

MilkRun

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➤ What is MilkRun Model ?

➤ The Core Problem !!!

➤ The Solution !!!

➤ Competition ?

➤ Revenue Models

➤ Target Markets

➤ Financials

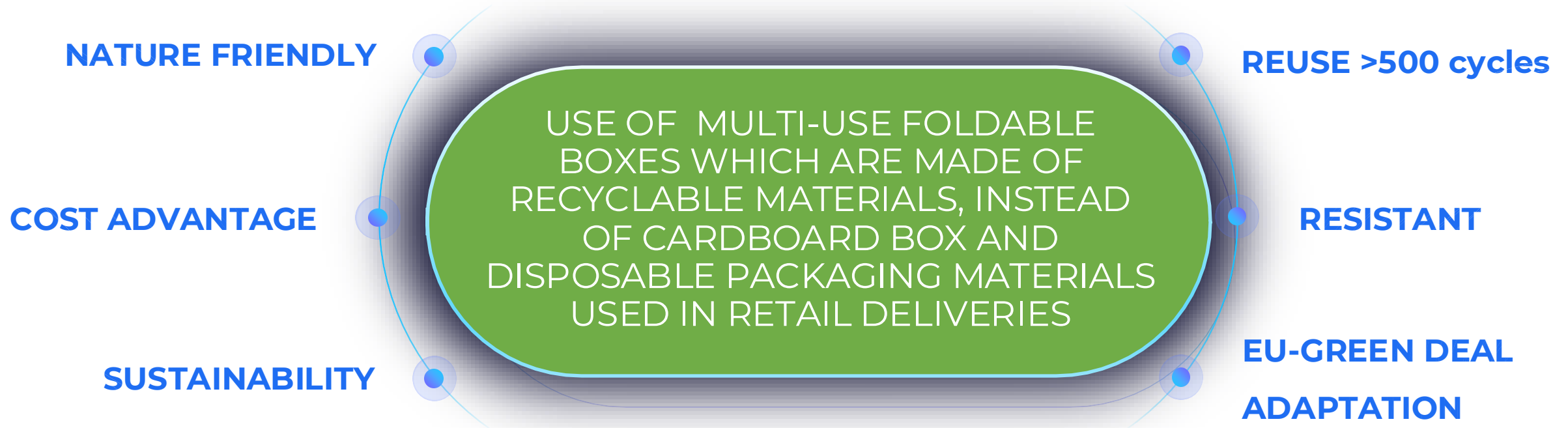
➤ Risks and Mitigants

➤ Sustainability Mission

➤ MONEY MACHINE

➤ The Team

WHAT IS MILK RUN MODEL?



Logd performs all these needs as a service business, on behalf of the retail company, which cover supply of boxes, cleaning, repair of boxes, need for additional boxes for campaign periods, software and dashboard used, outsource delivery needs, etc.

Competition: None in Türkiye – Similar Business Model on Global Side



**COMPETITOR
IN TÜRKİYE: NONE...**

**There is no similar business
model (with foldable boxes)
as an outsource services for
retail**

However, there are retail
companies that use this
system as an inhouse
model.



