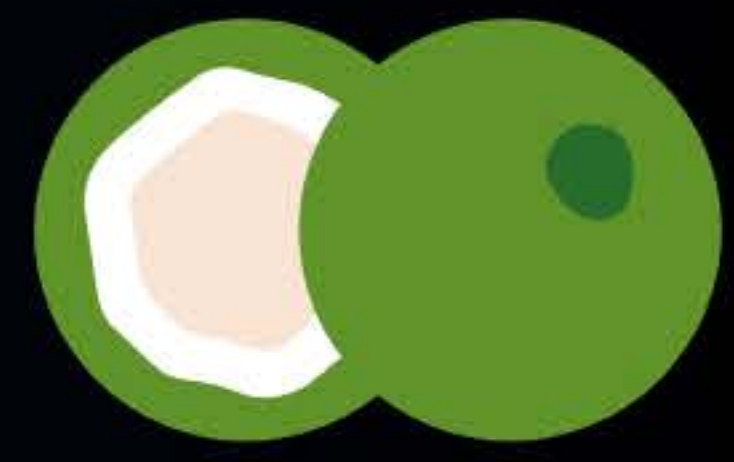


Cross Border Logistics Platform

#coconutsilo #make
#logistics #easy



About



COCONUT SILO ●

Coconut silo is a smart solution that enables users to get orders **easier**.

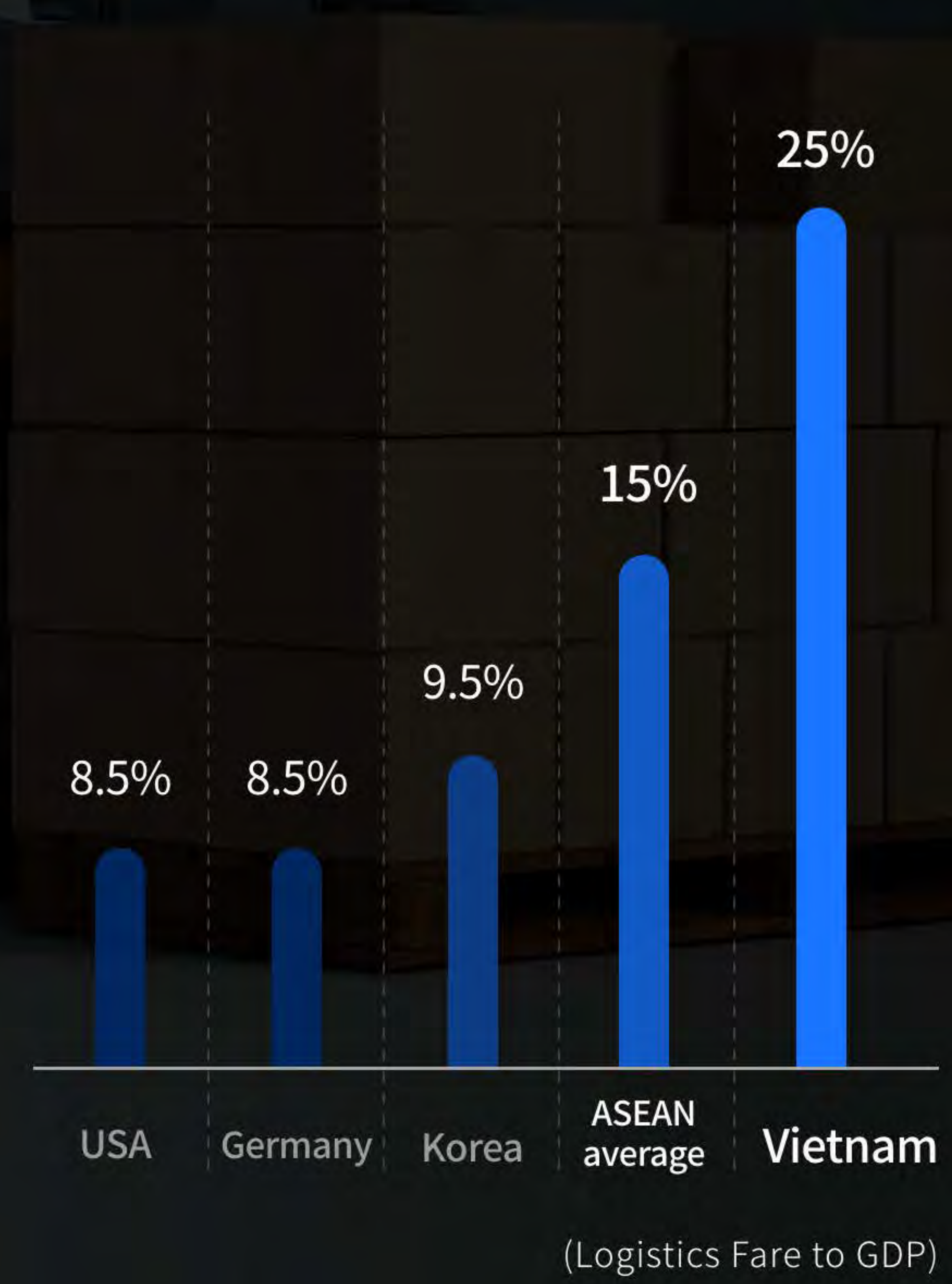
Track your cargo anytime, anywhere.

Make more money without additional fees.



Problem

Logistics Fare equals
25% of Vietnam's GDP



*Logistics Fare to GDP
in ASEAN Countries (%)

- ETC
- 10-15 (%)
- 15-20 (%)
- 20-25 (%)

