

甘酒ライスミルク

HAVE A RICE DAY

NICE SKIN

อุดมไปด้วยวิตามินบี
ไบโอติน และสารต้าน
อนุมูลอิสระ ช่วยให้
ผิวพรรณและเส้นผม
สวยงามผ่องใส



GOOD NICE

ช่วยบรรเทาความเหนื่อยล้า
จากการทำงาน
และช่วยให้หลับสนิท

What is YoRice Amazake

YoRice Amazake is produced by combining local Thai rice with “Koji”, a species of mould growing on rice. It becomes a milky white and naturally sweet non-alcoholic drink after being fermented very attentively.

The result is not only refreshingly sweet and very delicious, it also has many nutritional benefits - an ancient Superfood perfectly suited to our times.



Overview of The Problem



Our company is a start-up in agriculture. And we have been working to find the way to add more value of indigenous Thai Rice and to support farmers who organic farming,

Also been thinking of how could this project be able to help managing some food loss and food waste, and end the hunger in the same time (specially in the refugee camp in our hometown in ChiangMai)

And With this desire, YoRice Amazake was combining 2 local wisdom by Using Broken organic rice from local enterprise (that's Sometimes it's hard to sell even though there are still have many benefits in it). fermented with kochi from japan (or *Aspergillus oryzae*, a healthy fungus)



Process of Amazake

And after 10 hours it becomes a smooth soft white healthy drink. with natural sweetness caused by amylase enzyme in Kochi rice to turn rice flour into a glucose, that contain prebiotics, Antioxidants and specially Amino acids - Glutamic acid (good stuff that could help for your body and brain) that can solve the world's health and nutrition challenges.

