

How to create
stable cash flow
through internet
membership system
Obubu Tea Plantation case study



Kyoto Obubu Tea Plantations LLC

Konnichiwa!

こんにちは！

Everyone!

みなさん！



Yasuharu Matsumoto

Vice President of
Obubu Tea Plantation LLC

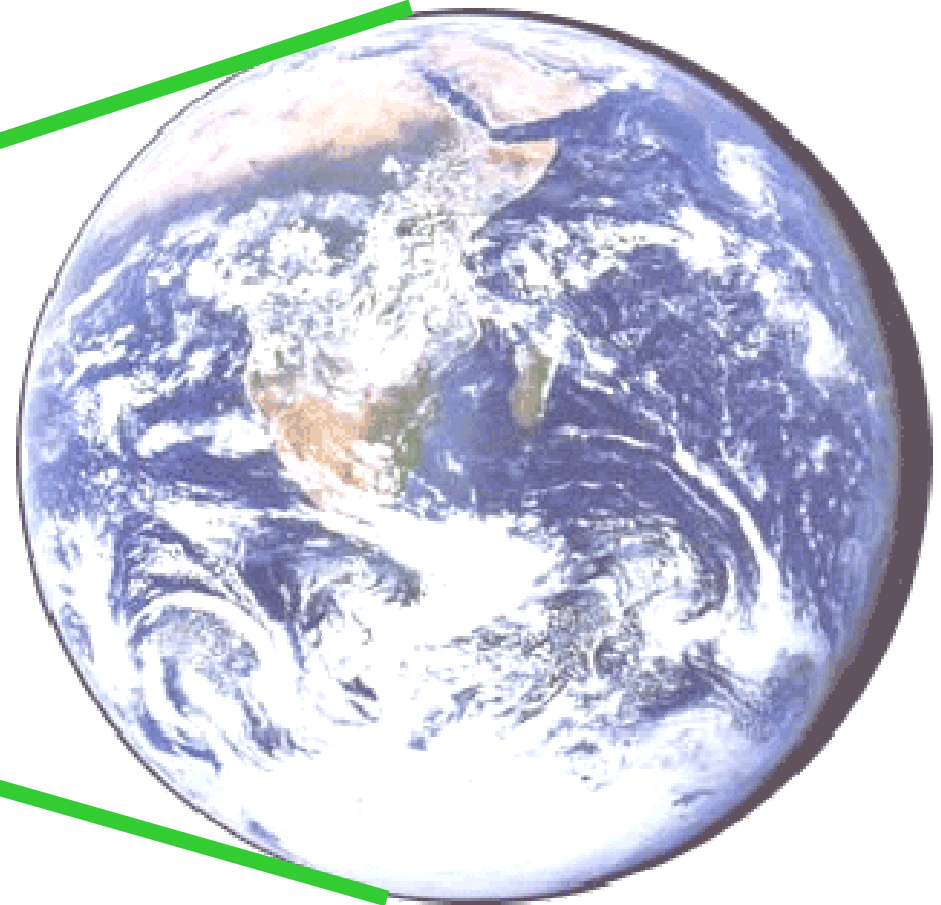
Agricultural Social Venture



Why are we here in Hawaii?



Our Mission: Convey the appeal of tea to the world!



World Tea Tour since 2004



Paris



Seattle



Denver



Boulder
Colorado



San Diego



Columbus
Ohio

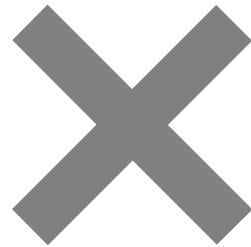
One of our
“Tea farm owners” is
the Chairman of HIS
Japanese Travel Agency,



He asked us
to serve our tea
at the Honolulu Marathon.



**Honolulu
Marathon**



We served tea
at the previous day.



And ran!

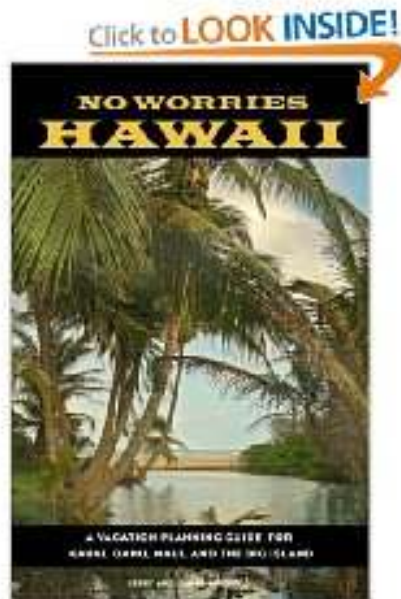


Our first visit to Hawaii



Obubu met Hawaii!

We researched Hawaii Before arriving...



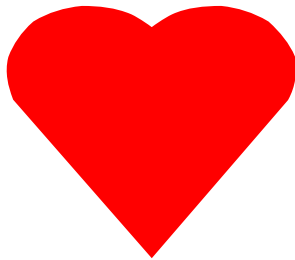
...and found
tea farming
on the big island!



We were Surprised and Excited!



And thought...
I wanna meet them!



So visited:



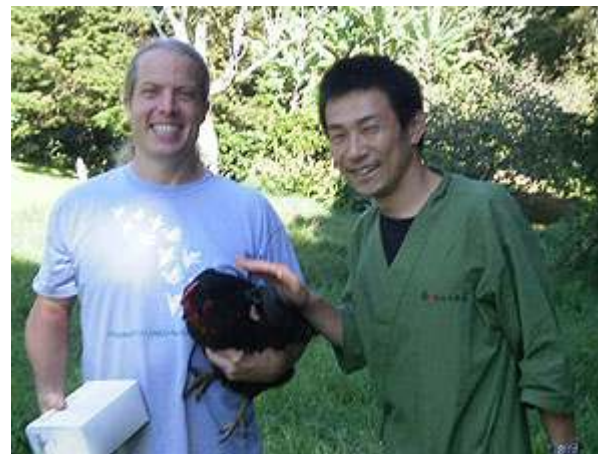
Eva Lee



Taka Ino



Eliah Halpenny



Ben Descoe



Dr.Hu

It was amazing!