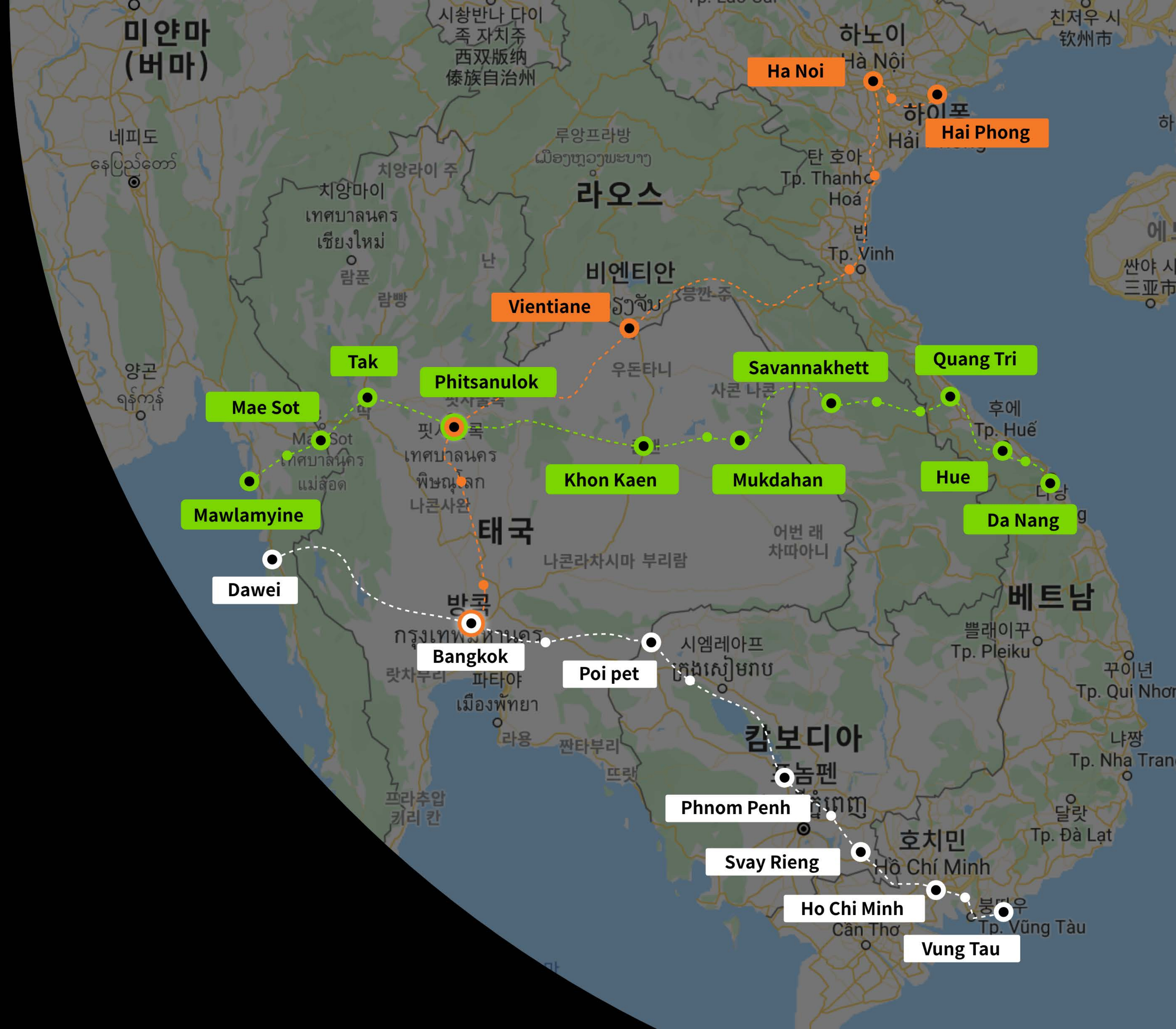


High Logistics
cost to GDP

Problem

Cross border logistics

Cross border logistics is about **22% more expensive** than Vietnam's domestic logistics. Cross border logistics is estimated to grow 30% annually.



Problem

Inefficiencies in current market



Waste of time



Waste of money



Conventional ways for communication
(Mails, Phone calls)



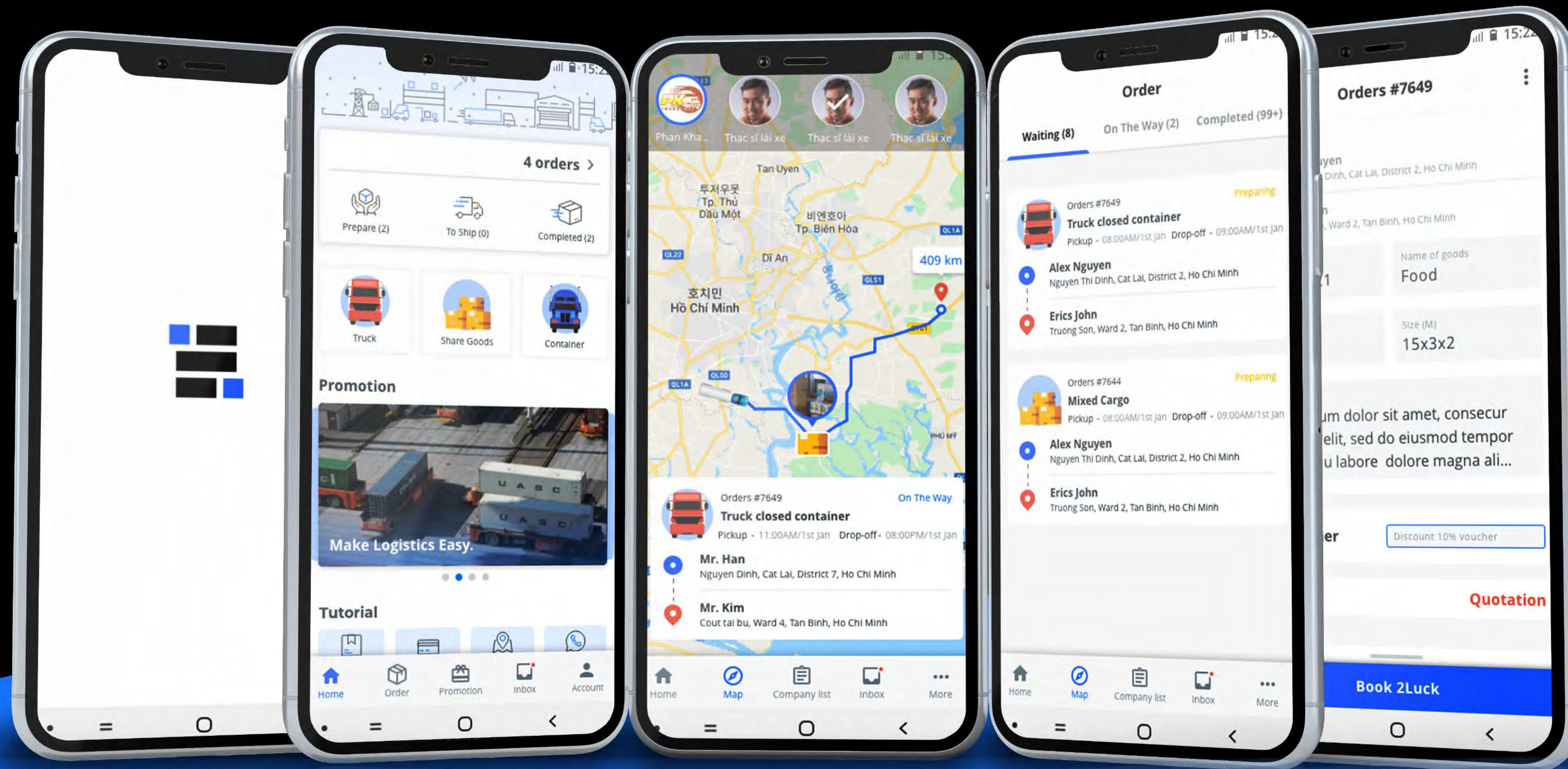
Logistics companies search for
appropriate truck drivers manually.



