



# Keboon

*Connecting Neighbours, Sharing Freshness*

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## Product Documentation

A geolocation-based local food platform connecting growers and consumers directly to support fresh produce access, local food security, grower income, and community-based sustainability.

**Prepared for**

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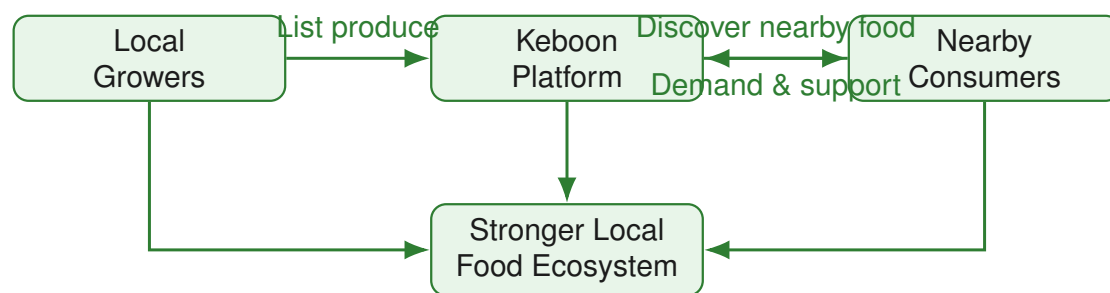
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## Executive Summary

**Keboon** is a geolocation-based local food platform that connects food growers directly with nearby consumers. Guided by the tagline “*Connecting Neighbours, Sharing Freshness,*” Keboon makes it easier for communities to discover, buy, sell, and support fresh produce close to home.

Keboon addresses a growing challenge in Malaysia’s food ecosystem: fresh produce is often expensive, difficult to trace, dependent on long supply chains, and disconnected from the local communities that grow and consume it. At the same time, urban growers, small-scale farmers, home gardeners, and freelance food growers often lack a simple and scalable way to reach nearby buyers directly.

Keboon solves this by creating a location-based marketplace where growers can list their available produce and consumers can discover fresh food sources near them. By reducing the distance between growers and buyers, Keboon can help lower logistics dependency, improve transparency, reduce potential food waste, and create new income opportunities for local growers.



## Who Keboon Is For

Keboon is designed for two primary user groups: **food growers** and **conscious consumers**. For growers, the platform creates visibility, access to nearby buyers, and potential income opportunities. For consumers, Keboon provides a more transparent, community-driven way to access fresh produce while supporting local growers and sustainable living.

<b>Primary Users</b>	Urban growers, small-scale farmers, home gardeners, freelance growers, community gardens, eco-conscious consumers, families, health-conscious buyers, and local-support consumers.
<b>Main Problem</b>	Local food supply and local demand are often disconnected, creating higher costs, limited transparency, logistics dependency, and missed income opportunities for growers.
<b>Core Solution</b>	A geolocation-based platform that helps consumers discover nearby growers and fresh produce while helping growers reach local buyers directly.
<b>Initial Market</b>	Malaysia, with future expansion potential across Southeast Asia and eventually global local-food communities.

## Why This Matters Now

Food security, sustainability, rising produce prices, and supply-chain resilience are becoming increasingly important issues. Consumers are becoming more aware of where their food comes from and want practical ways to support local, eco-conscious choices. At the same time, many people are interested in growing food but lack a sustainable cycle where they can participate as growers, buyers, or community supporters.

Keboon creates that missing connection. It allows local food activity to become visible, accessible, and useful through a platform that supports both commerce and community resilience.

## Executive Summary Continued

### Product Potential

**Fresh Access**  
Nearby produce

**Grower Income**  
Direct buyers

**Less Waste**  
Demand-based

**Food Resilience**  
Stronger communities

Keboon begins as a local grower directory and marketplace, but its long-term potential is much larger. The platform can evolve into a full local food ecosystem with grower support services, community engagement tools, crowdfunding features, curated local produce campaigns, B2B sourcing, data-driven crop planning, AI-assisted insights, and future IoT integrations for larger growers.

This creates multiple opportunities for social impact and commercial growth. Keboon can support food security, reduce waste, create side-income opportunities, strengthen local communities, and contribute to several Sustainable Development Goals.

### Collaboration and Investment Opportunity

Keboon is currently live through **keboon.net**, with the directory feature serving as the first validation layer. The next stage is to strengthen the platform, onboard growers and consumers, validate local marketplace activity, and launch focused pilot communities in Malaysia.

Keboon is seeking support from investors, strategic partners, pilot communities, advisors, developers, public-sector stakeholders, sustainability organisations, and agricultural collaborators.

**The Ask:** Keboon is looking for funding, partnerships, technical support, pilot users, and strategic collaborators to help validate, build, and scale a community-powered local food ecosystem in Malaysia, with future expansion across Southeast Asia and beyond.

### Executive Summary in One Line

**Keboon is building the geolocation layer for local food commerce, connecting nearby growers and consumers to create fresher access, stronger communities, and a more resilient food ecosystem.**

## Strategic Snapshot

<b>Product Type</b>	Geolocation-based local food directory and future marketplace.
<b>Market Entry</b>	Malaysia-first, with a cluster-based launch strategy focused on local grower and consumer density.
<b>Business Potential</b>	Marketplace fees, featured listings, grower services, curated produce campaigns, B2B sourcing, partnerships, and future data-driven tools.
<b>Long-Term Vision</b>	A scalable local food ecosystem that supports community food security, grower empowerment, sustainability, and smarter local food planning.

## Vision & Mission

**Keboon's vision and mission are built around one core belief:** local food systems can become more connected, resilient, and sustainable when growers and consumers are able to find and support each other directly.

### Vision Statement

**To build a more connected, resilient, and sustainable food future where every community can access fresh local produce, support nearby growers, and participate in strengthening the local food ecosystem.**

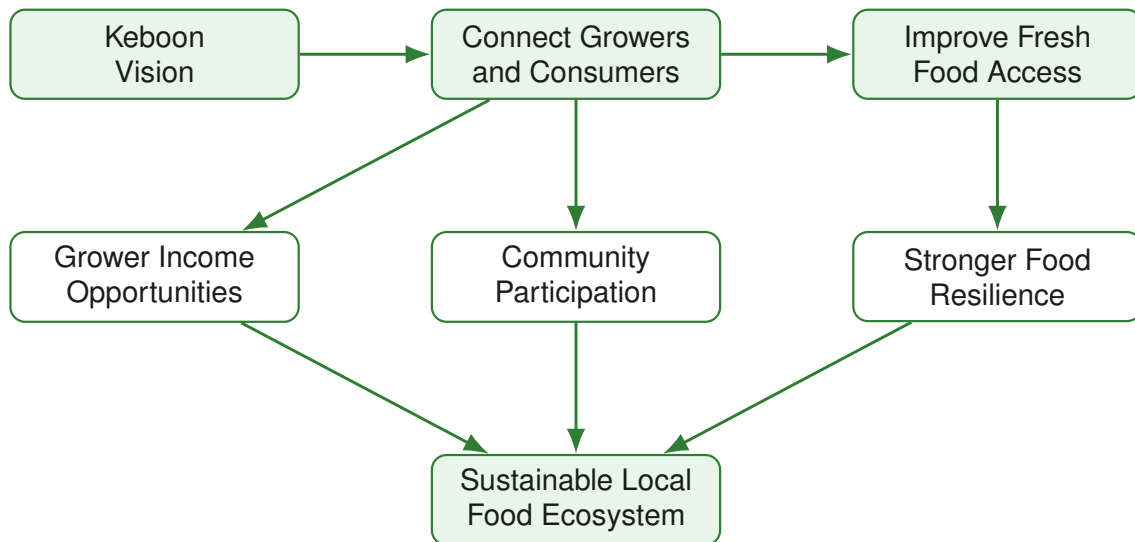
Keboon's long-term vision is to begin in Malaysia, expand across Southeast Asia, and eventually grow into a global platform that transforms how communities produce, access, and value food. Rather than relying only on distant supply chains, Keboon imagines a future where neighbourhoods are active participants in food security, sustainability, and community-based commerce.

### Mission Statement

**Keboon's mission is to connect local growers and consumers through a trusted, location-based platform that makes fresh produce more accessible, transparent, affordable, and community-driven.**

By helping people discover growers near them, Keboon reduces the distance between food production and consumption. The platform empowers small-scale growers, urban farmers, home gardeners, and freelance growers to reach nearby customers directly, while giving consumers a clearer and more meaningful way to support local food sources.

## From Vision to Impact



## Bigger Purpose

Keboon exists to make local food systems easier to join, easier to trust, and easier to grow.

The product is not only a marketplace. It is designed to become a sustainability ecosystem where growers, consumers, communities, and partners can work together to reduce food waste, improve access to fresh produce, create new income opportunities, and encourage more people to participate in local food production.

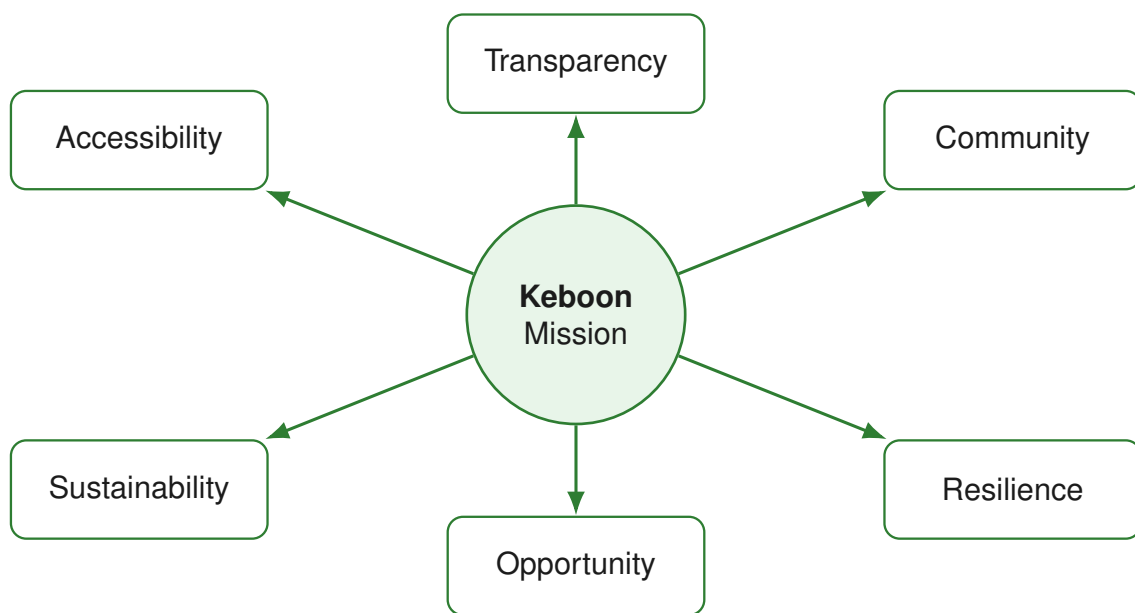
For growers, Keboon creates visibility and opportunity. For consumers, it creates access and confidence. For communities, it creates stronger connections between people, food, and place.

At its core, Keboon is built on the belief that food should feel closer, fresher, and more transparent. People should know where their food comes from, growers should have better ways to reach their market, and communities should have practical tools to support a more sustainable future.

## Vision & Mission Continued

### Mission Pillars

<b>Accessibility</b>	Make fresh local produce easier to discover and access within nearby communities.
<b>Transparency</b>	Help consumers better understand where their food comes from and who grows it.
<b>Community</b>	Build stronger relationships between growers, consumers, partners, and neighbourhoods.
<b>Sustainability</b>	Reduce unnecessary distance, support local production, and encourage more responsible food choices.
<b>Opportunity</b>	Create new income channels for growers and support local economic participation.
<b>Resilience</b>	Strengthen community-level food security by making local supply more visible and connected.



### Long-Term Change

Over the next 5 to 10 years, Keboon aims to help reshape the local food ecosystem by making community-based food exchange more accessible, scalable, and impactful.

The long-term goal is to create a platform that can support stronger local food security, more affordable access to fresh produce, new side-income opportunities for growers, reduced dependency on long and costly supply chains, less food waste through demand-based buying and harvesting, stronger community participation in sustainability, and progress toward multiple Sustainable Development Goals.

Starting in Malaysia, Keboon has the potential to become a model for how local communities can work together to solve food-related challenges. As the platform expands across Southeast

Asia and beyond, it can help demonstrate that food security and sustainability are not only government or industry responsibilities, but shared community efforts that people can actively participate in.

## Why This Matters

Keboon matters because food is a daily need, but the systems behind food are often disconnected from the people who depend on them.

Consumers are increasingly looking for freshness, affordability, transparency, and more sustainable choices. Growers need better access to buyers, fairer opportunities, and stronger support to continue producing. Communities need practical solutions that make sustainability easier to act on, not just talk about.

For investors, Keboon represents an opportunity to support a scalable platform with strong social, environmental, and commercial potential. Its marketplace model can grow with user volume, while its broader ecosystem vision creates future opportunities in community engagement, grower support, data insights, partnerships, and sustainable agriculture services.

For partners and stakeholders, Keboon offers a practical way to support local food resilience, public awareness, community empowerment, and sustainability initiatives without requiring people to completely change their lifestyles. Instead, Keboon meets users where they are: in their neighbourhoods, their homes, their farms, and their daily food choices.

**Keboon's purpose is to reconnect food with community by making local produce easier to find, easier to sell, and easier to support.**

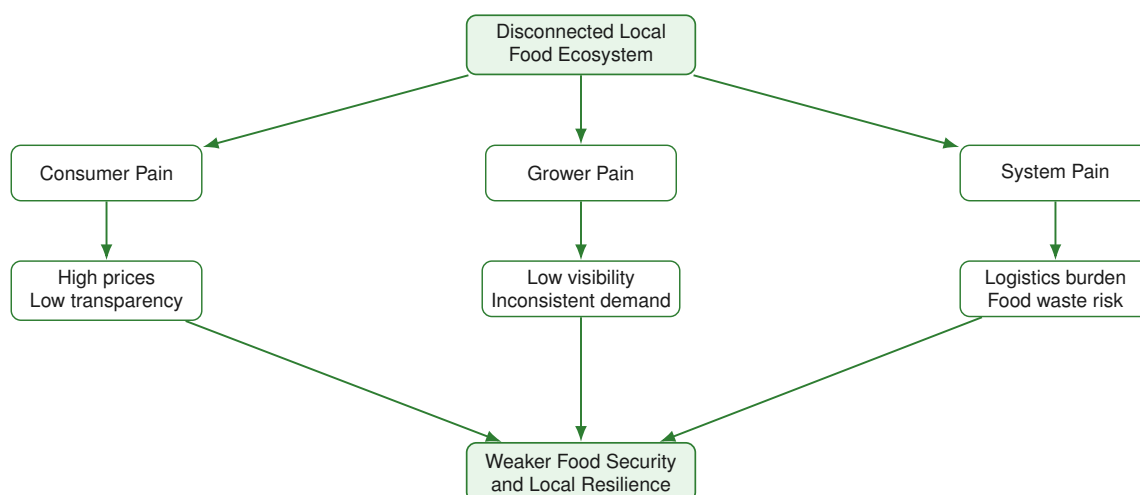
## Problem Statement

**Malaysia's local food ecosystem faces a growing structural challenge:** fresh produce is not always reaching communities in a way that is affordable, transparent, efficient, or resilient. Consumers want better access to fresh local produce, while growers need better ways to reach nearby buyers directly.

Malaysia's food system depends heavily on conventional distribution channels such as supermarkets, wet markets, wholesalers, third-party distributors, roadside sellers, and delivery platforms. While these channels remain important, they do not fully solve the gap between local food supply and local food demand.

Consumers often face rising produce prices, limited visibility into where their food comes from, and difficulty finding fresh local produce nearby. At the same time, urban growers, small-scale farmers, home gardeners, and freelance growers often struggle with weak market visibility, inconsistent demand, logistics barriers, surplus produce, and small margins after third-party distribution costs.

This problem is not only about buying and selling vegetables. It is about the resilience of Malaysia's local food ecosystem.



## Who Experiences This Problem

<b>Consumers</b>	Households, eco-conscious buyers, health-conscious users, price-sensitive families, and people who want fresh produce but do not know where to find nearby growers.
<b>Growers</b>	Urban growers, small-scale farmers, home gardeners, freelance growers, community gardens, and small produce sellers who need better access to direct buyers.
<b>Communities</b>	Neighbourhoods and local communities that want stronger self-reliance, better food access, and more participation in sustainability.
<b>Public Stakeholders</b>	Government bodies, local councils, NGOs, and sustainability partners working on food security, local resilience, and community development.

## Why Current Solutions Are Not Enough

Current alternatives help people access produce, but they do not fully solve the local food connection problem.

