

Micro-Algae Good for you and for our planet

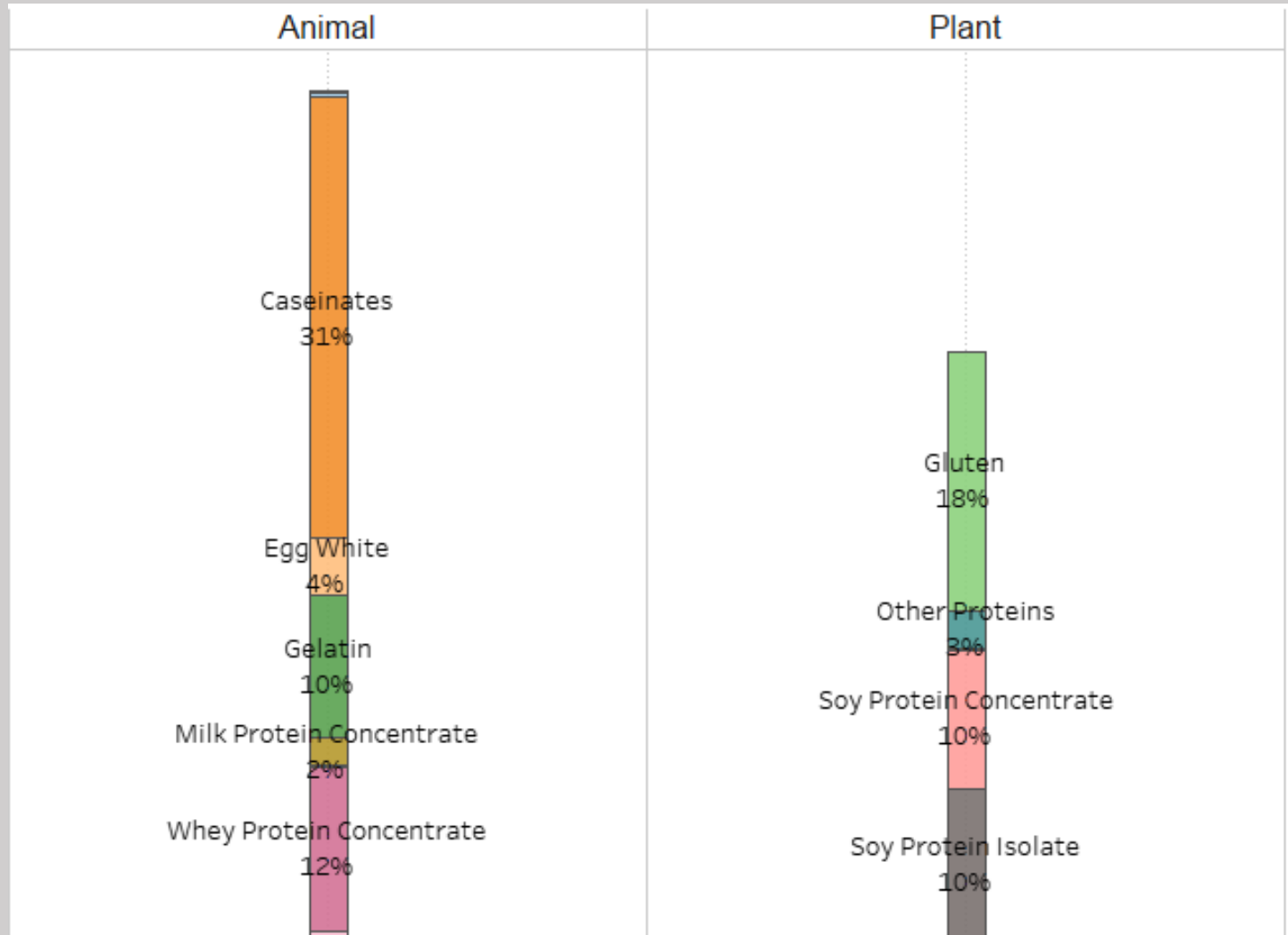
Mine Uran
Co-founder & CEO



Alver 2018



Problem



- **Protein Ingredient Market** size generated over USD 22 billion in 2015 and expects to surpass 7.1 million tons by 2024. (Global market Insights)
- In 2015 60 % of added protein products are from animal sources and it is likely to increase to 65 % in 2020
- Global meat and dairy production must be cut by 50% by 2050 to avoid agriculture being the main emitter of CO2 (Green Peace 2018).

Situation

- Governments are aware of the situation and number of key markets including China, France, Australia are making important legislative changes to curb meat consumption and divert consumers to plant-based diets.

