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**Project name:** Creation of high-tech production of directly squeezed juices, drinks, smoothies and purees from berries, fruits and vegetables with a health-improving effect.

The technologies available to us allow us to produce them without the addition of stabilizers, flavor enhancers and dyes. These technologies enhance the release of flavor components, color pigments and cellular components such as sugar, polysaccharides, vitamins, amino acids and aromatic compounds into the juice. The result is an improvement in color intensity, sweetness and aroma. The content of such useful ingredients as pectin, inulin, beta-carotene and vitamin complex in juices and drinks is valuable and useful for consumers, which, with regular consumption, are an effective means for the prevention of oncological diseases, diseases of the cardiovascular and endocrine systems, as well as for complex treatment of obesity, because it is in the hydrated form that these ingredients have the most effective physiological effect on the human body.

The volume of additional investments under the project is EUR 1,639 million.

The implementation period is 6 months.

Profitability (CBR) – 48.5%.

The period of operation of the investment project is 5 years.

Profit before depreciation, interest and taxes (EBITDA) - EUR 9,890,330.

Net Profit – EUR 6,581,720.

**Market:** In order to implement a unified price policy, it is planned to create a distribution network in all regional centers of Ukraine for the operational sale of juices and drinks, taking into account the market segments:

- in the food system of children's preschools, school institutions and student canteens;
- in hospitals, sanatoriums, boarding houses and other medical and health facilities;
- in the systems of army nutrition and nutrition of athletes of all levels and people who correct their figure;
- in the food system of employees of various industries with harmful working conditions (factories, metallurgical plants, various transport companies, etc.);
- in zones contaminated with radioactive substances.

**Start-up platform of the initiator:** The initiator with a professional team of experienced specialists consisting of a manager, technologist, marketer, engineer, economist and lawyer provides a business idea, know-how, a patent for a useful model, a developed business plan, land, buildings and structures with communications. The starting capital of the project initiator is 400,000 euros.

**Sources of funding for the project:** 1. The SEED stage. It involves the involvement of a private investor (business angel) with a contribution to the statutory fund of the enterprise in the amount of 386.8 thousand euros. In exchange for a 49% stake in the authorized capital of the company.

2. Stage A. Attracting loan capital in the form of a five-year long-term loan for a total of 795.7 thousand euros through cooperation with credit unions, banks and leasing companies secured by the company's property.

3. Stage B. Purchase of additional technological equipment to expand the range of products for the total amount of 456.5 thousand euros at the expense of the company's profit.