

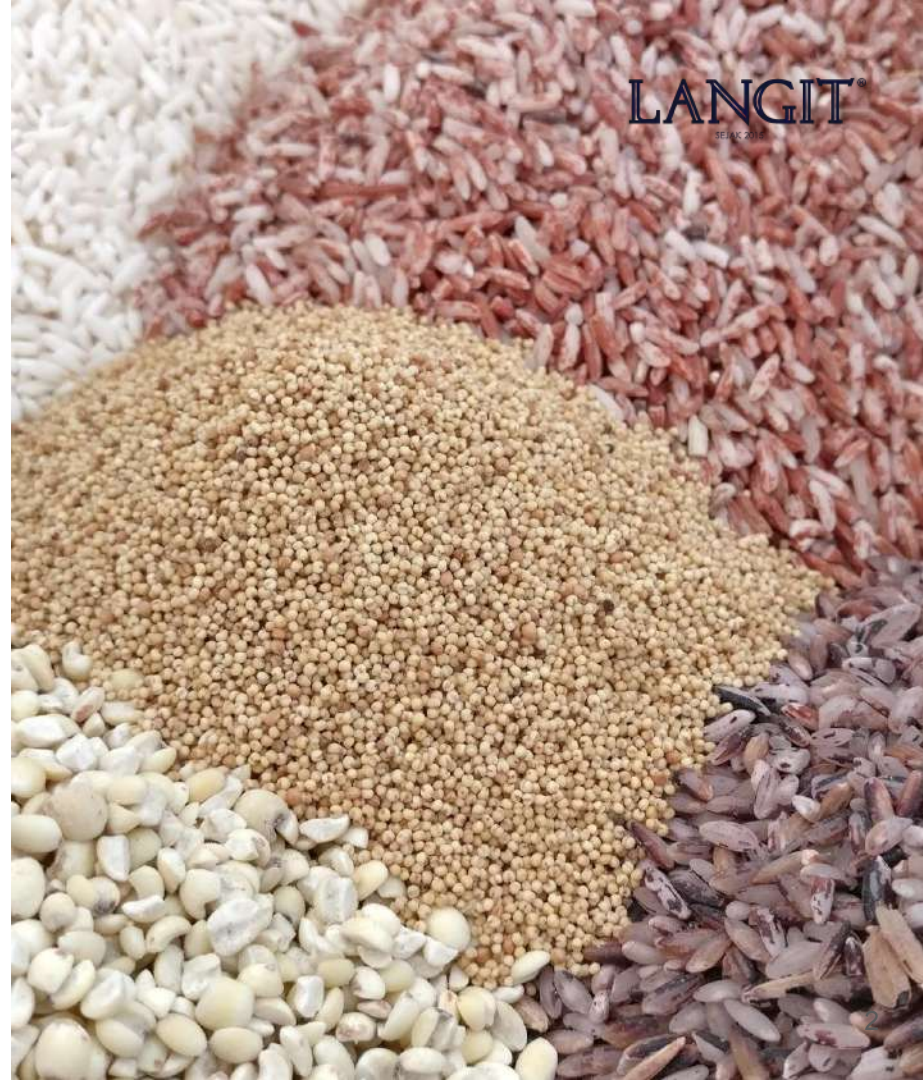
LANGIT®

SEJAK 2015

Reimagining Rural Communities

KAMPUNG TO ONLINE

Melisa Lim, Co-Founder
Langit Collective



Impact-driven Food Business

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Chemical-free specialty-rice &
spices

Create economic opportunities
for rural farmers.



