



ASTAVIVA

Sustainable Beauty Through Science



Institute for Engineering Leadership
College of Design and Engineering

Problem

As consumer demand for skincare products containing **highly effective natural ingredients** increases, suppliers and manufacturers face challenges in obtaining a reliable and consistent source of quality active ingredients, produced in a **sustainable manner**.

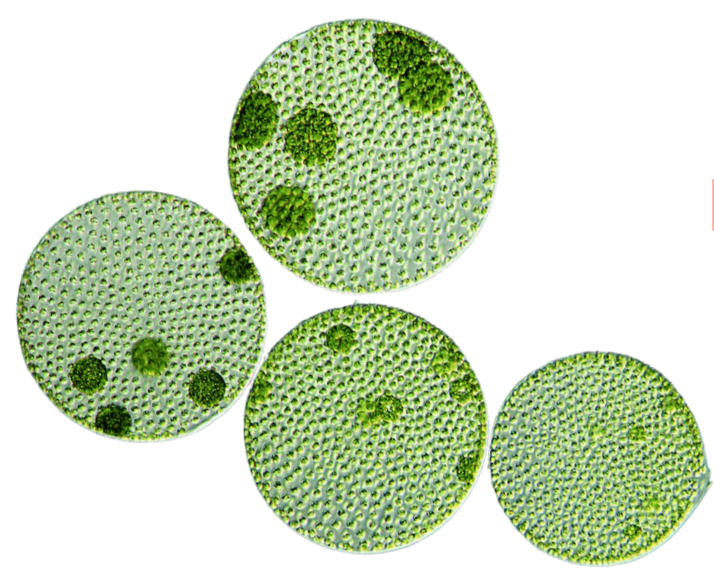
At the same time, the natural ingredients need to be proven effective in addressing popular skincare concerns, such as anti-pigmentation, anti-inflammation and anti-oxidation.

What kind of natural active ingredient can skincare suppliers and manufacturers turn to in order to satisfy these criteria?

Solution

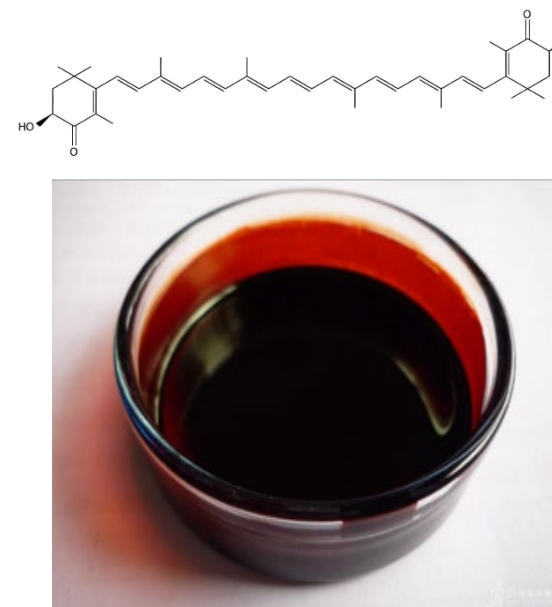
① Microalgae Cultivation

aquatic **sustainable** resources



② Algae-derived AST(Astaxanthin)