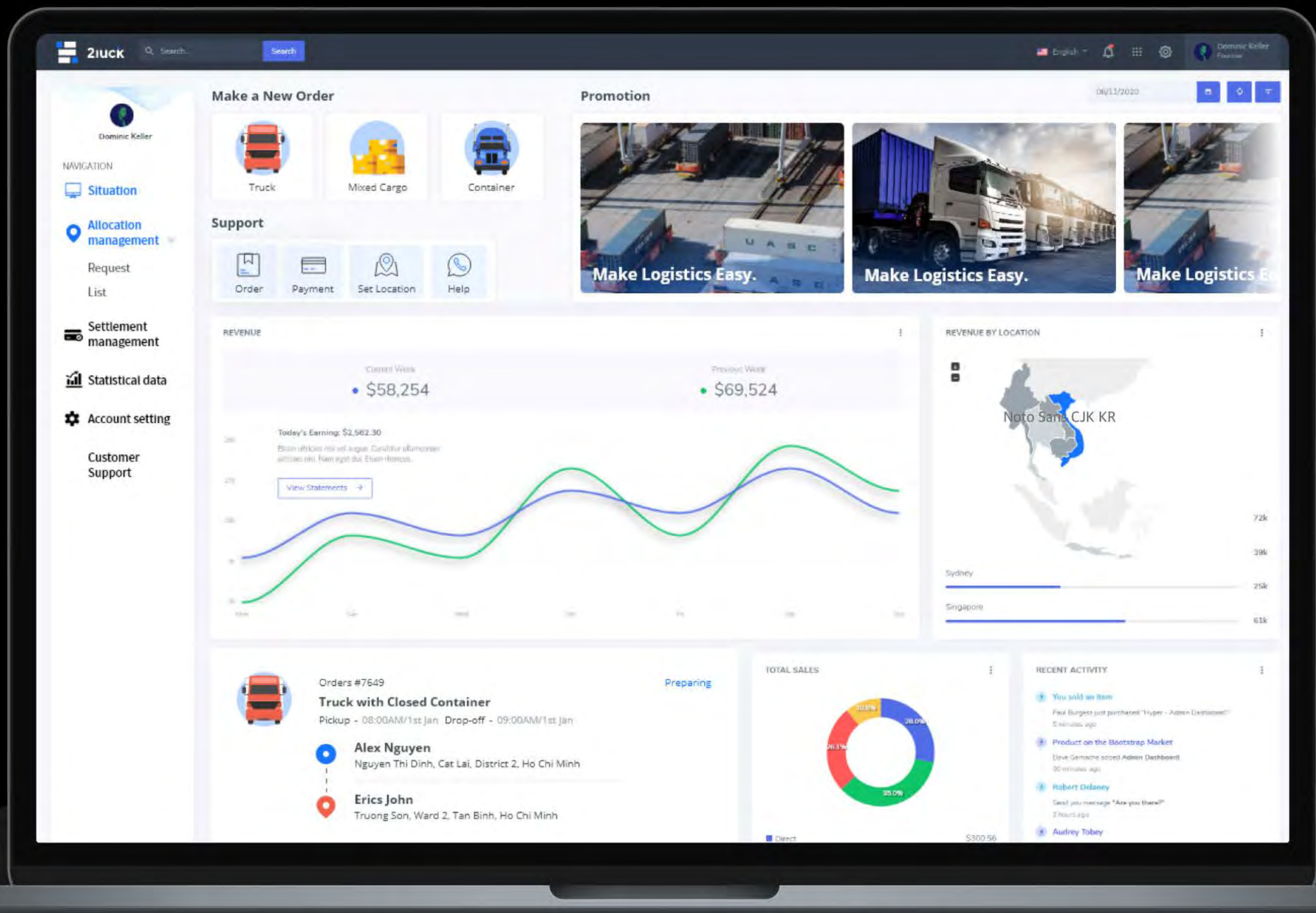
Truck drivers have to wait
until the allocation for right order.

