

Island Of Gods

ROASTERY





BALI'S MOST EXCITING INVESTMENT OPPORTUNITY & REAL CHANGE IN THE ISLAND

With annual revenues expected of \$5 million & 10x ROI by year 3, and
\$310 thousand raised for Bali charitable causes

Join the Island of Gods Fund Raising subscription of \$250,000 today
(Min. subscription amount \$50,000)



AGENDA



- Our Promise
- Give Back to Bali
- Our Roastery
- Our Blends
- Sales Channels
- Our Products
- 3 year Financials
- Sales & Channel Forecast
- Cash Flow Analysis
- Investment Breakdown



OUR PROMISE

Island of Gods is synonymous with Bali itself, and people from all over the world have a powerful connection with the Island. Our aim is to create the biggest coffee brand that has come out of Bali; reaching all overseas markets but bringing that success back to replenish this beautiful place we call home, for the future generations. And always staying true to and living up to our **PROMISE:**





ALLOW OUR SUCCESS FLOW BACK TO THE ISLAND AND THE PEOPLE

DISCOVER THE MAGIC OF IOG AND WHAT WE CAN GIVE BACK TO BALI

Grow the Land



Proceeds from the coffee sales sold through our cafes are given directly back to the small farmers who supply us. Enabling a better livelihood for each individual farm worker and also support better sustainability and infrastructure into the land

Help the People



Integrating the blind and disabled community in our workforce and also collaborating with the blind community to produce a very special cold brew with proceeds going to blind teenagers.

Heal the Sea



Raising money through our hotel single drip bags we encourage guests to enjoy a premium coffee versus instant, and subsequently donating to worthwhile causes to restore Bali's reefs and also clean plastic waste from the beaches.



THE ROASTERY

An incredibly fast start

Ryan & Fabi decided to take the plunge in early November 2023 to start a coffee business, and within 2 weeks two premises were secured in Tabanan, and after some in depth research with multiple suppliers and experts in the field, including our new roaster Adam, we purchased a new VNT 5kg machine. With the help of big lorry, a trusty crane and removing the exterior doors of the unit, Island of Gods became a full time roastery!

Our Roaster

Having used the VNT 5kg in his previous role as head roaster for Bootstrap Cold Brew, who dominate the Singapore market, he was able to get up to speed with his new "baby" and begin work on creating the most incredible blends with Bali coffee beans. The VNT has a daily capacity of 3 loads per hour of 5kg, so we can roast more than 120kg of green beans in a single day. That's a lot of coffee!

The Beans

There is no coffee without beans! And so on the very day, as we were super eager to get started, we travelled to Ubud on our bikes to meet for the first time, our new bean supplier Karana, who are regarded as one of the leading producers of green coffee beans in Bali, and supply the well known and loved coffee brand Seniman. So after collecting our very first bag of coffee, we returned that same day to try out our new toy. A long but wonderfully rewarding day had by all.

Island Of Gods ROASTERY





OUR BLENDS

Bali is entrenched in a history deep in spirituality and meaning. We use the symbolic nature of the water (Tirta), Wind (Bayu), Fire (Agni), Earth (Bhumi) to represent each of our core products and the iconic Day of Silence and Fasting, Nyepi, is perfect to embody our Decaf blend.



AGNI
FRUITS
FLORAL

BHUMI
FRUITY
CLEAN

TIRTA
DARK CHOCOLATE
CITRUS

BAYU
FRUIT
SOFT

NYEPI
BISCUIT
BROWN SUGAR



Arabica
Kintamani, Bali
1200 - 1350m
Full Washed, Honey,
Natural

A fresh blend with a
citrus fruits and floral
character

STRENGTH - MEDIUM LIGHT



Arabica, Robusta
Kintamani/Tabanan
800 - 1350m
Specialty Grade
Honey

A Unique fruity blend
with a full body and
clean in the after taste

STRENGTH - MEDIUM



Arabica
Kintamani, Bali
1200 - 1350m
Full Washed

A full-bodied roast
with a dark chocolate
and citrus character

STRENGTH - MEDIUM DARK



Arabica
Kintamani, Bali
1200 - 1350m
Specialty Grade Honey
and Full Washed

An exotic blend with
tropical fruit and a
soft, delicate body

STRENGTH - MEDIUM



Arabica Decaf
Huila, Colombia
1650 - 2000m
Full Washed
Natural Sugarcane

An exciting experience with
flavours of biscuit and brown
sugar and a herby aftertaste

STRENGTH - MEDIUM DARK





SALES CHANNELS

Coffee Shops



Today this is our core focus to build the footprint and our coffee drinkers around Bali and allow them to experience IOG. Although low margin this helps our visibility to help market the brand, and we will continue to grow our venues with our dedicated sales team.