IFCO

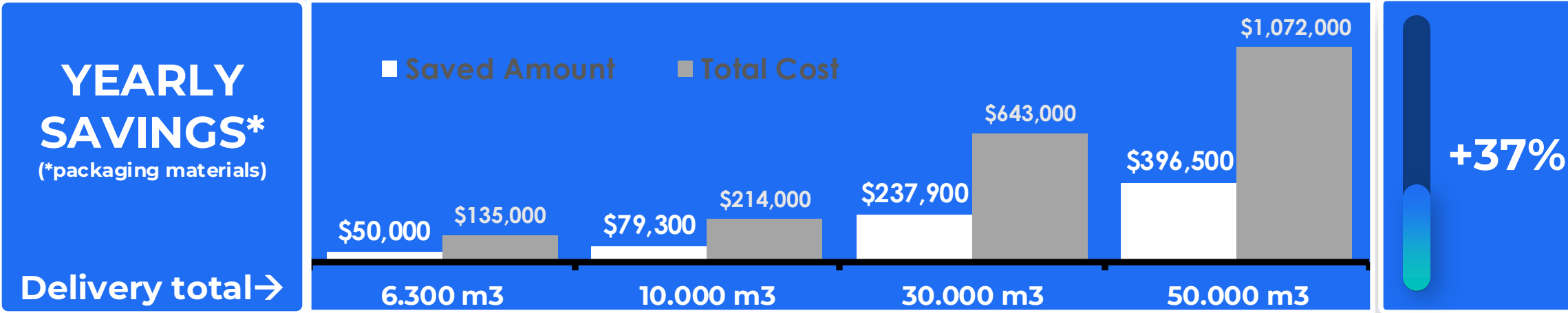
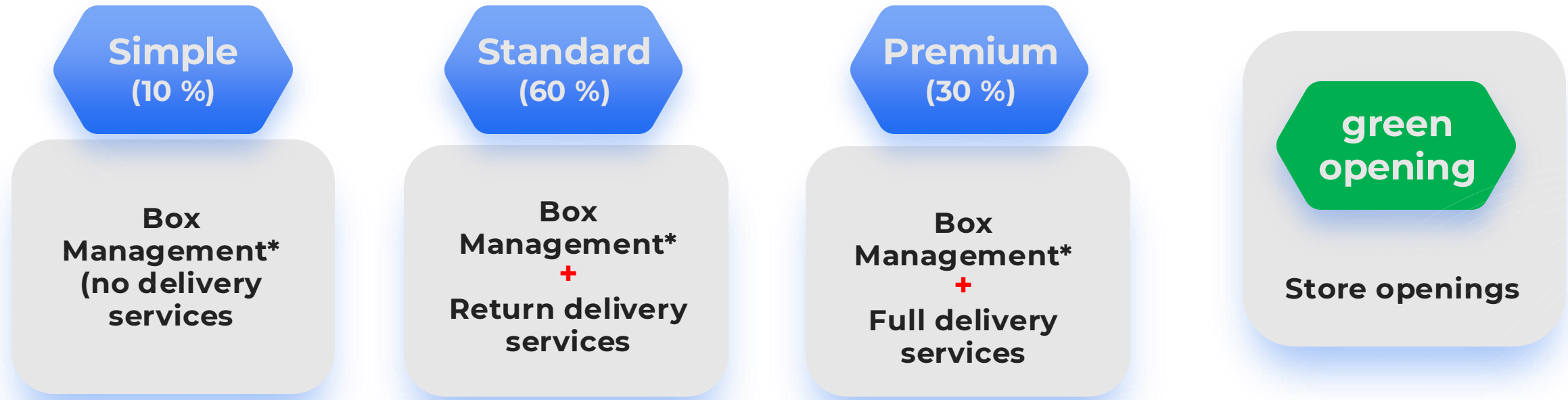
- Global FMCG plastic crate rental company
- Operating in our country