Service UI

One-stop total logistics solution in 5 minutes

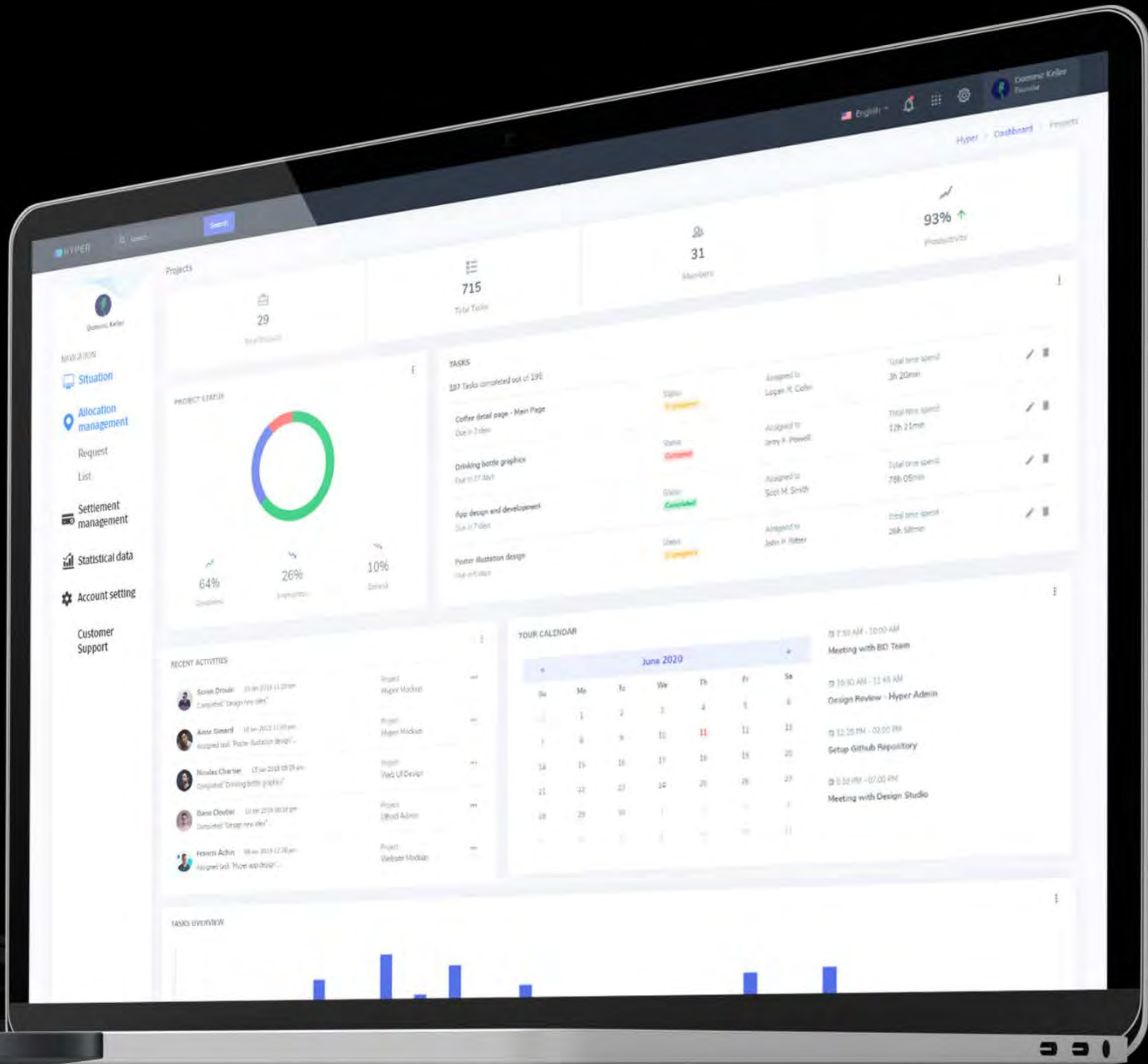


Service UI



1

Sign in and view features



2

Enter cargo details

Solution

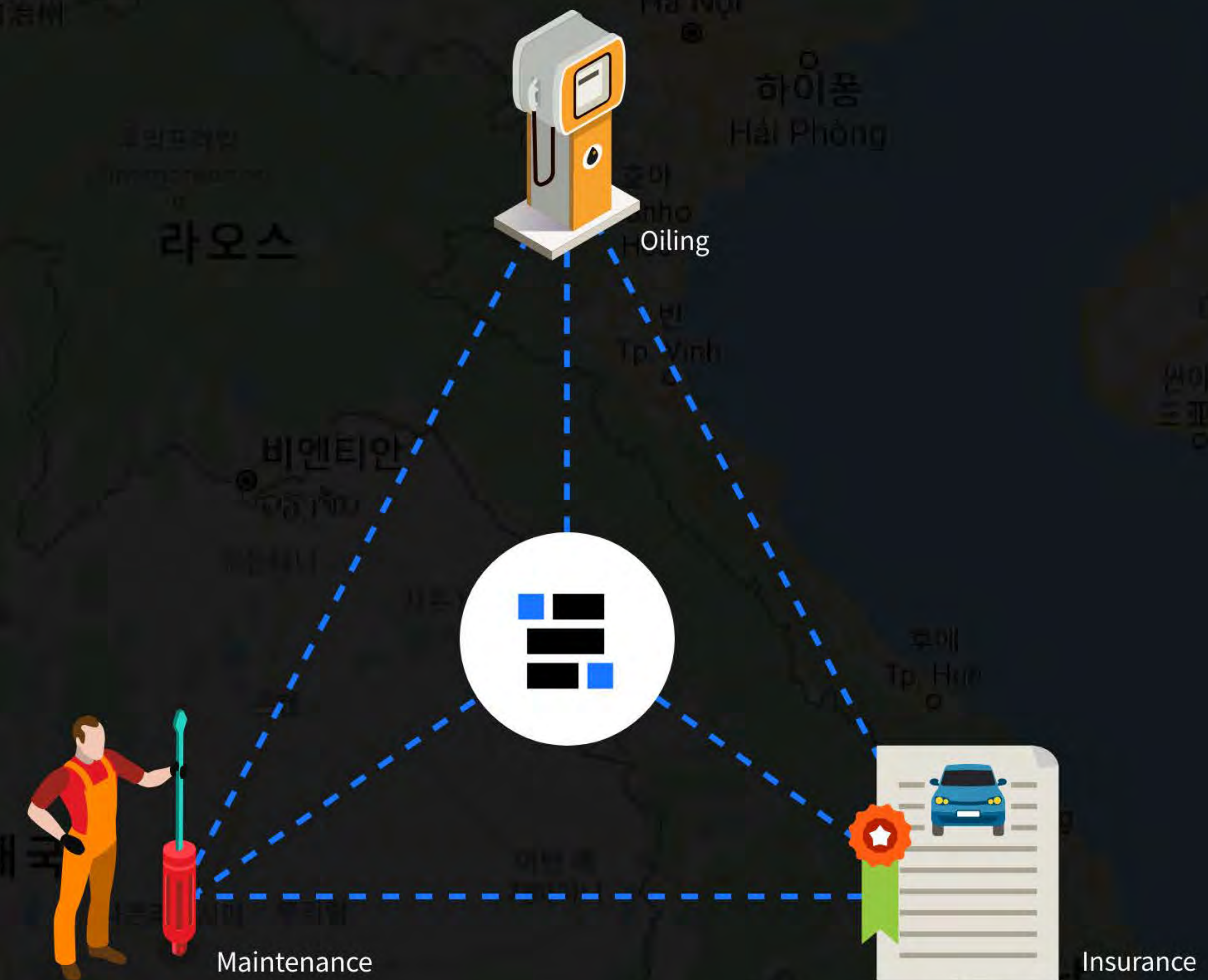
Easy to transit

- Cargo owners can move their cargo, even if they do not have trucks.
- Logistics companies are key players in our platform.



