

AWESOMEPICK



# AWESOMEPICK

EXCELLENCE REIGNS AND DELUXE IS A NORM





# Executive Summary

## **Our vision and value proposition**

Awesomepick is a leading selected premium agriculture product platform associated with preventive treatment, with a focus on quality, sustainability, and social impact,

Our business is committed to promoting well-being and meaningful connections in Cambodia and global market through innovative gifting solutions. We specialize in curating thoughtful, high-quality gifts that enhance personal and corporate relationships while fostering a culture of care and appreciation. Rooted in our dedication to community development, we prioritize ethical sourcing, sustainability, and initiatives that give back to local artisans and vulnerable communities.

By combining cultural authenticity with modern gifting trends, we create impactful experiences that reflect care, gratitude, and social responsibility.



# Brandmark



Letter A  
Awesomepick



Angkor Wat



We care for our  
People, Partners  
and Community



Be at the top  
of the market



Seed, organic,  
the foundation  
of our future

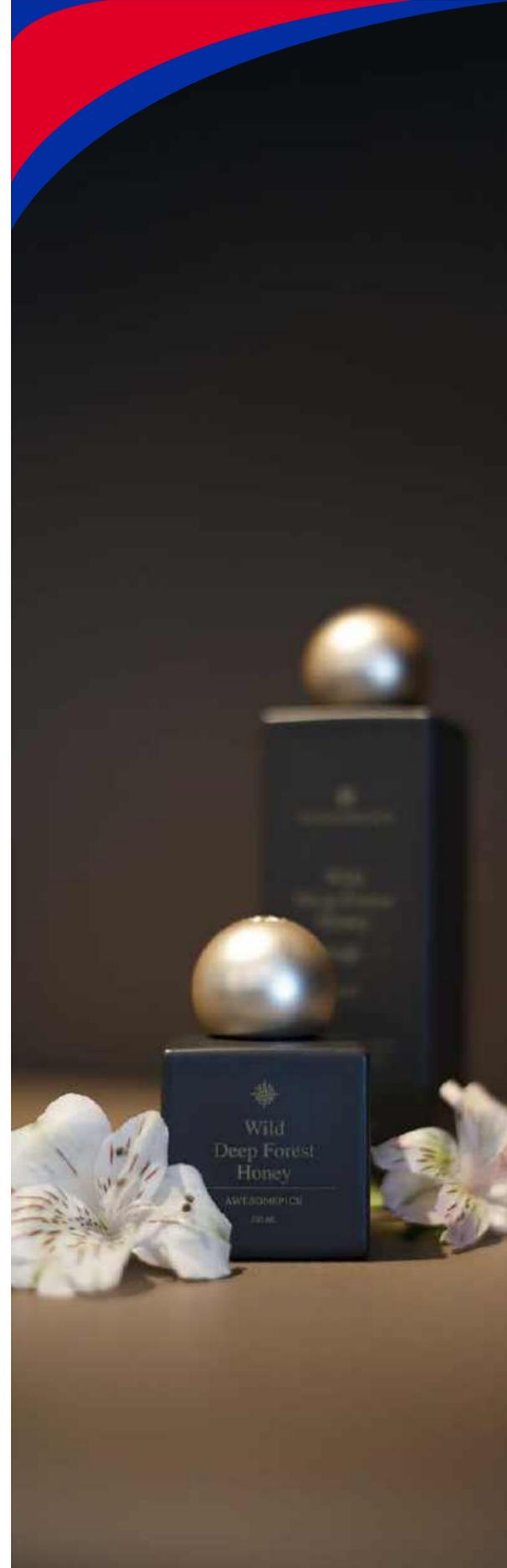


Let our light shine  
and be a source  
of strength  
and courage

# Business Focus

We believe that gifting is more than just an exchange—it is a powerful expression of appreciation, care, and cultural identity.

By aligning our business with well-being, sustainability, and community-driven initiatives, we create a gifting experience that is not only thoughtful but also transformative—ensuring that every gift contributes to a brighter, more connected future for Cambodia.



## CAMBODIA

A PROFESSIONAL VENUE TO  
SHOWCASE THE BEST OF CAMBODIA IN GLOBAL  
MARKET PLACE

Preventive treatment

Exquisite quality assurance

Making a positive social and environmental impact

Eco-friendly practices into our operations

# AWESOME PICK SHOP

We are committed to making our gifting solutions easily accessible to our clients across **Phnom Penh**. With 10 strategically located distribution channels, we ensure a seamless and convenient shopping experience, whether for personal gifting or corporate needs.