CHEP

- Global pallet rental system
- Operating in our country

Revenue Models: Tailor made business models

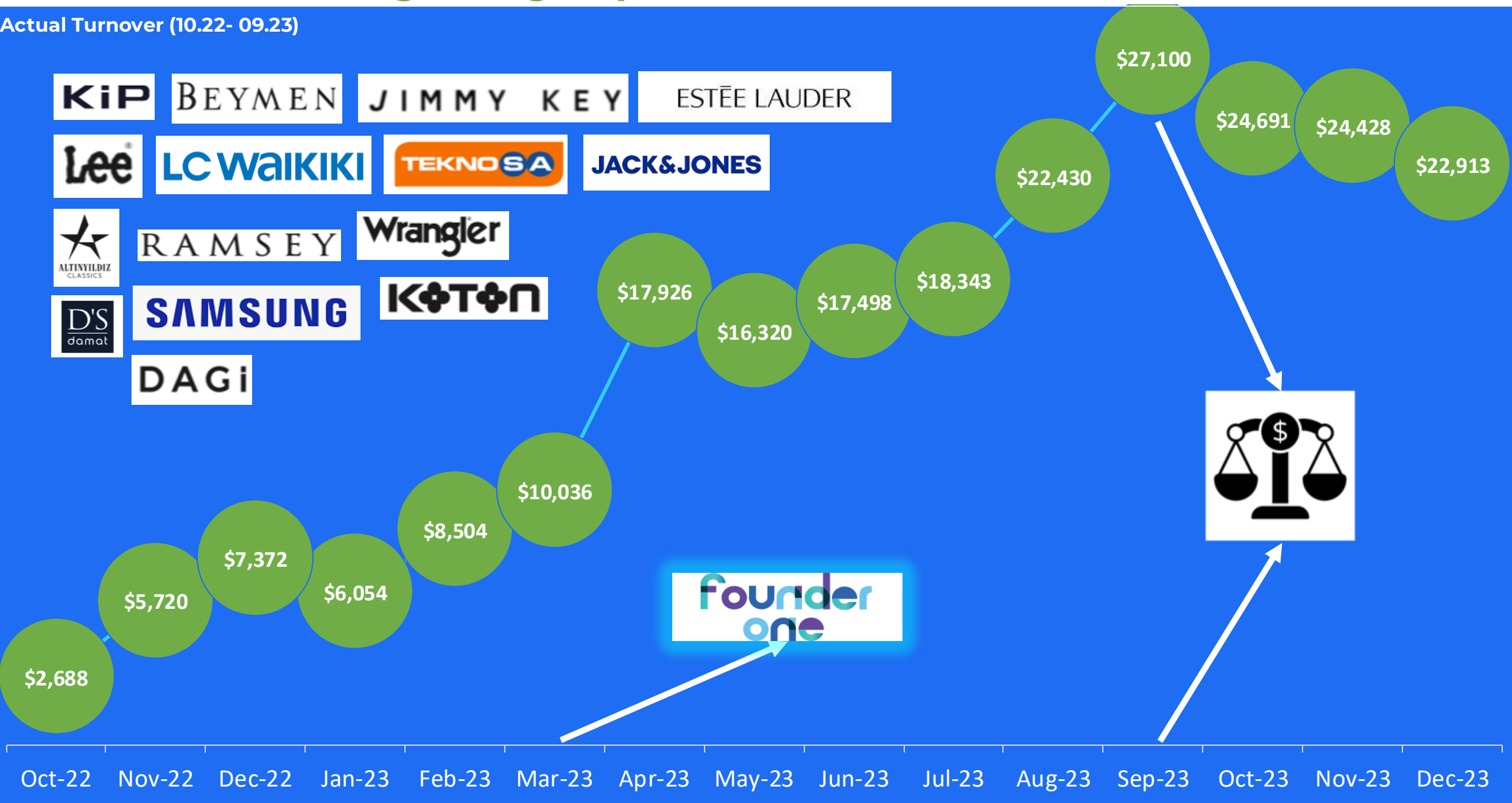


*Box Management: Supply of boxes** – Maintenance – Cleaning – CRM Portal – Field Support – Store Support – Trainings - Customer Services
**Supply of boxes: It doesn't just mean working with a certain number of boxes. Also means providing extra boxes during campaign periods or reducing number of boxes during low seasons

Logi
Logistics Technology Environment Innovation

Financial: From beginning to present

Actual Turnover (10.22- 09.23)