<b>Alternative</b>	<b>What It Provides</b>	<b>Limitation</b>
<b>Supermarkets</b>	Convenient access to produce and daily groceries.	Limited visibility into food source and less direct support for local growers.
<b>Wet Markets</b>	Fresh produce and familiar local buying culture.	Mostly offline, less searchable, and often still dependent on distributors.
<b>Wholesalers</b>	Volume and distribution efficiency.	Adds layers between growers and consumers, often reducing grower margins.
<b>Delivery Apps</b>	Convenience and fast access.	Logistics-heavy and not designed around direct local grower discovery.
<b>Social Media Groups</b>	Informal selling and local promotion.	Fragmented, difficult to search, hard to scale, and inconsistent for trust.
<b>Roadside Sellers</b>	Accessible and local.	Limited visibility, inconsistent availability, and difficult for wider discovery.

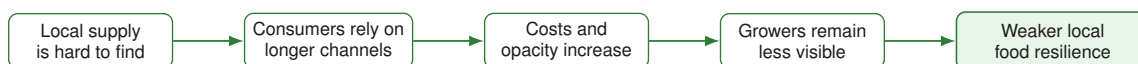
## Problem Statement Continued

### How the Problem Affects Users

For consumers, the problem creates uncertainty, higher costs, and reduced trust. Many people want fresher, more affordable, and more transparent food options, but they do not have an easy way to discover who is growing produce near them. This makes it difficult to support local growers or participate in a more sustainable food cycle.

For growers, the problem limits income opportunities. Many growers may have produce available, but they lack a structured platform to reach nearby buyers. Without visibility and consistent demand, they may depend on middlemen, informal selling channels, or small personal networks. This can lead to lower margins, unsold surplus, and limited growth.

For communities, the problem weakens local food resilience. When local food supply and local demand are disconnected, communities remain dependent on longer and more complex supply chains, even when local growing activity already exists nearby.



### What Happens If the Problem Is Not Solved

If this problem is not addressed, consumers will continue to rely heavily on food channels that may be expensive, opaque, and vulnerable to disruption. Growers will continue to face difficulty reaching buyers directly, limiting their income potential and discouraging more people from participating in local food production.

Food waste and produce loss may also remain an ongoing issue when supply and demand are not matched efficiently. Communities will miss the opportunity to build stronger neighbourhood-level food networks, and food security efforts will remain concentrated around large institutions instead of being shared by growers, consumers, partners, and everyday citizens.

### Why This Problem Is Urgent

The urgency comes from the convergence of several pressures: food security concerns, rising cost of living, logistics dependency, sustainability awareness, and increasing interest in local growing. Consumers are looking for more trustworthy and affordable sources of fresh produce, while growers need more direct access to their local market.

This creates a clear opportunity for a platform that makes local food supply visible and accessible. The problem is not simply that there is not enough food. The problem is that existing local food sources are often not connected efficiently to the people who need them.

**The core problem:** Malaysia lacks a scalable, trusted, and community-driven local food distribution system that connects nearby growers and consumers directly. This creates higher costs, weaker transparency, reduced grower income opportunities, logistics dependency, and missed potential for community-level food resilience.

**Keboon exists to close the gap between local food supply and local food demand by making nearby growers visible, accessible, and connected to the communities around them.**

# Target Users & Market

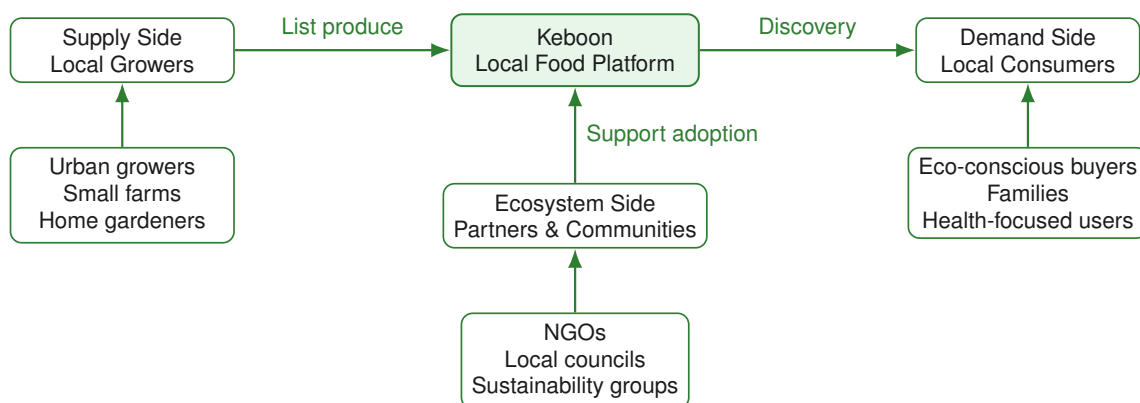
## Overview

**Keboon is built for a market where food access, affordability, sustainability, and local supply resilience are becoming increasingly important.** The platform connects people who grow food with people who want access to fresher, more transparent, and more locally sourced produce.

Keboon serves a two-sided market made up of **local food growers** and **local consumers**. On the supply side, Keboon supports urban growers, small-scale farmers, home gardeners, freelance food growers, community gardens, and small agricultural entrepreneurs. On the demand side, Keboon serves consumers who want fresh produce, better food transparency, more affordable local options, and a practical way to support sustainable living.

In Malaysia, the opportunity is especially relevant. Food security, rising produce prices, and supply-chain resilience are becoming more important to households, communities, and public-sector stakeholders. At the same time, consumers are increasingly familiar with digital platforms, online discovery, and marketplace-based buying behaviour. Keboon applies this familiar digital behaviour to a more community-driven, hyperlocal food model.

Unlike conventional grocery platforms, Keboon is not only designed around convenience or delivery speed. Its core market position is based on **proximity, transparency, community participation, and local food resilience**. The platform helps consumers discover what is available near them while giving growers a direct channel to reach nearby buyers.



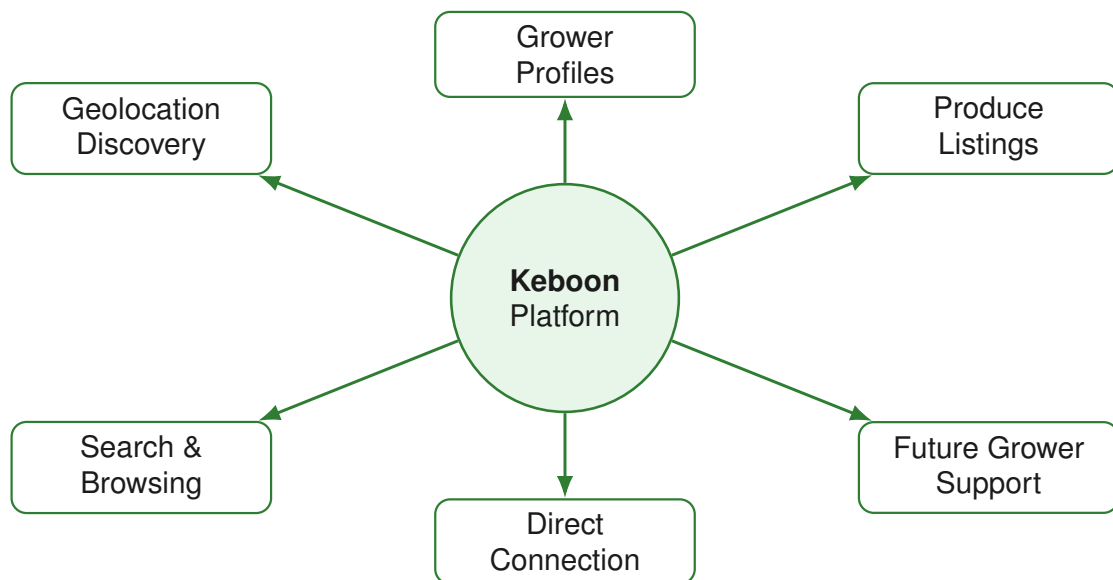
<b>Market Category</b>	Hyperlocal food marketplace, local produce discovery platform, sustainability ecosystem, and future grower-to-consumer commerce platform.
<b>Primary Market</b>	Malaysia, starting with selected urban and suburban communities where local growers and conscious consumers are likely to be active.
<b>Core Users</b>	Food growers and consumers who want a more direct, transparent, and community-based way to exchange fresh produce.
<b>Market Need</b>	A better way to connect local food supply with local food demand, reduce dependency on long supply chains, and make local food participation easier.
<b>Growth Direction</b>	Start with local directory and marketplace features, then expand into community engagement, grower support, B2B sourcing, partnerships, and regional markets.

**Market Positioning:** Keboon is positioned as a Malaysia-first, geolocation-based local food platform that helps consumers discover nearby growers and fresh produce while helping growers gain visibility, income opportunities, and stronger community connection.

## Solution / Product Overview Continued

### Main Features

<b>Geolocation-Based Discovery</b>	Users can find growers and produce nearby through a location-aware directory, map, or feed.
<b>Grower Profiles</b>	Growers can introduce themselves, show what they grow, and build trust with consumers.
<b>Produce Listings</b>	Growers can list produce with details such as item name, quantity, price, availability, harvest timing, and pickup options.
<b>Consumer Browsing and Search</b>	Consumers can search by produce type, location, availability, or nearby growers.
<b>Direct Grower-Consumer Connection</b>	Keboon reduces the gap between producer and buyer by enabling direct discovery and communication.
<b>Local Pickup or Short Fulfilment</b>	Because users are matched by proximity, many transactions can happen through nearby pickup, walking distance, short drives, or lightweight fulfilment.
<b>Community Food Network</b>	The platform can grow into a community space where growers and consumers share knowledge, updates, and support.
<b>Future Grower Support Tools</b>	Keboon can later support material aid, crop planning, bulk purchasing, demand insights, forums, crowdfunding, AI insights, and IoT integrations.



## Main Benefits

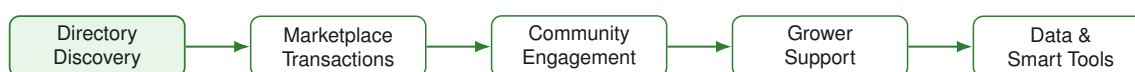
<b>For Consumers</b>	Access fresher local produce, understand where food comes from, support nearby growers, and participate in more sustainable food choices.
<b>For Growers</b>	Gain visibility, reach nearby buyers, create income opportunities, reduce reliance on informal selling, and build direct customer relationships.
<b>For Communities</b>	Strengthen local food networks, reduce waste potential, support community participation, and improve neighbourhood-level food resilience.
<b>For Investors and Partners</b>	Support a scalable marketplace model with strong relevance to food security, sustainability, local commerce, and future ecosystem services.

## Why the Solution Is Simple, Useful, and Exciting

Keboon is simple because it improves a behaviour people already understand: buying and selling food. Consumers do not need to learn a complex system. They only need to open Keboon and see what fresh produce is available nearby. Growers do not need to build their own marketing channels. They can list what they grow and become discoverable to nearby buyers.

Keboon is useful because it solves practical problems on both sides of the market. Consumers need fresh, affordable, and transparent produce. Growers need visibility and direct access to buyers. Communities need stronger food resilience. Keboon brings these needs together in one platform.

Keboon is exciting because it begins with a simple marketplace but has the potential to become a broader food ecosystem. Over time, it can support grower tools, community engagement, partnerships, B2B sourcing, crop planning insights, AI-assisted recommendations, and IoT integrations.



**Product Positioning:** Keboon is a geolocation-based local food marketplace that helps consumers discover nearby fresh produce and helps growers sell directly to their communities, creating a more transparent, affordable, and resilient local food ecosystem.

**Keboon starts with one clear function: connect people to fresh food near them. From there, it can grow into the digital infrastructure for local food ecosystems.**

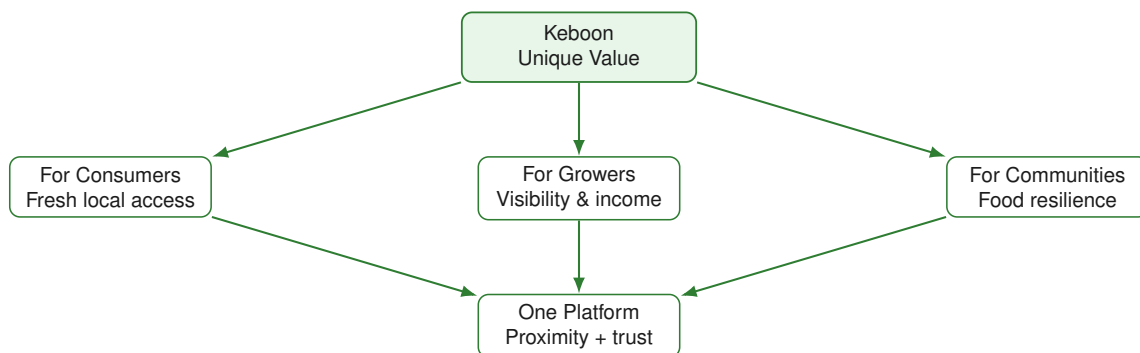
## Unique Value Proposition

**Keboon connects people to fresh food grown near them, while helping local growers turn their harvest into income and community impact.**

Keboon’s unique value lies in making local food more visible, accessible, and valuable through a geolocation-based platform. Instead of treating fresh produce as something that must move through long supply chains before reaching consumers, Keboon brings the food ecosystem closer to home by connecting nearby growers and nearby buyers directly.

At its simplest, Keboon offers a clear promise: **fresh local produce, direct from nearby growers, supported by a community-first platform.**

## Value Proposition Map



## Main Value to Users

<b>Consumers</b>	Access fresh produce nearby, understand where food comes from, support local growers, and participate in more sustainable food choices.
<b>Growers</b>	Gain visibility, reach nearby buyers directly, create income opportunities, sell small harvests or surplus produce, and build local customer relationships.
<b>Communities</b>	Strengthen local food circulation, reduce waste potential, support local income, and build more self-reliant food networks.
<b>Investors and Partners</b>	Support a scalable marketplace with strong relevance to food security, sustainability, local commerce, and long-term ecosystem growth.

## Why Users Would Choose Keboon

Users would choose Keboon because it solves a real everyday problem in a simple way. People already need fresh produce. Growers already need buyers. Communities already want better sustainability and food resilience. Keboon connects these needs through one platform.

<b>Consumer Question</b>	What fresh produce is available near me, and who can I buy it from?
<b>Grower Question</b>	How can I reach nearby buyers without depending only on middlemen, markets, or social media?
<b>Stakeholder Question</b>	How can communities participate in food security and sustainability at scale?

Keboon is valuable because it does not require users to completely change their behaviour. It improves something they already do: buying and selling food. The difference is that Keboon makes the process more local, transparent, efficient, and community-driven.

## Unique Value Proposition Continued

### What Makes Keboon Different

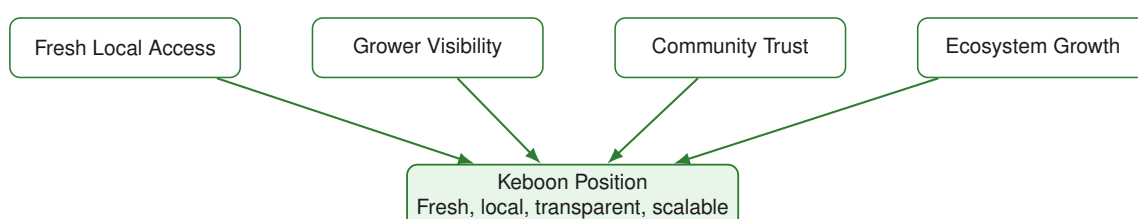
Keboon is not just another grocery platform, delivery app, or farming community page. Its differentiation comes from combining **hyperlocal discovery**, **direct grower-consumer access**, and **long-term ecosystem potential** in one platform.

Alternative	Limitation	Keboon Difference
<b>Supermarkets</b>	Limited visibility into grower and source.	Connects users directly with nearby growers and local food sources.
<b>Wet Markets</b>	Mostly offline and harder to search digitally.	Adds digital visibility and location-based discovery.
<b>Wholesalers</b>	Intermediary-heavy and less transparent.	Enables more direct grower-consumer connection.
<b>Delivery Apps</b>	Convenience-focused and logistics-heavy.	Prioritises proximity, local food networks, and direct discovery.
<b>Social Media Groups</b>	Fragmented, manual, and hard to scale.	Provides a structured platform built specifically for local produce.
<b>Farm Brands</b>	Often limited to one farm or supply source.	Allows many growers to participate in one community marketplace.

### Strongest Competitive Advantage

Keboon's strongest competitive advantage is its **location-based community food network**. A normal marketplace connects buyers and sellers. Keboon connects buyers and sellers based on proximity, food availability, community participation, and long-term ecosystem value.