Hotels



Our brand is synonymous with Bali itself, and what we represent becomes a very appealing product for short term tourists visiting! The primary element in this channel is the in room hotel drip bags for immediate consumption with donations to multiple charities and then take away 30pc gift packs added to their hotel bill.

E-Commerce



An increasingly used sales channel for Indonesia and already quite evolved around the world is online shopping models. Particularly in Bali, Shopee and Tokopedia, which are storefronts are active and will continue to grow and be a major revenue stream. Following the popularity in other markets like grind.co.uk we will be offering tailored subscription plans to drive consumption and loyalty.



SALES CHANNELS

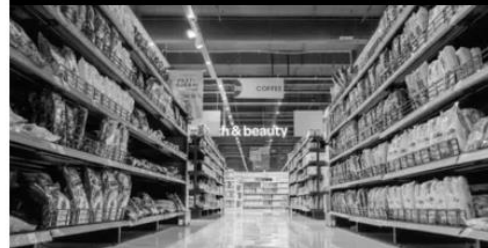
Own Venues Coffee.Cocktails.Art



One of the most exciting strategic building blocks for the brand, is establishing our own coffee shop culture for tourists visiting the island.

Providing a very artisan coffee experience during the day with our 5 blends in many varieties, and then transforming to a premium coffee cocktail venue, with home made coffee alcohol, in the evening. Coupled with a beautiful store of local Bali art, and coffee accessories from ceramics and wood

Retail & Modern Trade



Quite possibly the biggest volume for us is through the modern trade channel. Having built a known and respected brand, and working with our product manufacturing partner Xtrat to secure the BPOM licence requirements. The goal is to enter the local retailers like Peptios, Fresca & Cocomart and once the brands more well known further afield leverage Ryan's network in Supermarkets in Europe and America.

International Distribution



Bali, significantly more so than Indonesia, is known and loved around the world..There exists a nostalgia from visitors having left the island and the amazing coffee experiences they had here. Giving them the opportunity to relive this moment in their home countries will be done with our distribution partners



OUR PRODUCTS



A tall, dark-colored bag of coffee. The top half is plain, and the bottom half features the 'Island Of Gods' logo and text. The bag is standing upright against a light background.

Roasted Coffee



A black display stand holding several drip bags and coffee pods. The stand has a decorative top with the Balinese mask logo. Text on the stand includes 'SPECIALTY COFFEE FARMED & ROASTED FRESH IN BALI' and 'Join us as we partner in the fight to restore the reefs with: LIVINGSEAS'. The bags and pods are arranged in a tiered fashion.

Drip Bags & Coffee Pods



A tall, slender glass filled with dark coffee and a thick head of foam. Next to it is a small, dark-colored bag of coffee with the 'Island Of Gods' logo. The background is blurred, showing what appears to be a cafe setting.