Tea farm in hawaii!!!!!!

All you are Pioneers!



In 2000's, they built the foundation
for Tea Farming in Hawaii.

**You are the New
American Dream!**



You will succeed!



Already selling tea through internet



Hawaii
grown tea

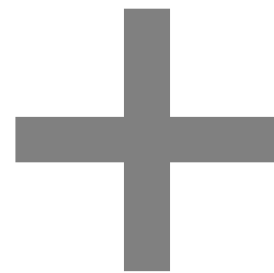


Already managing Tea farm tours



If... ..

If you add to these, the Story of your Efforts



Story
of
Your Tea
Adventure

People who love Hawaii or Tea
will want to hear & join
Your Adventure!



**You will
increase motivation and
create stable cash flow!**



+

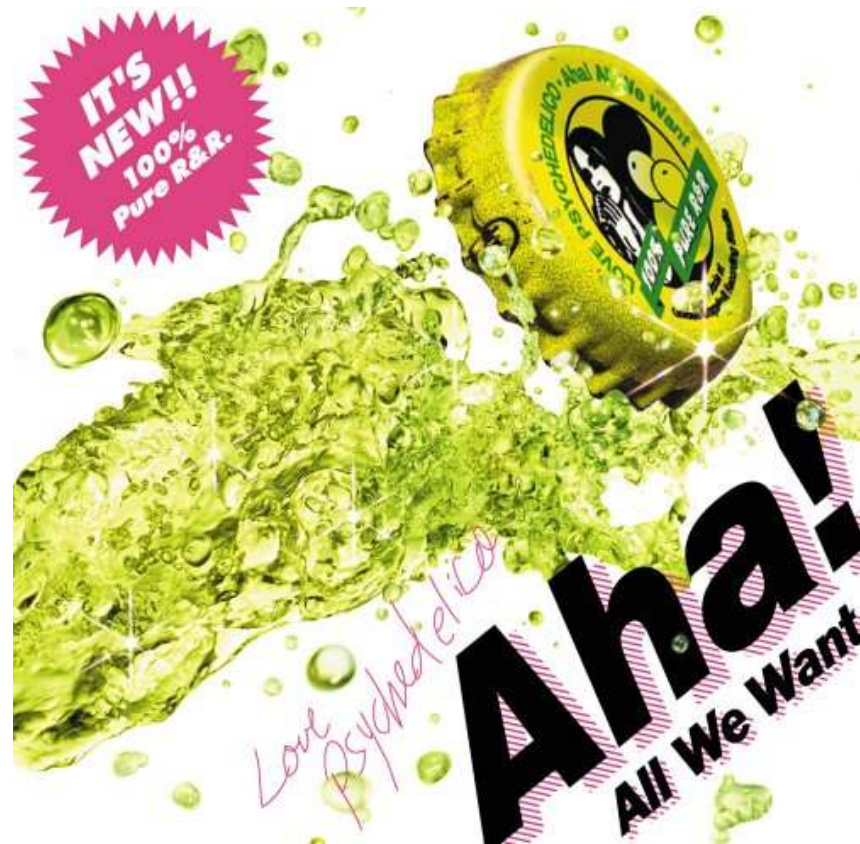


Today

We introduce the work of Obubu:
“Tea Farm Ownership”



We hope this will give you
Inspiration!



Topic

- Our motivations
- About Obubu
- What is “*Tea Farm Ownership*”?
- How Create “Hawaii grown Tea” with customer?
- Aside

Our motivations

Because

our company is currently very small with few members, we don't have the resources to start a tea farm in Hawaii ourselves.

But

we were inspired by you, the pioneers of "Hawaii grown tea". So we want to collaborate with you in some way....

It would be an honor for us to support you in your historic efforts.

About Obubu

What is “*obubu*”?



“*Obubu*” means Tea
in the Kyoto dialect.

What is Obubu?