<b>Proximity Advantage</b>	Fresh produce is time-sensitive and distance-sensitive. Keboon helps nearby growers and consumers find each other more efficiently.
<b>Trust Advantage</b>	Grower profiles, reviews, repeat transactions, and community interaction can build confidence over time.
<b>Two-Sided Value</b>	Consumers get better local access while growers gain visibility and income opportunities. As more users join, the platform becomes more useful.
<b>Ecosystem Expansion</b>	Keboon can expand into grower support, community engagement, crop planning, B2B sourcing, partnerships, AI insights, and IoT tools.



## Emotional, Practical, and Financial Benefits

<b>Emotional Benefit</b>	Users feel closer to their food, their neighbours, and their community. Consumers support real growers, while growers feel seen and valued.
<b>Practical Benefit</b>	Consumers can find fresh produce nearby, while growers can list produce and reach local buyers more easily.
<b>Financial Benefit</b>	Growers can create income opportunities and reduce reliance on intermediaries. Investors gain exposure to a scalable platform with multiple future revenue streams.

**Positioning Statement:** Keboon is building the geolocation layer for local food commerce, connecting nearby growers and consumers to create fresher access, stronger communities, and a more resilient food ecosystem.

**Keboon's unique value is simple: fresh food closer to people, growers closer to buyers, and communities closer to food security.**

## Market Opportunity

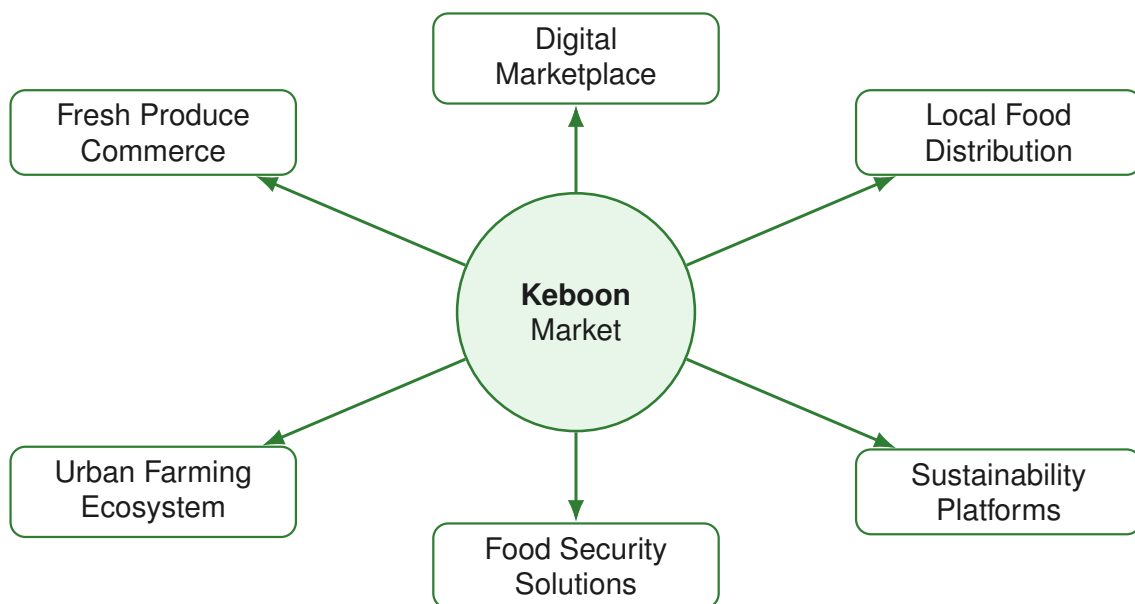
**Keboon operates at the intersection of local food commerce, food security, sustainability, digital marketplaces, and community-based agriculture.** This gives Keboon a strong opportunity to begin as a Malaysia-first local food platform and grow into a broader ecosystem for food resilience and sustainable community commerce.

Keboon belongs to several overlapping markets: fresh produce and grocery commerce, online marketplace platforms, local food and farm-to-consumer distribution, urban farming, community agriculture, and sustainable food security solutions.

This market position is important because Keboon is not limited to one narrow category. The platform begins with local grower discovery and marketplace features, but it has the potential to expand into grower support services, B2B sourcing, community engagement, partnership programmes, data insights, and future agriculture technology.

In Malaysia, the opportunity is especially relevant because food security, rising living costs, food price sensitivity, local production, and supply-chain resilience are becoming increasingly important to consumers, growers, businesses, and public stakeholders.

## The Market Keboon Belongs To



Keboon can be understood as a **hyperlocal food marketplace**. It connects the supply side, made up of growers, with the demand side, made up of consumers, while creating room for ecosystem stakeholders such as NGOs, local councils, sustainability partners, agricultural suppliers, restaurants, cafés, and corporate ESG programmes.

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<b>Supply Side</b>	Urban growers, small-scale farmers, home gardeners, freelance growers, community gardens, and small agricultural entrepreneurs.
<b>Demand Side</b>	Consumers, households, eco-conscious buyers, health-conscious users, local-support consumers, and future B2B buyers.
<b>Ecosystem Side</b>	Government bodies, local councils, NGOs, universities, agricultural suppliers, sustainability partners, and ESG collaborators.
<b>Market Position</b>	A geolocation-based platform that helps people discover local food supply and connect directly with nearby growers.

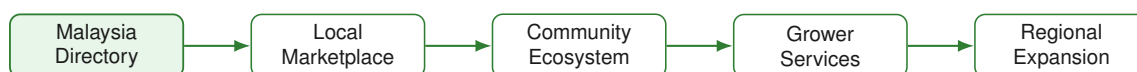
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# Market Opportunity Continued

## Growth Potential

Keboon’s growth potential comes from its ability to start with a simple directory and marketplace model, then expand into a broader food ecosystem. The platform can grow through user density, community trust, strategic partnerships, and added services for growers and buyers.

<b>Phase 1</b>	Validate local grower discovery through the Keboon Directory and early user sign-ups.
<b>Phase 2</b>	Enable marketplace activity through produce listings, enquiries, reservations, payments, and reviews.
<b>Phase 3</b>	Build local community engagement through grower stories, events, forums, campaigns, and referrals.
<b>Phase 4</b>	Introduce grower support services such as materials, crop planning, bulk purchasing, education, and dashboards.
<b>Phase 5</b>	Expand into B2B sourcing, strategic partnerships, data insights, AI-assisted recommendations, and regional markets.



## Why Now

Keboon is well-timed because several forces are converging. Consumers are becoming more aware of food prices, food sources, sustainability, and local resilience. Growers need better access to direct buyers. Communities are looking for ways to participate in sustainability that are practical and everyday. Digital marketplace behaviour is already familiar, making it easier for users to understand the platform model.

The timing is also strong because Keboon does not require users to adopt a completely new behaviour. People already buy food. Growers already sell food. Communities already use informal networks to exchange information. Keboon makes these existing behaviours more visible, structured, and scalable.

**Why now:** Food security, sustainability, digital commerce, and local community participation are becoming increasingly important. Keboon brings these trends together through a platform that solves a practical daily problem: finding and supporting fresh produce near you.

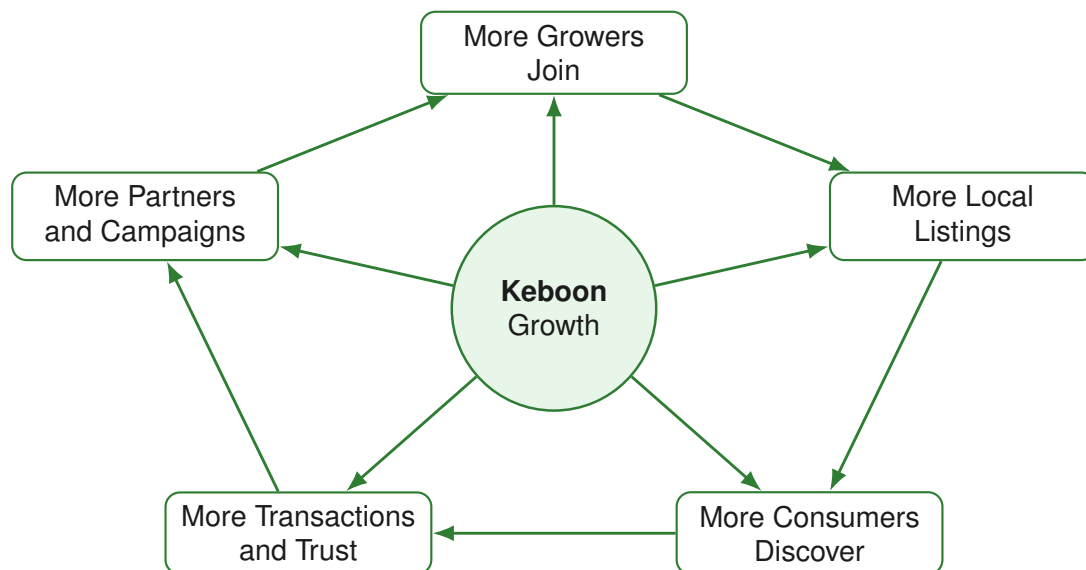
## How Keboon Can Scale

Keboon should scale through a cluster-based growth model. Rather than launching everywhere at once, Keboon should build strong local density in selected communities where growers and consumers are close enough to create repeat activity.

<b>Start Local</b>	Launch in selected Malaysian urban and suburban communities with active growers and conscious consumers.
<b>Build Supply Density</b>	Onboard growers first so consumers see useful produce availability when they join.
<b>Activate Demand</b>	Use community marketing, referrals, partnerships, events, and social content to attract consumers.
<b>Replicate Clusters</b>	Expand area by area once local supply, demand, trust, and repeat usage are proven.
<b>Expand Ecosystem</b>	Add payments, grower tools, B2B sourcing, partnerships, curated produce campaigns, and data insights.
<b>Scale Regionally</b>	Adapt the Malaysian model for Southeast Asian markets with similar food access and local agriculture challenges.

## Market Opportunity Continued

### Market Opportunity Flywheel



### Future Market Expansion

Keboon’s first market is Malaysia, but the model can expand into other regions where similar problems exist: disconnected local food supply, rising food costs, urban farming interest, fragmented grower visibility, and growing sustainability awareness.

Future market expansion can include:

<b>Malaysia-wide Growth</b>	Scale from selected pilot communities into multiple Malaysian cities and states.
<b>Southeast Asia</b>	Adapt the local food marketplace model to regional markets with similar food security and urban agriculture challenges.
<b>B2B Food Sourcing</b>	Enable restaurants, cafés, small grocers, and food businesses to source fresh produce from local growers.
<b>Grower Support Market</b>	Provide access to farming materials, training, crop planning, and grower services.
<b>Data and Insights</b>	Use aggregated platform activity to identify local demand, supply gaps, seasonal patterns, and food resilience opportunities.
<b>Technology Expansion</b>	Introduce AI-assisted crop recommendations, IoT integrations, digital wallets, and future agriculture technology tools when the marketplace is ready.

### Summary

Keboon’s market opportunity is driven by a clear gap: Malaysia needs stronger local food resilience, while consumers and growers need a better way to connect directly.

The market is attractive because food is a recurring daily need, digital commerce behaviour is already familiar, and food security is becoming increasingly important. Keboon enters this opportunity with a simple starting point: a geolocation-based local food directory and future grower-to-consumer marketplace.

Over time, Keboon can expand into community engagement, grower support, B2B sourcing, partnerships, data insights, and regional scaling.

**Keboon is not only entering the fresh produce market. It is building the digital infrastructure for local food ecosystems.**

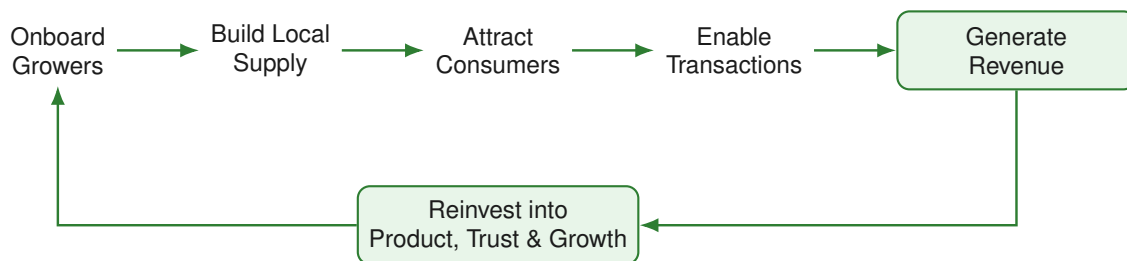
## Business Model

**Keboon is designed as a two-sided marketplace that connects local food growers with nearby consumers through a geolocation-based platform.** The business model starts with low-friction adoption and gradually expands into marketplace revenue, grower services, partnerships, B2B sourcing, and future data-driven tools.

Keboon's business model is built around a recurring daily need: food. The platform begins by helping growers and consumers connect locally, then adds monetisation only after there is enough marketplace activity, user trust, and local supply-demand density.

This phased approach is important because Keboon's early priority should be adoption and validation. The platform needs to prove that growers will list produce, consumers will discover and buy, and local communities will participate. Once the marketplace has active usage, Keboon can introduce revenue streams that are useful, fair, and sustainable.

## Business Model Logic



## Possible Revenue Streams

Keboon can generate revenue through multiple streams. The recommended strategy is to begin with light marketplace monetisation and expand into deeper value-added services as the platform grows.

<b>Marketplace Transaction Fee</b>	A small commission on completed purchases made through the platform once transaction volume is proven.
<b>Buyer Service Fee</b>	A small transparent fee per order to support platform operations, payment processing, trust features, and user support.
<b>Featured Listings</b>	Optional paid visibility for growers who want to promote fresh harvests, seasonal produce, or their grower profile.
<b>Grower Subscription Plans</b>	Optional plans for active growers that include more listings, analytics, profile upgrades, sales tools, and promotional benefits.
<b>Curated Produce Boxes</b>	Local harvest boxes or seasonal produce bundles created from nearby growers and sold to consumers, communities, or businesses.
<b>B2B Sourcing</b>	Direct sourcing features for cafés, restaurants, small grocers, home-based food sellers, and community kitchens.
<b>Partnership Revenue</b>	Sponsored community campaigns, ESG programmes, government pilots, NGO collaborations, and sustainability partnerships.
<b>Grower Support Marketplace</b>	Revenue from seeds, soil, tools, training, farming materials, IoT devices, and supplier partnerships.
<b>Data and Insights</b>	Aggregated, privacy-safe insights on local demand, supply gaps, seasonal patterns, and food ecosystem activity.

# Business Model Continued

## Revenue Model Evolution



<b>Phase 1: Adoption</b>	Free or low-cost onboarding for growers and consumers. Focus on trust, listings, discovery, and pilot activity.
<b>Phase 2: Transactions</b>	Introduce small marketplace commissions, buyer service fees, and basic paid listing options once usage is validated.
<b>Phase 3: Grower Services</b>	Add grower subscriptions, dashboards, promotion tools, material support, and curated produce campaigns.
<b>Phase 4: B2B and Partners</b>	Support restaurants, cafés, local councils, NGOs, universities, agriculture suppliers, and ESG partners.
<b>Phase 5: Data and Technology</b>	Develop aggregated insights, crop planning tools, AI support, IoT integrations, and advanced ecosystem services.

## Pricing Strategy

Keboon’s pricing strategy should follow one principle: **keep entry barriers low, then monetise deeper value as users grow.**

Because Keboon is a marketplace, the early goal is not to maximise revenue per user immediately. The first goal is to create activity, trust, and repeat engagement. Monetisation should be added gradually and transparently.

<b>Free to Join</b>	Both growers and consumers should be able to join for free to encourage adoption and marketplace density.
<b>Low Early Fees</b>	Transaction fees should be minimal during the early stage so growers do not feel blocked by cost.
<b>Optional Paid Upgrades</b>	Growers should only pay more when they want extra visibility, analytics, business tools, or promotional benefits.
<b>Transparent Buyer Fees</b>	Any buyer-side fee should be clearly shown, modest, and connected to platform value.
<b>Community-Friendly Positioning</b>	Keboon should avoid feeling like another expensive middle-man. Fees should support platform operations, trust, and ecosystem growth.

**Suggested early pricing approach:** keep basic access free, test low transaction or service fees only after marketplace activity is proven, and introduce optional paid tools for growers who want more visibility or business support.

## Customer Acquisition Model

Keboon should acquire users through a cluster-based marketplace strategy. The platform should first build strong local supply and demand in selected communities instead of spreading too broadly too early.

<b>Supply-First Acquisition</b>	Onboard growers first so consumers see meaningful produce availability when they join.
<b>Community Cluster Launches</b>	Launch area by area, focusing on neighbourhoods with active growers, home gardeners, and conscious consumers.
<b>Partnership-Led Growth</b>	Use community gardens, urban farming groups, NGOs, local councils, universities, cafés, and sustainability organisations to build trust.
<b>Referral Loops</b>	Encourage growers to invite buyers, consumers to invite neighbours, and communities to invite local growers.
<b>Content and Education</b>	Use grower stories, urban farming tips, food security content, and sustainability education to build awareness and trust.

