



Official Investor Proposal

ANTIROTAVIR

English Investor-Facing Version

Annual Births	Phase 1 Capacity	Phase 2 Capacity
132.1 million worldwide	1 million packs/month 12 million/year	10 million packs/month 120 million/year

## 1. Executive Summary

ANTIROTAVIR is a health-focused brand in the digestive support sector, built around a herbal and organic formula designed to address a broad, recurring, and global need. The official website positions the product as an Organic Herbal Digestive Formula and emphasizes three core strengths: 100% natural composition, no chemicals, and suitability for all ages.

From a market standpoint, the opportunity is substantial. Approximately 132.1 million births occur worldwide every year, creating a large and continuously renewing population of infants, children, and families entering the global child-health and digestive-support market.

At the same time, rotavirus remains one of the leading causes of severe diarrhea in children under five. According to WHO data, in countries where vaccine coverage is incomplete, rotavirus accounts for roughly 35% to 60% of severe acute diarrhea cases in children under five. WHO also identifies rotavirus as a major cause of severe dehydrating diarrhea and reports that rotavirus infections are associated with more than 25 million outpatient visits and more than 2 million hospitalizations globally each year.

Within this context, ANTIROTAVIR, with its clear brand positioning, attractive commercial structure, product diversity, and industrial production potential, has the capacity to become a strong investment opportunity in digestive health support for children, families, and broader wellness markets.

## 2. Brand and Product Overview

On its official website, ANTIROTAVIR is introduced as a herbal and organic digestive support formula. The brand message is centered on naturalness, chemical-free positioning, and broad suitability across age groups.

The main product forms presented on the website are:

- Antirotavir Syrup 240 ml
- Antirotavir Syrup 80 ml
- Anti-Rotavir Dry Powder Supplement

The website describes the formula as intended to support stomach and intestinal wellness, help restore digestive balance, reduce digestive discomfort, and support overall digestive well-being. This positioning gives ANTIROTAVIR relevance in both the family wellness market and the natural health products market.

## 3. Market Size and Strategic Need

More than 132 million babies are born globally every year. This alone demonstrates that child-health-related products represent a very large, stable, and recurring market. In addition, the global elderly population is growing, which further expands the broader digestive health support market.



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From the perspective of disease burden in children, rotavirus is one of the most important gastrointestinal viruses affecting early childhood. WHO surveillance standards indicate that in many countries it accounts for 35% to 60% of severe acute diarrhea cases in children under five, and nearly every child is exposed to rotavirus at least once before the age of five. This makes the child digestive support market real, recurring, and global.

As a result, ANTIROTAVIR is positioned in a category defined by a continuous need, large addressable demand, and relevance to both public-health priorities and family-level purchasing decisions.

## 4. Pricing Model and Economic Structure

The financial and operational model of the project is as follows and is kept consistent with the approved structure provided by the project team:

Finished production cost per package, including syrup and powder as one complete package: \$10 Company selling price: \$20 Supply-chain and intermediary cost/profit: \$5 Retail pharmacy selling price: \$30
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This structure reflects a transparent commercial model in which the product has been designed from the outset for industrial production and scalable distribution. The spread between production cost, company sale price, and final pharmacy price creates strong profit potential.

## 5. Development Plan and Production Capacity

### Phase One

Monthly production in Phase 1: 1 million packages; annual production: 12 million packages.
Required land area: 3,000 square meters.
Production hall: 1,000 square meters; warehouse and office area: 1,000 square meters arranged over 2 floors.
Open area: 1,000 square meters.
Factory construction cost for Phase 1, including equipment and production/packaging machinery: \$3 million.
Required working capital for one month of raw materials: \$7 million.
Total investment: \$10 million.

### Phase Two

Monthly production in Phase 2: 10 million packages; annual production: 120 million packages.
Phase 2 expansion and construction cost in total: \$22 million.
Required land area: 27,000 square meters.
Production hall: 9,000 square meters.
Warehouse hall: 9,000 square meters.
Open area: 9,000 square meters.
Required working capital for raw materials: \$70 million.



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Phase One is designed for industrial launch and controlled but powerful market entry. Phase Two represents large-scale expansion, positioning the project as a regional and international-scale manufacturing operation.

## 6. Human Resources and Operational Structure

Category	Phase One	Phase Two
Total personnel	20	100
Administrative staff	3	8
Service staff	2	6
Production-hall staff	10	86
Monthly personnel cost per person (including salary, insurance, transport, meals)	\$7,000	\$7,000
Total monthly personnel cost	\$140,000	\$602,000
Monthly utilities and communications	\$25,000	\$250,000

Phase One is structured to be lean, focused, and cost-efficient for launch. Phase Two scales the organization for industrial-volume production and broader market coverage.

## 7. Financial Projection and Profitability

### Phase One

Monthly sales	\$20,000,000
Monthly production cost	\$10,000,000
Monthly gross profit	\$10,000,000
Monthly personnel cost	\$140,000
Monthly utilities and communications cost	\$25,000
Estimated monthly operating profit	\$9,835,000

Estimated annual operating profit in Phase One: \$118,020,000

### Phase Two

Monthly sales	\$200,000,000
Monthly production cost	\$100,000,000
Monthly gross profit	\$100,000,000
Monthly personnel cost	\$602,000
Monthly utilities and communications cost	\$250,000
Estimated monthly operating profit	\$99,148,000

Estimated annual operating profit in Phase Two: \$1,189,776,000



## 8. Alignment with International Health Priorities

ANTIROTAVIR operates in a field directly aligned with major global child-health priorities. WHO identifies rotavirus as one of the leading causes of severe diarrhea in children under five, while UNICEF has played an active role in child-health programs, immunization efforts, and access-related initiatives associated with reducing the burden of rotavirus disease across countries.