Art, Cold Brew & Coffee Alcohol



OUR PRODUCTS



1 KILO SERIES



250G SERIES



125G SERIES



DECAF SERIES



HOTEL PACK/ CAPSULES & DRIP BAGS

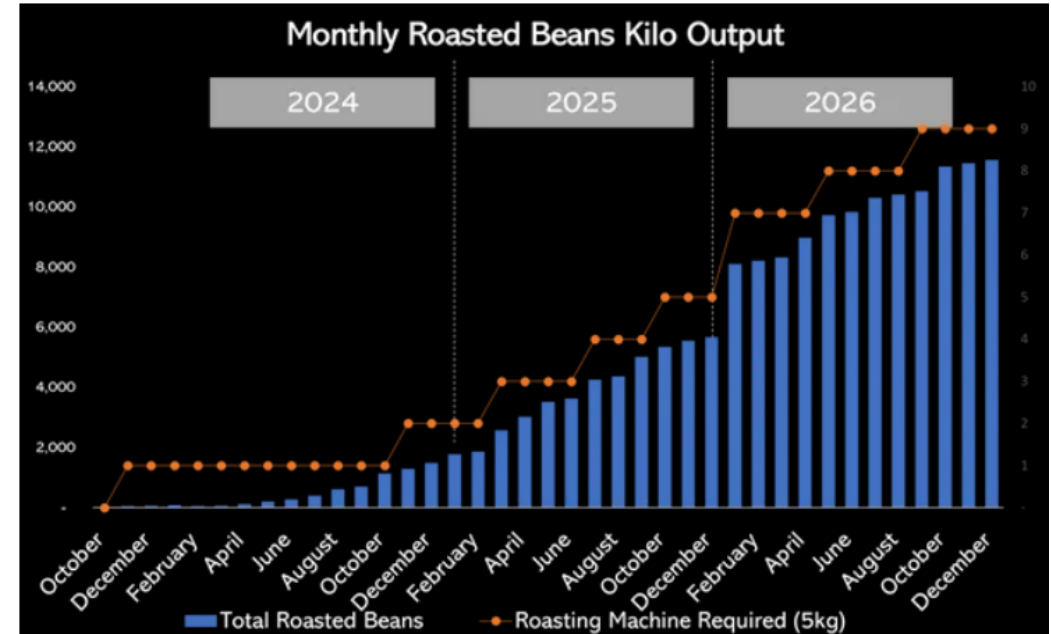
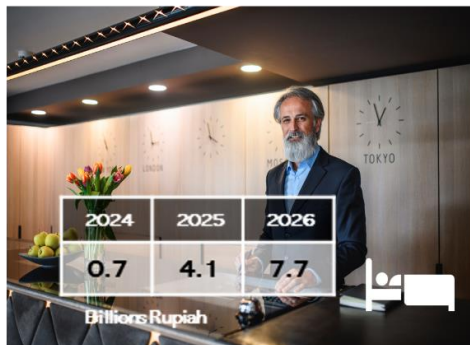


FINANCIALS

IDR '000	2023	2024	2025	2026
Income				
Coffee Kilos Sold	108	6,385	46,556	118,729
Sales(IDR '000)	38,388	3,701,376	28,018,784	77,797,698
Cost of Goods (IDR '000)	16,407	3,337,439	18,244,265	44,164,832
Gross profit	21,981	363.938	9,774,520	33,632,865
Expenses				
Marketing	960	92,534	700,470	1,944,942
Wages & Salaries	120,000	1,097,000	2,504,000	4,024,000
Staff (excl. Own venue)	6	17	38	52
Operational expenses	405,800	475,800	1,741,700	1,442,400
Total SG&A expenses	527,719	1,757,869	5,646.639	9,356,285
EBITDA	-505,739	-1,393,931	4,127,881	24,276,580