## Business Model Continued

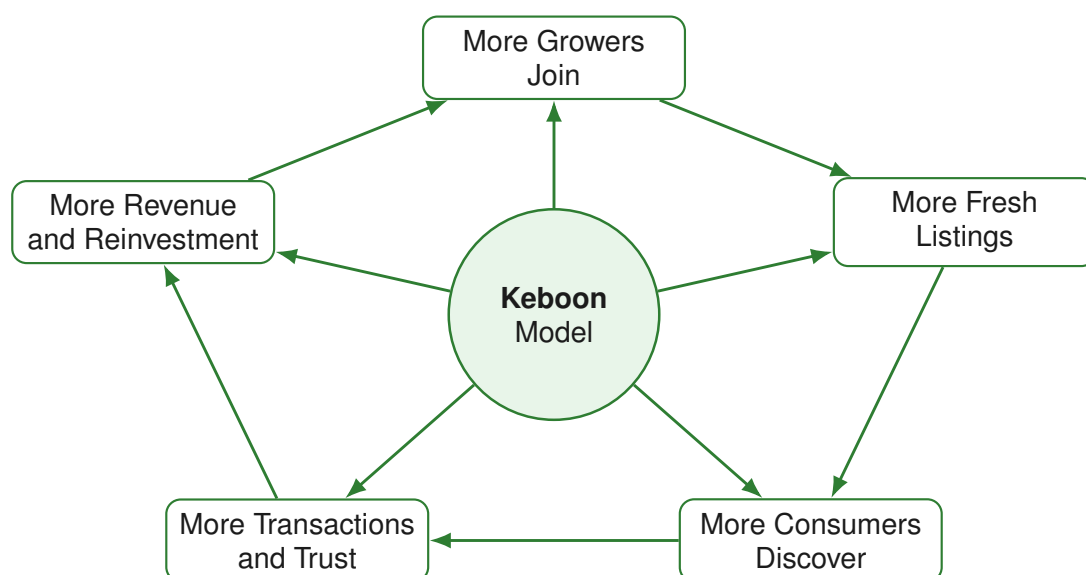
### Why the Model Could Be Sustainable

Keboon’s business model can be sustainable because it is built around fresh food, a recurring and essential need. Unlike products that depend on occasional use, fresh produce is purchased regularly by households and businesses. This gives Keboon the potential for repeat engagement and recurring transactions if the platform can build reliable local supply and trust.

Keboon also has the potential to remain asset-light in the early stage. The platform does not need to own farms, warehouses, or large delivery fleets at launch. Its core value comes from enabling local discovery and direct connection between nearby growers and consumers.

Stakeholder	Value Created	Why It Supports Sustainability
<b>Consumers</b>	Fresh, nearby, transparent produce.	Creates recurring demand.
<b>Growers</b>	Visibility, income, and direct buyers.	Creates supply-side retention.
<b>Communities</b>	Stronger local food participation.	Creates network effects and trust.
<b>Partners</b>	Food security and sustainability impact.	Creates collaboration opportunities.
<b>Investors</b>	Scalable marketplace and ecosystem model.	Creates long-term growth potential.

### Business Model Flywheel



## Business Model Risks and Mitigation

Risk	Impact	Mitigation
<b>Not enough growers</b>	Consumers may not return.	Launch supply-first in selected local clusters.
<b>Not enough consumer demand</b>	Growers may stop listing.	Use referrals, community campaigns, and pilot activation.
<b>Inconsistent produce supply</b>	Marketplace may feel unreliable.	Encourage seasonal listings and future grower planning tools.
<b>Trust concerns</b>	Users may hesitate to transact.	Use profiles, reviews, verification, clear policies, and support.
<b>Fee sensitivity</b>	Growers may avoid the platform.	Keep early fees low and monetise optional upgrades.
<b>Scaling too broadly too early</b>	Marketplace density may stay weak.	Expand cluster by cluster after proving local activity.

**Investor Summary:** Keboon’s business model begins with a simple recurring need, fresh food, and expands into multiple revenue streams built around marketplace activity, grower services, partnerships, B2B sourcing, and future data-driven agriculture tools.

**Keboon’s model is sustainable because it creates value for every side of the ecosystem: consumers, growers, communities, partners, and investors.**

## Product Features & Roadmap

**Keboon's product roadmap is designed to grow in phases:** starting with a simple local food directory and marketplace foundation, then expanding into community engagement, grower support, partnerships, data insights, and future agriculture technology.

The roadmap is intentionally ambitious but realistic. Keboon should first prove that users are willing to discover, list, buy, and sell fresh produce locally. Once this core behaviour is validated, the platform can introduce more advanced features that strengthen trust, repeat usage, partnerships, and monetisation.

**Product principle: Start simple by connecting nearby growers and consumers. Then scale into a complete local food ecosystem.**

### Current Product Features

Keboon is currently live through **keboon.net**, with the Keboon Directory feature serving as the first validation layer. At this stage, the focus is on validating the concept, testing the user experience, and understanding whether growers and consumers see value in local food discovery.

<b>Live Platform</b>	Keboon is accessible online and has moved beyond idea stage into early product validation.
<b>Keboon Directory</b>	The directory helps validate local grower discovery before building a full marketplace.
<b>Early Sign-Ups</b>	Limited user sign-ups show early interest, while further validation is still needed.
<b>Basic User Structure</b>	The platform is being shaped around grower and consumer participation.
<b>Geolocation Concept</b>	The product direction is centred on helping users discover local food sources near them.
<b>Marketplace Vision</b>	The directory-first approach creates the foundation for future listings, enquiries, transactions, and community features.



### MVP Features

The MVP should focus on the minimum set of features required to prove Keboon's core marketplace model: growers can list produce, consumers can discover nearby supply, and both sides can connect with enough trust to begin transactions or reservations.

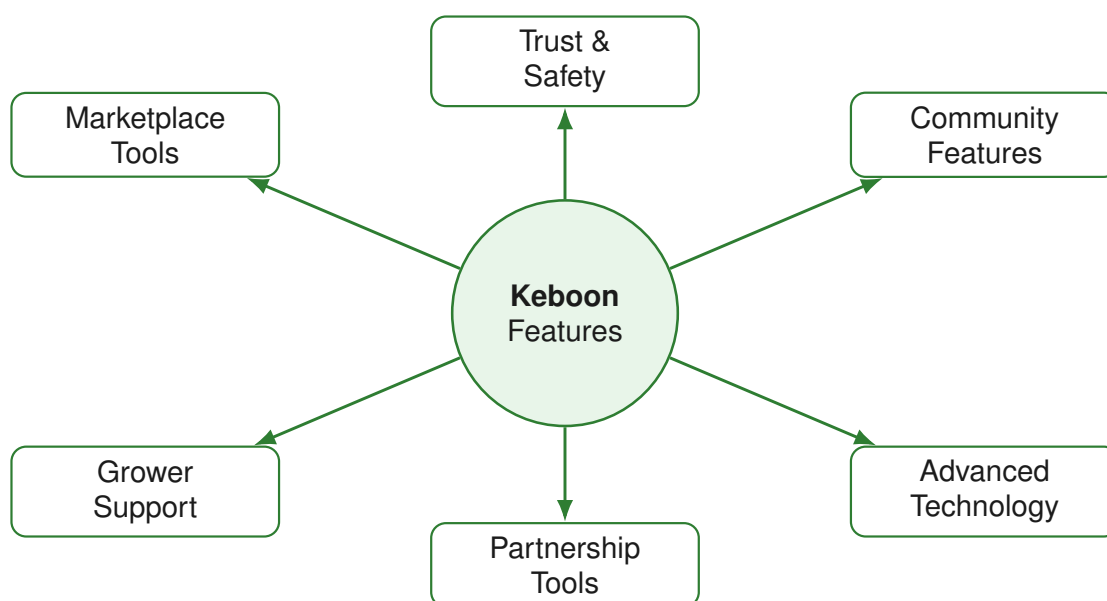
<b>Grower Profiles</b>	Growers can create a simple profile with location area, produce type, contact information, and basic credibility details.
<b>Consumer Profiles</b>	Consumers can browse, save growers, make enquiries, or interact with listings.
<b>Produce Listings</b>	Growers can upload produce with item name, image, price, quantity, availability, and pickup or fulfilment information.
<b>Location-Based Discovery</b>	Consumers can discover growers or produce based on proximity, selected location, or nearby areas.
<b>Search and Filters</b>	Users can search by produce type, grower, location, availability, or category.
<b>Direct Messaging or Contact</b>	Buyers and growers can communicate before purchase, reservation, or pickup.
<b>Reservation or Enquiry Flow</b>	Consumers can reserve produce or express interest to validate buying intent.
<b>Ratings and Reviews</b>	Basic reviews help build trust, accountability, and repeat usage.
<b>Admin Dashboard</b>	The Keboon team can monitor users, listings, activity, feedback, and marketplace issues.

# Product Features & Roadmap Continued

## Feature Categories

Keboon’s features can be organised into six major product categories. This helps investors and stakeholders understand how the product grows from marketplace basics into a wider food ecosystem.

Category	Examples	Stage
<b>Marketplace Features</b>	Produce listings, grower profiles, consumer browsing, location-based discovery, search, filters, enquiry flow, and transactions.	MVP to Short-Term
<b>Trust and Safety</b>	Profile information, ratings, reviews, verified grower badges, reporting, transaction history, and quality guidelines.	MVP to Medium-Term
<b>Community Features</b>	Grower stories, favourite growers, local announcements, forums, tips, events, and community campaigns.	Short to Medium-Term
<b>Grower Support</b>	Listing guidance, sales dashboard, harvest planner, bulk material purchasing, seeds/tools marketplace, and crop recommendations.	Short to Long-Term
<b>Partnership and Impact</b>	Admin reports, community campaign pages, sponsored grower programmes, ESG tracking, and pilot dashboards.	Medium to Long-Term
<b>Advanced Technology</b>	AI crop planning, predictive demand insights, IoT crop monitoring, digital wallet features, and future incentive systems.	Long-Term



## Short-Term Roadmap: 0–12 Months

The short-term roadmap should focus on validating the marketplace and proving that Keboon can create value for both growers and consumers.

Timeline	Milestone	Success Indicator
Months 1–3	Refine MVP feature set and improve onboarding.	Users can sign up, understand the product, and create basic profiles.
Months 3–6	Launch pilot community and onboard early growers.	Active growers and produce listings appear in selected locations.
Months 6–9	Test enquiries, reservations, and transaction flow.	Consumers show buying intent through enquiries or reservations.
Months 6–9	Add basic trust and admin features.	Profiles, reviews, reporting, and admin monitoring are available.
Months 9–12	Evaluate pilot performance and prepare partner outreach.	Clear data on sign-ups, listings, enquiries, repeat activity, and user feedback.

**Short-term focus:** validate the core marketplace behaviour before adding complex features. Keboon must first prove that growers list, consumers discover, and local food connections happen.

## Product Features & Roadmap Continued

### Medium-Term Roadmap: 12–24 Months

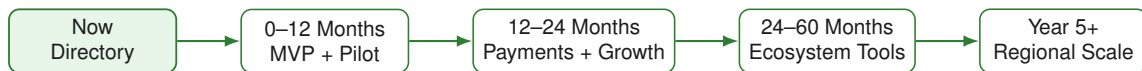
The medium-term roadmap should focus on growth, retention, partnerships, and early monetisation. Once the MVP proves demand, Keboon can strengthen the marketplace and add features that increase repeat usage.

Timeline	Milestone	Success Indicator
Months 12–15	Expand to additional local clusters.	More active communities beyond the first pilot area.
Months 12–18	Add payment integration and order history.	Users can transact more smoothly and return to past activity.
Months 15–20	Launch grower dashboard.	Growers can track listings, interest, enquiries, and sales activity.
Months 15–20	Introduce featured listings or paid visibility.	Keboon tests the first marketplace monetisation layer.
Months 18–24	Launch community features and grower stories.	Users engage beyond transactions and build stronger local trust.
Months 18–24	Build partner pilot programmes and curated produce campaigns.	Keboon becomes useful for community and sustainability partners.

### Long-Term Roadmap: 24–60 Months

The long-term roadmap positions Keboon as a full local food ecosystem, not just a produce marketplace. At this stage, Keboon can use marketplace activity, user behaviour, and community data to build more advanced services for growers, consumers, partners, and public-sector stakeholders.

<b>Timeline</b>	<b>Milestone</b>	<b>Success Indicator</b>
<b>Year 2–3</b>	Scale across multiple Malaysian communities.	Active grower and consumer clusters across several locations.
<b>Year 2–3</b>	Launch grower support marketplace.	Growers can access materials, tools, services, and education.
<b>Year 3–4</b>	Introduce demand and supply insights.	Growers and partners understand local demand patterns and supply gaps.
<b>Year 3–4</b>	Launch B2B sourcing features.	Restaurants, cafés, and small food businesses source through Keboon.
<b>Year 4–5</b>	Introduce AI-assisted crop planning and recommendations.	Growers receive smarter guidance based on demand, seasonality, and local conditions.
<b>Year 4–5</b>	Pilot IoT integrations for medium and larger growers.	Keboon supports farm monitoring and data-driven growing tools.
<b>Year 5+</b>	Prepare Southeast Asia expansion.	The Malaysian model is adapted for regional markets.



## Product Features & Roadmap Continued

### Long-Term Product Vision

Keboon's long-term vision is to become the digital infrastructure for local food ecosystems. The platform can evolve from a simple grower directory into a complete ecosystem that helps communities discover local produce, support nearby growers, reduce food waste, improve grower income, coordinate supply and demand, strengthen food security, and use data to plan smarter food production.

**Long-term vision: Keboon becomes the platform where communities grow, discover, buy, support, and plan local food together.**

### Key Product Milestones

Milestone	Purpose	Investor Relevance
<b>MVP Completion</b>	Proves the core product experience works.	Shows product readiness.
<b>First Active Grower Cluster</b>	Validates supply-side adoption.	Proves growers see value.
<b>First Consumer Enquiries or Transactions</b>	Validates demand-side interest.	Shows marketplace potential.
<b>Repeat Usage</b>	Shows that users return after first interaction.	Indicates retention potential.
<b>Payment Integration</b>	Improves transaction reliability and user trust.	Enables monetisation.
<b>Pilot Community Results</b>	Demonstrates real-world use in a focused location.	Supports funding and partnerships.
<b>Featured Listings or Service Fees</b>	Tests early revenue model.	Shows commercial potential.
<b>Partnership Pilot</b>	Builds credibility with external stakeholders.	Supports scale and trust.
<b>Expansion to Multiple Communities</b>	Shows the model can be replicated.	Supports growth case.
<b>Data Insights Layer</b>	Turns platform activity into strategic intelligence.	Opens future revenue streams.
<b>Regional Expansion Readiness</b>	Prepares Keboon for Southeast Asia.	Supports larger investment case.

## Roadmap Strategy

<b>Prove the Marketplace First</b>	The first priority is proving that growers and consumers will use Keboon for real local food discovery and exchange.
<b>Build Trust and Repeat Usage</b>	Keboon must build trust through profiles, reviews, clear communication, order history, and consistent produce availability.
<b>Grow Cluster by Cluster</b>	Marketplace density matters more than broad coverage in the early stage. Keboon should expand only after local activity is proven.
<b>Add Monetisation After Value Is Proven</b>	Revenue features should be introduced only when users clearly understand and benefit from the platform.
<b>Expand Into Ecosystem Features</b>	Once the marketplace is active, Keboon can expand into community, grower support, partnerships, data insights, AI, and IoT.

**Investor Summary:** Keboon's roadmap is ambitious but practical. The immediate focus is to validate the core marketplace: growers list produce, consumers discover nearby supply, and local food connections happen. The medium-term roadmap adds payments, grower tools, community engagement, partner campaigns, and early monetisation. The long-term roadmap expands Keboon into a full local food ecosystem supported by data, partnerships, AI, IoT, and regional growth.

