

四系五行酵素商业化项目资料

一、项目名称与定位

项目名称： 四系五行酵素全球商业化推广项目

项目定位： 本项目旨在将“四系五行酵素”打造成为全球高端植物发酵食品市场的领导品牌。我们寻求通过技术授权、品牌合作、渠道分销等多种方式，与全球合作伙伴共同开拓这一蓝海市场，共享健康产业的巨大红利。

产品定位： 一款源自“四系生态农业模式”，采用独特 6 年发酵工艺的高端、天然、高效的植物发酵食品。

二、执行摘要

“四系五行酵素”是一款具有革命性突破的植物发酵食品。它依托创始人朱思浩教授独创的“四系生态自我循环农业模式”，精选多种特色功能性蔬果，历经长达 6 年的研发在 2012 年获得成功。2014 年经过权威检测，产品富含花青素、硒、钙、铁、铜、锌、钾、氨基酸、多种维生素等多种高活性生物成分，其营养价值和吸收率远超市场上的普通酵素产品。

随着全球健康消费意识的觉醒，植物基健康食品市场正以前所未有的速度增长。本项目凭借其独特的技术壁垒、卓越的产品品质和巨大的市场潜力，为投资者和合作伙伴提供了一个千载难逢的商业机遇。我们计划通过技术授权生产、品牌授权经营、全球渠道分销等灵活的合作模式，快速将产品推向国际市场。

三、产品介绍：一瓶酵素，六年匠心

1. 核心原料：源自零污染的生态农场

- **来源：** 所有原料均可采用“四系生态自我循环农业模式”种植的专属基地，确保原料在生长过程中不使用任何化学化肥、农药和激素。
- **品种：** 精选由朱思浩教授培育的特色功能性蔬果，如乒乓香瓜(世界上最小的甜瓜)、生砸无蔓金丝瓜、水果黑苦瓜、生食水果冬瓜、水果丝瓜等，这些品种富含独特的生物活性成分。

2. 独特工艺：六年时光的自然发酵

- **超长发酵周期：** 采用无水破壁发酵工艺，这是目前市场上发酵效果最好的酵素产品之一。特色功能蔬果里所含的各种营养物质通过超微破壁和独特的发酵技术被充分萃取，形成更易被人体吸收的小分子形态。

- **生物破壁技术：** 运用先进的生物破壁技术，打破植物细胞壁，释放出更多被包裹的营养成分，极大提升了营养吸收率。
- **多菌复合发酵：** 采用酵母菌、乳酸菌等多种有益微生物协同发酵，产生丰富的代谢产物，使产品成分更复杂、功效更全面。

3. 核心成分与功效

- **高活性 SOD（超氧化物歧化酶）：** 强大的抗氧化剂，有助于清除体内自由基，延缓细胞衰老。
- **丰富的多酚类物质：** 如花青素、类黄酮等，具有强大的抗氧化、抗炎作用。
- **多种氨基酸与小分子肽：** 构成蛋白质的基本单位，易于吸收，为身体提供基础营养。
- **多种有机酸：** 如苹果酸、柠檬酸，有助于调节体内酸碱平衡，促进消化吸收。
- **天然维生素与矿物质：** 补充日常饮食中可能缺乏的微量元素。

产品功效（作为营养食品）： 辅助改善消化功能、促进新陈代谢、增强身体抵抗力、缓解亚健康状态、美容养颜。

四、市场分析：千亿蓝海，方兴未艾

- **全球市场：** 全球植物基食品市场预计在 2026 年将达到**千亿美元**规模。其中，酵素市场作为一个重要分支，正以每年 **15% 以上**的速度高速增长。
- **中国市场：** 中国酵素市场规模已超百亿人民币，并且仍在快速扩张。消费者对高品质、天然、无添加的酵素产品需求尤为旺盛。
- **目标客户：**
 - **高端消费人群：** 注重生活品质、关注健康养生的高收入人群。
 - **亚健康人群：** 因工作压力、饮食不规律等导致的亚健康状态人群。
 - **美容养生人群：** 关注皮肤健康、追求延缓衰老的女性消费者。
 - **礼品市场：** 高端、健康的特性使其成为商务礼品和节日礼品的理想选择。

五、竞争优势：难以复制的技术壁垒

1. **技术壁垒：** “四系生态农业模式”和“无水破壁发酵工艺”是我们的核心技术壁垒，难以被竞争对手复制。
2. **原料优势：** 独家的特色蔬果品种和零污染的生态种植基地，从源头保证了产品的品质和独特性。
3. **品质优势：** 产品的活性成分含量和吸收率远超普通酵素。
4. **品牌背书：** 创始人朱思浩教授的国际院士背景和多项科研成果，为产品提供了强大的品牌背书。