An

Agricultural

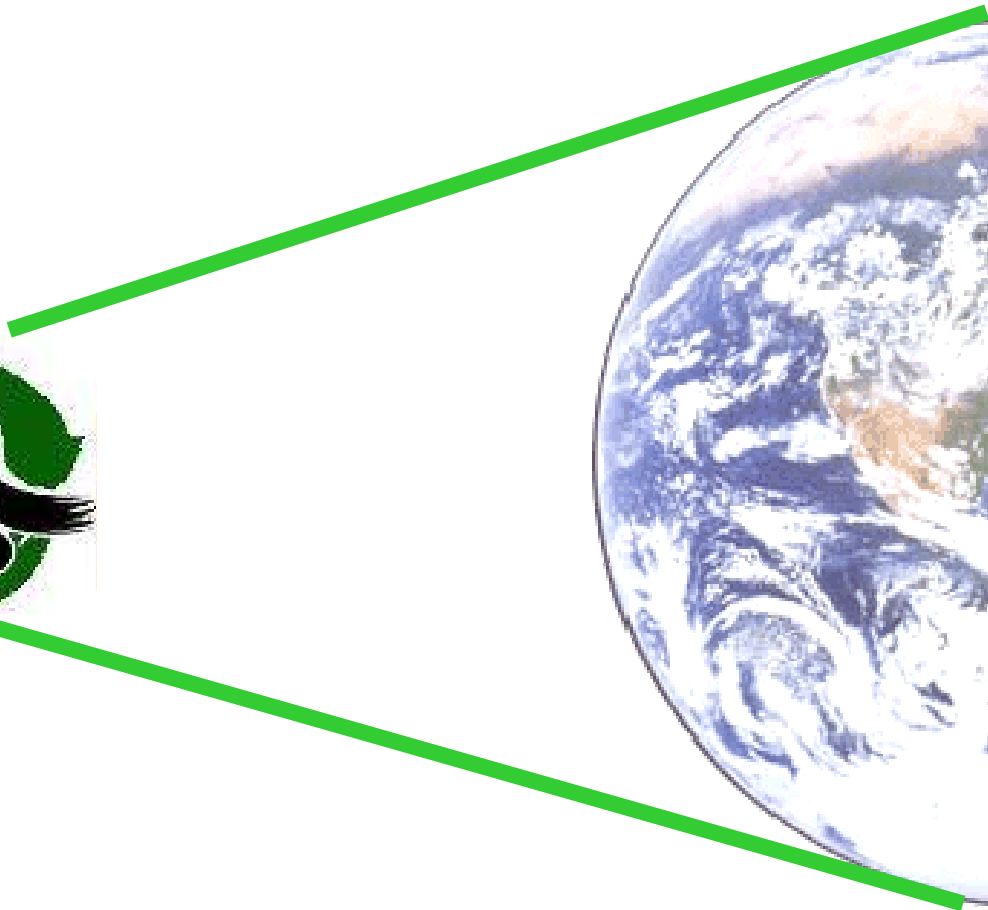
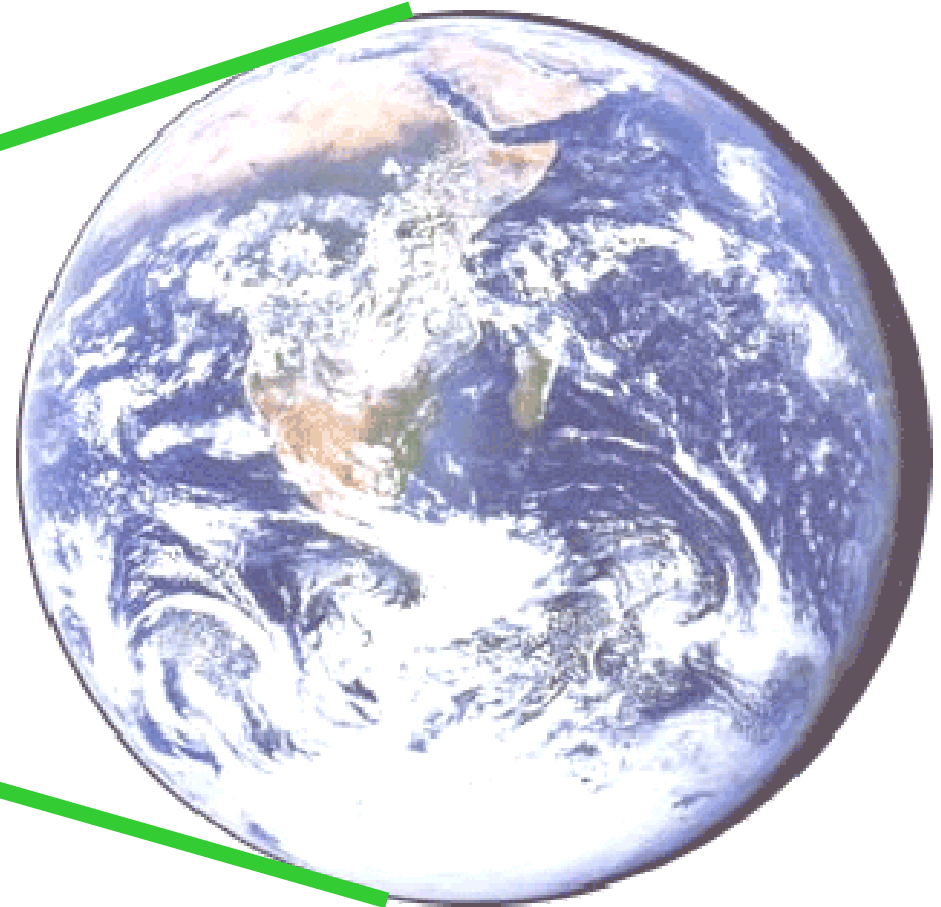
Social Venture



Obubu

Mission

Our Mission: Convey the appeal of tea to the world!



And our other mission: Making Agriculture Fun!



Obubu Works

1. Tea Farming



4.1ac of tea field

2. Tea processing



**6000 kg of Tea leaves
(12000lb)**

3. Direct-sales



Through Internet in Japan
Shipping available to 116 countries
(Actual shipments: 21 countries)

4. Tea Instruction



5. Tea Farming Tour



Picking &
proccessing



Planting

6. Managing “*Tea farm ownership*”



Own 1 tsubo tea farm for 50yen a day.



7. Promoting and creating new tea culture

Now!

Obubu Staff

Obubu Staff

Sales
Planning



Farm
Process



Shipping
Support



3 Members



President & Farmer Akihiro Kita

(Akky)

Inspired by a single cup of tea 15 years ago in Wazuka, Kyoto, Akky left college and jumped into the world of tea farming.

After 10 years of studying the agriculture of tea, he started Obubu in March, 2004.

Born 1975.

Shipping & Customer Support Kayo Takeuchi

Inspired by the tea farms of Wazuka, Kayo moved her family to the town. She joined Obubu 3 years ago as operational staff. Mother of two.





Vice-President & Promoting, and stuff Yasuharu Matsumoto

Inspired by the passion Wazuka's tea farmers had for tea, he left his white collar job in Tokyo 6 years ago, and has been part of Obubu since its establishment.

Obubu

Supporter



Overseas Marketing Ian Chun

Born in Hawaii and a graduate of Brown Univ., Ian has lived in Japan for 9 years and currently lives in New York. Inspired by Matsumoto-san's passion for tea, he is starting a marketing company to jumpstart Obubu's overseas activity.

Obubu

Place

Wazuka, Kyoto



Wazuka
Southernmost
part of Kyoto.
Next to Nara.

Map of Kyoto

Kyoto, Japan



about
Wazuka-cha

The tea name is

Wazuka-cha.



One of the Highest
Quality of Uji-cha.

Wazuka-cha is
The Best Sencha
for Tea sellers
In Japan.
2007, 2008, 2009





1 kilogram
100,000 yen.
(about 2.21b = \$950)

This wholesale price
is the highest in Japan.

