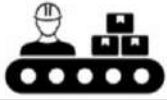
13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND



RISING DEMAND FOR ECO-FRIENDLY PRODUCTS



80%

of consumers want to know the origins and manufacturing conditions of the products they purchase.



70%

say that it is important that a brand is eco-friendly.



35%

the premium that consumers who care about sustainability are willing to pay for eco-friendly brands.



40%

of consumers are value-driven rather than purpose-driven.

Source: IBM 2020 Consumers Driving Change Report

THE LEATHER INDUSTRY

Major Contributor of Global warming

\$400 billion



80% of animal hide wasted yearly

83 bil. gallons of water consumed yearly

#1 most environmentally-damaging fashion material

35% increased risk of cancer for leather tannery workers

PEEL Lab

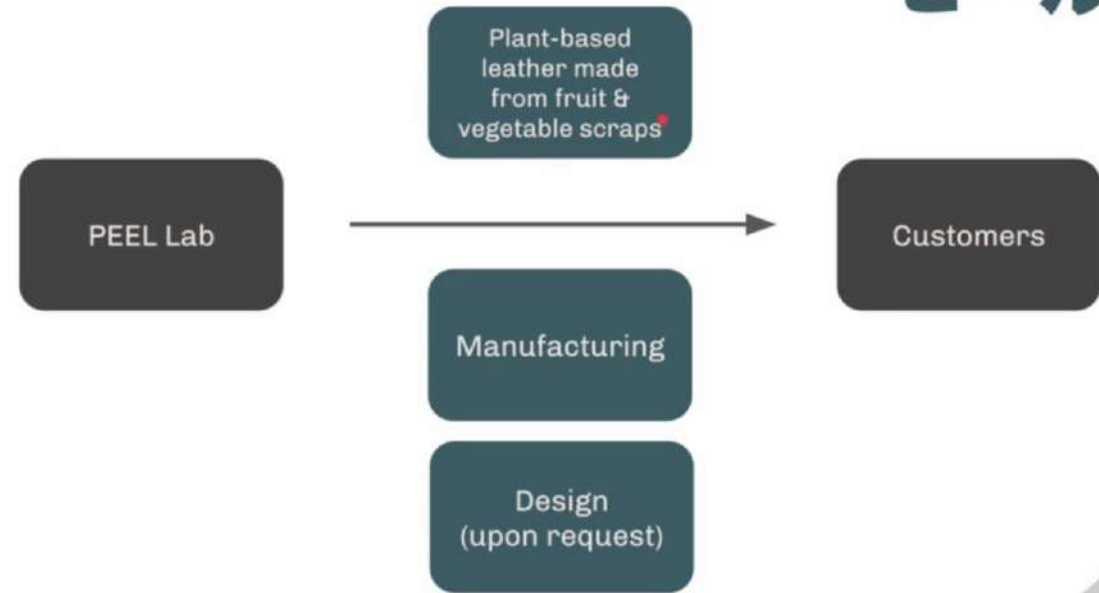
ピールラボ

Reduce food waste

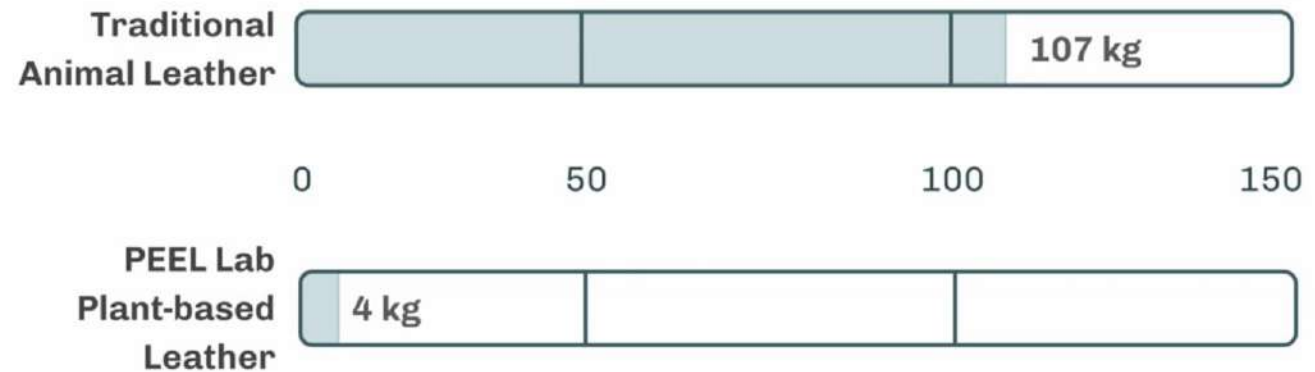
Prevent animal cruelty

Reduce carbon emissions

ピールラボ



ENVIRONMENTAL ADVANTAGES



Carbon Footprint of Leather (CO2 kg/square meter)