The Team



Chia Yong Ling
CTO

Chan Zi Xiang
CFO

Melisa Lim
CMO

Lilian Chen
CEO



Our Farmers' Problems



LIMITED MARKET ACCESS

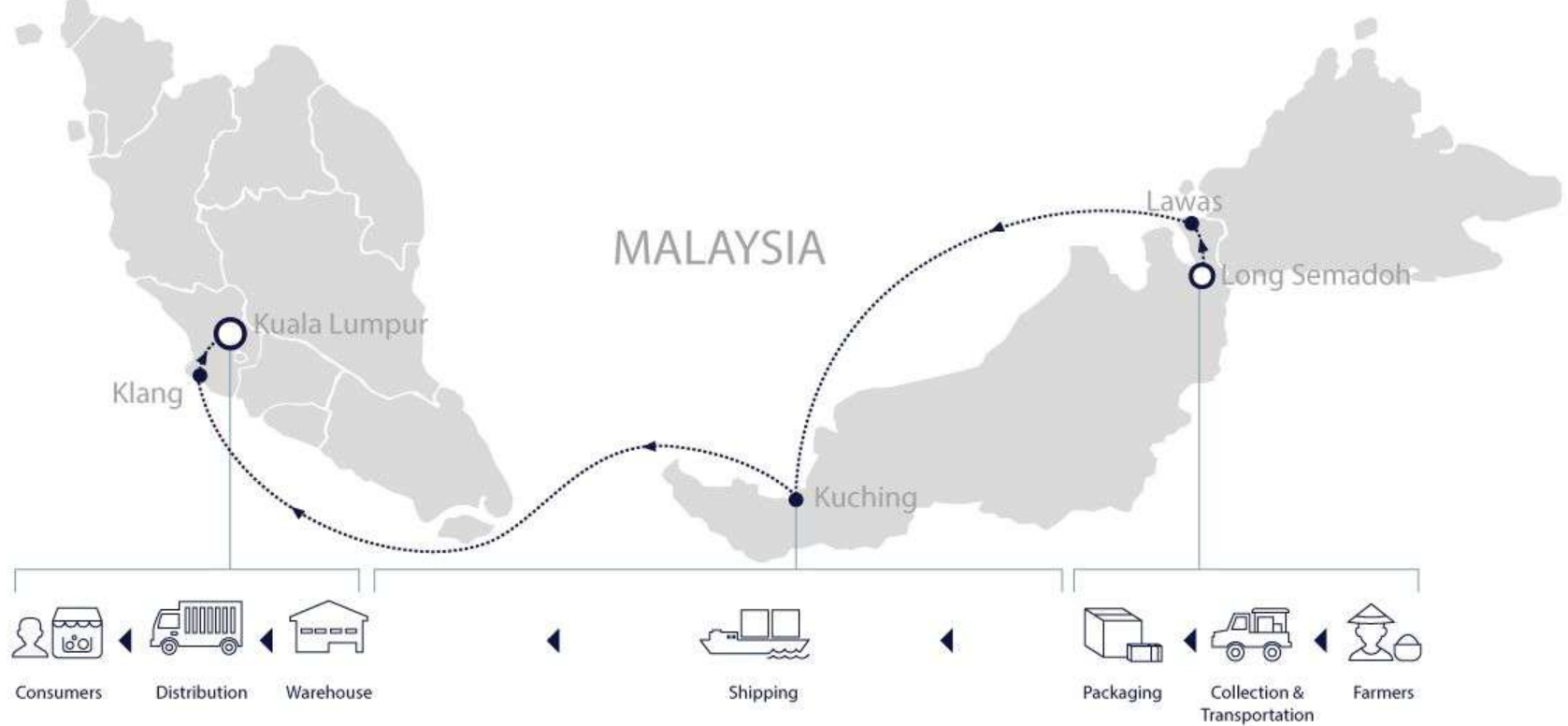


FLUCTUATION OF PRICES



FRAGMENTED SUPPLY CHAIN

Fragmented Supply Chain



Leveraging on local resources



How did we start selling?

From Kampung to Online

1. Offline: Baseline data foundation
2. Growing online
3. Preview : A seamless experience

01

COLLECTING BASELINE DATA

Data Collection

Drone Mapping



Farmers' Interview



Building Capacity

Traditional knowledge x New ideas
= Regenerative Agriculture

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Long Semadoh, Lawas, Sarawak

2017 - Systems of Rice Intensification (SRI) workshop in partnership with SRI-MAS
2018 - Experimenting on Biodynamics farming method and data collection.
2019 - Pesticides Awareness Workshop & Organic Market opportunities.