Why
Wazuka-cha
Desirable?



Climate & Soil Suitable for Tea farming

-both warm and cold every day
& throughout the year

-mist

-soil



800-year-old Tradition of Tea farming



Eisai-zenshi

(Monk)

He brought tea seeds
from China to Japan
800 years ago.

The Passion for Tea Farming continues today



Therefore
The Best Rated
Tea in Japan

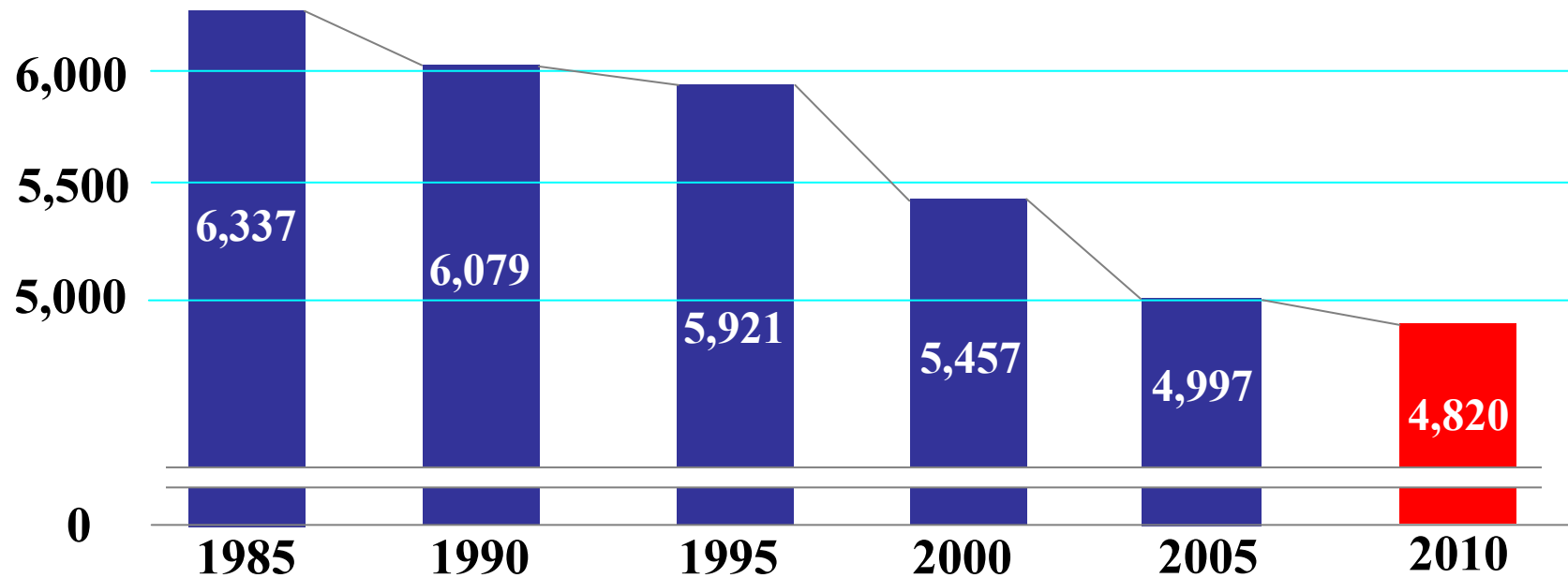


About Wazuka Town

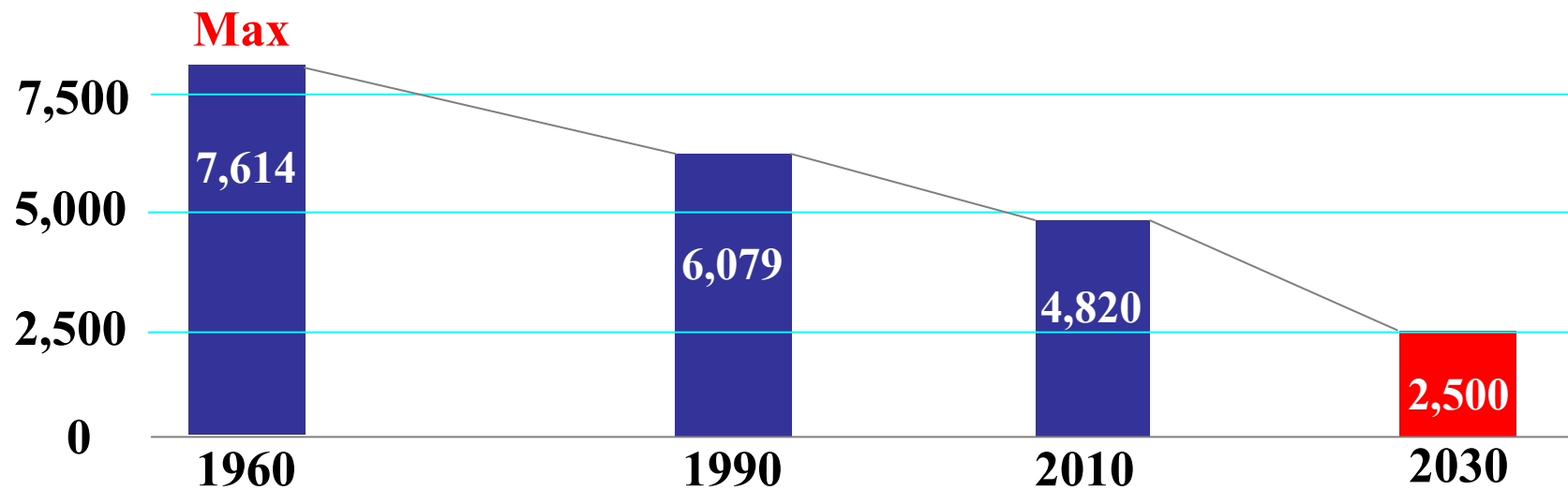
Population of about 5,000.