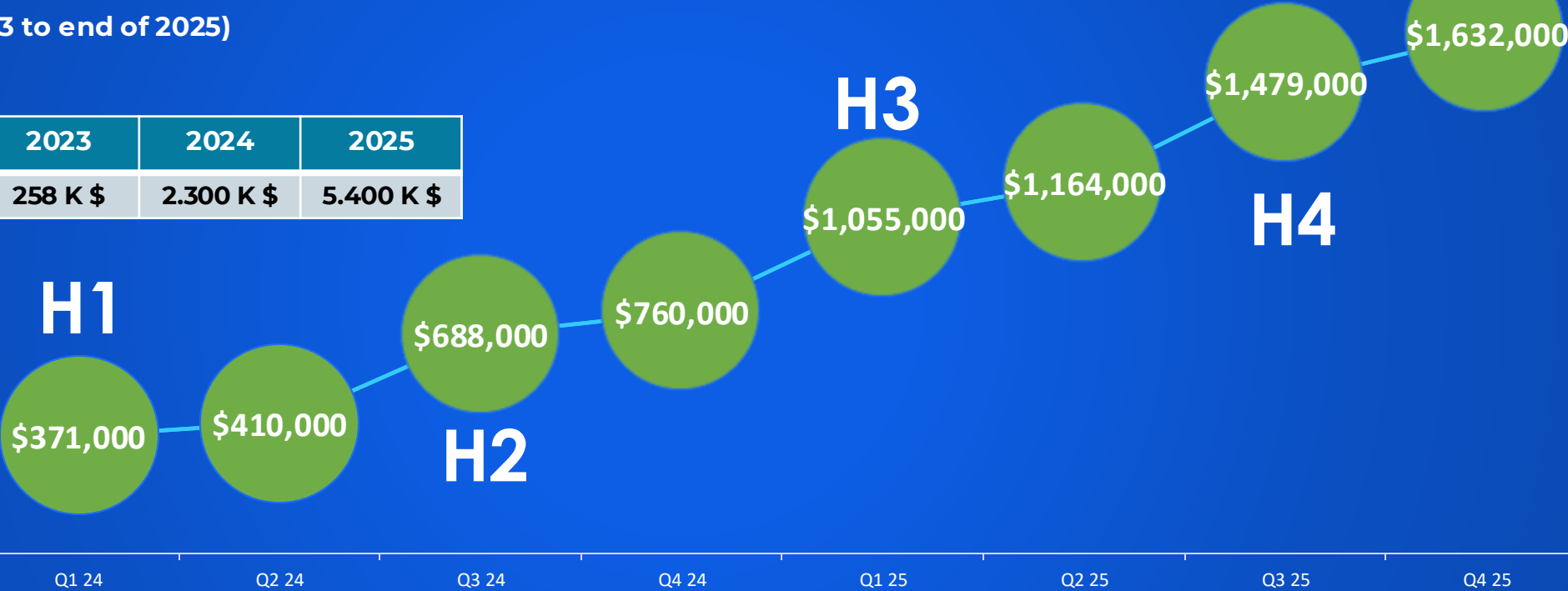


Financial: Investments

FORECAST

Turnover (Oct 23 to end of 2025)

2022 (Q4)	2023	2024	2025
15 K \$	258 K \$	2.300 K \$	5.400 K \$



INVESTMENT

2 YRS PROJECTION – \$5 M

ASSETS INVESTMENT

Software development, warehouse settlement, global deployment, R&D works (smart box), staff expansion and marketing

Total

	H1	H2	H3	H4
ASSETS INVESTMENT	1.000.000 \$	1.000.000 \$	1.000.000 \$	1.000.000 \$
Software development, warehouse settlement, global deployment, R&D works (smart box), staff expansion and marketing	250.000 \$	250.000 \$	250.000 \$	250.000 \$
Total	1.250.000 \$	1.250.000 \$	1.250.000 \$	1.250.000 \$

Target Markets

“textile-electronics-DIY-shoes-cosmetics-FMCG-etc.”