Price Competitiveness

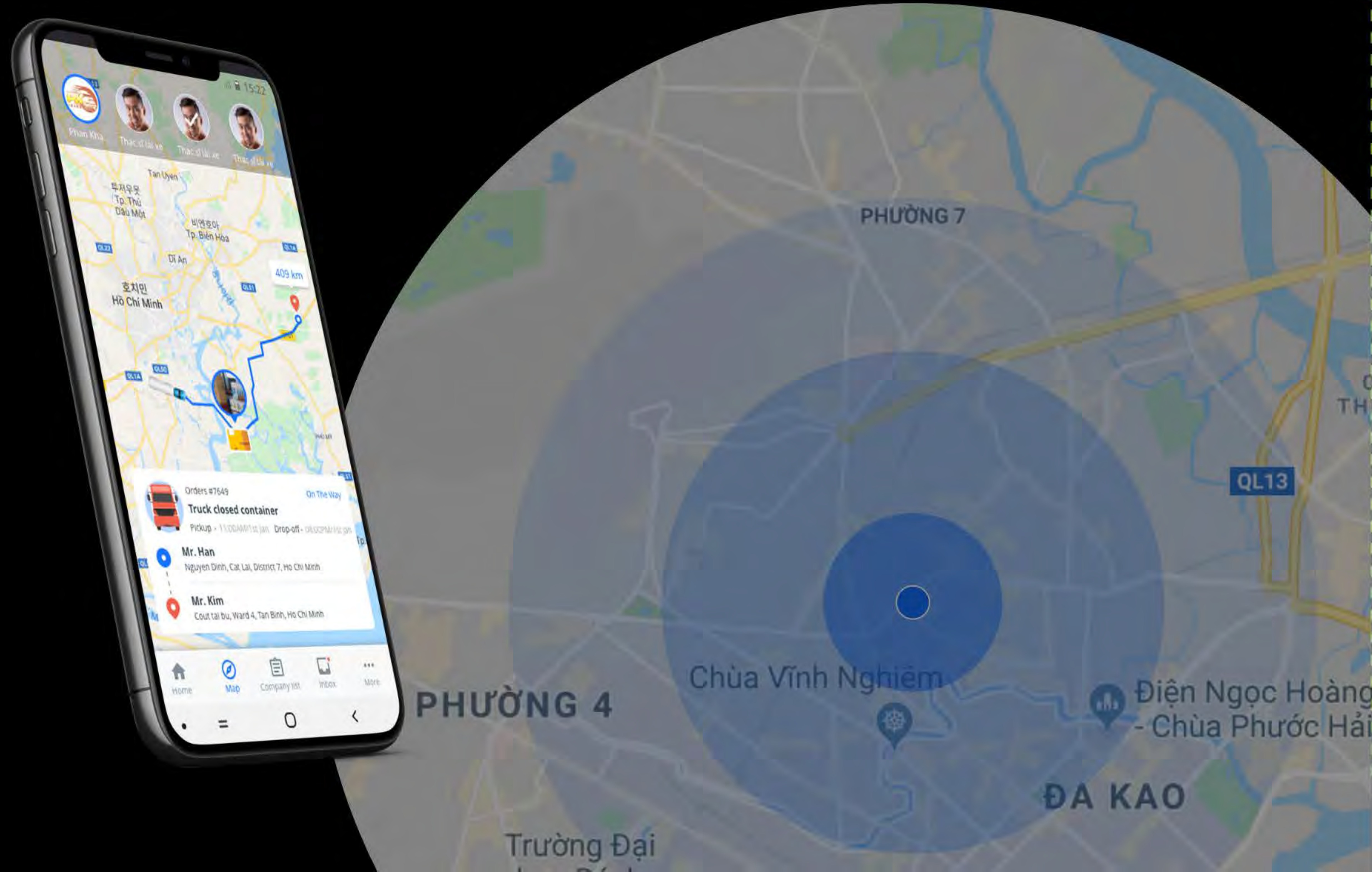
- Individually targeted 3rd party services are provided. (Insurance, fueling, maintenance)
- Increase profits for all.



Differentiation

Realtime Location

- Users can track resources easily, and can take actions during the process.



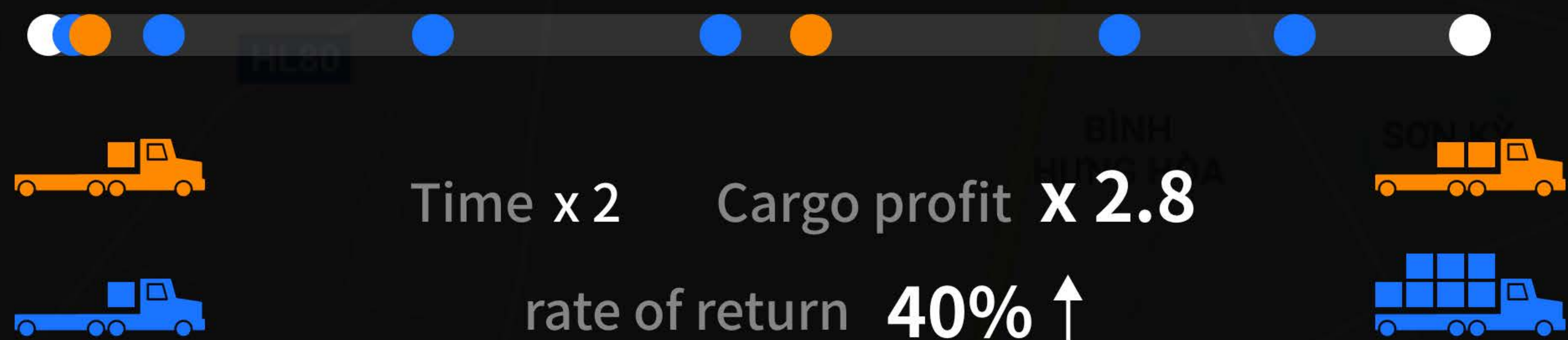
Big data based features

- Smart consolidation system
- “Matchback” algorithm
- Automated price suggestion
- Individually targeted 3rd party service