Decreasing by 100 people every year.



Population of 2,500 in 2030 projected.



Wazuka is a town with
an aging and declining
population.



The current situation of farming villages in Japan



Wazuka industry
is almost only tea.



Wazuka government
promotes
Tea industry
all over the town.



People involved with Tea
in Wazuka,
including Mayor,
are interested in
Hawaii grown tea.



Obubu

Track Record

1. Customers

Customers have purchased over 10,000 times,
and we have over 40,000 eNewsletter subscribers



2. Mass Media

National broadcast and newspapers featured us

Paper



TV



Radio



3. Awards



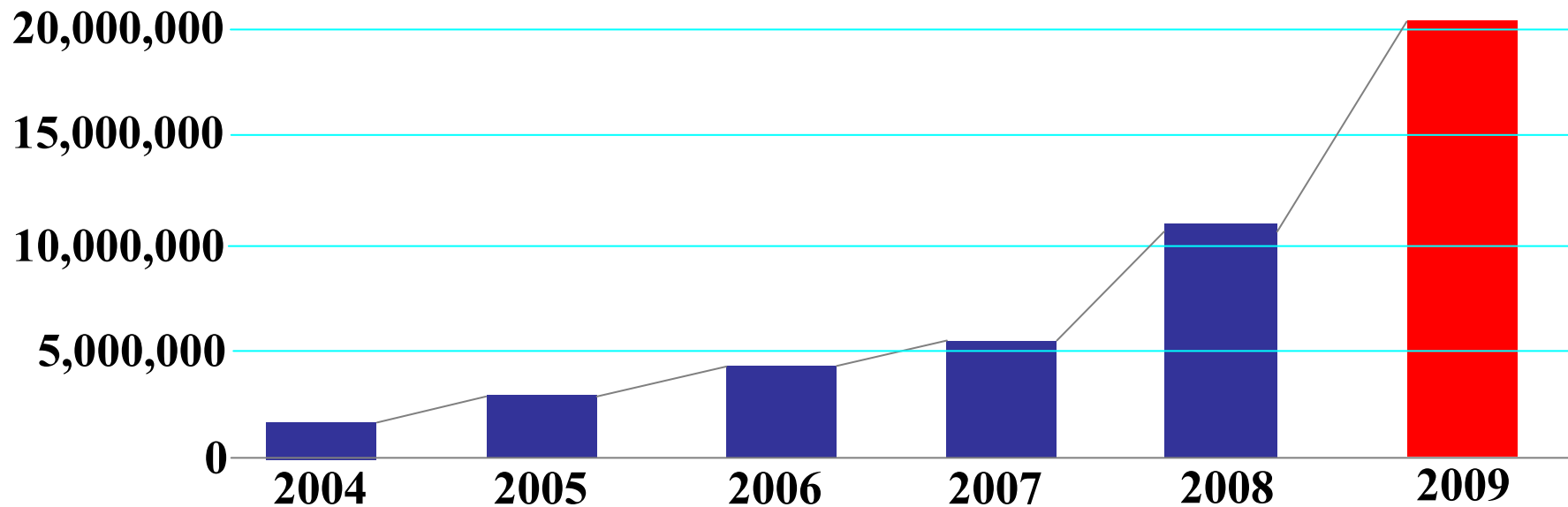
- 2006 Grand Prize at website awards in Kyoto.
- 2007 Grand Prize at Online-shopping Awards
- 2008 Special Prize at Best E-commerce Awards
- 2009 Finalist in DG Business plan contest
Fourth place in Tea tasting skill contest

4. Adoption



Our project was adopted
as subsidized project
by Kyoto Pref. in 2008.

5 sales



Annual sales
around 20,000,000 yen
(\$200,000) in 2009.

What is
Tea Farm
Ownership?

Tea Farm Ownership

Contents

How much pay? What “own”?



Own 1 tsubo tea farm for 50 yen a day.



Owner Payment



50 yen(\$0.50) a day

Owner pays 1,500yen(\$15)
every month.