powerful **functional** ingredient



③ Natural Ingredient Supplying

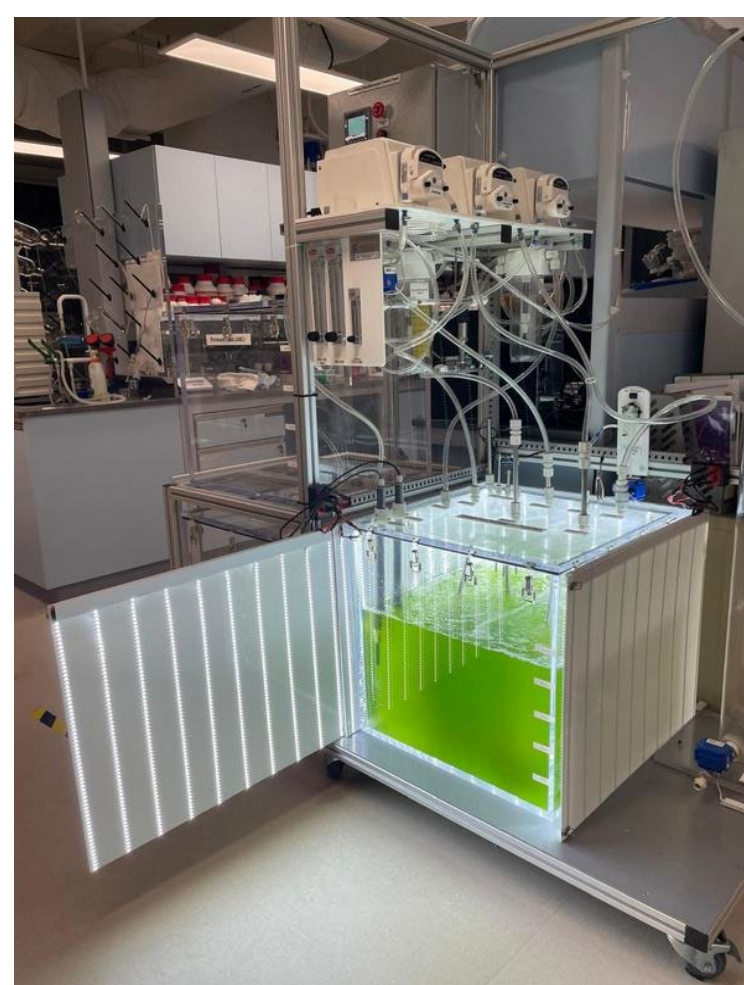
demand with **rapid growth**



Technology

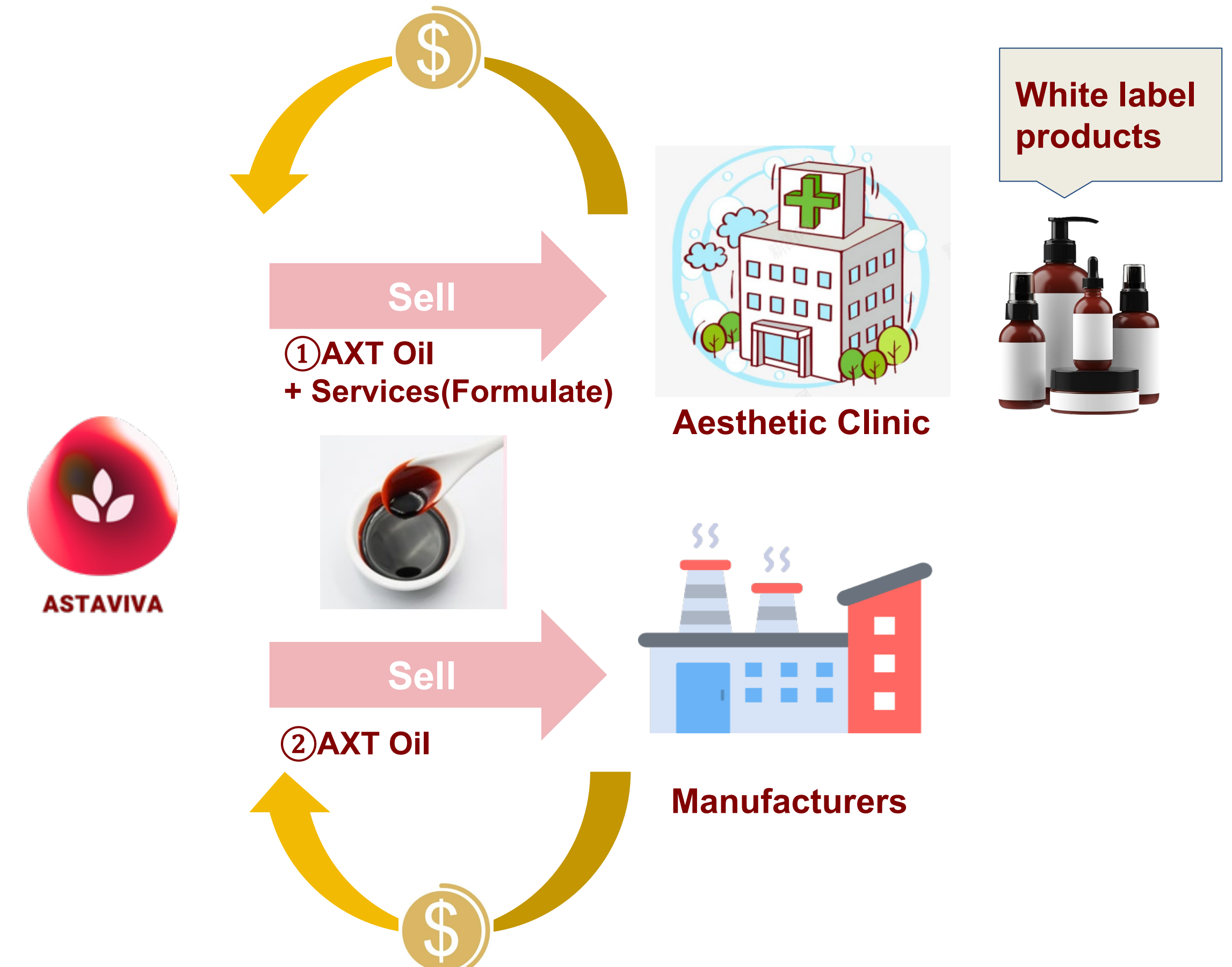


Indoor Bioreactor Cultivation



- **100% natural resource**