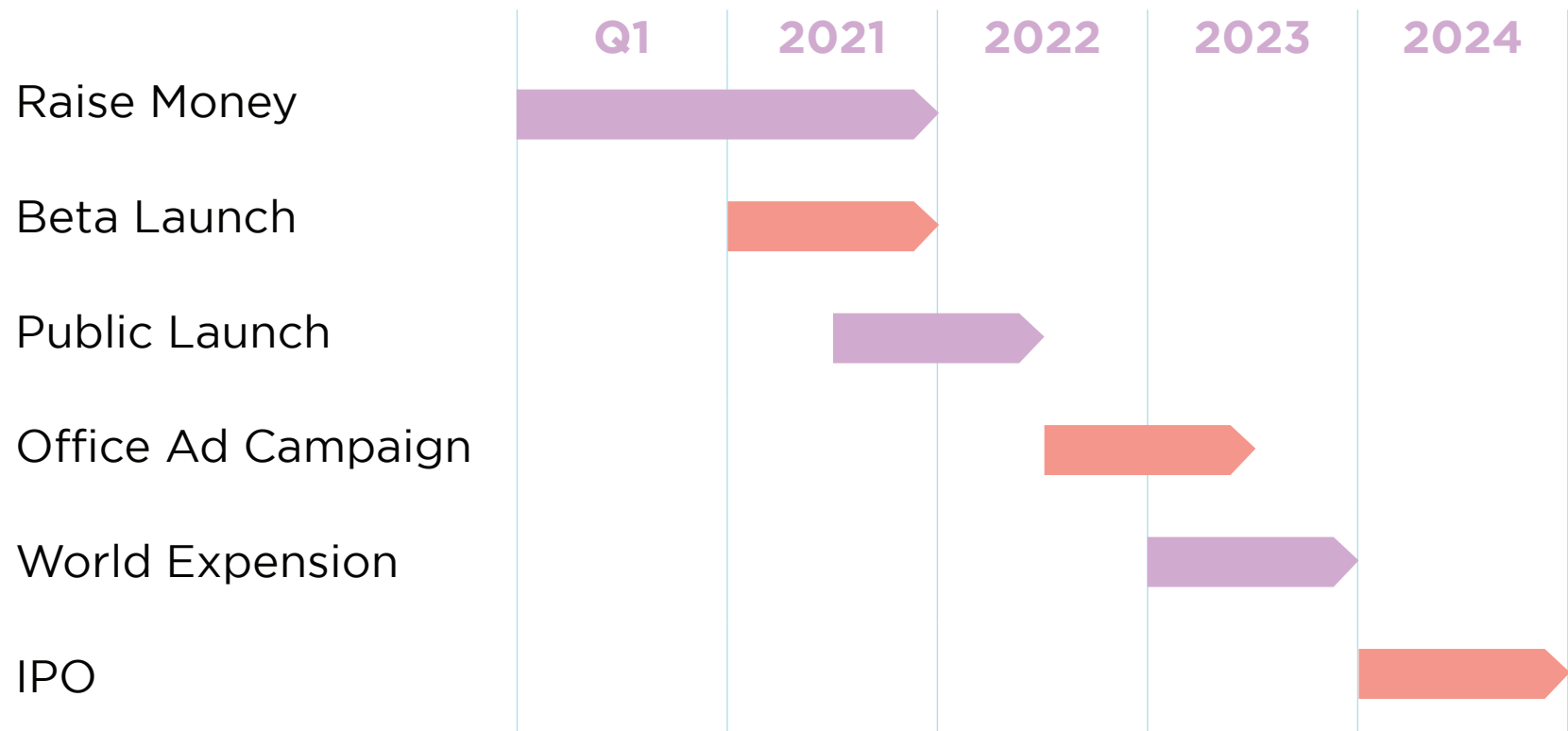
Product Positioning Map



Marketing channel of Distribution



Timeline and Milestones





Rimping
supermarket

YORICE AMAZAKE



Thai Jasmin rice
1 Liter



Thai Jasmin rice
200 ml.



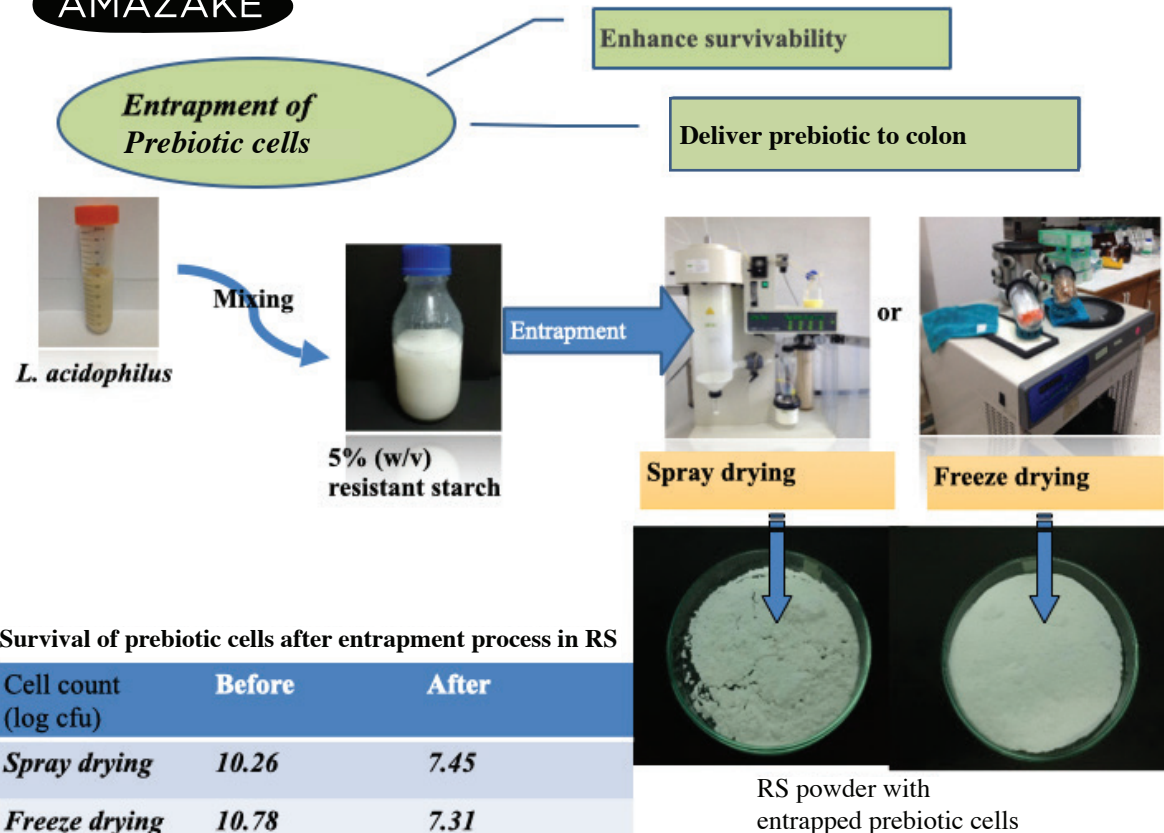
Malinil Surin rice
200 ml.