Annual Total 18,000(\$180) yen

Owner Receives



Custom package



Community



Status



Tea 6 times/yr



Special gifts

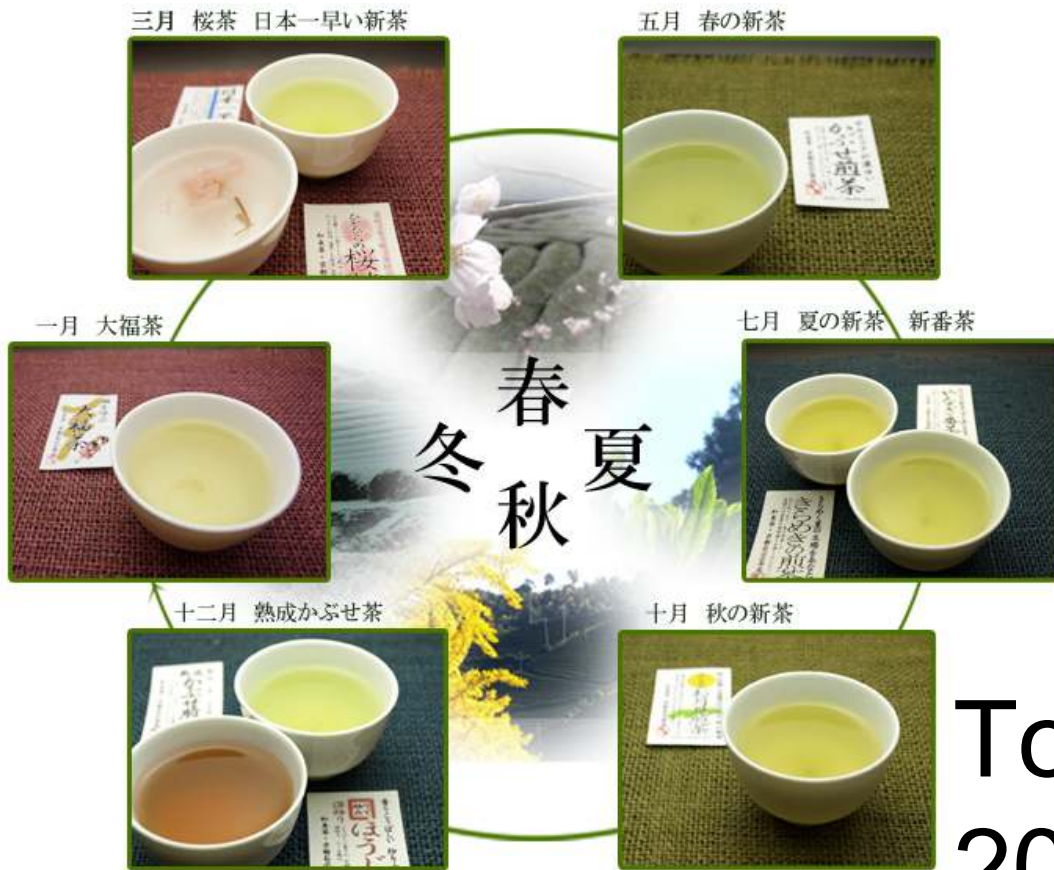


VIP benefits



Planting

1 ■ Receiving Tea leaves delivered 6 times a Year



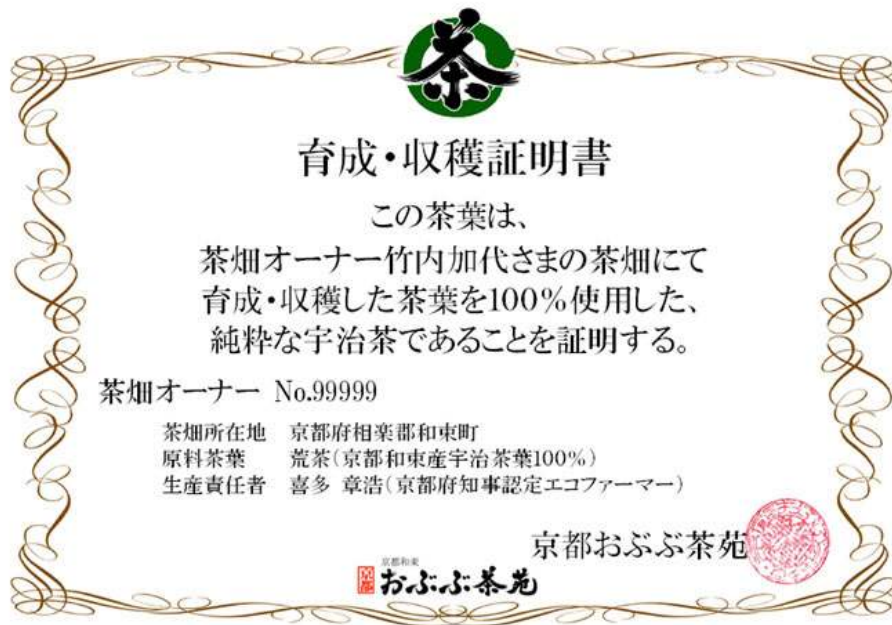
Tea leaves

Total 1.2 kilogram
200 grams, 6 times

2. Owner's Name posted in the Tea Field



3 Gift with Certification of Harvest in owner's tea farm



Certification

4. Custom Tea Labels



5 VIP service when visiting tea farm

Tea Tasting



guide



courtesy of
experiences



6 . Planting in the Earth



Tea Tree Planting

7. Pride as a Tea Farm “Owner”.



I'm owner!



Products to take pride in:

1. Individual Tea package.



Not For Sale

Products to take pride in

2. Cool Certification of *Tea Farm Owner*



Not For Sale

8. “Owners” Only on Internet Community



SNS

Social Networking Service

9. Social Benefit

- Protecting Agriculture
- Spreading Tea culture around The World



Tea Farm Ownership

Feature

1. Minimum unit is 1 tsubo



- No limited per a person
- Group and Company can *own*
- *Own* from overseas : 80 yen a day

2. *Own* only tea trees not land



- Own* only tea trees on 1 tsubo.
(There are 12 – 13 trees on 1 tsubo.)
- The *owned* area is unspecified.
(same as unit ownership” of apartments)
- Entrust farming and processing.

3. Easy

Entry, Continuation, Cancellation



- The system is based on monthly not annual subscription.
- People can enter and cancel anytime.
- Payment is only subscription on credit card or bank direct transfer.

Tea Farm Ownership

Point of management

0. Do not sell tea,
Get to join
the story and concept!



Join!



In 2000's, they built the foundation
for Tea Farming in Hawaii.

1. Love “owners” as your good friends.



“Owners” are not customers.
They are companies!

2. Introduce automatic subscription system.
(Credit card, Bank account)



One-off -----



Continuation--



Make easy to
Continuation

3. Amount per payment is a small sum.
(Reference to insurance & donation)

Interested in
Obubu

Want to
Join our concept

Want to
buy tea

4. The subscription period has no expiration.
Cancellation is OK at anytime.



Don't recommend
annual payment.
Because we cultivate
Tea every year.

5. Disclose all services.

Concept



Custom package



Community



Status



Tea 6 times/yr



Special gifts



VIP benefits



Planting

Customers can imagine story & future.

6. Disclose information and concept through the internet.



Make the scene alive!

7. Emphasize printing.



Printing makes
reliance & your brand.

8. Make good Tea!



The most important!