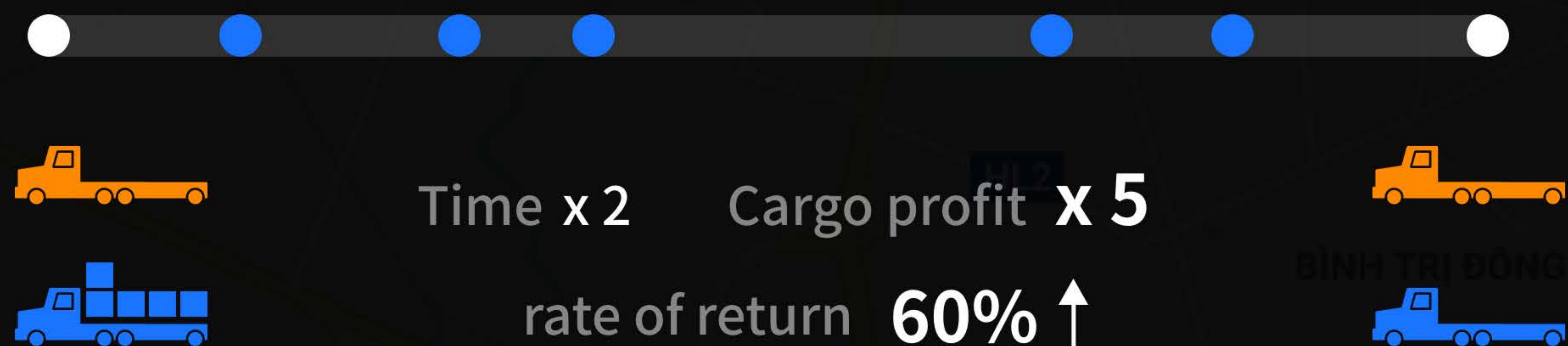


Differentiation

Increases profits for all >



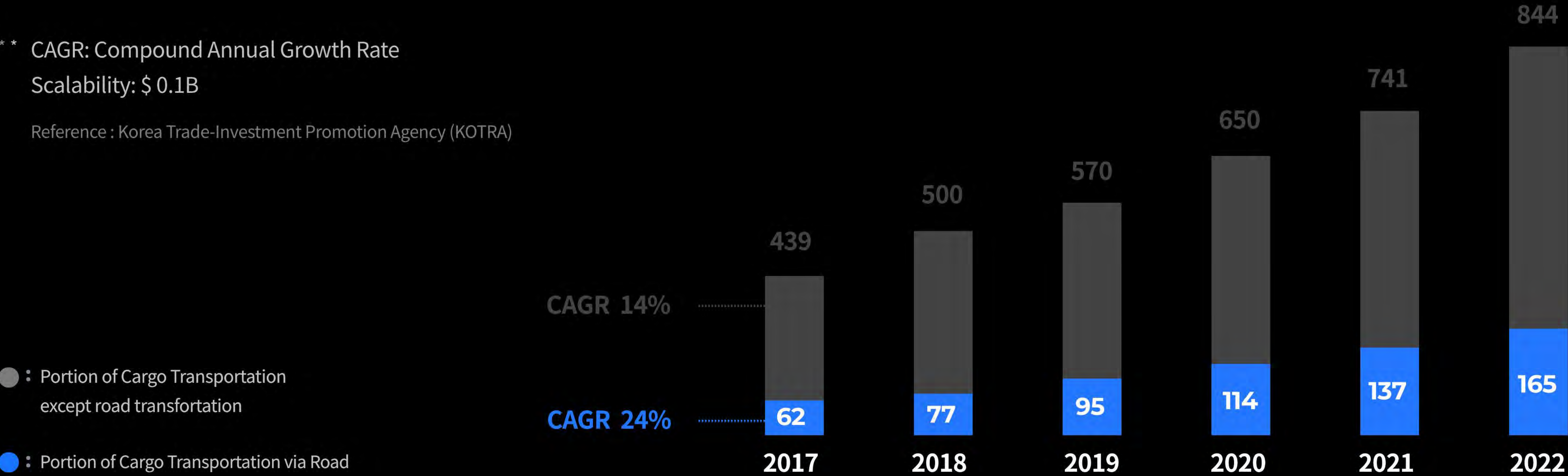
Heavy when you go back <



Market

Due to the rapid growth of the Vietnamese manufacturing industry, cargo transportation via road has grown 17% annually. It is estimated to triple in 5 years.

* * CAGR: Compound Annual Growth Rate
Scalability: \$ 0.1B
Reference : Korea Trade-Investment Promotion Agency (KOTRA)



Problem

BAC NINH

- Dai Dong - Hoanson Complex
- Yen Phong Complex
- Que Vo Complex

HAI PHONG

- Pho Noi A Complex
- Pho Noi B Complex

BINH DUONG

- VSIP Complex
- My Phuoc Complex
- Dong Anh Complex

HO CHI MINH

- Saigon Tech Park
- Cuchi Complex
- Hiep Phuoc Complex
- Le Minh Xuan, Tan Binh, Tan Tao
- Tan Toi Hiep, Tan Tuan, Linh Trung

DA NANG

- Hoacan Industrial
- Danang Tech Park
- Danang Complex

QUANG NGAI

- China Economic Complex
- VSIP
- Saigon China Complex

DONG NAI

- Nhon Trach Complex
- Roteko Complex
- Lokyan Complex
- Tanfu Complex

LONG AN

- Duc Hoa Complex
- Long Hau Complex

BA RIA-VUNG TAU

- Phu My 1th Complex
- Phu My 2th Complex
- My Xuan Complex

Feasibility

Korean
manufacturer
+
Vietnamese
logistics company



Market

15,000 Companies
\$9.6B per year market size
(Manufacturers in Vietnam)

TAM

1,775 Companies
\$4B per year market size
(Korean Manufacturers in Vietnam)

SAM

1,229 Companies
\$2.8B per year market size
(Korean Manufacturers in
Southern Vietnam)

SOM

Korean companies make up 35%
of Vietnam's whole GDP

- Vietnam logistics market growing **17%** annually.
Estimated to **triple in 5 years.**
- **70%** of Korean manufacturers locate
3 major cities in Southern Vietnam.
(HCMC, Dong Nai, Binh Duong)

A lot of platforms are used in Vietnam
due to the geographical characteristics
and local infrastructure.

