

ProCan

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Presented by :  
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ProCan



Pitch Deck  
Presentation

# Problem

- **Lack of Functionality**
- **Post- Workout Stigma**
- **Texture Fatigue**



# Introducing ProCan



## What's inside every can?

- 10g of premium whey isolate
- 0g of added sugar
- Crisp, clear, and light texture
- Naturally refreshing and fizzy
- Low in calories



**SENSORY  
DISRUPTION**



**ABSOLUTE  
TRANSLUCENCY**



**HUSTLE-READY  
NUTRITION**

# Product Range



## Mango

Warm, appetizing, and nostalgic.  
The King of Fruits, carbonated.



## Lychee

Soft, sweet, and highly aesthetic.  
A tropical rush without the syrup.



## Blueberry Lemon

Crisp berry notes cut with a sharp  
citrus bite. Pure refreshment.

ProCan

THE MAKING OF OUR  
FIR

# Roadmap to Launch

## High Minimum Order Quantities (MOQ)

- Cans require a massive upfront production run, preventing small-batch pilot testing.



# Market Opportunities



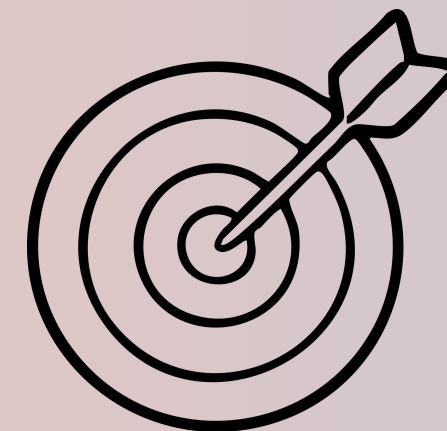
## **TAM (Global Functional Beverage Market):**

\$198.1 Billion (-16,50,000 Cr) Global demand is accelerating at a 10.79% CAGR as consumers pivot from high-sugar legacy sodas to Healthy refreshments.



## **SAM (Indian Functional Beverage Market ) :**

\$6.9 Billion (~₹57,500 Cr) India is the fastest-growing market in Asia-Pacific (10.74% CAGR), driven by urban shift toward "Better-for-You" refreshments.



## **SOM (Urban Segment):**

\$52 Million (~₹435 Cr) This represents our target age group of 18-35. Starting with "Ready-to-Drink" Soda niche market in Indian Tier-1 hubs like Ahmedabad, Mumbai and more.

# Market Strategy

## 01 Building the “Lifestyle Protein” Category

- Light, refreshing protein alternative
- Replace empty-calorie refreshment habits
- Premium lifestyle-first branding

## 02 Building Everyday Consumption

- Move protein beyond gym-only usage
- Integrate into daily hydration occasions
- Normalize protein intake through creators

## 03 Digital Awareness

- Build a strong Gen-Z brand recall
- Create hype through seasonal and regional flavor drops
- Stay relevant and trend-driven

# G-T-M Roadmap

## The Road to 50,000 Units

### Stage 1: Hyper-Local Validation

- Months 1–3
- Launch citrus-based variants in Ahmedabad
- Conduct blind taste-test pop-ups
- Build an early campus & creator attraction
- Refine taste, carbonation, and packaging

