

ABSTRACT

The pandemic that has lasted more than a year has made the stress level of the Indonesian population increase by more than 60%. This makes them vent their stress by eating snacks. In early 2021, a survey conducted by Mondelez International showed that Indonesian people's habit of eating snacks rose 65%. The thing that affects this apart from stress is the culture of eating snacks all the time. What makes this dangerous is that the snacks eaten are ultra-processed foods where these foods increase the risk of non-communicable diseases and death. Therefore, VM Cafe Indonesia created a startup where the products produced are healthier and use food ingredients that can reduce stress so that people can continue to eat snacks but stress and the risk of disease and death are reduced. To prove the solution, a research was conducted in the form of hypothesis validation on the business model by interacting directly with the target consumer.

Keywords: *startup, healthy snack, stress reducer, business model validation*