	Hailing Platform		Sharing Platform
	Passenger Transportation	Cargo Transportation	
Trucks			
2 Wheeled Cars		  C2C B2C B2C(food)	
4 Wheeled Cars			

Competitor analysis



company

ABIVIN

Base Location

Hanoi

Launched

2015

Scale

200 Cargo owners

1,200 Vehicle Owner



company

LOGIVAN

Base Location

Hanoi

Launched

2017

Scale

10,000 Cargo owners

40,000 Vehicle Owner



company

ECO TRUCK

Base Location

HCMC

Launched

2017

Scale

200 Cargo owners

3,500 Vehicle Owner



company

LOGLAG

Base Location

Hanoi

Launched

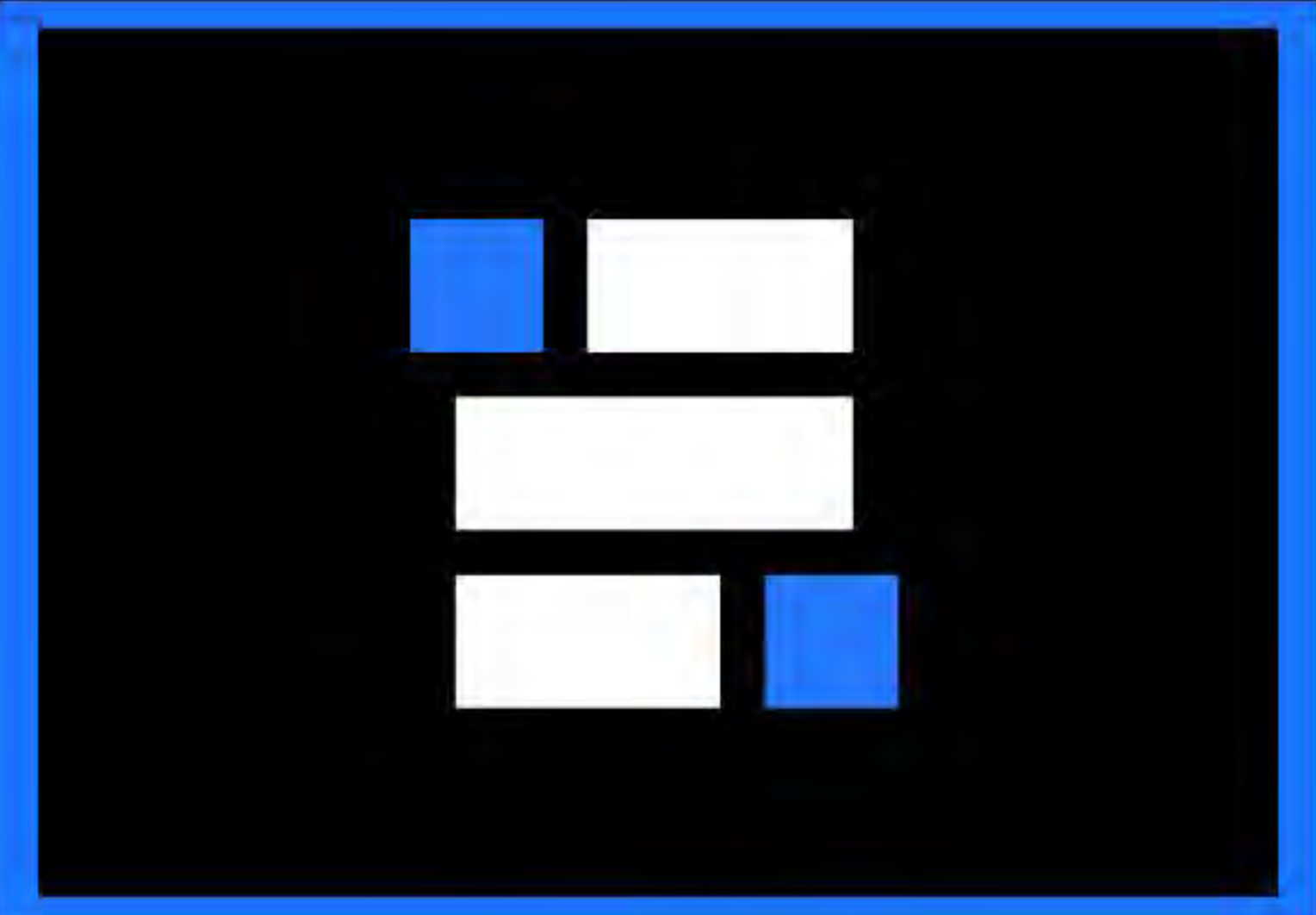
2018

Scale

50 Cargo owners

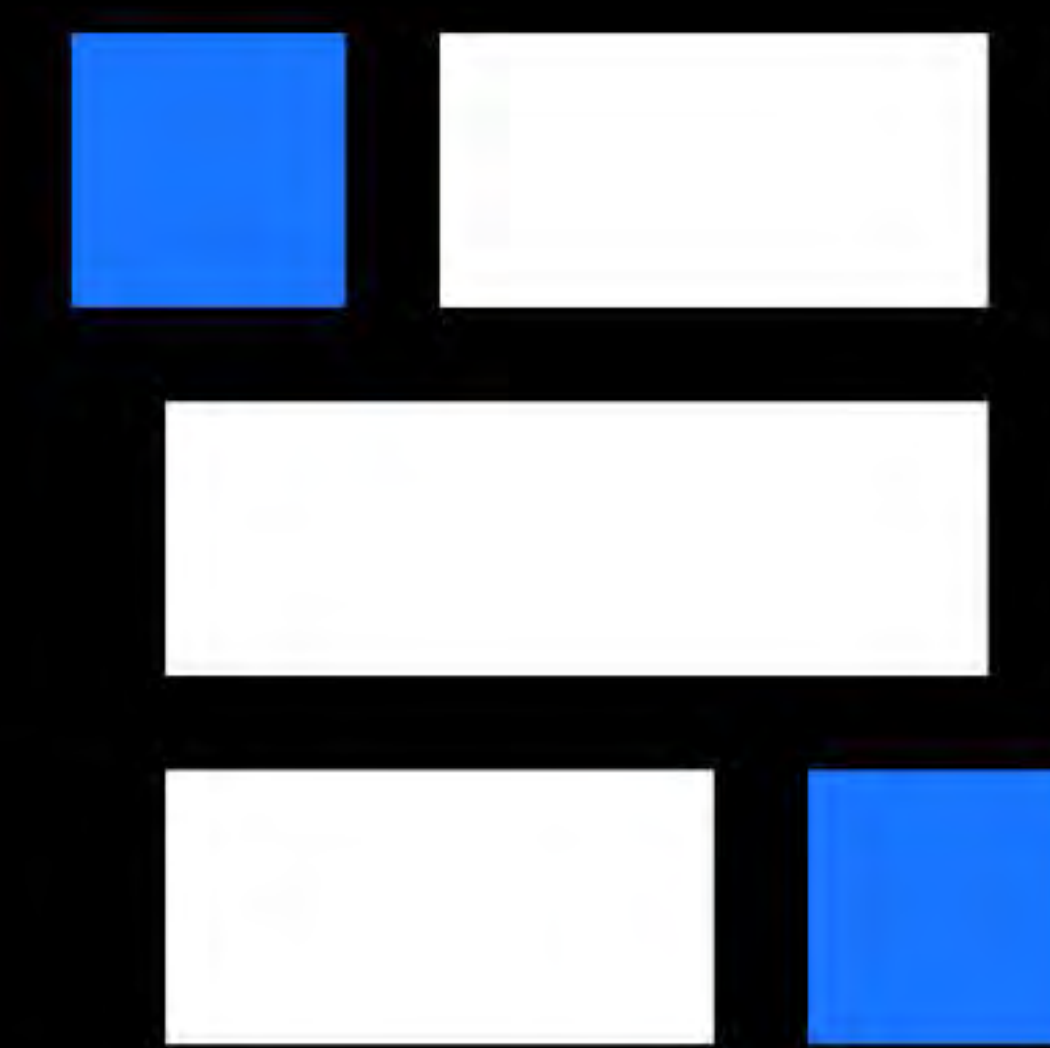
250 Vehicle Owner

Make
logistics
different

		
Business Model	B2B	B2C
Realtime tracing	O	O
Smart consolidation algorithm	O	X
Efficiency enhancement algorithm	O	X
Fleet Management System	O	X
Cross border logistics	O	X

Partnership

COCONUT
SILO



Hyundai Motor Group's In House Startup since April, 2018



Financial projection

Expect to secure **12% of Korean manufacturers** in next 2 years
Will enter the logistics market in Cambodia, Laos and Thai.

Based on market expansion,
revenue will be generated after 2022.



Team



CEO

Kim Seungyong

Hyundai Motor Group H-Startup Team
HM Commercial Vehicle Project Planning Team
E-Land Group Strategy Planning



CMO

Ahn Kangyeop

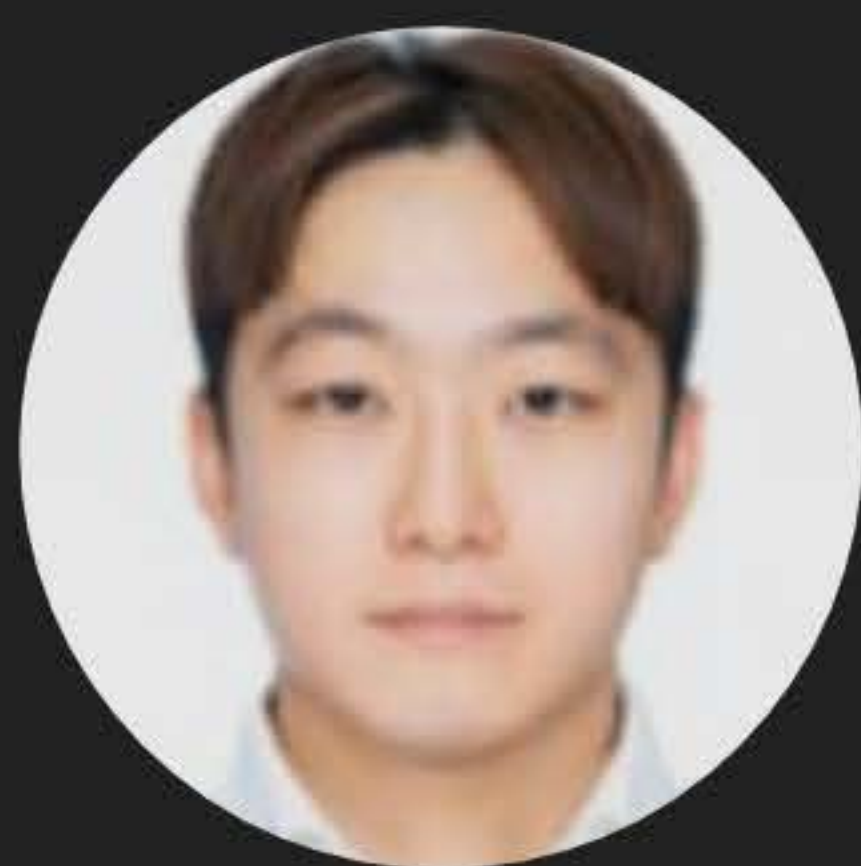
Hyundai Motor Group
H-Startup Team
HM Group Middle
Segment Vehicle PM



CTO

Sungil Kwon

Hyundai Motor Group AIR Lab
CJ Olive Networks DT
Convergence Laboratory



COO

Taewon Han

Samsung SDS sGen Club