- **100% water recycling** from side streams
- Fast Growth Rate
- Consistent and stable supply

Product & Revenue Stream

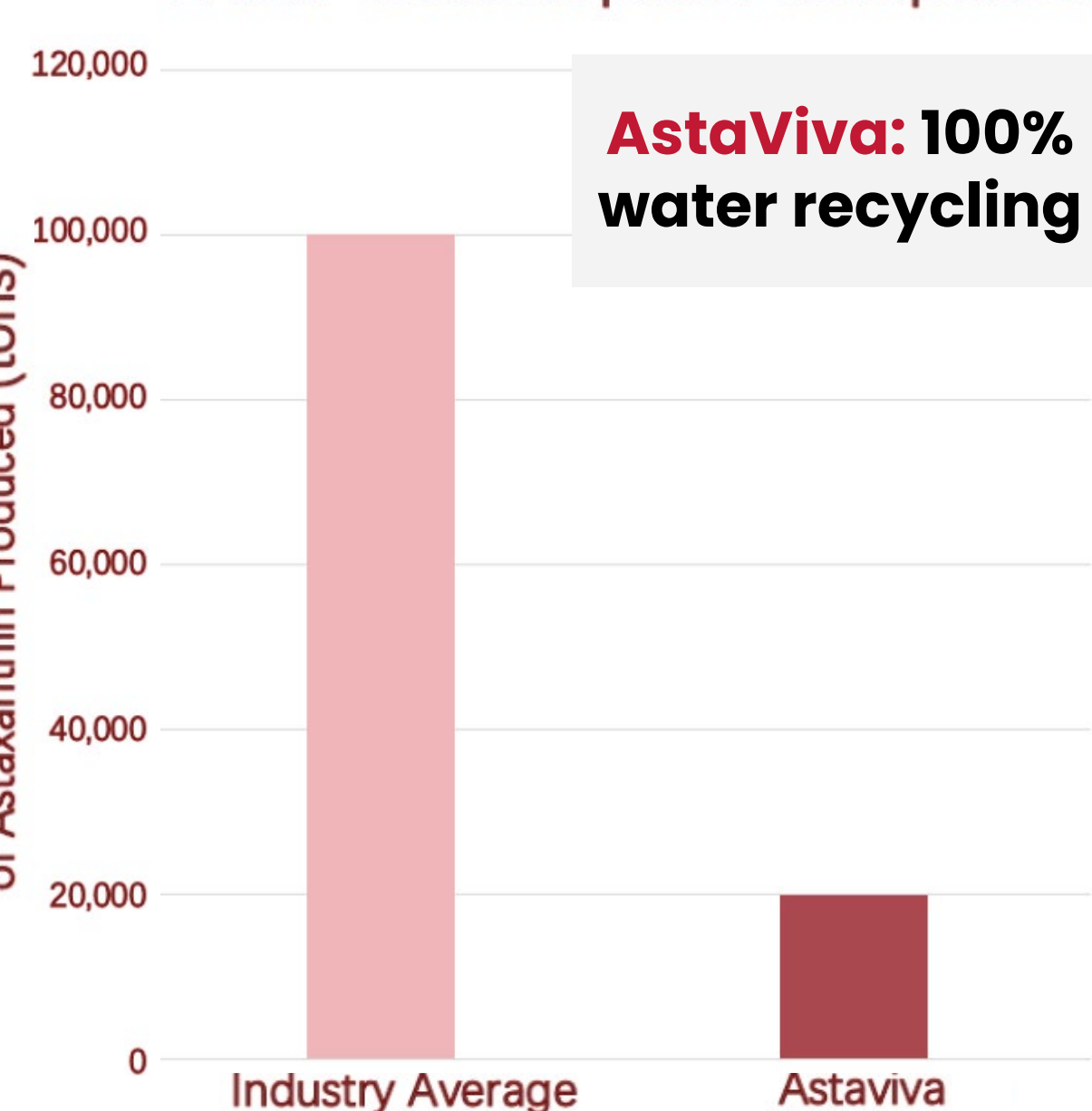


Benefits

- Unique Product Advantage
- Alignment with Market Trends
- Diversified Business Model
- Reduced Customer Acquisition Costs