SALES & CHANNEL FORECAST

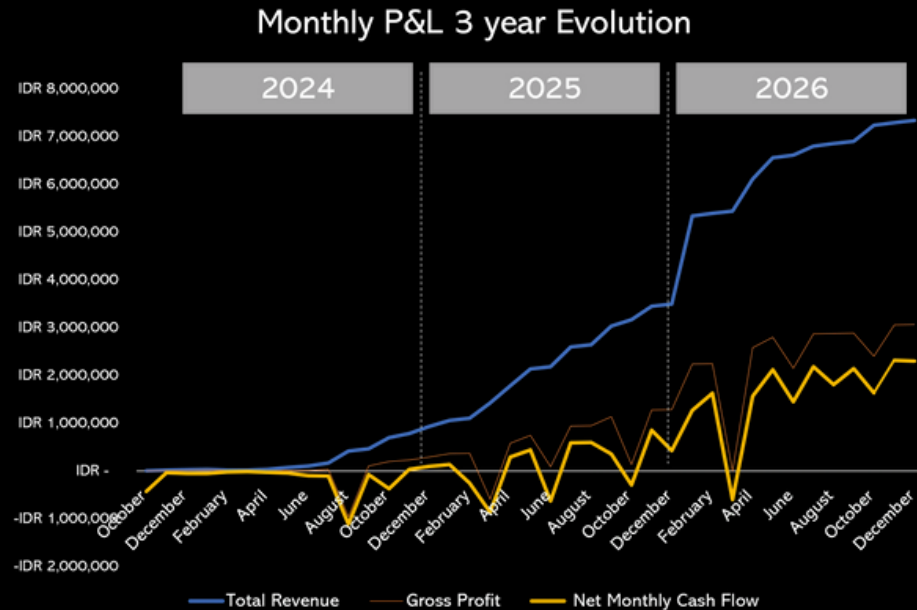


Roasted Bean volume takes off in year 3

An element of this is that the first 2 years have been kept relatively conservative but also, we believe it will take time to get traction in each channel and once established firmly then the demand for the coffee grows exponentially.

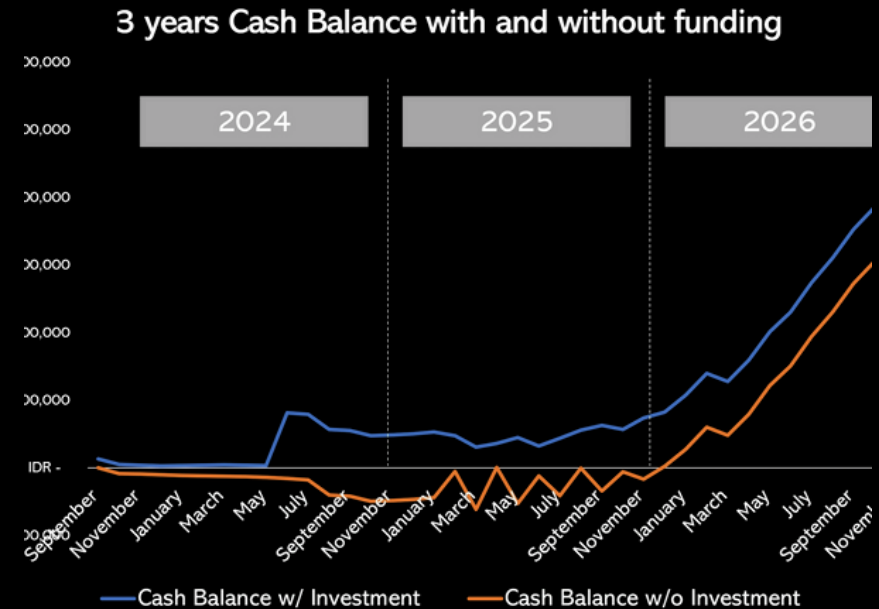


P&L/CASH FLOW ANALYSIS



c.Rp 8 Billion Monthly Sales in 2026

Although our gross margin is relatively high above 50% in most channels and direct significantly higher still, the P&L fluctuates a lot due to the cost of back end equipment and infrastructure like roasting machines, and investment into venues etc. However, in year 3 the business shape starts to really improve with significant growth in net profits alongside a major growth in top line revenue.