# Los Angeles Times



## Top 5 Newspaper in United State of America

Being featured in the LA Times is a significant milestone for AWESOMEPICK, providing us with a powerful platform to showcase our mission, products, and impact on a global scale.

## Cambodia Special Report

This feature reinforces our vision and inspires us to continue creating meaningful, high-quality gifting solutions that make a difference in Cambodia and beyond.

## International Trade



**Diversified Trade** Cambodia's key exports include garments, electronics, and agro-products, contributing \$20 billion annually to the economy.



**Energy Access Expansion** Cambodia achieved 97% electricity coverage in 2022, up from 34% in 2010, driving development.

# Cambodia's Finest: Entrepreneurship at the Service of a Community

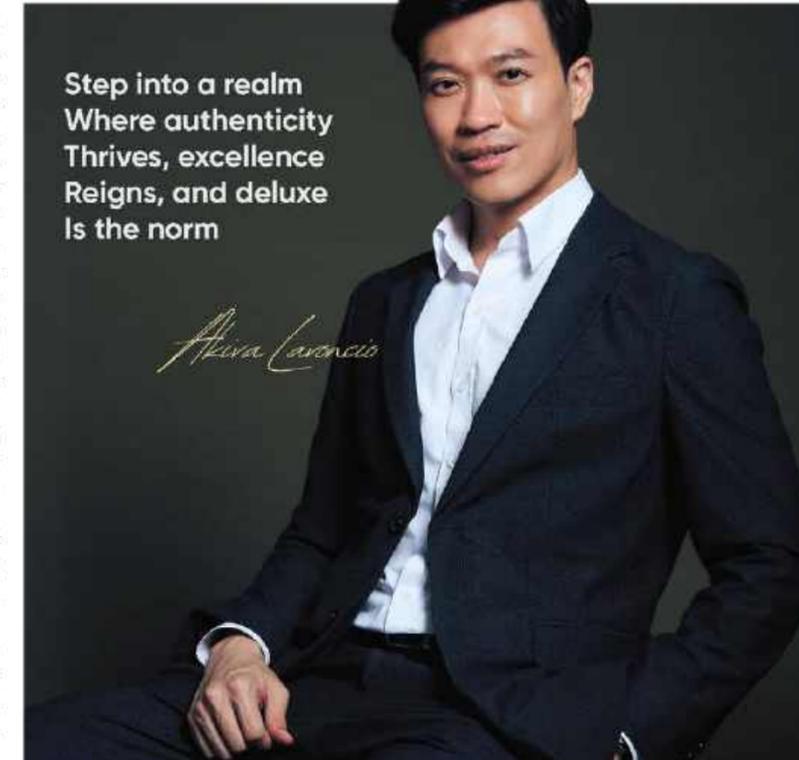
With a vision of showcasing the best of Cambodian agriculture, Awesomepick is taking top-quality local produce to the international health food market. Under the leadership of Akiva Lavoncio, this brand is not just about food—it's about making a meaningful impact.

**A**fter six years in the United States and a strong background in marketing, Lavoncio returned to Asia, searching for something more fulfilling than managing spreadsheets. That search led him to Cambodia, where he saw an opportunity to use his business expertise to uplift local growers and bring their products to the world stage. "I found a deeply kind community in Cambodia, often of people who didn't have the resources to dig themselves out of a difficult situation, but who deserved so much more," Lavoncio reflects. This realization became the foundation of premium food brand Awesomepick, solely dedicated to showcasing Cambodia's healthiest and finest agricultural products.

Launched in January this year, Awesomepick has already begun winning people over with its simple yet profound mission: to offer the purest food products, promoting the philosophy that we are what we eat, and that preventive care begins with what you give your body as nourishment. The product line so far includes cashews, one of Cambodia's most renowned exports, and turmeric powder, with plans to soon add moringa, black ginger, fingerroot, and wild forest honey. Lavoncio's meticulous attention to detail is evident in every aspect of the brand. By altering traditional manufacturing processes and setting his own rigorous quality standards, Awesomepick ensures its products are delivered in their purest possible form. "I am super picky; it's my personality," Lavoncio admits, "but when people try the cashews, they can't believe a cashew can taste like this."

In fact, the process through which the cashews are picked—what makes them awesome—has been compared to diamond grading, where not only size, but color, clarity, and lack of blemishes are considered to separate those cashews that provide the perfect bite, the surprising burst of flavor. Moreover, they are not fried but baked at low temperatures, locking in nutrients and making them healthy, crunchy, and naturally sweet.