Tea Farm Ownership

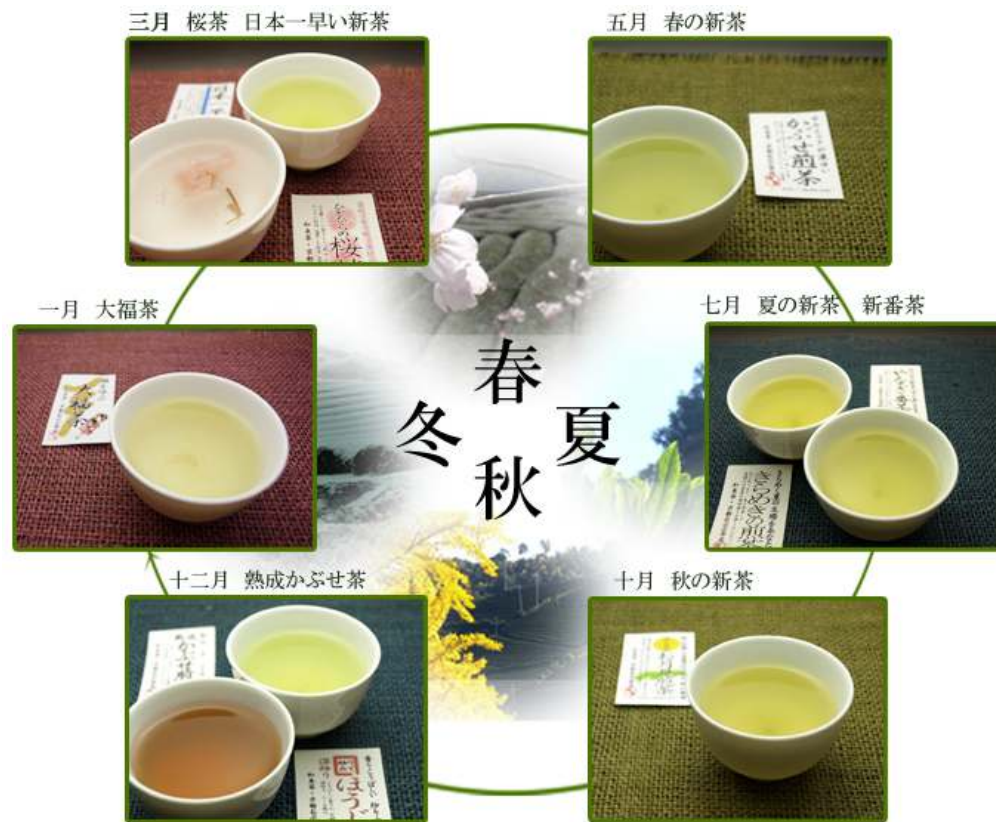
Benefit of Farm

1. Memorable owner's face and name.



One to one & Face to face
marketing

2. Each operations are regular and intensive you can shorten preparation time.

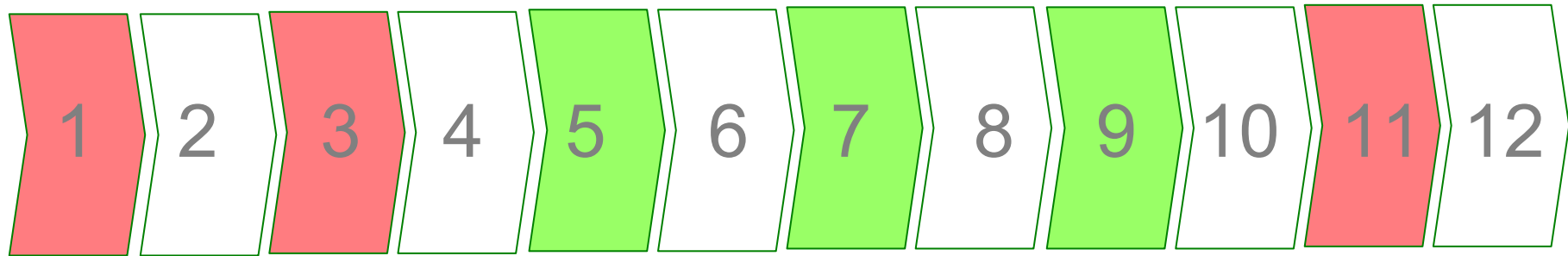


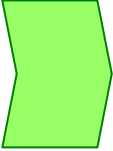
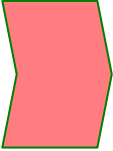
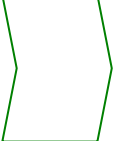
We send our
tea to *owners* at
Jan. Mar.
May. Jul.
Sep. Nov.
per a year.

Therefore you can offer
enhanced service with few staff.