**Keboon starts as a simple way to find fresh produce nearby, but its roadmap positions it to become the digital infrastructure for community-based food security and sustainable local agriculture.**

## Competitive Landscape

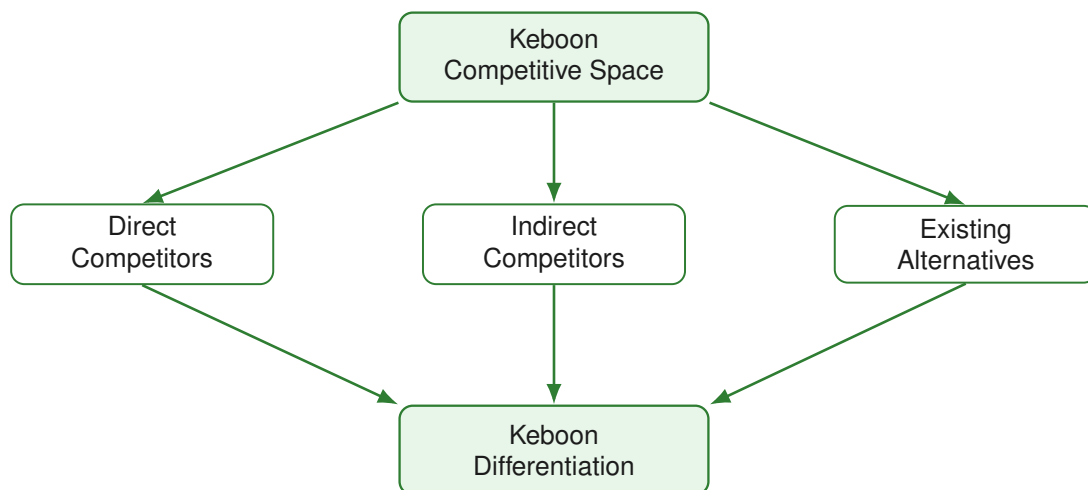
**Keboon operates in a competitive but validated market.** Existing grocery platforms, supermarkets, farm-direct brands, wet markets, wholesalers, and informal selling channels prove that people already buy fresh produce and that growers need market access. Keboon’s opportunity is to build a new category: a geolocation-based local food marketplace focused on proximity, transparency, grower visibility, and community food resilience.

Keboon is not trying to compete only as another grocery delivery service. Its positioning is more specific: a local food platform that connects nearby growers directly with nearby consumers.

Most existing alternatives focus on retail scale, delivery speed, product variety, or offline familiarity. Keboon focuses on **hyperlocal discovery, direct grower-consumer connection, community participation, and local food ecosystem development.**

## Competitive Landscape Overview

### Competitive Landscape Overview



The competitive landscape can be grouped into three categories:

<b>Direct Competitors</b>	Online fresh produce sellers, farm-to-table platforms, farm-direct brands, and urban farm brands.
<b>Indirect Competitors</b>	Grocery delivery apps, online supermarkets, general marketplaces, and quick-commerce platforms.
<b>Existing Alternatives</b>	Wet markets, roadside sellers, wholesalers, social media groups, WhatsApp or Telegram sellers, and informal community networks.
<b>Keboon Position</b>	A geolocation-based local food platform built around direct grower-consumer access, local discovery, community trust, and long-term ecosystem growth.

## Direct Competitors

Direct competitors are businesses or platforms that offer fresh produce online, farm-to-table access, urban farming products, or farm-direct supply.

Competitor Type	What They Offer	Keboon Difference
<b>Online Fresh Produce Sellers</b>	Digital access to fruits, vegetables, and grocery items, often through centralised inventory or supplier networks.	Keboon focuses on nearby grower discovery and direct local connection rather than only online produce ordering.
<b>Farm-to-Table Platforms</b>	Fresh produce sourced from selected farms or suppliers and delivered to consumers.	Keboon can support many growers, including small-scale growers, urban growers, home gardeners, and community gardens.
<b>Urban Farm Brands</b>	Produce grown through controlled farms, vertical farming, hydroponics, or sustainable farm systems.	Keboon does not need to own farms. It can become the platform layer that connects many independent growers.
<b>Farm-Direct Retail Brands</b>	Fresh produce sold directly from farms or farm-linked outlets.	Keboon is designed as a marketplace and ecosystem, not a single supply chain or farm-owned retail model.

Direct competitors validate that there is demand for fresher, more transparent, and more sustainable produce. However, most direct competitors are still supply-led or brand-led. Keboon's opportunity is to become **network-led**: a platform where many growers and many consumers participate.

## Indirect Competitors

Indirect competitors may not share Keboon's exact mission, but they already serve user needs around fresh produce, grocery access, convenience, and online buying.

Competitor Type	Competitive Strength	Keboon Opportunity
<b>Grocery Delivery Apps</b>	Strong convenience, delivery networks, payment systems, and existing app behaviour.	Keboon can differentiate by being local-grower-first, community-first, and transparency-first.
<b>Online Supermarkets</b>	Retail scale, broad inventory, established trust, and consistent supply.	Keboon does not need to compete on product variety. It competes on local sourcing and direct grower visibility.
<b>Quick-Commerce Platforms</b>	Fast delivery, convenience, and wide consumer reach.	Keboon can focus on proximity and local food resilience rather than speed alone.
<b>General Marketplaces</b>	Large user base, seller tools, digital payment familiarity, and broad product categories.	Keboon can focus deeply on fresh produce, geolocation, grower trust, and local food ecosystem features.

Indirect competitors show that users are already comfortable buying through platforms. Keboon can benefit from this digital behaviour while focusing on a more specific problem: making local food supply visible and connected.

## Competitive Landscape Continued

### Existing Alternatives Users Currently Rely On

Many users already solve the fresh produce problem through offline or informal channels. These alternatives are important because they represent current behaviour that Keboon must understand and improve.

Alternative	Why Users Use It	Limitation
<b>Supermarkets</b>	Convenient, reliable, familiar, and broad product selection.	Limited source transparency and less direct support for local growers.
<b>Wet Markets</b>	Fresh produce, local culture, and personal buying experience.	Mostly offline, less searchable, and often dependent on traditional distribution.
<b>Roadside Stalls</b>	Accessible, local, and personal.	Limited visibility, inconsistent availability, and difficult for wider discovery.
<b>Wholesalers / Middlemen</b>	Efficient for volume and distribution.	Adds layers between growers and consumers, which may reduce grower margins.
<b>Social Media Groups</b>	Easy informal promotion and community selling.	Fragmented, manual, hard to search, difficult to scale, and inconsistent for trust.
<b>WhatsApp / Telegram Groups</b>	Useful within trusted small communities.	Closed networks, limited discovery, manual coordination, and no structured marketplace layer.
<b>Farm Shops / Direct Farm Brands</b>	Fresh and trusted source experience.	Usually limited to specific farms, locations, or product availability.

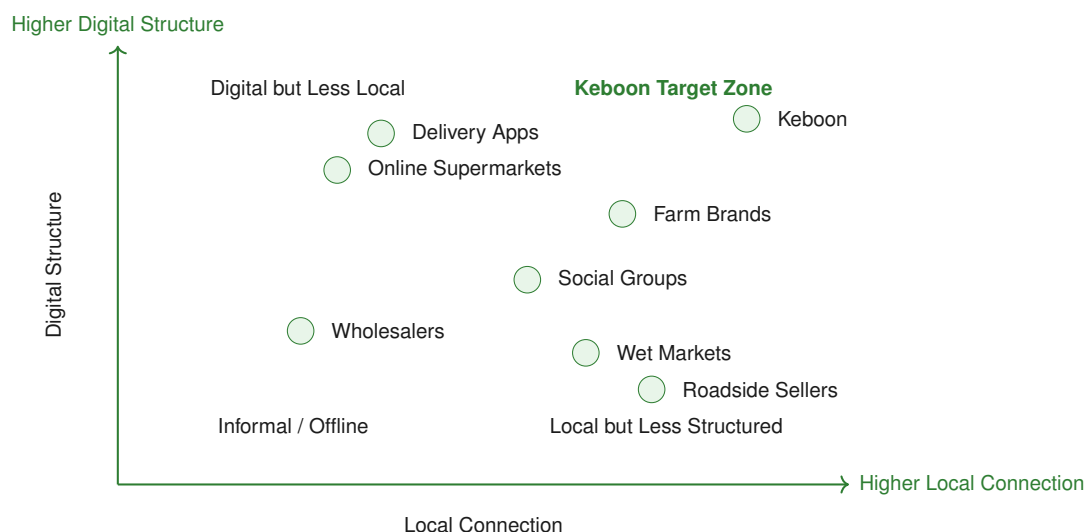
These alternatives prove that the demand already exists. People already buy fresh produce, growers already sell produce, and communities already use informal networks to connect. Keboon's opportunity is to make this behaviour more **structured, searchable, scalable, and community-driven**.

## Competitive Comparison

Criteria	Keboon	Delivery Apps	Supermarkets	Farm Brands	Social Groups
Local grower discovery	High	Low	Low	Medium	Medium
Geolocation focus	High	Medium	Low	Low	Low
Direct grower visibility	High	Low	Low	High	Varies
Supports small/home growers	High	Low	Low	Low	Medium
Community ecosystem potential	High	Low	Low	Medium	Medium
Trust structure	Profiles, reviews, verification	Platform trust	Retailer trust	Brand trust	Personal trust
Logistics dependency	Low to flexible	High	Medium	Medium	Low to medium
Food security positioning	Strong	Weak to medium	Medium	Medium	Weak
Scalability model	Platform ecosystem	Logistics platform	Retail infrastructure	Farm supply model	Informal network

Keboon's differentiation is strongest where existing alternatives are weakest: geolocation-based discovery, direct grower visibility, small-grower participation, community trust, and long-term ecosystem potential.

## Market Positioning



Keboon should be positioned as:

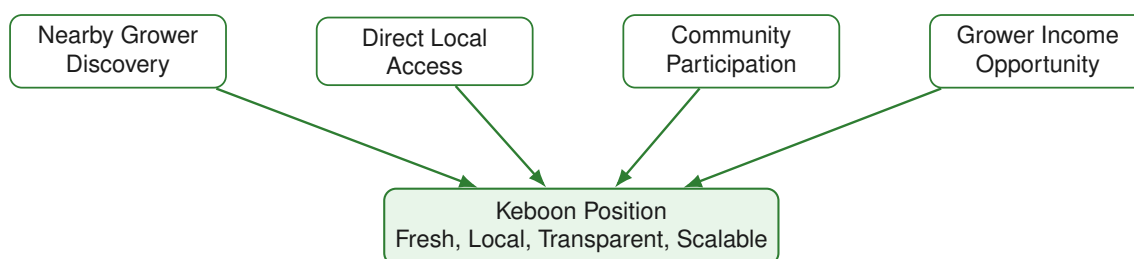
**The geolocation-based marketplace for local food, connecting nearby growers and consumers to create fresher access, stronger communities, and a more resilient food ecosystem.**

## Competitive Landscape Continued

### Why Keboon Can Stand Out

Keboon can stand out because it is not competing only on price, speed, or inventory size. Instead, it competes on a different and more defensible value: making local food systems visible, connected, and community-driven.

<b>Hyperlocal Geolocation Advantage</b>	Keboon helps users discover produce and growers nearby, making local food supply visible in a way that supermarkets, delivery apps, and social media groups do not fully solve.
<b>Community-First Marketplace</b>	Keboon is not only about selling products. It is about building a food community where users can buy, sell, grow, support, and learn.
<b>Asset-Light Scaling Potential</b>	Keboon does not need to own farms, warehouses, or retail outlets at the early stage. Its value comes from connecting existing local supply with nearby demand.
<b>Grower Empowerment</b>	Keboon is designed to support small-scale growers, urban growers, home gardeners, and community food producers who are often underserved by traditional platforms.
<b>Food Security and Sustainability Alignment</b>	Keboon connects commercial opportunity with broader social value, including local resilience, reduced waste potential, grower income, and sustainable food access.
<b>Future Ecosystem Expansion</b>	Keboon can grow beyond marketplace transactions into grower support, material access, crop planning, crowdfunding, B2B sourcing, data insights, AI tools, and IoT integrations.



### Competitive Risks and Mitigation

An investor-friendly competitive analysis should acknowledge risks clearly. Keboon's advantage depends on execution, user trust, and marketplace density.

<b>Risk</b>	<b>Why It Matters</b>	<b>Mitigation</b>
<b>Large platforms add local produce features</b>	Delivery apps and marketplaces already have users and infrastructure.	Build community depth, grower relationships, and local trust early.
<b>Users prefer convenience over mission</b>	Consumers may choose faster grocery delivery.	Make Keboon simple, useful, and practical, not only meaningful.
<b>Supply is inconsistent</b>	Small growers may not always have produce available.	Build clusters, seasonal listings, and future grower planning tools.
<b>Trust takes time</b>	Users may hesitate to buy from unknown growers.	Use profiles, reviews, verification, clear policies, and support.
<b>Monetisation sensitivity</b>	Growers may resist high fees.	Keep early fees low and monetise optional value-added tools.
<b>Offline habits are strong</b>	Wet markets and supermarkets are familiar.	Position Keboon as an additional local-first option, not an immediate replacement.

## Summary

Keboon enters a competitive but validated market. Existing grocery apps, supermarkets, farm-direct brands, and informal selling channels prove that consumers already want fresh produce and that growers need access to buyers.

However, most alternatives do not fully solve the specific gap Keboon is targeting: a scalable, trusted, location-based way for nearby growers and consumers to discover and transact with each other directly.

Keboon can stand out by focusing on what larger platforms are not built around: hyperlocal food discovery, small-grower visibility, community participation, and long-term food ecosystem development.

**The competitive opportunity is not to beat supermarkets or delivery apps at their own game. It is to build a new category: the community-powered local food marketplace.**

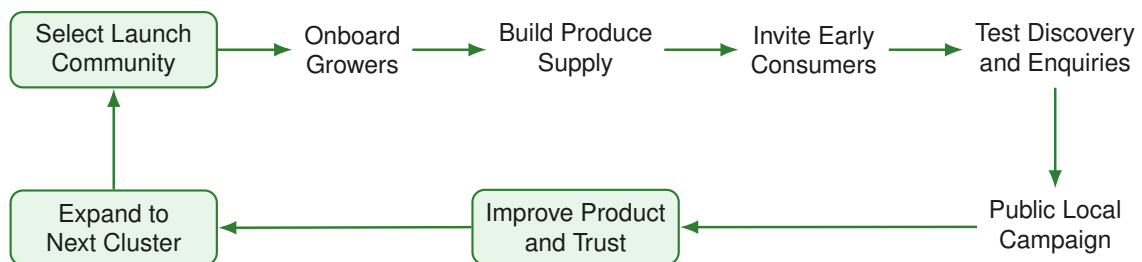
## Go-To-Market Strategy

**Keboon's go-to-market strategy is built around focused local adoption.** Because Keboon is a two-sided marketplace, the platform becomes valuable when enough growers and consumers exist within the same local area. The launch strategy should therefore focus on selected communities first, prove local marketplace activity, then expand cluster by cluster.

The strategy is practical and focused: start with growers, activate nearby consumers, build community trust, collect validation data, and then replicate the model in more locations. Keboon should avoid trying to launch everywhere at once before it has proven that local supply and local demand can connect consistently.

**Go-to-market principle: Start local, build trust, prove repeat usage, then scale community by community.**

## Launch Strategy



Keboon should launch through a **community cluster model**. Instead of targeting all of Malaysia immediately, the first launch should focus on selected urban or suburban communities with a strong mix of home gardeners, small growers, community gardens, eco-conscious consumers, and local partner networks.

Recommended early launch areas include communities in Malaysia where short-distance pickup, local discovery, and neighbourhood-level awareness are practical. The first objective is not national scale. The first objective is to prove that one local cluster can become active and repeatable.

## Launch Phases

Phase	Key Activities	Goal
<b>Pre-Launch Community Building</b>	Identify launch communities, recruit early growers, invite community gardens, prepare onboarding materials, collect early produce listings, and build a consumer interest list.	Create enough supply before consumer activation.
<b>Soft Launch</b>	Launch with a controlled group of growers and consumers, test profiles, listings, directory discovery, enquiries, feedback, and trust features.	Validate user behaviour and reduce friction.
<b>Public Launch</b>	Run local campaigns, highlight grower stories, promote neighbourhood produce discovery, activate referrals, and engage local partners.	Turn early validation into visible community adoption.
<b>Cluster Expansion</b>	Replicate the model in nearby communities after local activity is proven.	Scale in a controlled, density-first way.

## Early User Acquisition Strategy

Keboon should attract both sides of the marketplace, but the order matters. The recommended strategy is:

**Growers first, consumers second, partners continuously.**

Without enough growers and listings, consumers may open the platform once and leave. Without enough consumers, growers may stop listing. Keboon must build both sides carefully, starting with supply.

<b>Supply-Side Acquisition</b>	Onboard urban growers, home gardeners, small-scale farmers, freelance food growers, community gardens, agriculture students, hobby growers, and small produce sellers.
<b>Demand-Side Acquisition</b>	Attract eco-conscious consumers, families, health-conscious buyers, price-sensitive households, local-support consumers, and neighbourhood communities.
<b>Partner-Led Acquisition</b>	Work with community gardens, urban farming groups, local councils, universities, NGOs, cafés, sustainability groups, and agricultural suppliers.
<b>Referral-Led Growth</b>	Encourage growers to invite buyers, consumers to invite neighbours, and communities to invite local growers.

## Go-To-Market Strategy Continued

### Marketing Channels

Keboon’s marketing should combine digital channels with community-based activation. Because food is local and trust-based, Keboon should not depend only on paid ads. The strongest early growth will likely come from communities, partnerships, content, and real grower stories.