SK Sunny Leader Group

Marketing Division



Marketing

Jaehyun Park



Design

Yoonhee Hwang



Marketing

Minseok Jeon



Front-end

Hyundong Sung



Front-end

Farrukh Atabekov



Developer

Sungmin Park



Design

Wookyung Choi

Development Division

Operation Division



Operation

Jungyeol Baek



(Local)

Sales

Geonyong Kim

Company introduction

2018	
04	Hyundai Motor Group H-Startup Team
2020	
01	KERI Family Company
03	Founded Coconut Silo
04	SMtech Membership
05	Corporate Development Institute Establishment
06	Born to Global Membership
06	Spin-off from Hyundai Motor Group
07	MOU with Saltlux(Republic of Korea)
08	MOU with 3FORCOM(Vietnam)
08	\$1M Government debt assurance
08	Established Corporate Research Institute

Total	Patent	Design	Trademark	Copyright
17 cases	6 cases	2 cases	5 cases	4 cases
▶ Vehicle routing service method and system (Patent) - Application number : 10-2020-0802081 ▶ Method for managing 3rd party companies' subscriber based on telecommunication subscribers (Patent) - Application number : 10-2020-0837774 ▶ Method and apparatus for providing transportation service based on loading dock condition(Patent) - Application number : 10-0071290 ▶ Cargo transportation pricing method and device based on deep learning(Patent) - Application number : 10-0074117 ▶ Vehicle routing service method and system (Patent) - Application number : 10-1317399 ▶ Method for managing 3rd party companies' subscriber based on telecommunication subscribers (Patent) - Application number : 10-1070274				

About

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