**Naked Blendz – Automatic Smoothie Machine**

Naked Blendz is an established company, that creates and sells natural, pre-frozen smoothies to consumers via cafes and other foodservice outlets and directly online. Consumers buy, blend and serve our smoothies all in the same compostable cup. See our products at [www.nakedblendz.com.au](http://www.nakedblendz.com.au)

As we expand into more outlets (about 400 nationally), feedback tells us the current blending process is not fast enough for some larger cafes and other high turnover outlets such as schools, sporting venues, petrol stations and convenience stores. These outlets want a fully automatic process; something that requires little or no user-interface or training.

water

blender

In response, Naked Blendz has developed an MVP of a Smoothie Machine that fully-automates the blending process. It utilises our existing ready-to-blend cups and builds on our current no mess, no hassle, manual process of buying, blending and serving all in the same cup.

There is no other machine of this type in Australia. Our machine will be manufactured for less than $1000 which will make them accessible to foodservice outlets and even domestically. We are also investigating leasing options to make them even more accessible.

The Juice, Mixed Juice & Smoothie market in Australia is estimated at $690m and growing at a rate of 6% annually. We currently serve about 2% of the estimated 20,800 cafés and coffee shops across Australia. The smoothie machine will give us access to far more of these outlets. It will also give us access to larger institutional-type channels including 9400 school canteens, 5700 convenience stores, 6500 petrol stations, 3376 hospitals and aged-care facilities, 3468 gyms, 2278 cinemas as well as sporting venues, theme parks, cruise ships, defence installations, mining camps and so on. Once the Smoothie Machine is proven in Australia, the international market is also attractive. We have initiated discussions with interested parties in New Zealand and Japan (through DFAT).

While the machine itself is unique and innovative, the technology that underpins it is a combination of readily available components that use smart robust engineering design and durable materials to ensure performance and reliability.

Invested funding will be used to finalise the design of a fully functioning MVP and to manufacture an initial batch of ready-for-market Smoothie Machines to engage our target market.