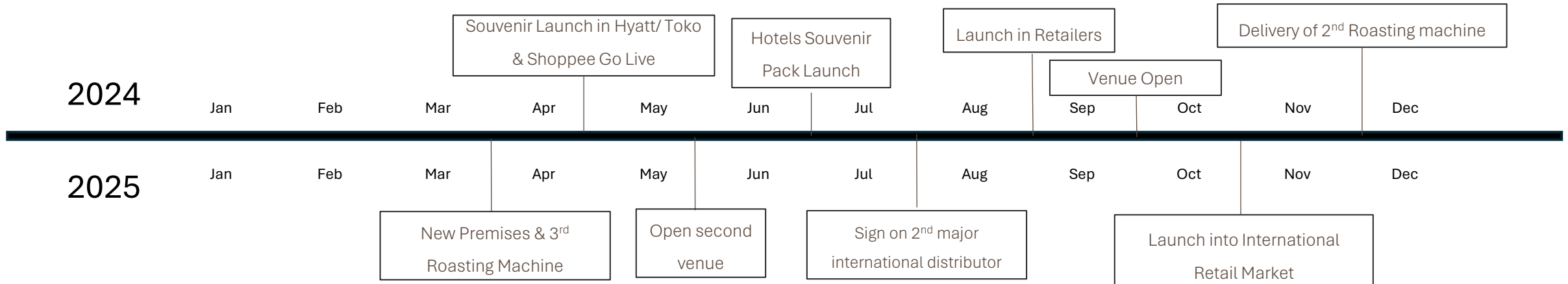


Cash Flow Break-even in 2025

With 6 channels all requiring their own upfront investment, it is only in year 3 where we see the traction taking into effect, and with investment having already been made and gross margin is maintained at the 50-60% figure, a lot of this flows straight to the bottom line in year 3, giving us a massive boost in your cash in bank. And this has also been reflected right, with the Rp. 4billion funding request excluded, to show the true break even in 2025.



INVESTMENT TIMELINE



KEY MILESTONES REQUIRING LARGER SUMS OF INVESTMENT TO REACH

Rp. 342,000,000



Annual MOQ of dripbags and capsules with our manufacturing partner XTRAT; and this will ensure stock is full for hotel partnerships growth

Rp. 105,000,000



Investment required to create permanent and sustainable in room displays for the hotel rooms

Rp. 1,050,000,000



Kicking off our first Island of Gods Cafe and Coffee bar:
COFFEE.COCKTAILS. ART
This funding is required for a lease in Seminyak, the most populous tourist spot, and fit out for the shop.

Rp. 654,600,000



We are expecting significant growth even with our current performance and this business is nothing without coffee. To ensure we are completely covered from a volume of coffee produced we require 2 more roasting machines in the next year.

Rp. 250,000,000



With the launch of our e-commerce platforms through islandofgods.com, Tokopedia and Shopee, we are not in a situation that we need to ramp up our digital advertising to achieve what is possible in this channel.

Rp. 948,400,000



The remaining almost 1bn rupiah will be saved as cash reserves to ensure we can fulfil all parts of the 3 year plan. Even for continuity, there are always surprises and unexpected eventualities that occur so we need to make sure we are prepared for them.



FOUNDERS

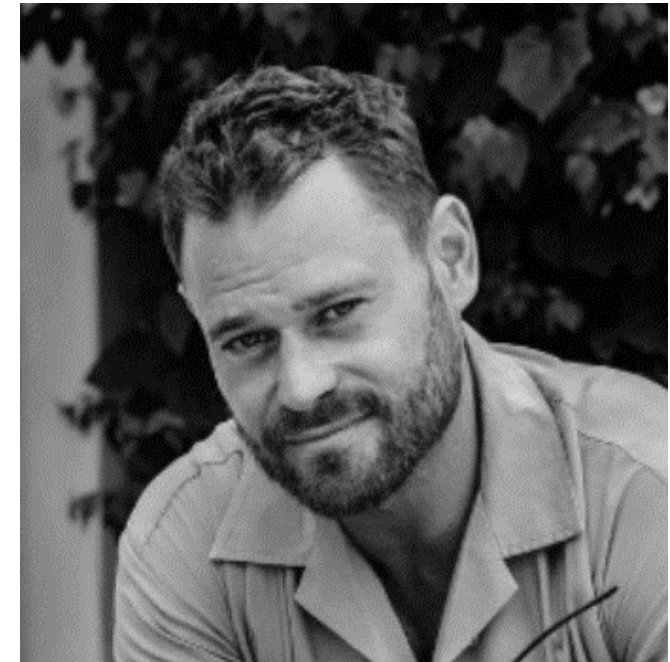
RYAN DONAGHY



A seasoned entrepreneur and extensive corporate executive with some of the world's largest multi-nationals like P&G, Reckitts and Red Bull, Ryan has led the strategic and creative vision for Island of Gods to ensure the Brand is 100% set up for success on the global stage.



FABIAN KRONIG



A former Olympic skier and now settled on the island for 10 years, Fabi is a respected businessman in Bali, owning 2 restaurants, a yoga studio and significant property investments. The brainchild of the coffee company, Fabi is now committed to making IOG the best of his enterprises.



CONTACT US

Check out our
Investment website



\$ 250k Seed Funding

20% Equity Offered **10x** ROI (3 yrs)

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