六、商业模式与合作方案

我们寻求与全球有实力的投资者和合作伙伴，共同推动“四系五行酵素”的商业化进程。

1. 技术授权生产：

- **内容：** 我们提供全套生产工艺和技术标准，授权合作伙伴在指定区域内进行生产和销售。
- **适合对象：** 拥有生产设施和销售渠道的食品企业。

2. 品牌授权经营：

- **内容：** 我们授权合作伙伴使用“四系”、“朱思浩”等品牌，在指定区域内进行产品分销和市场运营。
- **适合对象：** 拥有强大市场推广能力和渠道网络的营销公司。

3. 区域总代理：

- **内容：** 在特定国家或地区设立独家总代理，负责该区域的市场推广、渠道建设和产品销售。
- **适合对象：** 拥有丰富本地市场资源和分销网络的商业实体。

4. 股权投资：

- **内容：** 欢迎战略投资者对我们的项目进行股权投资，共同参与品牌的全球建设。

七、团队介绍

- **创始人：朱思浩教授**
 - 世界自然保护联盟（IUCN）委员
 - 英国皇家生物学会（RSB）会士
 - 伦敦林奈学会（LSL）会士
 - 英国皇家艺术、制造与商业促进学会（RSA）会士
 - 国际生态生命安全科学院（IAELPS）通讯院士
 - 数十年农业科研与实践经验，拥有多项专利和科研成果。
 - 是“四系生态模式”与所有特色品种的发明者，其技术成果获得了多项国际大奖。

八、财务预测与投资回报

- **投资预算：** 根据合作模式的不同，投资规模从数百万元到数千万元不等。
- **收入预测：** 预计在合作后的 3-5 年内，实现年销售额数亿元人民币。
- **投资回报：** 预计投资回报率（ROI）可达 **30%-50%**。

（注：以上财务数据为初步估算，具体需根据合作方案和市场实际情）



Commercial Project Document of
Six- System Five- Elements Ferment

I. Project Name and Positioning

Project Name: Global Commercial Promotion Project of Six- System Five- Elements Ferment

Project Positioning: This project aims to build Six- System Five- Elements Ferment into a leading brand in the global high- end plant- fermented food market. Through multiple approaches including technology licensing, brand cooperation and channel distribution, we seek to jointly explore this blue- ocean market with global partners and share substantial dividends from the health- care industry.

Product Positioning: A premium, natural and efficient plant- fermented food derived from the Six- System Ecological Agriculture Model and produced with a unique six- year fermentation process.

II. Executive Summary

Six- System Five- Elements Ferment is a revolutionary plant- fermented food. Developed based on Professor Zhu Sihao's original **Six- System Ecological Self- circulating Agricultural Model**, it adopts a wide range of characteristic functional fruits and vegetables. R&D was completed successfully in 2012 after six- year development. Authoritative tests conducted in 2014 verified that the product is rich in anthocyanins, selenium, calcium, iron, copper, zinc, potassium, amino acids, multiple vitamins and other highly active bio- components. Its nutritional value and nutrient absorption rate far exceed common ferment products available on the market.

Driven by rising global health- conscious consumption, the plant- based health- food market is growing at an unprecedented rate. Boasting unique technical barriers, superior product quality and huge market potential, this project presents a rare business opportunity for investors and partners. We plan to accelerate global market roll- out via flexible cooperation models such as licensed production, brand- licensed operation and worldwide channel distribution.

III. Product Introduction: Six- Year Devotion for One Bottle of Ferment

1. Core Raw Materials: Sourced from Pollution- free Ecological Farms

- **Source:** All raw materials can be supplied from exclusive bases cultivated under the Six-System Ecological Self-circulating Agricultural Model, guaranteeing zero application of chemical fertilizers, pesticides and growth hormones during crop growth.
- **Varieties:** Selected characteristic functional fruits and vegetables bred by Professor Zhu Sihao, including Table-Tennis Melon (the world's smallest melon), Shengza No.1 Vine-free Golden Thread Gourd, Black Bitter Melon for Fresh Consumption, Edible Wax Gourd and Edible Luffa. These varieties contain distinctive bioactive ingredients.