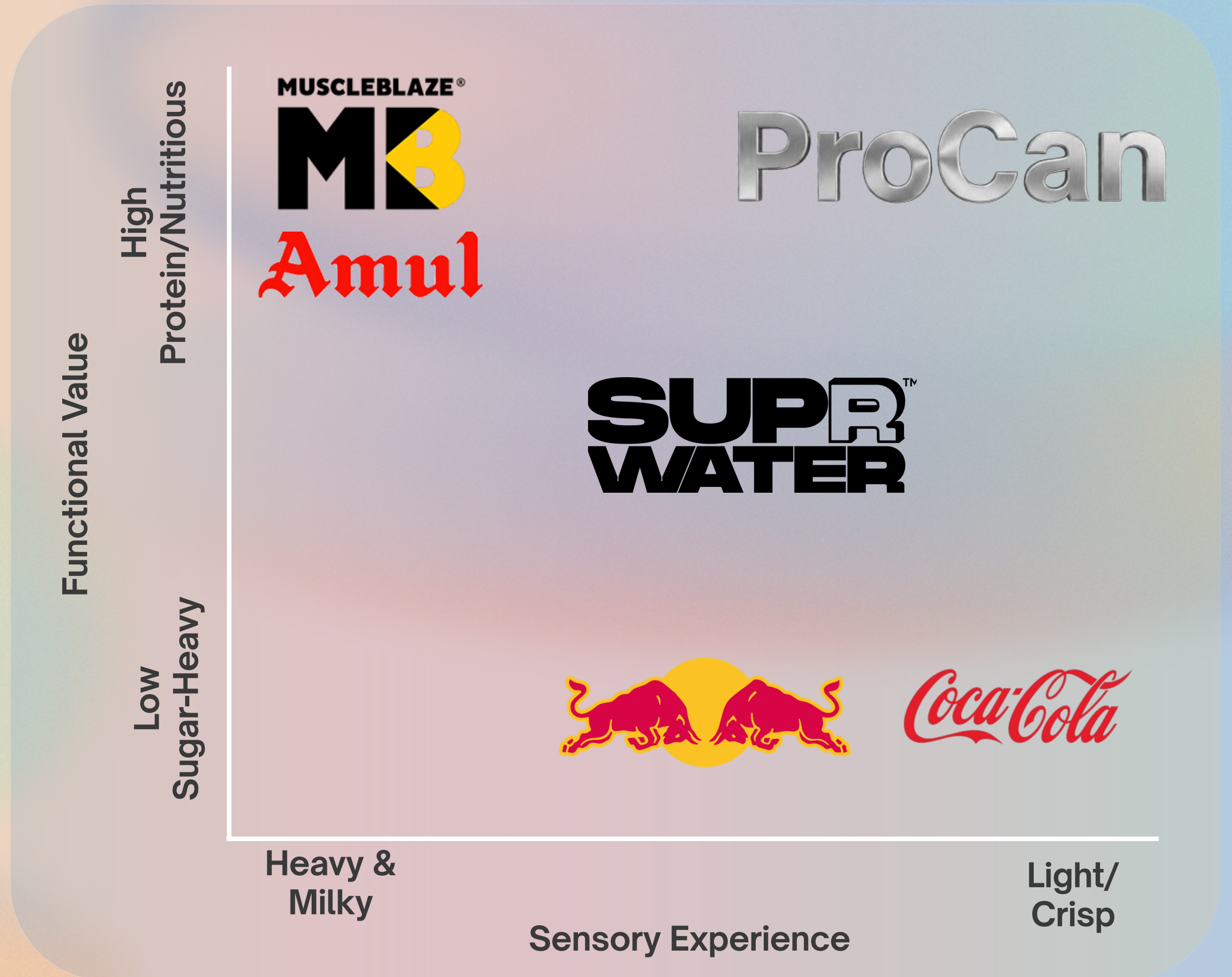
### Stage 2: Market Penetration

- Months 4–9
- Launch Instagram creator campaigns
- Expand into gyms, cafés, and co-working spaces
- Pilot Blinkit, Zepto, and Instamart listings
- Strengthen repeat consumption behavior

### Stage 3: Regional Expansion

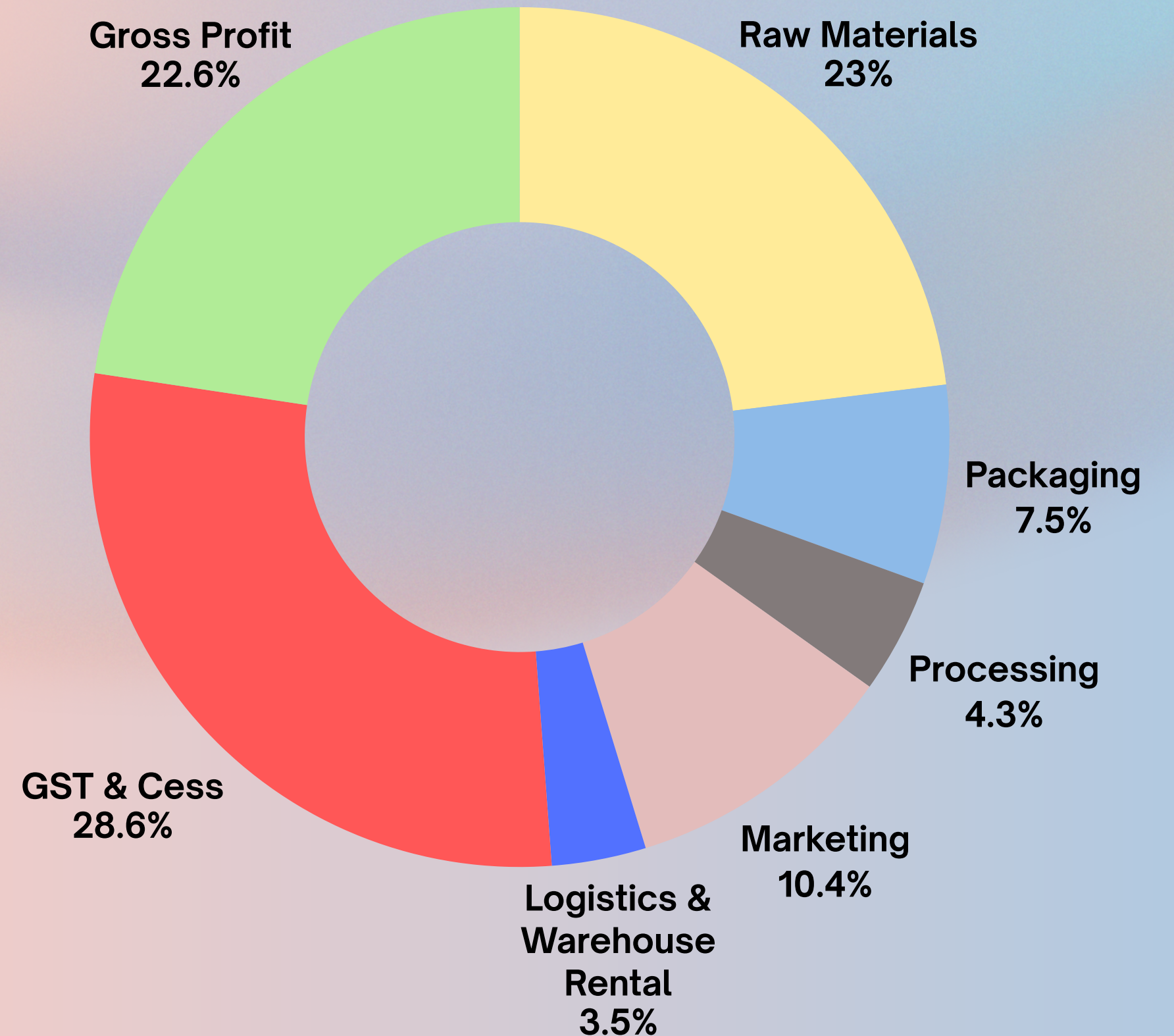
- Months 10–18
- Scale across Tier-1 urban markets
- Increase quick-commerce visibility
- Launch regional flavor drops
- Expand product portfolio and retention