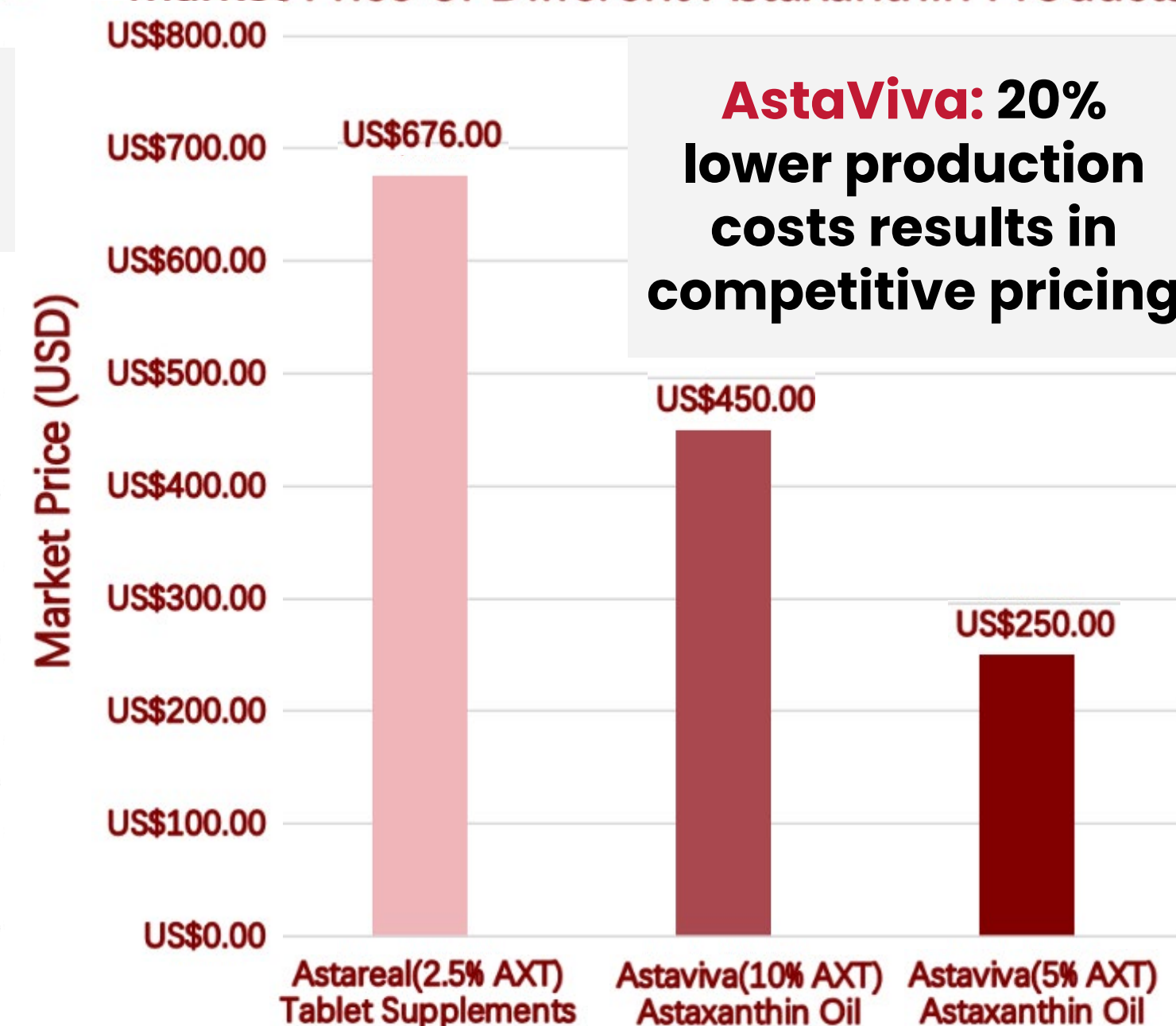
Competition

Water Consumption Comparison



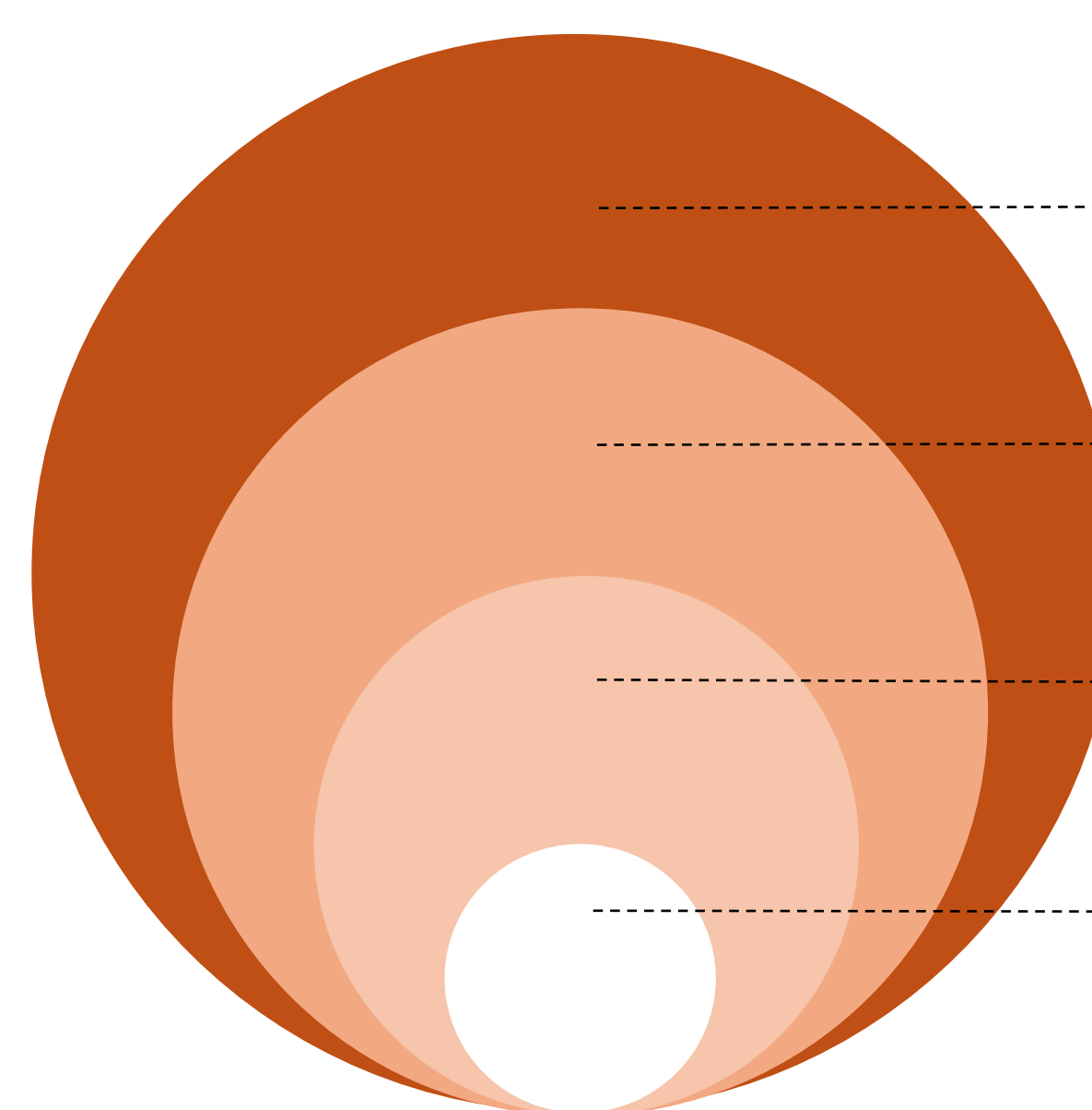
AstaViva: 100% water recycling

Market Price of Different Astaxanthin Products



AstaViva: 20% lower production costs results in competitive pricing

Market Size



Global Natural Astaxanthin Market Size

US\$2.24B GRPI:

16.8%

Southeast Asia Natural Astaxanthin Market Size in Skin Care Industry

US\$80M GRPI: 18.8%

6% of Southeast Asia Natural Astaxanthin Market Size in Skin Care Industry

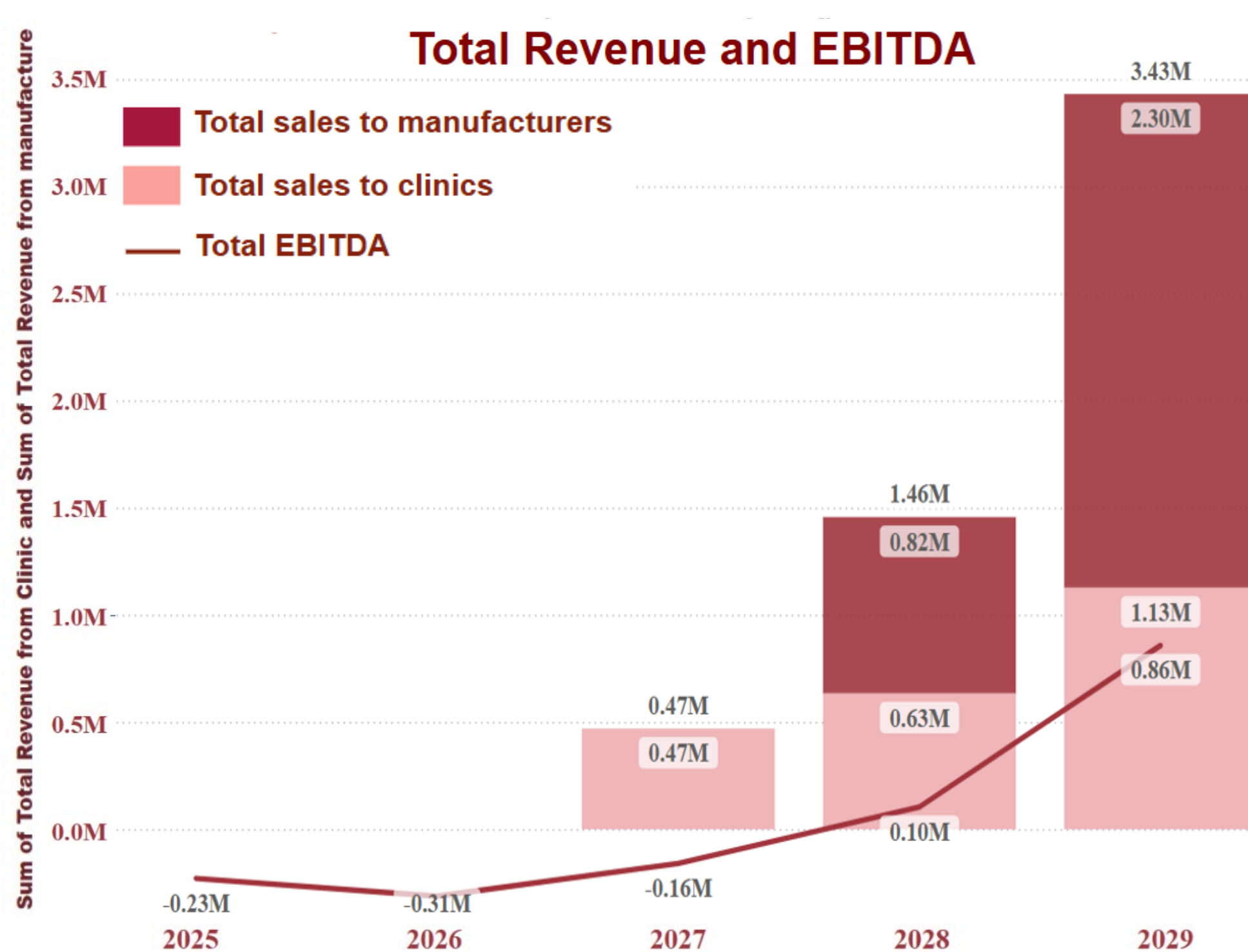
US\$5M

10% of the Singapore natural astaxanthin market in Skin Care Industry

US\$500K

Financials

Total Revenue and EBITDA



2027
Revenue \$470,000
1,400kg sold to clinic
Margin 85.23%

2028
Revenue \$1.46M
Clinic share 43.6%
Sales volume 5,600kg
Margin 80.94%

2029
Revenue \$3.43M
Clinic share 33.9%
Sales volume 14,000kg
Margin 79.77%

Future Application

Cosmetics, Nutraceuticals, Food and Beverages

Aquaculture, Pet Health Care

Eye Health, Specific Medicine

Contact

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More details? Scan QR code to join our Telegram group!