Market Validation

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Luxury
Hotels

Fine Dining &
Cafes

Government &
Corporate

Retail

E-commerce

GRAND | HYATT



Buy Malaysia
— FROM MALAYSIA TO THE WORLD —



Beta



Snackfood



THE RUMA
HOTEL AND RESIDENCES



02

GROWING ONLINE

Since 2018

E-commerce pain points

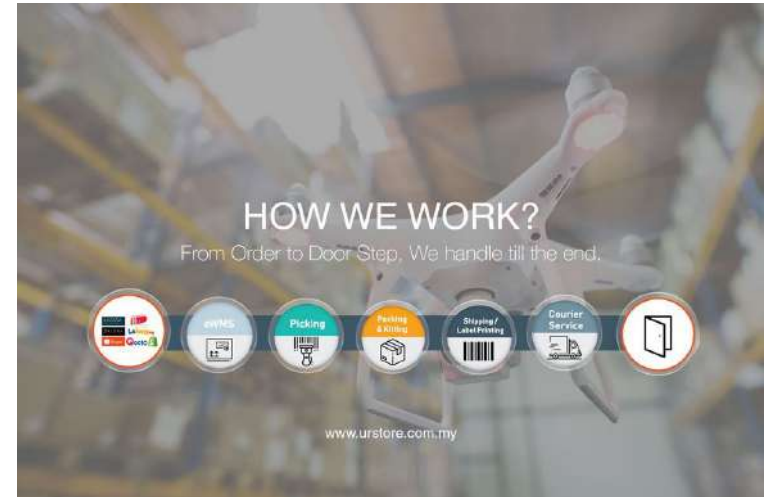
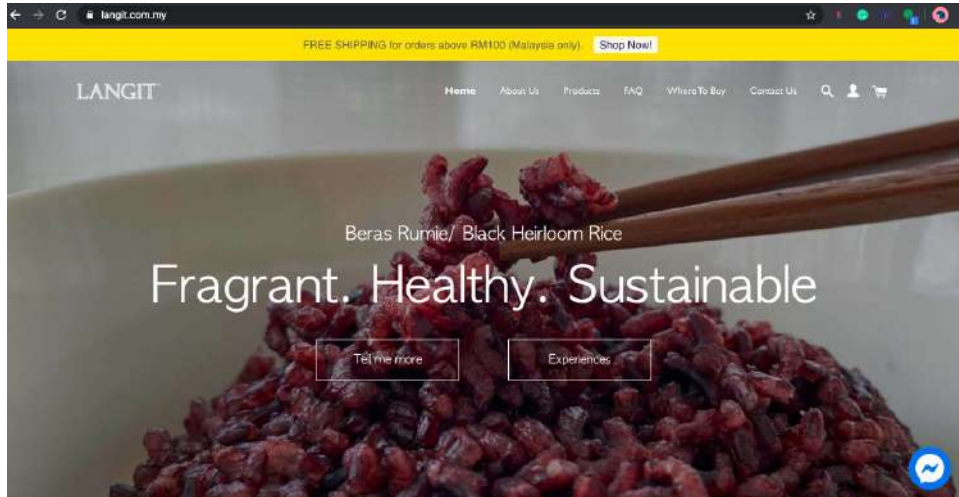
1. Who will be managing the online orders?
2. How do we pack our products so that they survive the courier journey?
3. How do we deal with customer service?
4. Distribution
5. What are the costs involved in every touchpoint?

Langit's E-commerce

Own website



Fulfillment center



From Digital Brochure to E-commerce

FREE SHIPPING for orders above RM100 (Malaysia only). [Shop Now!](#)

Our Products

We bring you the best heirloom rice varieties and aromatic Bornean spices from the farm gates of our subsistence farmers to your table.

Dear customers, shipping of products to Sabah, Sarawak and Singapore is unavailable until further notice.
Orders placed between **21st - 26th May** will only be processed on **27th May**, after Raya holidays.