> 60
billion \$

ANNUAL SALES

0,8 %

Average Cost of Packaging
Materials in Logistics

> 100.000

TOTAL NUMBER OF STORES

500
million \$

YEARLY TOTAL

70
million \$

12%

Target in
5 years*

*annual turnover

Second Phase

- E commerce
- Spare Parts
- Restaurants
-

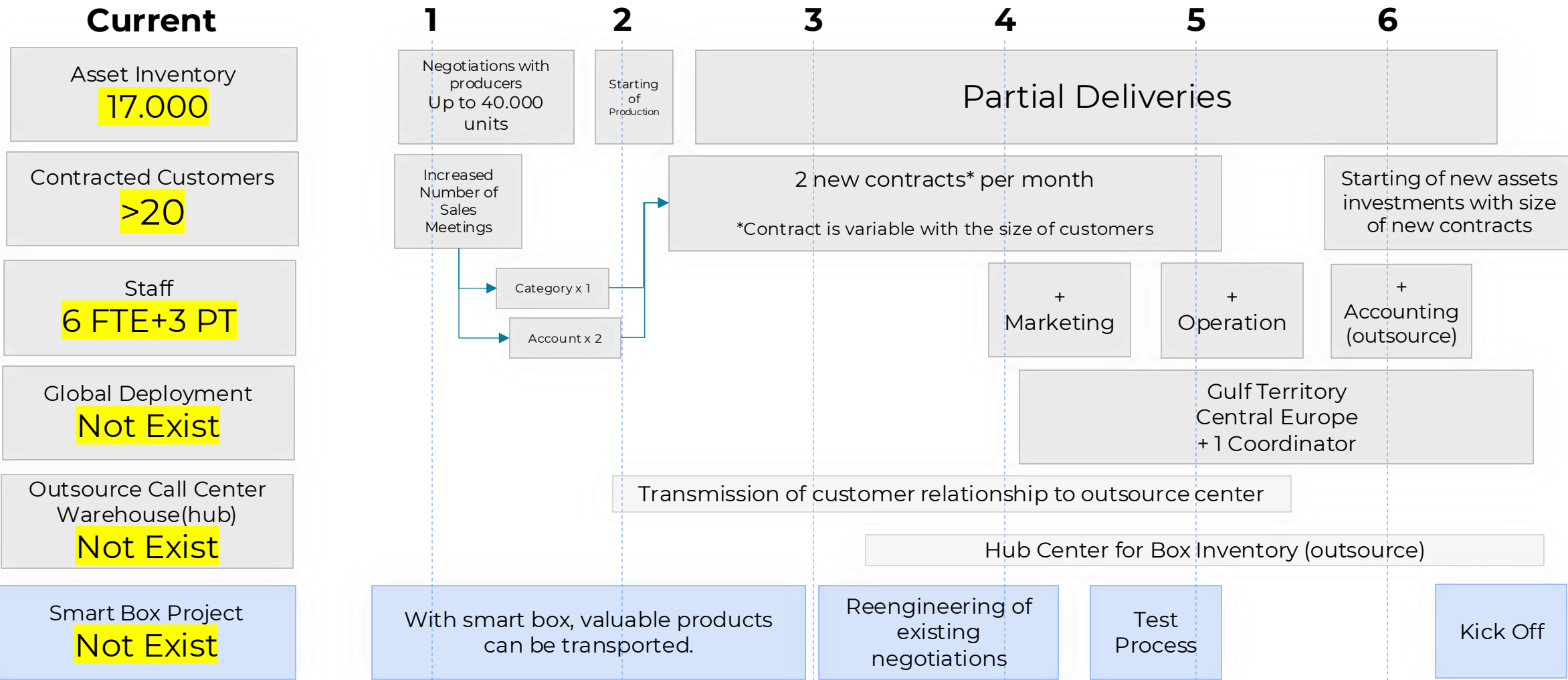
And most importantly

Deployment to

Western Europe and

Gulf Territory”

Financial: Modelling of H1 “first six months”



Risks and Mitigants



Unique Business Model – First in Türkiye
Retail companies use our system as an inhouse model.

**Inhouse
solutions**



Systemic problem of using cardboard for shipping.
We emphasize the use of PR and Social Media to eliminate this habit.

Habits



Our most important advantages is that we have already developed our software and conducted R&D <2 years

Market size

SUSTAINABILITY MISSION

- Our solution has a significant impact on CO2 emissions and water use for the environment.
- 100.000 rounds of foldable boxes per month means 6.500.000 liters of water saving and 1.720 trees are saved.
- Since the system we created will be a hub, shipments to shopping malls will be made collectively with a single shipping vehicle that will be used by many companies,

RECYCLING



Recycled materials are already used for production of **LogD** boxes

SAVING THE NATURE



1 tree is cut down for production 58.8 **cardboard** boxes units

Source:
<https://sifiratik.gov.tr/ka-git-atik>

CO2 FOOT PRINT



In the production of 1000 **cardboard** boxes, 0.75 tons of CO2 is produced, which corresponds to 17 trees.

WATER FOOT PRINT



65 lt of water necessary for production of 1 **cardboard** box

MILKRUN = MONEY MACHINE

Recurring Revenue Stream

**Expansion Potential to
Worldwide**

**Sustainable and Nature
Friendly**

**Already running business with
more than 20 well known
customers**

**Already Break-Even Point is
Succeeded**



The Team



Seyhan Gülhan

Founder

Samsonite

PttAVM BOYNER

+25 years

Worked for several retail companies as director and consultancy experience

Supply chain, logistics



Coşkun Soyer

Management Consultant

RENAULT MediaMarkt SONY

+25 years

Worked for retail and automotive industries

More than 10 years consultancy experience

Supply chain, VAS, after sales, customer relations



Ahmet Altıok

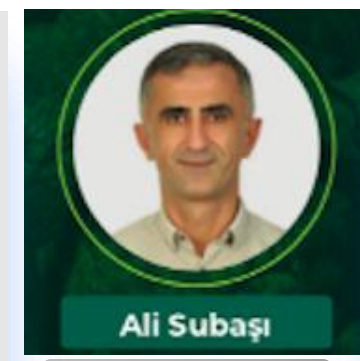
CEO Advisor

Defacto D&R STORE DEKA

+18 years

Sales experience from several retail companies

Responsible for business development activities



Ali Subaşı

Operation Manager

BOYNER modanisa

+20 years

Operation and accounting experience from several retail companies,

Supply Chain, logistics



Şenol Şahin

Field Service Responsible

Field experience with different industries; ecom and supply chain



Sedef Miraloğlu

Business Development

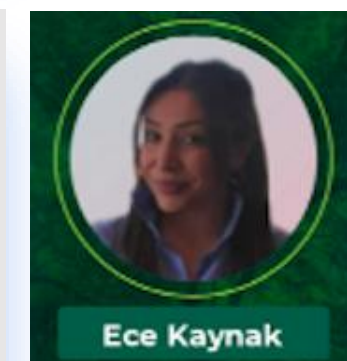
Automotive and Logistics experience



Üzeyir Öztemur

IT Specialist

IT development experiences and support functions



Ece Kaynak

Customer relations

Responsible for customer relations Stores, warehouses and supplier communications



WEB

www.logd.com.tr

SOCIAL

[Instagram.com/logdmilkrun](https://www.instagram.com/logdmilkrun)
www.linkedin.com/company/logd/

