

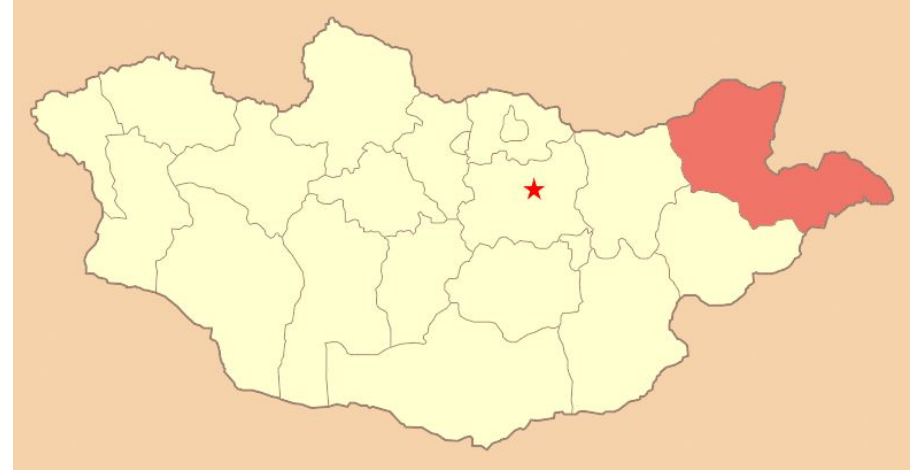
Organic Protein LLC.

Client: Selenge Chadraabal

Students: Abigail Edwards & Alany Valle

Background

- Selenge Chadraabal
- Organic Protein LLC
- Startup Poultry Farm in the Dornod Province of Mongolia
- Goals of the client's business
 - Increase accessibility to nutritious options
 - Decrease money spent on importing
 - Educate Mongolians on poultry farming



Project Statement

- Create the framework for a business plan for Organic Protein LLC's expansion to poultry farm
- Provide the client with potential funding opportunities

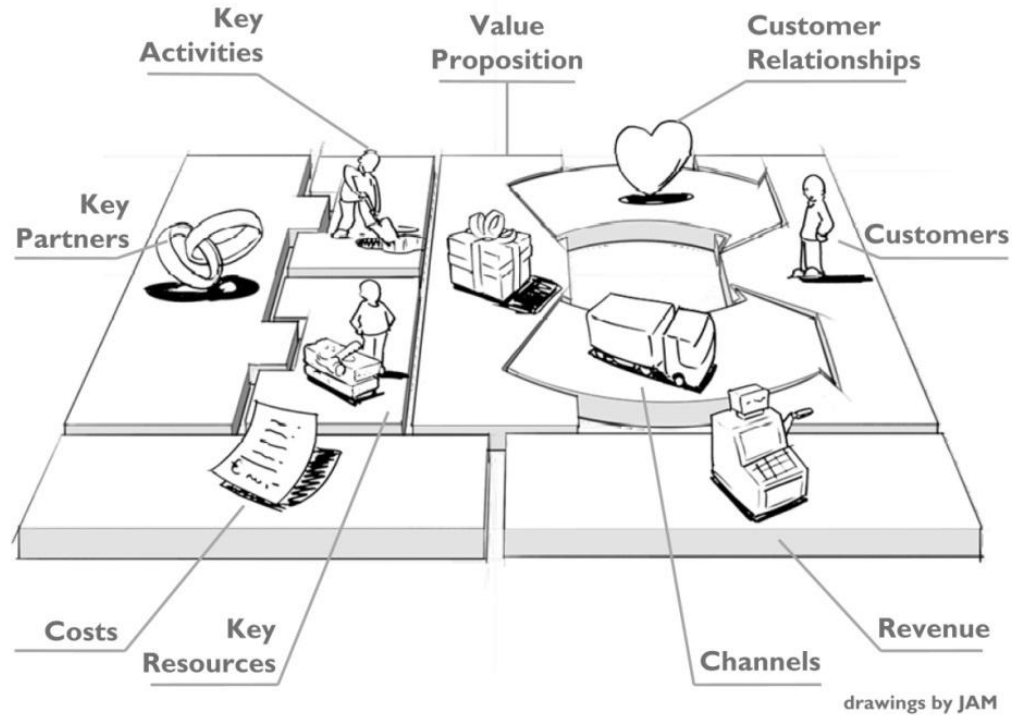


Methodology

- Canvas-Business model
 - Large poultry farm business
- Stakeholder Analysis
- S.W.O.T. Analysis
- Policy Analysis
- Financial Opportunities
 - Funding research