But Lavoncio's vision extends far beyond creating premium products; it's about making a lasting impact on the community and promoting Cambodian goods on the glob-



Step into a realm  
Where authenticity  
Thrives, excellence  
Reigns, and deluxe  
Is the norm

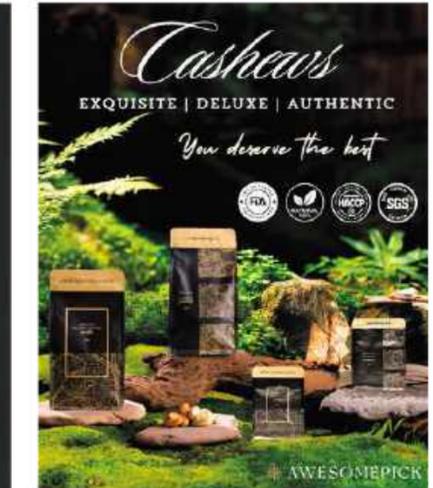
*Akiva Lavoncio*



al stage. This commitment to Cambodia was tested early when he turned down a lucrative offer to develop Awesomepick in Canada under a startup residency program. Though tempting, the offer would have transformed Awesomepick into a Canadian brand—something Lavoncio wasn't willing to compromise on. "I came to Cambodia to make something that belongs here," he explains. "So,

as much as I am eager to find new partnerships and investors abroad, the brand will stay Cambodian."

Lavoncio's unwavering commitment to his mission hasn't come without challenges. In a limited market like Cambodia's, even access to packaging options is difficult, not to mention operating in an investment environment that can struggle to understand more specialized products such as premium foods. Yet, despite these hurdles, Awesomepick has managed to thrive. The brand's prod-



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ucts can already be found in numerous Cambodian hotels and restaurants, at the Duty Free in Phnom Penh Airport, and in the catalog of Singaporean health supplement brand OneLife—all within just six months of launching.

For Lavoncio, Awesomepick is more than just a business; it's a way to contribute to a community he cares deeply about and to promote the image of Cambodia's agricultural products in the international market. As Awesomepick continues to grow, Lavoncio is keen on taking the brand international, but only on his terms. "It's been a crazy ride; we are just getting started," he says with a smile. "But we are ready to show the world Cambodia's best side and to help the people here build something good."

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BKK1 Phnom Penh, Cambodia (Picasso  
City Garden)



## PRESTIGE MAGAZINE

Prestige Magazine is a premier luxury lifestyle publication that celebrates excellence in fashion, business, culture, and well-being. Known for its high-quality editorial content, the magazine showcases influential brands, trendsetters, and visionaries who shape the worlds of luxury, innovation, and sophisticated living.



What if the secret to feeling younger, stronger, and healthier wasn't in a lab but growing here in Cambodia? Awesompick, founded by Akiva Lavoncio, is taking the nation's most underrated superfoods and turning them into wellness essentials for people looking to boost their health and live their best lives. With a focus on quality, sustainability, and community impact, Awesompick proves that staying young and healthy isn't just a dream—it's deliciously within reach.

Akiva Lavoncio, a 43-year-old former finance executive with a sharp eye for business and a deep appreciation for health, explains it best: "Lots of countries try to be organic, but here, many things are naturally organic." What started as a personal journey to recharge in Cambodia quickly turned into a mission to transform the country's rich agricultural resources into products that help people feel better, live healthier, and support local farmers. Awesompick is more than a brand—they're creating a movement.

With a strong emphasis on quality, Awesompick uses rigorous testing and grading systems to ensure only the best ingredients are used in their products. The company first focused on cashews and turmeric, two of Cambodia's most promising crops, and has since expanded to include fingerroot, moringa, and black ginger. These ingredients form the Antioxidant Series, a collection of superfoods designed to boost digestion, vitality, immune health, and cardiovascular function.

Akiva is particularly proud of their black ginger, a rare and highly sought-after ingredient often compared to ginseng—but packs an even greater punch. "All our products are health-related. We encourage preventive treatment and consider eating to be the most important aspect of our daily lives. That is why we are dedicated to promoting and offering the purest foods to the market," Lavoncio says. Black ginger is a key component of their lineup, alongside turmeric for its anti-



inflammatory properties, fingerroot for digestive health, and moringa for lowering blood pressure and cholesterol. Cashews, meanwhile, continue to shine as a heart-healthy snack that supports better sleep and stronger bones.