Beras Rumie (Black Rice) 950g
RM 22.00



Beras Saleh (White Rice)
RM 20.00



Beras Saleh (White Rice) 5kg
RM 90.00



Beras Rumie (Black Rice) 5kg
RM 100.00

Focus on data that matters to your business.

1. Who are our buyers?
2. How do they shop online?
3. How can we add value?

Tiny changes for long-term results

User Experience

Learn what matters to users.

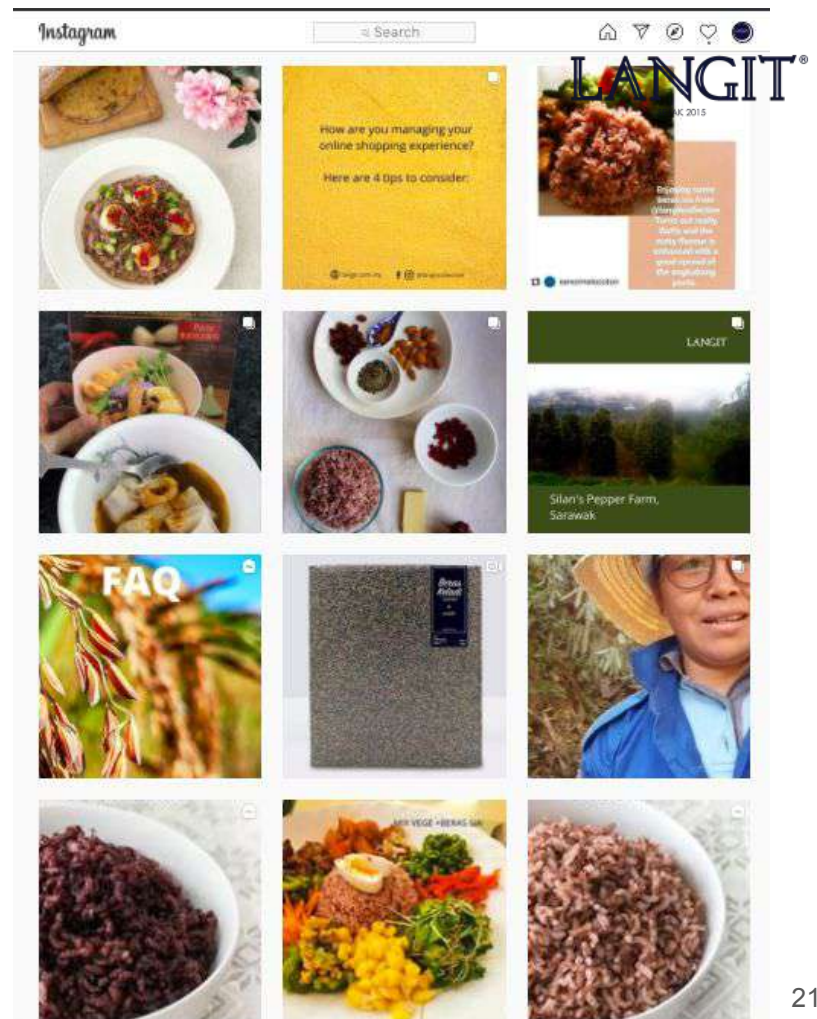
Make adjustments that creates value.



Content That Matters

Product videos

Co-creation of recipes



Value Creation

Collaborations

Improved savings



DIY Meal Kit



Rice Subscription

What's next?

Subscriptions

Product Bundling

Cross-border selling



03

A SEAMLESS EXPERIENCE

Forward

Product Traceability



Get to know the farmer

Find out why the product is healthy

Get to know the land

Why does it matter?

Increases transparency

Increase brand trust

Create a deeper connection





Kampung to Online

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EST. 2015

1. Build a foundation with baseline data
2. Growing online
3. Creating a seamless offline & online experience

A Reward for You



1. Visit langit.com.my
2. Get RM5 off your first purchase
3. Apply voucher code
5ECOMFEST
4. Valid for first 100 redeemers,
expires on 30th June 2020.



@langitcollective

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SEJAK 2015

Reimagining Rural Communities

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