Osterwalder's Canvas Business Model



Customers

Offer

Infrastructure

Financial Viability

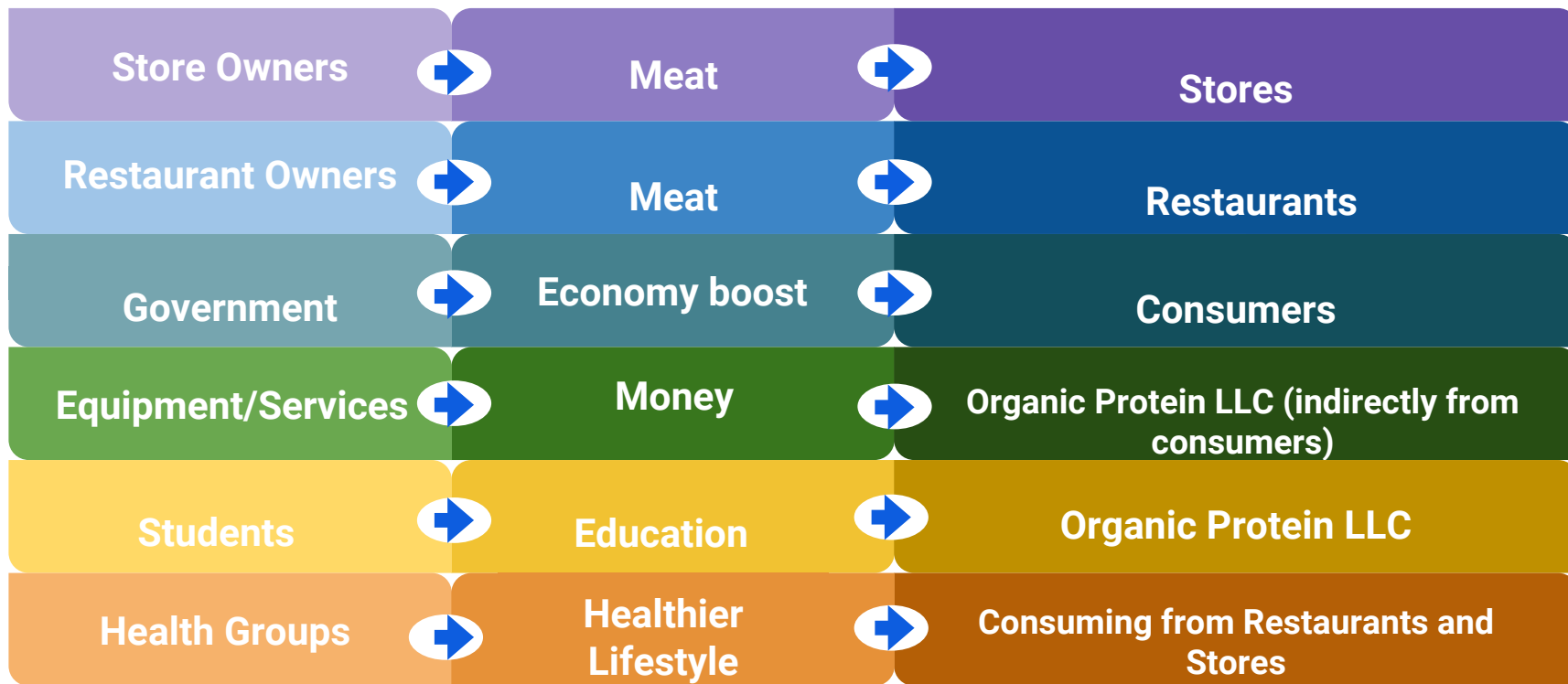
Key Partnerships



Value Propositions



Channels



SWOT Analysis

Organic Protein LLC

Strengths	Weaknesses
<ul style="list-style-type: none"> • Have already established distribution routes • 10 hours from UB - no contact with other birds (no diseases) 	<ul style="list-style-type: none"> • Financial resources • 10 hours away from UB - transportation is difficult, increase the cost to get feed and deliver the product
Opportunities	Threats
<ul style="list-style-type: none"> • More trust for local products • Don't have to pay the import taxes, pay lower domestic taxes 	<ul style="list-style-type: none"> • Lack of veterinary connections • Potential pushback from the importers because taking their business

Capital Market LLC

Strengths	Weaknesses
<ul style="list-style-type: none"> • Financially sustainable • Cheaper price because not actually farming the chickens 	<ul style="list-style-type: none"> • Stigma that China's quality is much worse, because they choose the cheapest option • Imported from china - takes 3 or 4 days to get to UB
Opportunities	Threats
<ul style="list-style-type: none"> • Economic crisis in Mongolia • Very few suppliers 2-3 importers, 1 major operation in Mongolia 	<ul style="list-style-type: none"> • Have to pay a import tax • Higher risk of transportation problems

Policy Analysis

- Water Rights:
 - 200m protection zone; client's project site 30,000m away
- Waste Management options:
 - Fertilizer
 - farmers and miners
 - Problem with too much fertilizer



Financial Opportunity Research

- Women and Minorities in STEM Fields
 - Amount: \$100,000
- Asia Foundation Grants
 - Amount: varies
- Alumni Impact Award
 - Amount: \$10,000



Sources: National Institute of Food and Agriculture, The Asia Foundation Hubert H. Humphrey Fellowship Program

Recommendations

- Finish researching and completing business model
- Research waste removal more in-depth
- Consider changing company name
- Target marketing at women

References

- Yves Pigneur. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken, John Wiley & Sons, Inc., 2010.
- Chadraabal, Selege. "BROILER FARM." Manuscript.
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