Channel	Use Case	Priority
<b>TikTok and Instagram</b>	Short videos on local harvests, grower stories, urban farming tips, and fresh produce discovery.	High
<b>Facebook Groups</b>	Gardening groups, neighbourhood groups, sustainability groups, and local community pages.	High
<b>WhatsApp / Telegram Communities</b>	Neighbourhood-level sharing, grower onboarding, pilot announcements, and referral campaigns.	High
<b>Community Events</b>	Local harvest days, pop-up produce markets, urban farming workshops, and “meet your grower” sessions.	High
<b>Content Marketing</b>	Guides on growing food, reducing waste, seasonal produce, food security, and grower success stories.	Medium to High
<b>LinkedIn and PR</b>	Investor updates, stakeholder credibility, partnership announcements, and thought leadership.	Medium
<b>Paid Ads</b>	Targeted consumer activation after there is enough local supply in a launch cluster.	Medium after supply exists

### Sales Strategy

Keboon is mainly a B2C marketplace, but sales strategy is relevant for B2B buyers, institutional partners, and pilot collaborators.

<b>B2C Self-Serve Growth</b>	Consumers and casual growers should be able to sign up, browse, list, and connect with minimal friction. This keeps growth scalable.
<b>B2B Sourcing Strategy</b>	After supply density improves, Keboon can approach cafés, restaurants, small grocers, wellness businesses, and home-based food sellers that may want local produce sourcing.
<b>Partnership Sales Strategy</b>	For local councils, NGOs, universities, agriculture organisations, and ESG teams, Keboon should use direct relationship-building focused on pilots, awareness, and community impact.

**B2C message:** Find fresh produce near you and support local growers directly.  
**Grower message:** List what you grow, get discovered by nearby buyers, and turn your harvest into income.  
**Partner message:** Use Keboon as a practical platform to activate food security, sustainability, and community participation.

## Partnership Strategy

Partnerships can accelerate Keboon’s credibility, reach, and adoption. The best early partners are organisations that already have access to growers, communities, sustainability audiences, or food security initiatives.

<b>Community Gardens and Urban Farming Groups</b>	Onboard early growers, validate user needs, host activities, and create local success stories.
<b>Local Councils and Public-Sector Bodies</b>	Support local food resilience pilots, urban farming campaigns, public awareness, and community food access initiatives.
<b>NGOs and Sustainability Organisations</b>	Collaborate on food waste reduction, grower education, sustainability workshops, and community activation.
<b>Universities and Schools</b>	Support youth adoption, campus pilots, sustainability clubs, research projects, and food system education.
<b>Agricultural Suppliers</b>	Provide grower starter kits, material discounts, sponsored tools, training content, and future supplier marketplace opportunities.
<b>Corporate ESG Partners</b>	Sponsor community gardens, grower support programmes, employee sustainability challenges, and impact campaigns.
<b>Cafés, Restaurants, and Small Food Businesses</b>	Become early B2B buyers and create repeat demand for local growers.

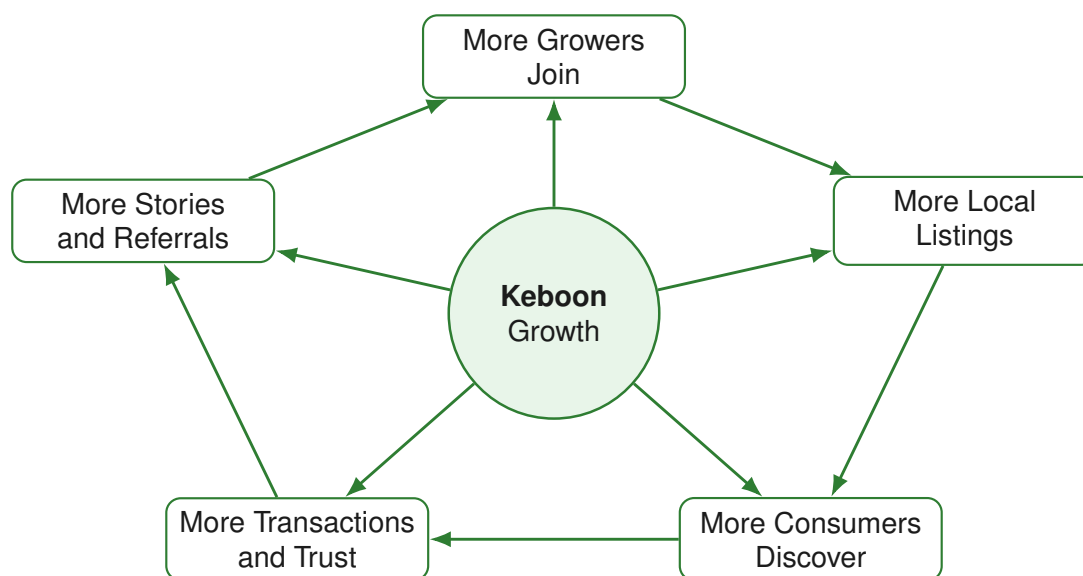
## Go-To-Market Strategy Continued

### Community-Building Strategy

Community is one of Keboon’s strongest differentiators. Keboon should not only acquire users; it should build a movement around local food participation.

The community strategy should make growers feel seen, consumers feel connected, and local food activity feel easy to join. This is important because Keboon’s value depends on trust and participation, not just listings.

<b>Founding Grower Programme</b>	Recognise early growers as ambassadors and give them visibility within Keboon’s launch communities.
<b>Local Harvest Stories</b>	Humanise the platform by sharing real grower stories, available produce, and community impact.
<b>Neighbourhood Challenges</b>	Encourage communities to buy, grow, share, or support local food through simple campaigns.
<b>Grower Tips and Forums</b>	Support learning, peer exchange, and long-term retention among growers.
<b>Community Events</b>	Build offline trust through workshops, pop-up markets, local harvest days, and meet-the-grower sessions.
<b>Referral Campaigns</b>	Turn users into advocates by rewarding growers and consumers who invite others into the local ecosystem.
<b>Impact Tracking</b>	Show users how their participation supports local growers, fresh food access, waste reduction, and community resilience.



### Growth Strategy After Launch

After launch, Keboon should grow through a repeatable cluster expansion model. The goal is to prove activity in one local area, then replicate the playbook in nearby communities and eventually across Malaysia.

<b>Step 1: Build One Strong Cluster</b>	Focus on one area until there are active growers, listings, consumers, enquiries, feedback, and repeat usage.
<b>Step 2: Replicate Nearby</b>	Expand into nearby communities with similar user profiles and local food activity.
<b>Step 3: Build City-Level Presence</b>	Use local media, influencer collaborations, citywide campaigns, B2B pilots, and partnerships to create wider adoption.
<b>Step 4: Expand Across Malaysia</b>	Prioritise areas with active growers, community groups, sustainability networks, and manageable local fulfilment.
<b>Step 5: Prepare for Southeast Asia</b>	Adapt the Malaysian model into other markets with similar food security, local agriculture, and digital commerce opportunities.

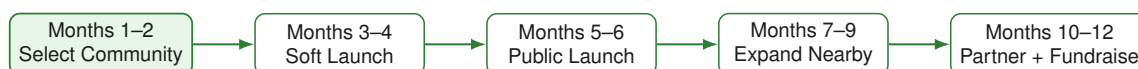
## Key Go-To-Market Metrics

Keboon should track both marketplace and community metrics. These indicators will help the team understand whether the launch strategy is working and what evidence can be presented to investors, partners, and stakeholders.

<b>Active Growers</b>	Shows whether the supply side is engaged.
<b>Active Produce Listings</b>	Shows whether the marketplace has useful supply.
<b>Active Consumers</b>	Shows whether demand-side adoption is growing.
<b>Listing-to-Enquiry Rate</b>	Shows whether consumers are interested enough to take action.
<b>Enquiry-to-Transaction Rate</b>	Shows whether discovery can convert into marketplace activity.
<b>Repeat Purchase or Repeat Visit Rate</b>	Shows retention and habit formation.
<b>Grower Retention Rate</b>	Shows whether sellers are receiving enough value to continue listing.
<b>Referral Rate</b>	Shows organic growth and community advocacy.
<b>Partner Leads or Pilot Discussions</b>	Shows stakeholder validation and collaboration potential.
<b>User Feedback Score</b>	Shows whether the product is understandable, useful, and trusted.

## Go-To-Market Strategy Continued

### 12-Month Go-To-Market Roadmap



<b>Months 1–2</b>	Select launch communities, recruit founding growers, build early supply, and prepare onboarding materials.
<b>Months 3–4</b>	Soft launch with selected users, test listings and discovery, collect feedback, and improve trust features.
<b>Months 5–6</b>	Run public launch campaign, activate referrals, publish grower stories, and engage community groups.
<b>Months 7–9</b>	Expand into nearby clusters, build local partnerships, test events, and track repeat usage.
<b>Months 10–12</b>	Prepare strategic pilots, approach funders and partners, test early monetisation, and package traction metrics.

### Channel Strategy Matrix

Channel	Target User	Purpose	Priority
<b>Urban Farming Groups</b>	Growers	Supply acquisition and trust-building.	High
<b>Facebook / WhatsApp Communities</b>	Growers and consumers	Local awareness and neighbourhood activation.	High
<b>TikTok / Instagram</b>	Consumers	Brand awareness, education, and storytelling.	High
<b>Community Gardens</b>	Growers and partners	Onboarding, pilots, and local credibility.	High
<b>Local Events</b>	Growers and consumers	Offline trust-building and awareness.	High
<b>Universities</b>	Growers, consumers, partners	Youth adoption, pilots, and research collaboration.	Medium
<b>Cafés and Restaurants</b>	B2B buyers	Recurring demand and local sourcing.	Medium
<b>NGOs / Local Councils</b>	Partners	Community access, credibility, and impact.	Medium
<b>Paid Ads</b>	Consumers	Demand activation after enough supply exists.	Medium
<b>LinkedIn / PR</b>	Investors and stakeholders	Credibility and fundraising support.	Medium

## Summary

Keboon's go-to-market strategy is designed around disciplined marketplace growth. The platform should launch cluster by cluster, starting with areas where growers and consumers are close enough to create useful local food exchange.

The early strategy prioritises grower onboarding first, then consumer activation, supported by community groups, local partnerships, events, social media, referrals, and sustainability-focused storytelling. After launch, Keboon can grow through repeatable local clusters, then expand into city-level and national-level adoption.

Partnerships with community gardens, local councils, NGOs, universities, agricultural suppliers, cafés, and ESG-focused organisations can reduce acquisition costs, increase trust, and strengthen Keboon's public impact.

**The strategy is practical because it does not depend on mass adoption from day one. It starts by proving value in focused communities, then scales once local supply, demand, and trust are established.**

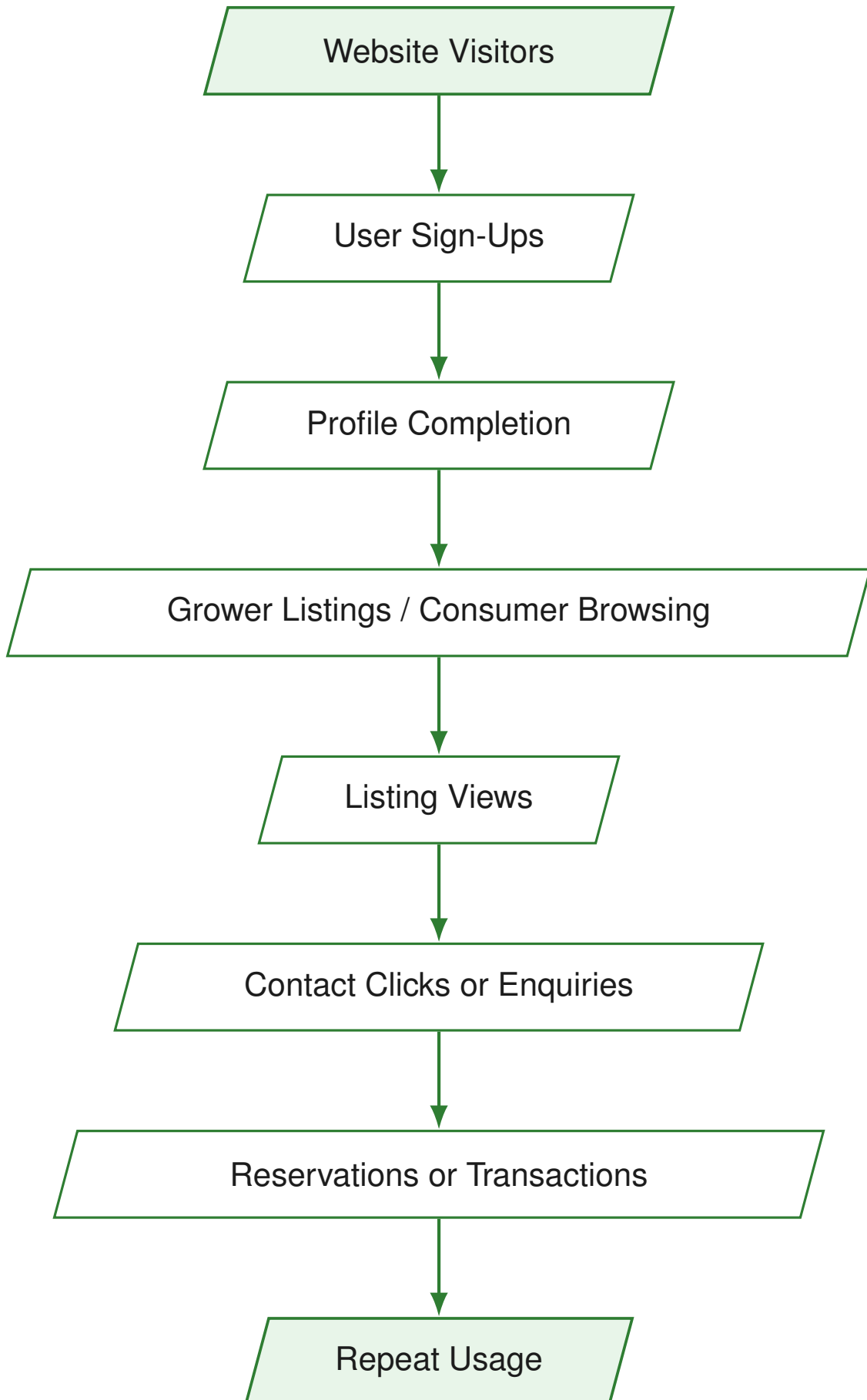
## Traction / Validation Continued

### Planned Validation Steps

Because Keboon does not yet have strong traction, the next stage should focus on structured validation. This will help convert the idea from early interest into measurable evidence that investors, partners, and stakeholders can evaluate.

<b>Validation Step</b>	<b>Purpose</b>	<b>Suggested Target</b>
<b>User Interviews</b>	Understand pain points, buying habits, trust concerns, grower challenges, and willingness to use Keboon.	20–30 consumers; 15–25 growers
<b>Consumer Surveys</b>	Measure broader interest in local produce discovery, direct buying, pickup willingness, and sustainability motivation.	100–300 responses
<b>Grower Surveys</b>	Measure willingness to create profiles, list produce, receive enquiries, and pay for future tools or visibility.	50–100 responses
<b>Directory Usage Tracking</b>	Track sign-ups, profile completion, listing views, contact clicks, and returning users.	Ongoing
<b>Prototype Feedback</b>	Collect direct feedback from early users on usability, trust, and expected features.	20–50 testers
<b>Pilot Community</b>	Test grower-consumer discovery in one focused Malaysian community.	8–12 week pilot
<b>Early Partnership Conversations</b>	Explore interest from community gardens, local councils, universities, NGOs, cafés, and sustainability groups.	5–10 discussions

## Validation Funnel



This funnel shows how Keboon can turn early website activity into stronger validation. The most important future proof will be active growers, active consumers, enquiries, repeat usage, and successful pilot transactions.

## Directory Metrics to Track

Since the Keboon Directory is already live, this should become the first measurable traction funnel.

<b>Grower Sign-Ups</b>	Measures supply-side interest and willingness to be discovered.
<b>Consumer Sign-Ups</b>	Measures demand-side interest in local produce discovery.
<b>Profile Completion Rate</b>	Shows whether users are serious enough to provide useful information.
<b>Number of Listed Growers or Farms</b>	Measures directory usefulness and local supply visibility.
<b>Number of Product Listings</b>	Shows whether growers are willing to list actual available produce.
<b>Map Views or Listing Views</b>	Shows whether users are exploring local food sources.
<b>Contact Clicks or Enquiries</b>	Shows buying or connection intent beyond passive browsing.
<b>Returning Users</b>	Shows repeat interest and potential retention.
<b>Location Clusters</b>	Shows where Keboon should focus pilot launches and community activation.