2. Unique Process: Natural Fermentation over Six Years

- **Extra-long Fermentation Cycle:** Adopting water-free cell-wall-breaking fermentation technology, one of the most effective fermentation processes in current market. Nutrients from functional fruits and vegetables are fully extracted via ultrafine cell-wall breaking and proprietary fermentation techniques, converted into small-molecule substances easier for human absorption.
- **Bio-cell-wall-breaking Technology:** Advanced bio-cell-wall-breaking technology disrupts plant cell walls to release encapsulated nutrients and greatly improve nutrient absorption efficiency.
- **Multi-strain Compound Fermentation:** Co-fermentation with beneficial microorganisms including yeast and lactic acid bacteria generates abundant metabolites for richer composition and more comprehensive health benefits.

3. Core Components & Functional Benefits

- **High-activity SOD (Superoxide Dismutase):** Powerful antioxidant that scavenges free radicals and delays cellular ageing.
- **Abundant Polyphenols:** Such as anthocyanins and flavonoids, delivering strong anti-oxidation and anti-inflammatory effects.
- **Various Amino Acids & Small-molecule Peptides:** Fundamental building blocks of protein, easy-to-absorb to supply basic nutrition for human body.
- **Multiple Organic Acids:** E.g. malic acid and citric acid, helping regulate internal acid-base balance and boost digestion and nutrient absorption.
- **Natural Vitamins & Minerals:** Supplement trace elements that may be insufficient in daily diets.

Product Benefits (as nutritional food): Assisting digestion improvement, boosting metabolism, strengthening physical resistance, relieving sub-health conditions and supporting skin beautification.

IV. Market Analysis: Trillion-scale

Blue-ocean Market with Promising Prospects

- **Global Market:** The global plant-based food market is projected to reach hundreds of billions of US dollars by 2026. As an important segment, the ferment market maintains rapid annual growth rate above 15%.
- **China Market:** China's ferment market has exceeded RMB 10 billion and keeps expanding rapidly. Consumer demand for high-quality, natural and additive-free ferment products remains strong.
- **Target Customers:**
 - High-end consumers: High-income groups pursuing quality of life and health preservation.
 - Sub-health population: People suffering sub-health due to work pressure and irregular diets.
 - Beauty & health-care groups: Female consumers focusing on skin wellness and anti-ageing.
 - Gift market: Its premium and health-oriented features make it an ideal option for business and festive gifts.

V. Competitive Advantages: Hard- to- replicate Technical Barriers

1. **Technical Barriers:** The Six-System Ecological Agriculture Model and water-free cell-wall-breaking fermentation process constitute our core technical barriers difficult for competitors to replicate.
2. **Raw-material Advantages:** Exclusive characteristic fruit-and-vegetable varieties and pollution-free ecological planting bases guarantee product quality and uniqueness from the source.
3. **Quality Advantages:** The content of active ingredients and nutrient absorption rate outperform ordinary ferment products.
4. **Brand Endorsement:** Professor Zhu Sihao's international academic credentials and numerous scientific-research achievements provide powerful brand endorsement.

VI. Business Models & Cooperation Solutions

We seek capable global investors and partners to jointly advance the commercialization of Six-System Five-Elements Ferment.

1. Licensed Production by Technology Authorization

- **Content:** We provide complete production processes and technical standards, and authorize partners to conduct production and sales within designated regions.

- **Target Partners:** Food enterprises equipped with production facilities and sales channels.

2. Brand- licensed Operation

- **Content:** We authorize partners to use trademarks such as “Six-System” and “Zhu Sihao” for product distribution and market operation in designated regions.
- **Target Partners:** Marketing companies with strong marketing capacity and channel networks.

3. Regional Exclusive General Agency

- **Content:** Appoint exclusive general agents in specific countries or regions to take charge of local market promotion, channel construction and product sales.
- **Target Partners:** Business entities with abundant local market resources and distribution networks.

4. Equity Investment

- **Content:** Strategic investors are welcome to make equity investment in the project and participate in global brand building.

VII. Team Profile

- **Founder: Professor Zhu Sihao**
 - Member of IUCN (International Union for Conservation of Nature)
 - Fellow of RSB (Royal Society of Biology)
 - Fellow of LSL (The Linnean Society of London)
 - Fellow of RSA (The Royal Society for the Encouragement of Arts, Manufactures and Commerce)
 - Decades- long experience in agricultural scientific research and practice, holder of multiple patents and research achievements.
 - Inventor of the Six- System Ecological Model and all featured crop varieties; his technologies have won multiple international awards.

VIII. Financial Projection & Return on Investment

- **Investment Budget:** Total investment ranges from millions to tens of millions of RMB depending on cooperation models.

- **Revenue Forecast:** Annual sales of several hundred-million RMB are expected within 3-5 years after cooperation launch.
- **Return on Investment:** Expected ROI ranges from 30%-50%.

(Note: The above financial figures are preliminary estimates. Actual results shall be subject to cooperation plans and real-world market conditions.)