3. Obtain steady cash flow.

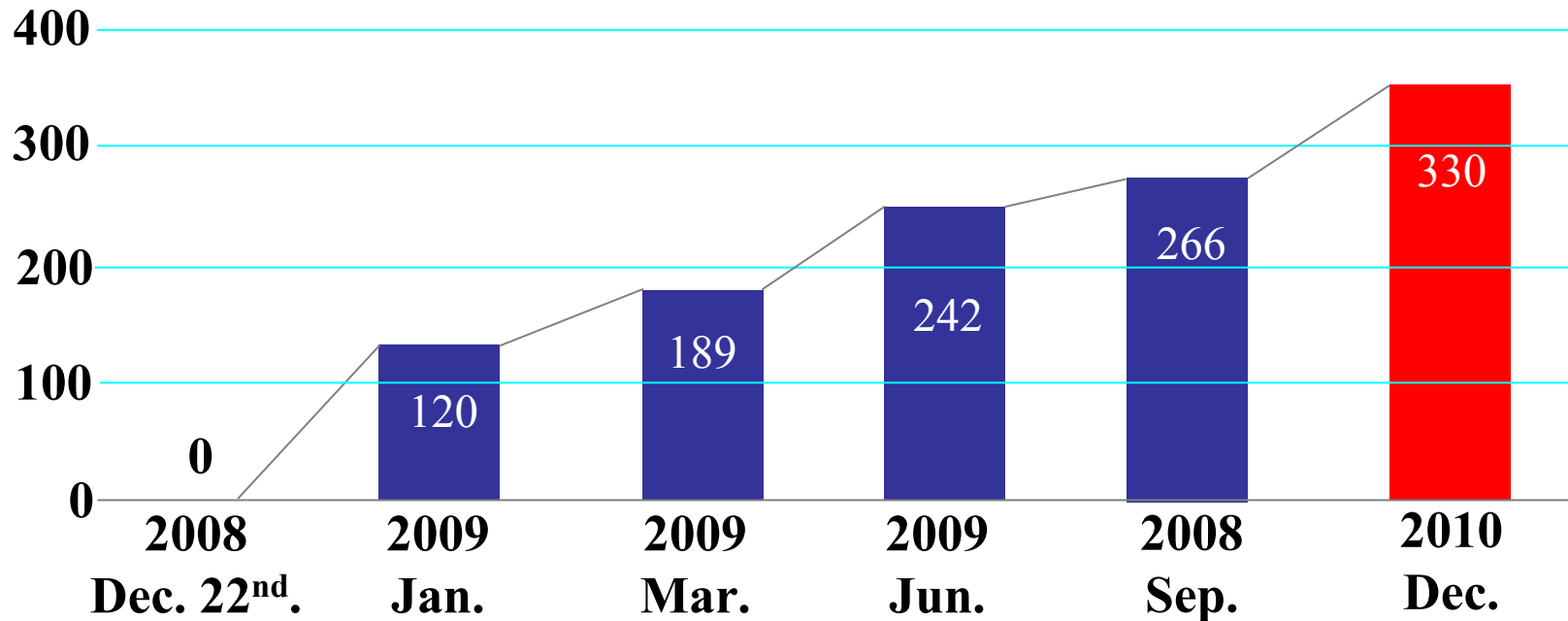
Calendar



-  : harvest & shipping & incoming
-  : shipping & incoming
-  : incoming

Steady cash flow outside harvest season.

Number of *Tea farm owners*

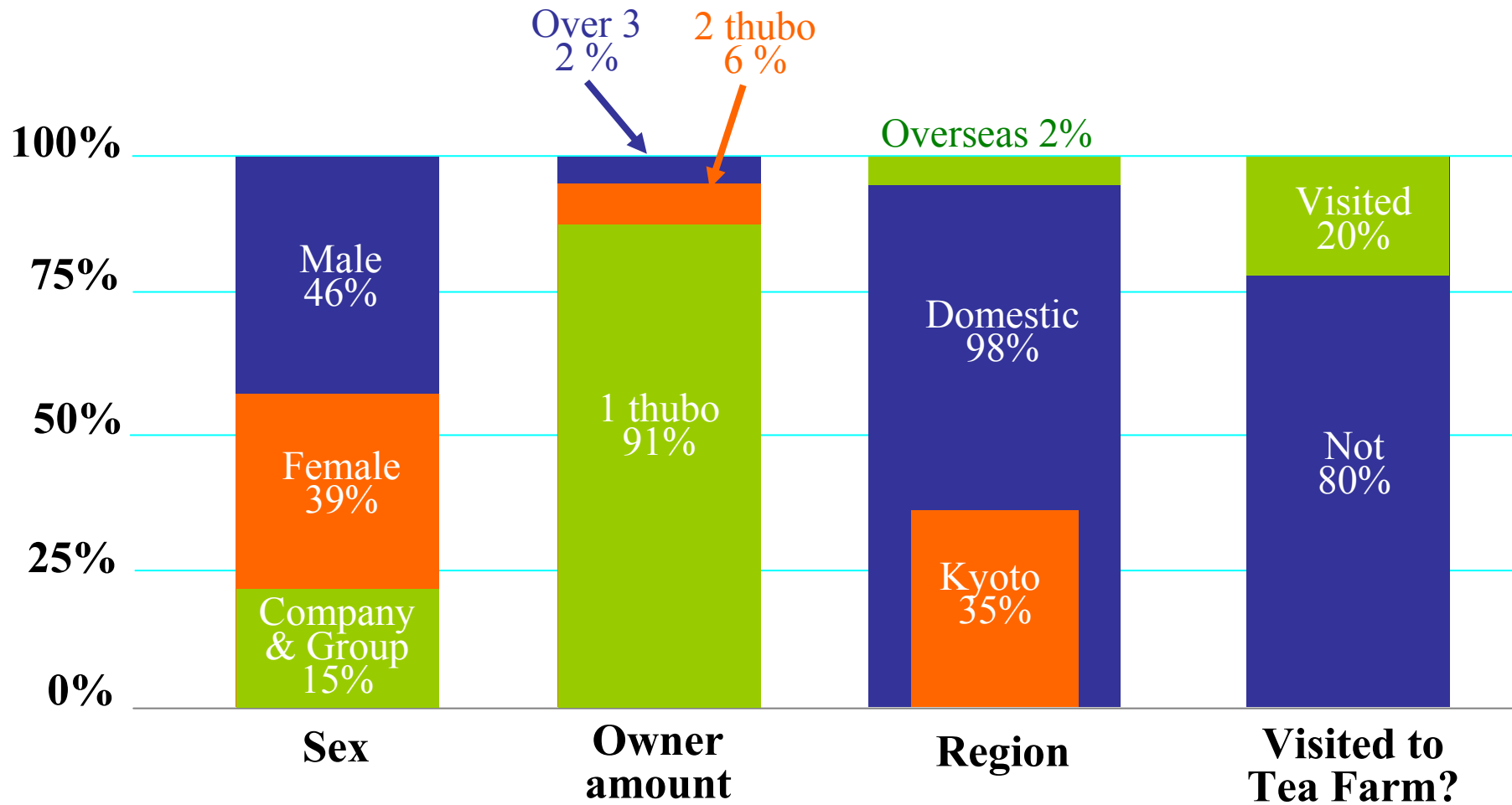


Current Subscribers: 330

Total contractants: 350

Un-Subscribers: 20

Attributes of owners



Fin

Questions

How to Create
“Hawaii grown tea” brand
with consumers?

Questions

1.

Who is consumers?

2.

What is
your strength?

3.

What is
your concept?

4.

What is
customer's pleasure?

5.

Whose support
does get?

6.

What does
supporter receive?

7.

How much request
for your customers?

8.

How many times
send your tea?