Awesompick isn't just about what's inside the products—it's about how they're made. For instance, the company's wild honey is sourced sustainably in partnership with the Wild Honey Association. Their team ensures they only harvest a part of the hive, leaving the bees' habitat intact. "We're not going to ruin their home," Akiva explains. This commitment to ethical sourcing is a hallmark of the brand, as is their attention to detail, right down to their honey gift boxes shaped like honeycombs, which blend luxury with nature's simplicity.

The company's innovation doesn't stop there. Plans are underway to introduce cashew butter made entirely from Cambodian cashews, offered in two delicious flavours: pure and honey-infused. Awesompick aims to bring the country's natural treasures to the global stage by continuing to elevate Cambodian agriculture. "We're not just creating products. We're integrating Cambodia's supply chain and showing the world the potential of this country's agriculture," Akiva explains.

Awesompick's ability to appeal to a wide range of customers sets it apart. While the products are especially popular among health-conscious individuals in their 30s and 40s, they're also gaining traction with younger audiences starting to prioritise wellness. From adding black ginger or turmeric powder to a latte for a health boost to snacking on cashews as a guilt-free indulgence, Awesompick offers something for everyone.

As the company looks to the future, expansion is on the horizon. Plans include a more substantial international presence and a flagship location at Phnom Penh's new airport by 2025. However, for Akiva, the mission remains deeply personal. "Health is everything," he says. "Awesompick stands for setting the highest standards of freshness, taste, and nutrition in each of its authentic Cambodian products, and while doing so, it is helping local communities lead better, more empowered lives.

Awesompick proves that Cambodia's humble crops can compete globally, delivering health, vitality, and sustainability in every bite. With a perfect blend of passion, quality, and vision, they're not just building a brand but inspiring a healthier, more vibrant world. 🌿

For businesses in the **gifting** and **health** industries, a feature in Prestige Magazine is more than just recognition—it's a strategic move that enhances brand value, and drives long-term success in the luxury market.

# Our Product

CASHEW COLLECTION

ANTIOXIDANT SERIES

WILD FOREST HONEY

GIFT BOX

**CASHEW 250G**

Classic

Light Salted



**ULTRA CAMBODIA**

**GIFT BOX**

Power Pack

Detox Pack



**CASHEW 90G**

Classic

Light Salted



# Our Product

CASHEW COLLECTION

ANTIOXIDANT SERIES

WILD FOREST HONEY

GIFT BOX

**MORINGA**  
Vessel Enhancer



**TURMERIC**  
Immune Gardian



**FINGER ROOT**  
Digestion Harmony



# Our Product

CASHEW COLLECTION

ANTIOXIDANT SERIES

WILD FOREST HONEY

GIFT BOX

## BLACK GINGER

Vitality Booster



## ELIXIR GIFT BOX

Wild Honey  
Anti-oxidant Powder

## WILD FOREST HONEY

100 ML/ 300 ML



# PrestigePass Business Partners

## Exclusive Privileges for a Premium Experience

As a valued PrestigePass member, you gain access to **VIP** rewards, personalized services, and exclusive offers that enhance your shopping and gifting experience.



PHNOM PENH



AIRLEE  
Medical Beauty Clinic



Cake Away  
PIECE OF LOVE



CHECK inn  
Cambodia 柬埔寨



LA CASA



LE BLANC  
AESTHETICS & LASERS



OLYMPIA CITY



ROSE GARDEN



THE FACE SHOP  
NATURAL STORY



無敵  
Mudō

KLAY  
KAYAKAWA SERVICE



RAMEN SINA



JUVENCE SPA  
\*\*\*\*\*



SPECTRA HOME

The Weaver's Tale

JUVENCE FITNESS  
by DARA

Onelife



BLISS  
SPA

# OUR WEBSITE

AWModaz

[Membership](#) [Vision](#) [Service](#) [Team](#) [Partner](#)

[Email Us](#)

Empowering Trading Business  
For A Brighter Future

Your Trustworthy Partner in  
Cambodia

The primary purpose of AWMoDaz Trading is to facilitate trade between buyers and sellers and often operate as an intermediary in the process. According to our customer's needs, we can be involved in various types of trading

# Founder Information

## **Akiva Lavoncio**

11-year experience in consumer centric digital go-to-market strategy and business partner management across retail sales and marketing function in Banking and Wealth Management industries.

5-year sales experience in Insurance and MLM industry. Detail-oriented, highly self-motivated with leadership abilities to guide and coordinate with team.





# Thank You

## Contact Information

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