Total Savings for Y1: 595 tons of CO2

Sources:
Chen et al. 2014
United Nations Industrial Development Organization 2017
Vijayaraghavan 2021



CURRENT OFFERINGS



Leather for custom design



Pineapple Leather Chairs

Pineapple Wallets



Pineapple Leather Radoseru

Comparable Price to Synthetic Leather
Much cheaper than Animal Leather

QUALITY-BASED ADVANTAGES

	Traditional Animal Leather	Plant-based Leather
Weight	Heavy	Light
Durability	High	High or Better
Waterproof	Low	Very High
Scratch resistance	Low	Very high
Texture	Wears with age	Maintains original texture
Environmental Burden	High	Low

- + Pineapple Leather
Becomes Substitution of
- Synthetic Leather
 - Animal Leather

We aim to replace 1% of the global animal and synthetic leather industry with plant-based leather by 2030. We dedicate ourselves to taking on multiple UN Sustainable Development Goals.

SUSTAINABLE
DEVELOPMENT
GOALS




PEEL Lab
ピールラボ


Contact us at:

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info@peel-lab.com

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 @peel.lab

Phone:

 +81 70-4282-7839



Plant-based leather for a better future.
持続可能な未来を描く、植物由来レザー

A B2B greentech startup providing a one-stop plant-based leather sourcing and manufacturing solution.

Pitch
Evaluation



The logo consists of the letters 'M' and 'G' in a stylized, bold font. The 'M' is white with a teal outline, and the 'G' is teal with a white outline. They are positioned above a thin white horizontal line.

MAYA GOLDMAN

Empowering Sustainable Brands

Sustainability is no longer just the "right" choice, it is the
PROFITABLE choice.

Presented By:
Wanvisa (Maya) Goldman
maya@mayagoldman.net

Image source: Sprout Social

Does your company fit the profile?

eco-science/
eco-tech



Artisanal/
Handmade

Planting
trees/Cleaning
water/cleaning
air



Renewable
energy



eco-
friendly
packaging



Sustainable
manufacturing
/production
method



Why work with us

- Quite literally, our world will go to sh*t if by 2050 we don't reach our net zero target
- 11 crew members ready to serve you
- Typical marketing agencies care about fluff (engagement, shares on social)
- At Maya Goldman, we care about 2 things: sustainability & your bottom line
- If you succeed, we succeed.
- Corporations are also targeting to reach at least 1 of 17 of the UN Sustainability Targets. So why not you?

1. CONSULTATION

2. DEFINE

WEB 2

- Custom website
- Mobile App development

WEB 3

- Metaverse
- Crypto
- NFT

STRATEGY

- Sustainability
- Recommendations
- Execution

AI/ROBOTICS

- Design
- Development

SOURCING

- Packaging
- Renewable energy

DIGITAL MARKETING

- Social media
- Branding
- Campaign Management
- Copywriting
- Content production

Thank you
Scan & DM me to get the
slide



Pitch
Evaluation





VIMI.

Community Pitch

Hands Across the Water
Victor Rollins



PROSEED

Community Pitch

Hands Across the Water
Victor Rollins

**"While we are alive, we
should love others as
much as we can."**

MAE THIEW





 **HANDS ACROSS THE WATER**

RENOVATION TASKFORCE



Hands Across the Water Renovation Taskforce is back in 2023 and this time we mean business, our new business Hands Experiences Thailand, that is.

The project is converting Baan Nam Kham into the new headquarters for Hands Experiences Thailand and we would love your help!

Learn more about this experience or use the QR code to register now.

“If you’re looking for a way to do something special for others, then Hands is for you. My experience started with someone close to me saying, this is for you, you can cycle 800km across Thailand and help some kids with life choices, at the same time. What wasn’t said was that the experience upon reflection will change you for the better in so many ways. You will ride with other like minded & genuine people who also want to make a difference & at the same time create friends & memories for life.”

JEFF T



**Join a
Hands Ride
in Thailand
this year**




Baan Home Hug
XXX YASOTHON XXX
THAILAND

CLOTHES FOR THE KIDS

Community Pitch

Hands Across the Water
Victor Rollins



 HANDS ACROSS THE WATER

SPONSOR A CHILD

Community Pitch

Hands Across the Water
Victor Rollins







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Reciprocity Ring

Ask for the help you need
Offer the help you can give



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Beer is free but we recommend ₱100 donation to our featured charity



PROSEED



VIMI.

Next event:
20th of April

Max Simpson
Founder & CEO
Steps Community



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Stay in Touch

Join our lunch TOMORROW (...& every Friday)
For details connect with us on the
"Friends of Proseed" Whatsapp group



LINKEDIN



FACEBOOK



PROSEED