From this perspective, ANTIROTAVIR can be positioned as a product supporting digestive health, helping reduce the burden of viral gastrointestinal illness, and contributing to the well-being of children and families. In an optimistic and strategic framing, the product may in the future be seen as part of the broader class of health-oriented solutions that contribute to human health, child protection, and support for vulnerable groups such as children and older adults.

## 9. Key Investment Advantages

Addresses a real, global, and recurring need.

Large base market supported by more than 132 million annual births worldwide.

Relevance to one of the leading causes of severe diarrhea in children under five.

Clear, natural, family-friendly brand positioning based on the official website.

Product diversity and flexibility across multiple usage forms.

Attractive pricing structure and strong profitability potential.

Phased scalability from initial industrial production to large-scale international manufacturing.

## 10. Proposed Commercialization Strategy

### Proposal One

This product may be distributed through UNICEF to all member countries and, from the time of each newborn's birth, be made available through national healthcare systems so that treatment can begin without delay by parents whenever needed, in accordance with the approved usage guidelines. The product cost may be financed and paid through global health support funds.

### Proposal Two

The cost of this product may be paid to UNICEF through the health budgets of ministries of health and treatment in different governments, using the health subsidy allocations already present in national public-health baskets.

### Proposal Three

A combined model may be used in which part of the cost is supported through international health and child/elderly protection mechanisms against viral disease, while the remaining share is covered through government subsidy programs.

## 11. Investment Proposal

This project is suitable for investors seeking exposure to a sector with a real and stable market, high scalability, a clear industrial production structure, regional and international expansion potential, and strong profitability across two development phases.

Phase One, with an investment of \$10 million, is the strategic entry point for launching production, entering the market, building the brand, and establishing sales and distribution infrastructure. Phase



Two, through infrastructure expansion and increased production capacity, elevates ANTIROTAVIR into a large-scale manufacturing brand capable of serving broader markets.

## 12. Final Conclusion

ANTIROTAVIR represents a premium investment opportunity in digestive health and natural wellness products. The project is built on a foundation that is both very large in terms of target population and persistent in terms of market need. More than 132 million births occur globally every year, and rotavirus remains one of the leading causes of severe diarrhea in children under five, accounting for approximately 35% to 60% of severe acute diarrhea cases in many countries.

Within this framework, ANTIROTAVIR—with its clear branding, herbal positioning, product diversity, strong financial model, and two-phase development roadmap—has the capacity to become a profitable, scalable, and valuable project for investors. It may also be positioned over time alongside broader efforts to support the health of children, families, and vulnerable populations through practical wellness-oriented solutions.

### Sources

UNICEF global births estimate; WHO rotavirus surveillance and disease burden materials; and the official ANTIROTAVIR website product and positioning pages were used in developing this investor-facing document.

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## Public health context and rationale for Antirotavir

Given rising consumption of food from restaurants, fast-food outlets, and industrial ready-to-eat products, together with inconsistent personal hygiene and chain-like spread of microbes and viruses, stomach and intestinal disease and diarrheal illness are expected to increase in the years ahead. At present, one of the strongest options for treatment is a fully plant-based medicine with rapid onset and durable efficacy: Antirotavir. In addition to addressing rotavirus itself, it is positioned to play a major role in managing infectious diarrhea with microbial and viral etiologies.

## Proposed approaches to commercializing this product

Proposal 1. Distribute the product through UNICEF to all member countries so that, at birth, national health systems can supply it under clear use guidelines and parents can start therapy without delay when needed. Product costs could be funded from global health support mechanisms (e.g. dedicated health financing pools).

Proposal 2. Governments could channel payments to UNICEF from ministry of health budgets already earmarked as health subsidies within national health-benefit packages.

Proposal 3. A blended model: part of the cost covered through the World Health Organization and programs that protect children and older adults from viral illness, combined with a share paid from national health subsidy budgets.



## Importance of Selecting the Production Location

The importance of selecting the production location is highly significant in this process. From a strategic, regulatory, and global distribution perspective, the United States of America can be considered the best location for manufacturing this product, because it offers both strong production and regulatory infrastructure and a suitable environment for the development, protection, and international distribution of the product. In addition, given that UNICEF has played a professional, fair, and impactful role since its establishment in disease prevention, disease control, child health support, and the scientific and strategic guidance of countries around the world, cooperation with such an institution can significantly increase the level of trust, credibility, and confidence in this project among member states and related organizations.

We are determined, with the support of relevant international institutions, especially UNICEF, and with the cooperation of health-oriented institutions in the United States, to have this product manufactured in the United States. On one hand, this can help facilitate access to the product for people in need and for groups supported by American and international institutions. On the other hand, it can contribute to stronger protection of the formula, scientific structure, and intellectual property value of the product.

We believe that centralized production in one location, combined with global distribution through the regulatory and supportive framework of UNICEF, can help prevent copying, counterfeiting, and misuse by profit-driven parties, and ensure that the original, authentic, and approved product reaches real consumers directly and reliably. Such a structure would not only help protect the authenticity and quality of the product, but could also create the foundation for a valuable, humanitarian, and strategic international collaboration, further strengthening the position of this product in serving human health.

Website address: <https://www.antirotavir.com/>

Further reading: [Rotavirus \(Wikipedia\)](#)