Malinil Surin rice
1 Liter



YoRICE AMAZAKE



Survival of prebiotic cells after entrapment process in RS

Cell count (log cfu)	Before	After
Spray drying	10.26	7.45
Freeze drying	10.78	7.31

ลำดับ	รายการทดสอบ	ผลการทดสอบ	หน่วย	LOQ	LOD
1	pH	6.12	-	-	-
2	Total solid (TDS)	50,186.89	mg/L	-	-
3	Sugar set				
	Fructose	ND**	g/100g	-	0.08
	Glucose	12.18**	g/100g	-	-
	Sucrose	ND**	g/100g	-	0.08
	Maltose	0.40**	g/100g	-	-
	Lactose	0.56**	g/100g	-	-
4	Antioxidant				
	- DPPH method	6.81**	mg QE/100 ml	-	-
	- ABTS method	7.08**	mg QE/100 ml	-	-
	- FRAP method	9.55**	mg QE/100 ml	-	-
5	Amino acid profiles				
	Aspartic acid	ND**	mg/100g	-	100.00
	Threonine	ND**	mg/100g	-	100.00
	Serine	ND**	mg/100g	-	100.00
	Glutamic acid	134.80**	mg/100g	-	50.00
	Glycine	ND**	mg/100g	-	50.00
	Alanine	ND**	mg/100g	-	50.00
	Cystine	ND**	mg/100g	-	100.00

รายงานการยื่นคำขอรับสิทธิบัตรการประดิษฐ์ เลขที่คำขอ 2101002974

วันที่ยื่นคำขอ (Application date) : 24 พฤษภาคม 2564

ชื่อการประดิษฐ์ (Title of invention) : องค์ประกอบซินไบโอติกที่ถูกห่อหุ้มด้วยแป้ง และกรรมวิธีในการผลิต
องค์ประกอบซินไบโอติกที่ถูกห่อหุ้มด้วยแป้ง

ชื่อผู้ประดิษฐ์ (Inventor) : นายแพทย์ก้องเกียรติ เกษเพ็ชร์

Founding Team



Dr. Kongkiat Kespechera

- CEO group 3 of Bangkok Dusit Medical Services (PLC) BDMS to manage 6 hospitals in Eastern region Thailand.
- Clinical Instructor, Oregon Health Science University, U.S.A
- Founder Kalapatana school, Phuket Thailand
- Founder of Hospital OS (Opensource Hospital Informatics System for Small rural Hospital)
- Secretary General Sodsri-Saridwongsa foundation for the educational reform



Pharadon Phonamnui

- Community Coordinator of Chiangmai World Heritage Project
- Community Coordinator of Chiangmai Creative city initiative
- Founder of Meuyen Muangyen (Urban Reforestation)
- Founder of Thapae East Venue for the Creative Arts
- Founder of North Gate Jazz Co-o
- Founder of YoRice Amazake (THC (Thailand) Co,ltd.)



Pramarn Jaroonwanich

- Founder of Thinkwide Design (Production Studio)
- Manager at Monfai Culture House (Organize for Event and Wedding Thai Lanna Culture)
- Founder of Northgate North production (Social media production)
- Founder of YoRice Amazake (THC (Thailand) Co,ltd.)

YoRice สิ่งที่จะเปลี่ยน
ความหมายของคำว่าข้าว
ในหัวใจของคุณ
Have a Rice Day



Combine Local Wisdom



Healthy



Community