# Competitive landscape



# Financials

- MRP per unit: ₹150
- Net Revenue per Unit: ₹107.14
- Gross Profit per Unit: ₹33.93
- Asset-Light Business Model with Zero CAPEX Requirements
- Expected to achieve Initial Market Penetration of 50,000 Units
- Expected to reach Positive Cash Flow within 12 Months
- Expected to generate a Net Surplus of ₹8.42 Lakhs in Year 1
- Secured a LOI from an investor for INR 8,00,000

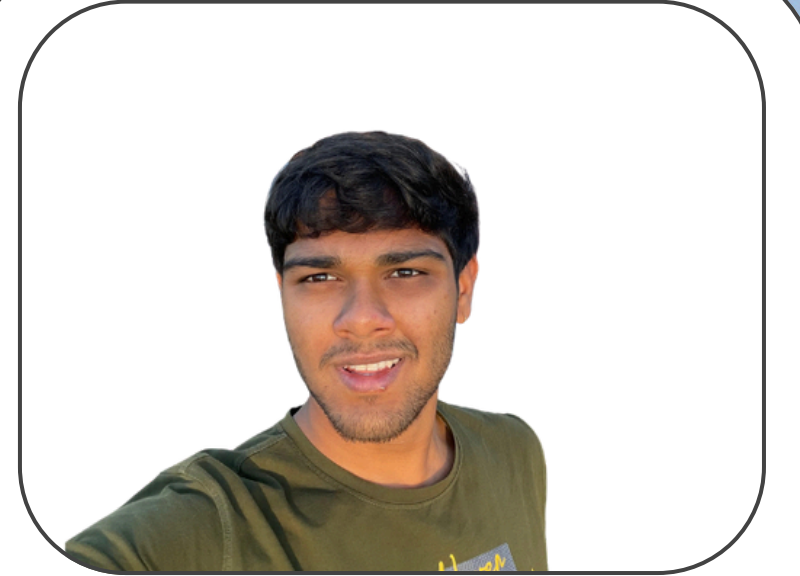


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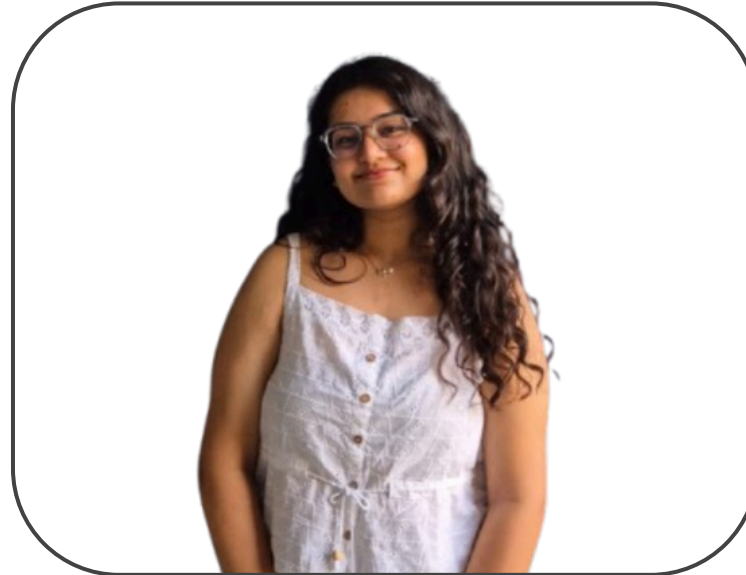
# Meet Our Team



**VANDAN SONI**  
CEO & CFO



**KRISH SHASTRI**  
CPO




**MARIA SADIKOT**  
CMO





**KARAN SHAH**  
COO

# Thank You

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