

Product Knowledge

nod.

About NOD.



NOD - stands for **Never Ordinary Device** - is the 1st all-in-one Capsule Machine.

Living to its' name, this capsule machine is not only a great **Coffee** maker, but also developed to produce a **wide range of non-coffee beverages such as tea, herbal drinks, and other exotic drinks of your choice** - the options are endless.

Proudly developed locally by JumpStart Indonesia, we aim to revolutionize how people make beverages at home by exploring the possibilities of convenience through innovation.

Allowing you to experience having a “**personal barista**” at home.

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KEY FEATURES

Diverse selection of beverages

Not only Coffee (white & black coffee), this machine serves a wide range of beverage selections such as Tea, Matcha Latte, Babyccino, up to herbal drinks such as Jamu Masuk Angin & Wedang Jahe. The options are endless.

One Touch Brew & Clean

Cappuccino, Latte, Piccolo or any beverage you desire is only clicks away through a single touch screen knob on the machine. From brewing to self cleaning, we got it all covered!

Smart App Operated & Advance Recipe Control

For those who value practicality, our Smart App designed to operate the machine from the palm of your hand. Brew, clean, shop, and customize your drinks from wherever you desire.

Milk Steaming Technology

Equipped with milk steaming technology, NOD produce a silky wet foam for your milk-based beverages, from coffee, matcha latte, to milk tea in one click!

Brew and Bloom Technology for Tea

We are the first Capsule Machine that have a brew and bloom technology, mimicking an artisan tea serving where not only pour the tea leaves with hot water, but we pause and give time for the tea leaves to bloom and release the aroma to create a more fragrantful tea time experience.



FLAVORS/MENU SELECTIONS



Aceh Gayo
Highland



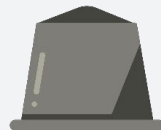
Bali
Kintamani



Never Ordinary
Blend



Double
Power Blend



NOD. Decaf
Sugarcane



Red
Blanc



Fruit
Loose



Chamomile



Roasted Oolong
Milk Tea



Sencha



Kyoto Matcha
Latte



Wedang
Jahe



Jamu
Masuk Angin

Scope of Work

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Scope of Works

1. 1 Video Reels
2. 1 Story

General Video Requirement

1. Video harus mengandung shot nod. , yang sedang digunakan termasuk:
 - a. Membuat minuman menggunakan Knob
 - b. Membuat minuman menggunakan Aplikasi
2. Video harus mengandung beauty shot nod. Menjadi bagian dalam keseharian sehari-hari
3. Video harus mengandung narasi atau voice over
4. Video harus menjelaskan CTA
5. Video dapat dibuat senatural mungkin seperti melibatkan NOD. dalam aktivitas sehari-hari.
6. Video dapat dikreasikan sesuai style dari Influencer selama tidak mengandung unsur kekerasan dan SARA.

Talking Points

1. Memperkenalkan nod. Your all in one drink maker, yang bisa membuat kamu merasa seperti punya barista sendiri di rumah. Dapat berupa short unboxing nod.
2. Menjelaskan kapabilitas nod. yang dapat berbuat beragam minuman seperti:
 - a. Coffee (Disarankan membuat Latte atau Cappucino yang berbasis susu agar dapat menunjukan kemampuan NOD. menghasilkan susu)
 - b. Non-Coffee (Tea atau Kyoto Matcha Latte)
 - c. Herbal Drinks (Wedang Jahe)
3. Mencontohkan penggunaan nod. melalui touch screen dan knob untuk memilih menu serta pembuatan minuman.
4. Dapat dikontrol menggunakan aplikasi nod dan dapat dishare dengan orang-orang dirumah untuk mengontrol satu mesin yang sama. Untuk membuat resep sendiri, membuat minuman langsung serta pembersihan mesin. Dapat membeli kapsul juga di apps dengan banyak promo menarik lainnya.
5. Harga nod. Yang sangat bersahabat untuk product dengan fitur selengkap ini hanya dengan Rp 2,999,000 dengan garansi 1 Tahun.

Call To Action

Ajakan untuk:

1. Membeli mesin NOD. langsung melalui marketplace kesayangan mereka dan juga bisa melalui website NOD.

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Thank you!

For Further Question:
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