## Traction / Validation Continued

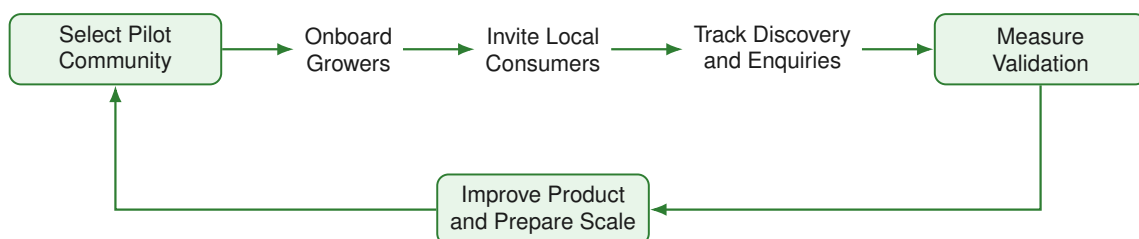
### Pilot Community Validation

After collecting enough early users and directory activity, Keboon should run one or two focused pilot communities. The pilot should be small enough to manage but structured enough to produce investor-relevant evidence.

<b>Pilot Location</b>	One selected Malaysian urban or suburban community with active growers, home gardeners, or local food interest.
<b>Pilot Duration</b>	8–12 weeks.
<b>Grower Target</b>	20–50 active growers or grower profiles.
<b>Consumer Target</b>	100–300 local consumers or interested users.
<b>Core Activity</b>	Directory discovery, grower profiles, produce listings, listing views, contact enquiries, and feedback collection.
<b>Optional Activity</b>	Manual reservation, pickup coordination, or early transaction testing.
<b>Main Goal</b>	Validate whether local supply and local demand can be matched effectively through Keboon.

### Pilot Success Metrics

<b>Active Growers</b>	Growers return, update profiles, and list produce.
<b>Active Consumers</b>	Consumers browse, contact growers, or express interest in local produce.
<b>Enquiry Rate</b>	Users move beyond browsing and show buying or connection intent.
<b>Repeat Usage</b>	Users return after first visit, indicating ongoing relevance.
<b>Grower Satisfaction</b>	Growers feel the platform gives them visibility or buyer access.
<b>Consumer Satisfaction</b>	Consumers find the platform useful, understandable, and trustworthy.
<b>Partner Interest</b>	Local organisations see value in supporting or expanding the pilot.
<b>Early Transaction Activity</b>	Manual or platform-enabled purchases show commercial potential.



## Social Media and Community Interest

Keboon should treat social media as both a marketing channel and a validation channel. The goal is not only to gain followers, but to test which messages create interest, sign-ups, grower enquiries, or community conversations.

Useful signals include followers, comments, shares, direct messages, link clicks to **keboon.net**, grower sign-up interest, consumer sign-up interest, community group engagement, saved posts, and requests for launch in specific areas.

Messages to test include:

**Find fresh produce near you. Support growers in your neighbourhood. Turn your harvest into income. Know where your food comes from.**

## Traction / Validation Continued

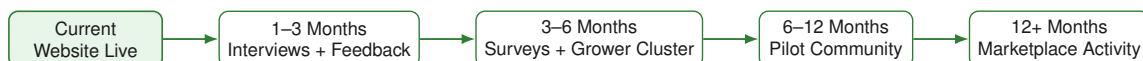
### Evidence to Collect Before Fundraising

Before approaching larger investors or institutional stakeholders, Keboon should aim to collect stronger validation evidence. This evidence will help show whether the platform has real user demand, marketplace potential, and partnership relevance.

<b>Number of Sign-Ups</b>	Shows top-of-funnel interest.
<b>Number of Active Growers</b>	Shows supply-side validation.
<b>Number of Active Consumers</b>	Shows demand-side validation.
<b>Number of Produce Listings</b>	Shows marketplace usefulness.
<b>Listing Views and Contact Clicks</b>	Shows discovery behaviour and buying intent.
<b>User Testimonials</b>	Adds credibility and human proof.
<b>Pilot Community Results</b>	Shows the model can work in a real location.
<b>Repeat Usage</b>	Shows retention potential.
<b>Partner Interest</b>	Shows ecosystem relevance.
<b>Early Revenue or Transaction Activity</b>	Shows commercial potential.

**The most investor-relevant future validation will be: active growers + active consumers + repeat local transactions.**

### Validation Roadmap



<b>Current Stage</b>	Website is live, Keboon Directory is available, and limited user sign-ups show early interest.
<b>Next 1-3 Months</b>	Track sign-up funnel, interview growers and consumers, collect website feedback, and improve the directory experience.
<b>Next 3-6 Months</b>	Run surveys, onboard the first active grower cluster, track profile completion and listing activity, and begin pilot planning.
<b>Next 6-12 Months</b>	Launch a pilot community, measure enquiries and repeat usage, test manual reservations or transactions, and collect testimonials.
<b>Next 12+ Months</b>	Convert pilot learning into marketplace activity, add payment or order flow, build partner case studies, and prepare investor traction metrics.

## Summary

Keboon does not yet have major traction, and this should be communicated transparently. However, the project has moved beyond the idea stage. The platform is live, the Keboon Directory feature is available, and limited user sign-ups show initial interest.

The strongest validation opportunity is now to prove that local growers want visibility and that consumers want to discover fresh produce near them. If Keboon can demonstrate active profiles, produce listings, enquiries, repeat usage, and successful pilot transactions, it will have a much stronger case for investment, partnerships, and expansion.

**The current traction is early, but the validation path is clear: prove discovery, then prove connection, then prove transactions, then scale the ecosystem.**

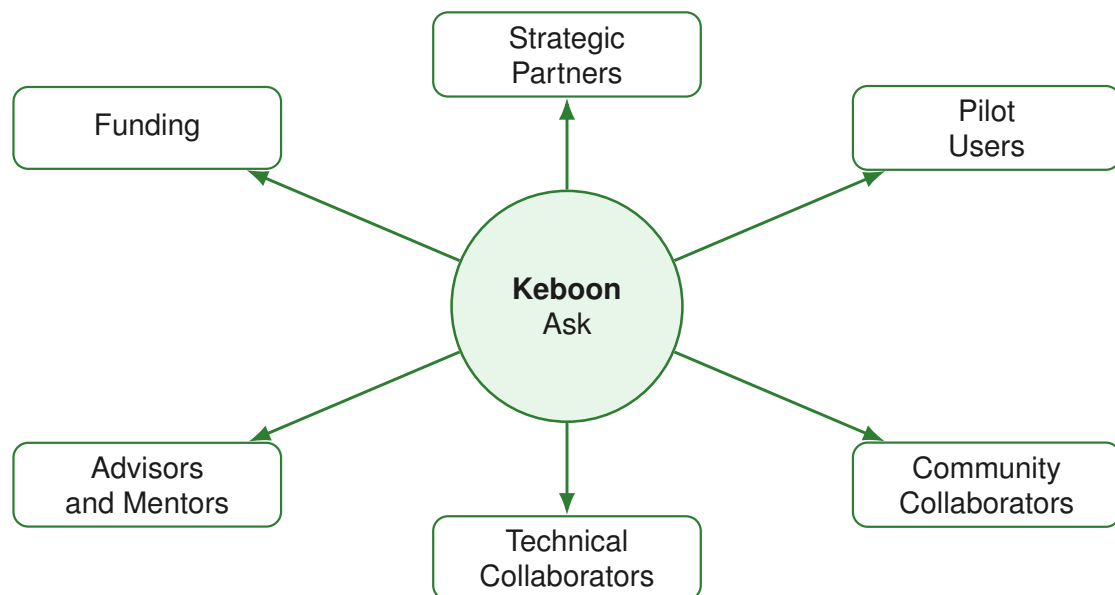
## Collaboration / Investment Ask

**Keboon is seeking strategic support to move from early validation into pilot execution, marketplace growth, and long-term ecosystem development.** The primary ask is funding, but Keboon is also open to pilot partners, advisors, developers, community collaborators, and strategic organisations that can help accelerate adoption and impact.

Keboon is currently live through **keboon.net**, with the Keboon Directory feature serving as the first validation layer. The next stage is to convert early interest into measurable traction by onboarding growers, activating consumers, testing local food discovery, and preparing the foundation for a full grower-to-consumer marketplace.

To achieve this, Keboon is looking for **funding, strategic partners, pilot collaborators, advisors, developers, and ecosystem supporters** who share the vision of building a more connected, transparent, and resilient local food system.

### What We Are Asking For



<b>Type of Support</b>	<b>What Keboon Needs</b>	<b>Why It Matters</b>
<b>Funding</b>	Seed, pre-seed, grant, sponsorship, or innovation funding.	To build the product, run pilots, and scale early adoption.
<b>Strategic Partners</b>	Government bodies, local councils, NGOs, universities, agriculture organisations, ESG partners, and sustainability groups.	To build trust, access communities, and support food security initiatives.
<b>Pilot Users</b>	Growers, consumers, community gardens, small farms, cafés, and local food businesses.	To validate the marketplace model in real communities.
<b>Advisors / Mentors</b>	Experts in agriculture, food security, marketplace growth, product strategy, policy, finance, operations, and fundraising.	To guide strategy and reduce execution risk.
<b>Technical Collaborators</b>	Developers, UI/UX designers, data specialists, AI collaborators, and future IoT collaborators.	To strengthen the platform and prepare future capabilities.
<b>Community Collaborators</b>	Urban farming groups, residential associations, educators, local advocates, and sustainability communities.	To build grassroots adoption and local trust.

## Collaboration / Investment Ask Continued

### Primary Investment Ask

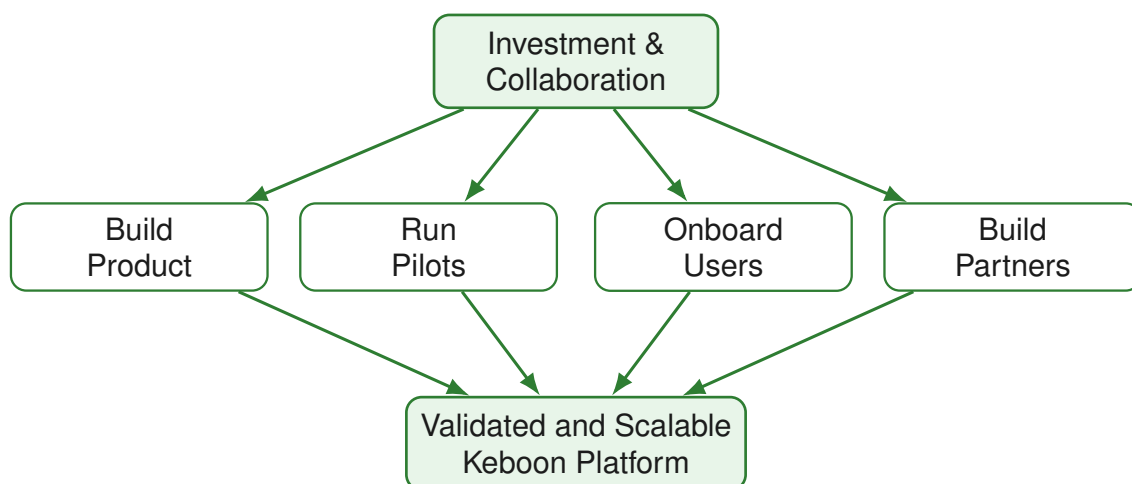
Keboon is seeking early-stage funding to support the next 12 to 18 months of product development, validation, and market activation. At this stage, the funding need is focused on proving traction, not scaling too early.

The goal is to demonstrate that growers are willing to join, consumers are willing to discover and buy, and local communities can benefit from a direct food connection platform.

<b>Product Development</b>	Improve the Keboon Directory, build MVP marketplace features, strengthen geolocation-based discovery, and improve the user experience.
<b>Pilot Execution</b>	Launch focused pilot communities in Malaysia to validate local grower-consumer discovery, enquiries, and early transaction behaviour.
<b>Grower and Consumer Acquisition</b>	Onboard early growers, activate consumers, build local marketplace density, and test referral-driven growth.
<b>Trust and Safety</b>	Develop profiles, reviews, reporting tools, quality guidelines, user support, and admin monitoring.
<b>Marketing and Community Activation</b>	Run local campaigns, grower stories, community events, social content, and educational outreach.
<b>Validation and Impact Measurement</b>	Track sign-ups, active users, listings, views, enquiries, reservations, repeat usage, user feedback, and pilot performance.
<b>Partnership Readiness</b>	Prepare materials, data, and case studies for strategic partners, funders, local councils, NGOs, universities, and ESG collaborators.

**Investment focus:** Keboon is seeking capital to validate, strengthen, and prepare the platform for scalable growth. The immediate priority is not mass expansion, but proving the model through focused Malaysian pilot communities.

## How Support Will Be Used



The support will be used to move Keboon from early validation into a measurable pilot stage. Product investment will improve core features. Pilot support will test the platform in real communities. Growth support will attract growers and consumers. Partnership support will build credibility, trust, and distribution channels.

## Collaboration Opportunities

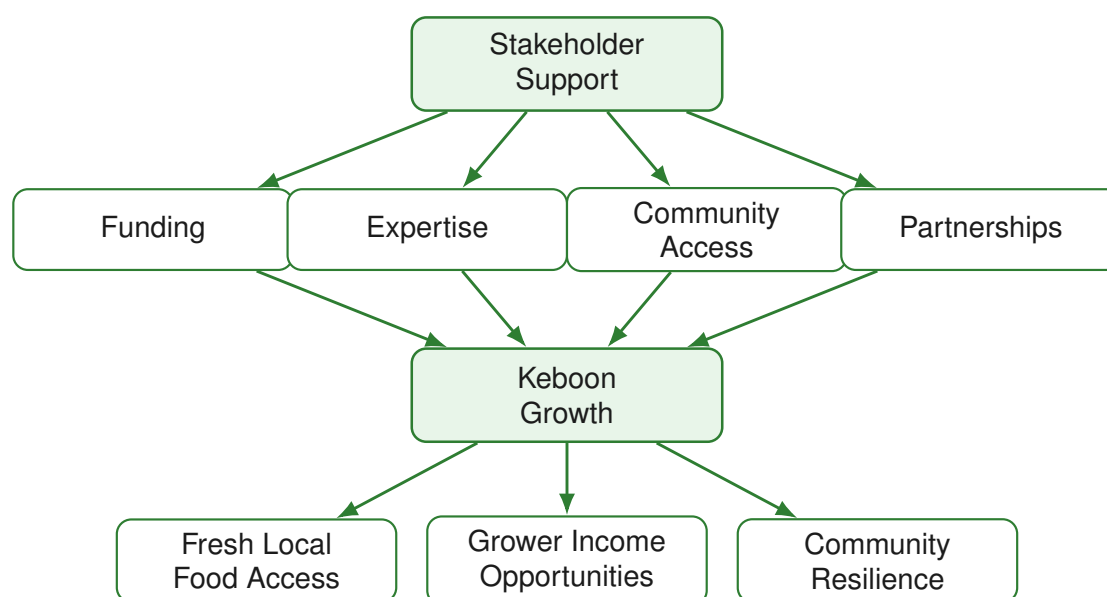
<b>Government and Public-Sector Collaboration</b>	Local food resilience pilots, urban farming awareness campaigns, community grower mapping, neighbourhood food access programmes, sustainability education, and public-private innovation pilots.
<b>NGO and Sustainability Collaboration</b>	Food waste reduction campaigns, grower education, community garden activation, local produce awareness, low-income food access, and sustainability workshops.
<b>Agriculture and Grower Support Partners</b>	Seeds, soil, tools, farming material support, bulk purchasing, grower training, crop planning support, and sponsored grower programmes.
<b>University and Research Collaboration</b>	Campus grower networks, urban farming research, food system studies, student entrepreneurship programmes, data collection, and impact assessment.
<b>Corporate ESG Collaboration</b>	Sponsored community gardens, employee sustainability challenges, local grower support funds, ESG impact campaigns, and food security pilot sponsorships.
<b>Technical Collaboration</b>	Platform development, UI/UX improvement, geolocation features, marketplace flow, analytics, AI support, and future IoT capability.

## Collaboration / Investment Ask Continued

### What Investors and Collaborators May Gain

Keboon offers investors and collaborators the opportunity to support a platform with both commercial and social impact potential. The project sits at the intersection of fresh food, local commerce, sustainability, grower empowerment, and community food security.

<b>Investors</b>	Exposure to an early-stage marketplace with recurring food demand, scalable platform potential, future monetisation layers, and regional expansion opportunity.
<b>Strategic Partners</b>	A practical platform for community food initiatives, sustainability campaigns, local food resilience, and measurable public or social impact.
<b>Growers and Pilot Communities</b>	Visibility, access to nearby buyers, potential side income, community recognition, and future access to grower support services.
<b>Technical Collaborators</b>	Opportunity to build a product with real-world social impact across marketplace, geolocation, community, data, and agriculture technology systems.
<b>Public-Sector Stakeholders</b>	A tool to support food security awareness, local grower mapping, community participation, and scalable pilot programmes.
<b>Corporate ESG Partners</b>	A visible and practical way to support sustainability, community resilience, local growers, and food security initiatives.



### Why Support Keboon Now

Keboon is at the stage where the right support can significantly accelerate progress. The problem is clear: local food systems are fragmented, consumers want fresher and more transparent produce, and growers need better access to nearby buyers.

The product direction is also clear: begin with a local grower directory, validate discovery, then expand into transactions, community features, grower support, partnerships, and long-term ecosystem services.

Supporting Keboon now means helping shape the platform at a foundational stage. Early collaborators and investors have the opportunity to help define the pilot model, build the first grower-consumer communities, shape the product roadmap, create early success stories, and support a mission-driven food technology platform.

## Next Step for Readers

Keboon invites interested investors, partners, advisors, and collaborators to begin a conversation around one of the following next steps:

<b>Investment Discussion</b>	Explore seed, pre-seed, grant, or sponsorship support for product development, pilot execution, and early growth.
<b>Pilot Collaboration</b>	Work with Keboon to launch a community-based grower-consumer pilot in Malaysia.
<b>Strategic Partnership</b>	Collaborate on food security, sustainability, urban farming, grower support, or community development initiatives.
<b>Advisory Support</b>	Provide expertise in agriculture, marketplace growth, product strategy, policy, partnerships, fundraising, or operations.
<b>Technical Collaboration</b>	Support the development of geolocation features, marketplace flows, data tools, UI/UX, AI, or future IoT capabilities.
<b>Grower or Community Onboarding</b>	Introduce Keboon to growers, community gardens, local food groups, consumers, or pilot communities.

## Collaboration / Investment Ask Continued

### 12–18 Month Support Priorities

The immediate goal is to strengthen Keboon’s foundation before large-scale expansion. Support will be prioritised toward product validation, pilot activity, user acquisition, community trust, and investor readiness.

<b>Product Foundation</b>	Improve the directory, build MVP marketplace features, strengthen onboarding, and improve user experience.
<b>Pilot Communities</b>	Run focused pilots in selected Malaysian communities to test grower-consumer discovery and marketplace activity.
<b>User Acquisition</b>	Onboard growers first, activate consumers second, and build local supply-demand density.
<b>Trust Infrastructure</b>	Develop profiles, reviews, reporting, verification, guidelines, and user support.
<b>Community Activation</b>	Run grower stories, local events, referral campaigns, and educational content.
<b>Partnership Development</b>	Build relationships with councils, NGOs, universities, agriculture organisations, cafés, and ESG partners.
<b>Validation Data</b>	Measure sign-ups, profiles, listings, views, enquiries, repeat usage, satisfaction, pilot results, and early revenue indicators.
<b>Fundraising Readiness</b>	Prepare traction reports, pitch materials, financial assumptions, pilot case studies, and partnership documentation.

### Closing Ask

**Keboon is seeking funders, strategic partners, pilot communities, advisors, and technical collaborators who believe in building a more connected and resilient local food ecosystem.** The immediate goal is to strengthen the Keboon Directory, validate grower-consumer discovery, launch focused pilot communities in Malaysia, and develop the foundation for a full local food marketplace.

Keboon invites interested stakeholders to connect and explore investment, partnership, pilot, advisory, or technical collaboration opportunities.

### Summary

Keboon is seeking support to move from early validation into focused pilot execution and marketplace growth. The strongest immediate need is funding, but Keboon is also looking for strategic partners, pilot users, advisors, developers, and community collaborators.

Support will be used to improve the product, onboard growers and consumers, launch pilot communities, collect validation data, and prepare the platform for scalable growth.

For investors and collaborators, Keboon offers the opportunity to support an early-stage plat-

form with commercial potential and strong social relevance. The product sits at the intersection of fresh food, local commerce, sustainability, grower empowerment, and community food security.

**The ask is clear: help Keboon validate, build, and scale a local food ecosystem that connects people to fresh produce, supports growers, and strengthens community resilience.**

## Impact & Future Potential

**Keboon's long-term potential goes beyond building a marketplace for fresh produce.** At its core, Keboon is designed to strengthen the relationship between people, food, growers, and communities by making local food systems more visible, connected, and resilient.

The first version of Keboon focuses on local food discovery through the Keboon Directory and future grower-to-consumer marketplace features. However, the larger opportunity is to build a scalable local food ecosystem that supports food security, grower income, sustainability, community participation, and smarter food distribution.

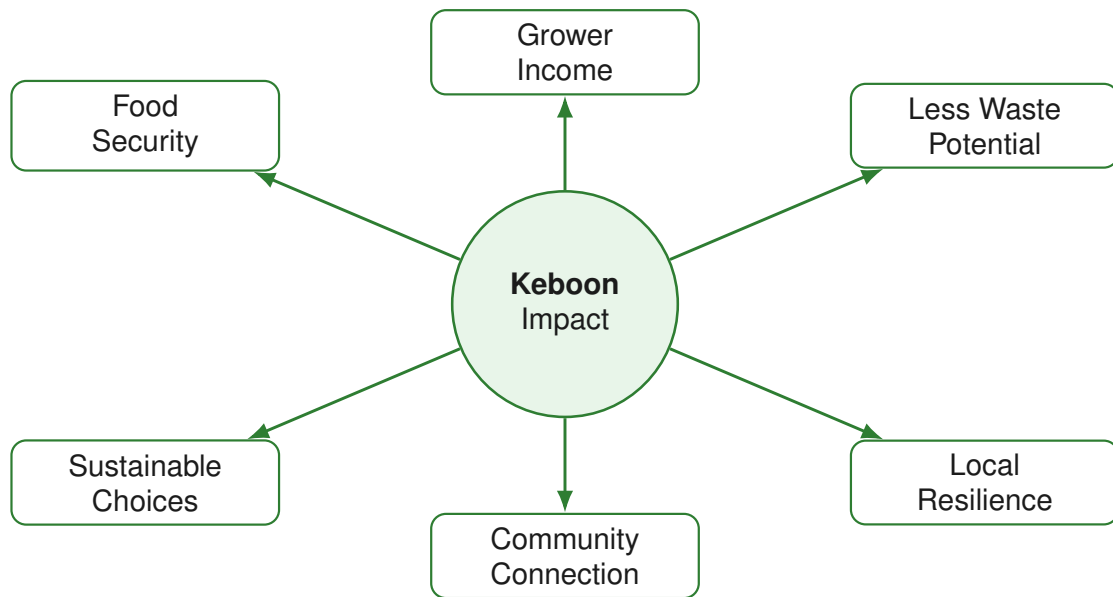
Keboon starts with a simple question: **How can people find fresh produce grown near them?**

Over time, Keboon can grow into a much bigger platform that helps answer: **How can communities become more self-reliant, sustainable, and connected through food?**

### Long-Term Impact

Keboon has the potential to create impact across five major areas.

<b>Local Food Security</b>	Keboon can help communities discover and support food sources closer to home, adding a community-level layer to food resilience.
<b>Grower Income and Visibility</b>	Small-scale growers, urban farmers, home gardeners, and freelance growers can gain visibility, direct buyer access, and new income opportunities.
<b>Reduced Waste and Inefficiency</b>	By matching local supply with nearby demand, Keboon can reduce unnecessary logistics, surplus waste, and mismatch between production and consumption.
<b>Sustainable Consumer Behaviour</b>	Keboon makes sustainability easier to act on by turning local food support into a simple everyday behaviour.
<b>Community Connection</b>	The platform can help rebuild trust and connection between growers and consumers through profiles, stories, local campaigns, and shared participation.



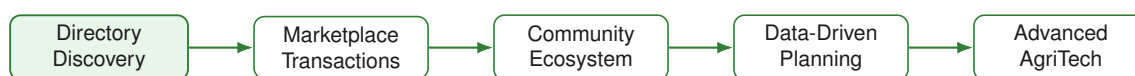
## How Keboon Could Grow Over Time

Keboon’s growth can happen in clear stages. The platform should first validate local discovery, then enable transactions, then grow into community, support, data, and advanced agriculture technology.

<b>Stage 1: Directory and Discovery</b>	Help users discover local growers and food sources nearby. This validates whether growers want visibility and consumers want local food discovery.
<b>Stage 2: Marketplace Transactions</b>	Support direct buying, reservations, payments, pickup, short-distance fulfilment, reviews, and order history.
<b>Stage 3: Community and Grower Support</b>	Introduce grower stories, forums, education, bulk purchasing, curated produce boxes, and community campaigns.
<b>Stage 4: Data-Driven Food Ecosystem</b>	Use aggregated platform activity to understand demand, supply gaps, seasonal trends, and local food planning opportunities.
<b>Stage 5: Advanced Agriculture Technology</b>	Explore AI-assisted growing recommendations, IoT crop monitoring, digital wallet features, and smart grower dashboards.

## Impact & Future Potential Continued

### Platform Growth Path



### Future Markets and Use Cases

Keboon can expand into several future markets and use cases beyond the first version of the product.

<b>Local Consumer Marketplace</b>	Fresh produce discovery and direct buying from nearby growers.
<b>Urban Farming Ecosystem</b>	Support home growers, community gardens, freelance growers, and small urban farms.
<b>Grower Support Marketplace</b>	Provide seeds, soil, tools, materials, training, and grower services.
<b>B2B Local Sourcing</b>	Help cafés, restaurants, small grocers, and food businesses source locally.
<b>Community Food Security Pilots</b>	Support local councils, NGOs, and public-sector initiatives through practical community-based pilots.
<b>Corporate ESG Programmes</b>	Enable companies to sponsor grower support, community gardens, sustainability campaigns, or local food initiatives.
<b>Education and Awareness</b>	Partner with schools, universities, and communities on sustainability learning, urban farming, and food system education.
<b>Data and Insights</b>	Provide aggregated local food supply and demand intelligence for growers, partners, and community planning.
<b>Regional Expansion</b>	Adapt the model across Southeast Asia and eventually global communities with similar local food challenges.

### Bigger Opportunities Beyond the First Version

The first version of Keboon helps users discover local growers. The bigger opportunity is to become the operating layer for local food ecosystems.

<b>From Directory to Marketplace</b>	Move from “find growers near me” to “buy fresh produce near me.”
<b>From Marketplace to Community</b>	Build forums, stories, events, knowledge sharing, crowdfunding, and local food campaigns.
<b>From Community to Grower Support</b>	Support growers with materials, planning, education, bulk purchasing, and demand visibility.
<b>From Grower Support to Data Intelligence</b>	Use platform activity to understand community needs, local supply patterns, and supply-demand gaps.
<b>From Local Platform to Regional Infrastructure</b>	Scale the model from Malaysia into Southeast Asia and other markets where local food resilience is relevant.

**Future potential:** Keboon can evolve from a directory into a marketplace, from a marketplace into a community platform, and from a community platform into the digital infrastructure for local food resilience.

## Impact & Future Potential Continued

### What Success Could Look Like in 3 to 5 Years

In 3 to 5 years, success for Keboon could look like a measurable, active, and trusted local food ecosystem. The goal is not only to have users, but to show repeat behaviour, community impact, grower value, and scalable market potential.

<b>3-Year Vision</b>	Keboon has active local food communities in several Malaysian cities or states, a growing database of local growers, regular consumer activity, pilot results, early revenue, and partnerships with community groups, sustainability organisations, universities, or local councils.
<b>5-Year Vision</b>	Keboon becomes a recognised local food ecosystem platform in Malaysia and selected Southeast Asian markets, with marketplace activity, B2B sourcing, grower support services, community features, strategic partnerships, data insights, and early AI or IoT-enabled tools.



<b>Year 1</b>	Validate directory and marketplace demand, run pilot communities in Malaysia, and build the early grower and consumer base.
<b>Year 2</b>	Expand marketplace features, add payment, reviews, grower dashboards, local partnerships, and early revenue layers.
<b>Year 3</b>	Scale across Malaysian communities, launch grower support features, test B2B sourcing, and build stronger brand recognition.
<b>Year 4</b>	Build data-driven ecosystem tools, introduce demand insights, strengthen public-private partnerships, and improve planning support.
<b>Year 5</b>	Pilot Southeast Asia expansion, introduce advanced AI or IoT grower support, and position Keboon as a local food ecosystem platform.

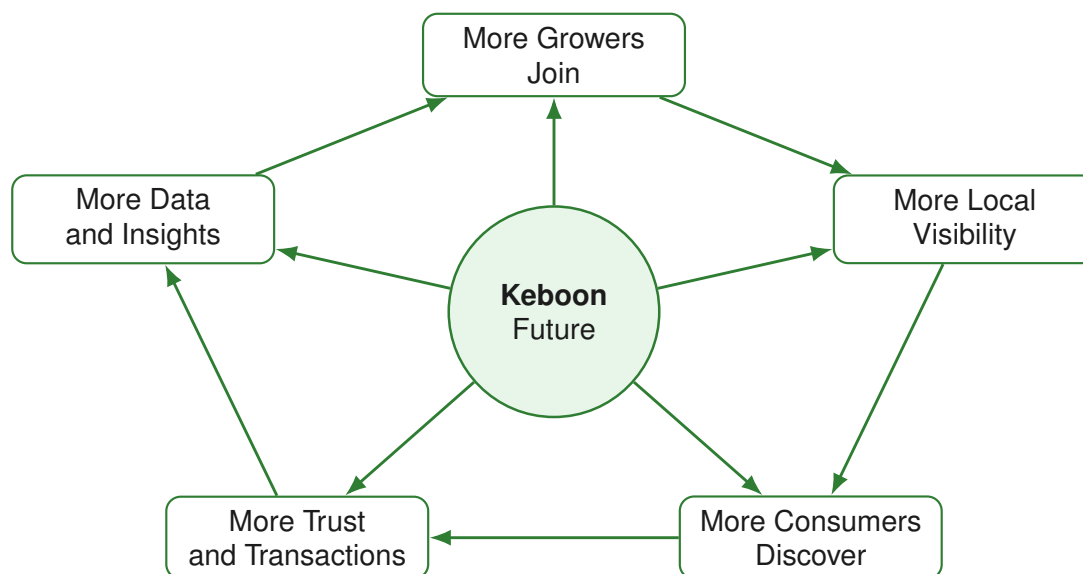
### Why Stakeholders Should Care

Stakeholders should care about Keboon’s future potential because the platform addresses a problem that is commercial, social, and strategic.

<b>Investors</b>	Keboon offers long-term platform potential, recurring food demand, multiple monetisation layers, and possible regional expansion.
<b>Government and Public Sector</b>	Keboon can support food security awareness, local grower mapping, community participation, and scalable food resilience pilots.
<b>Partners and NGOs</b>	Keboon gives partners a platform to turn sustainability, urban farming, and food security goals into practical community action.
<b>Growers</b>	Keboon can provide visibility, buyer access, income opportunities, training, material support, and future planning tools.
<b>Consumers and Communities</b>	Keboon helps everyday people access fresh local produce, support nearby growers, reduce waste potential, and participate in a more resilient food system.

# Impact & Future Potential Continued

## Future Potential Flywheel



The more growers join, the more local food becomes visible. The more local food becomes visible, the more consumers can discover and support it. More transactions create more trust, while platform activity creates more insight into demand, supply gaps, and community needs. This creates a long-term flywheel where the platform becomes more valuable as participation grows.

## Potential Impact Metrics

As Keboon grows, impact should be measured clearly so stakeholders can see both commercial and social progress.

<b>Grower Participation</b>	Number of active growers, profile completion rate, repeat listings, and grower retention.
<b>Consumer Participation</b>	Number of active consumers, repeat visits, repeat purchases, enquiries, and referral activity.
<b>Local Food Access</b>	Number of communities served, local produce listings, listing views, and successful connections.
<b>Grower Income Support</b>	Transaction activity, repeat buyers, B2B orders, and potential revenue generated for growers.
<b>Food Waste Reduction Potential</b>	Surplus listings, demand-based buying, shorter fulfilment distances, and reduced unsold produce where measurable.
<b>Community Engagement</b>	Events, campaigns, forum activity, grower stories, community partners, and pilot participation.
<b>Partnership Impact</b>	Number of NGO, public-sector, university, ESG, or agricultural collaborations.
<b>Scalability</b>	Number of active clusters, expansion cities, regional pilots, and repeatable launch playbooks.

## Summary

Keboon's future potential is significant because it begins with a simple, understandable use case and grows into a much larger platform opportunity.

The first version helps people discover local growers. The next version enables direct transactions. Future versions can support grower tools, community engagement, partnerships, B2B sourcing, data insights, AI, IoT, and regional expansion.

The long-term impact is clear: Keboon can help communities access fresher local food, help growers earn and grow, reduce waste potential, strengthen local resilience, and support broader sustainability and food security goals.

**Keboon's future potential is not only to sell produce online. It is to become the digital infrastructure for community-powered food resilience.**