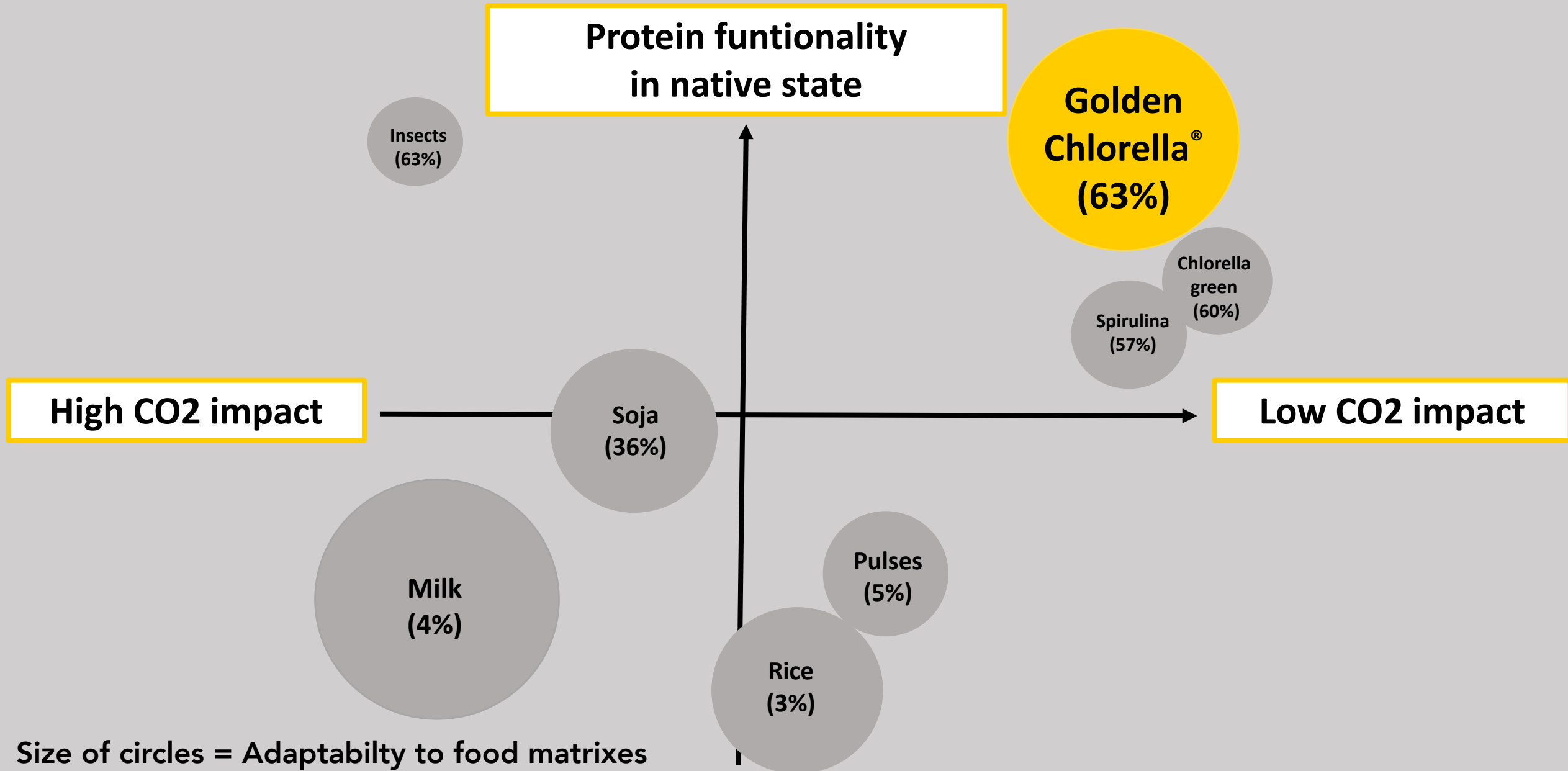


Solution Alternatives

- Offering compelling nutrients like fibre and omega fatty acids and touting lower calories and carbon footprint than dairy and meat, plant sources are being promoted as natural, more sustainable alternatives.
- Soy-beans are the most popular plant-based protein ingredient in packaged food, but only a fraction of it is consumed directly in raw format.
- Pulses and sea plants are some of the more promising future sources.

Pulses	Seeds	Sea Plants	Others
Soya Beans 	Quinoa 	Algae 	Quorn 
Chickpeas 	Chia Seeds 	Seaweed 	Insects 
Lentils 	Buckwheat 	Chlorella 	Goji Berries 
Peas 	Amaranth 		Moringa 
	Flaxseeds 		Hemp 

Why Micro-Algae ?



What is Golden Chlorella®?

Healthy

- A micro-algae Superfood
- Protein, magnesium, potassium, zinc, vitamin B..

Sustainable

- Most sustainable protein source currently known
- Fermentation in water with waste sugar

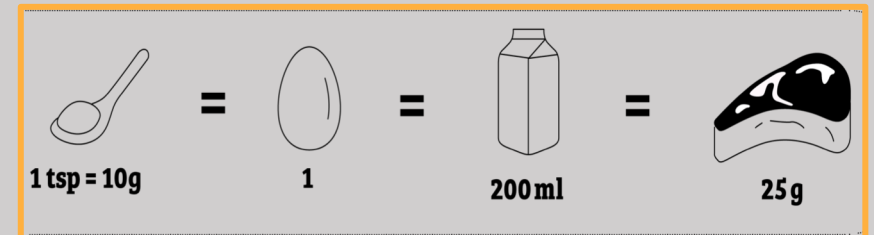
Tasty

- Disruptive FoodTech: neutral in taste and colour.
- Unique: Ingredient for the Food Industry

Food must remain a source of pleasure



Equivalent in protein



Sustainability of Golden Chlorella®

Arable land

1 Kg beef protein = 10 m²

1 Kg Golden Chlorella protein
= 0.24 m²

- 40 x

Water

1 Kg beef protein = 4 400 L

1 Kg Golden Chlorella protein
= >100 L

- 44 x

CO₂

1 Kg beef protein = 112 kg CO₂

1 Kg Golden Chlorella protein
= 3 kg CO₂

- 36 x

The Vegan



The Vegetarian



**Healthy
Sports fan**



The Flexitarian



58% European consider themselves Flexitarians

The Target Market

Looking for an easy solution to healthy and sustainable eating

Vegan & Vegetarians Market

11.3 MM UK

9.1 MM Germany

2.1 MM Scandinavia

1.5 MM Benelux

1.3 MM France

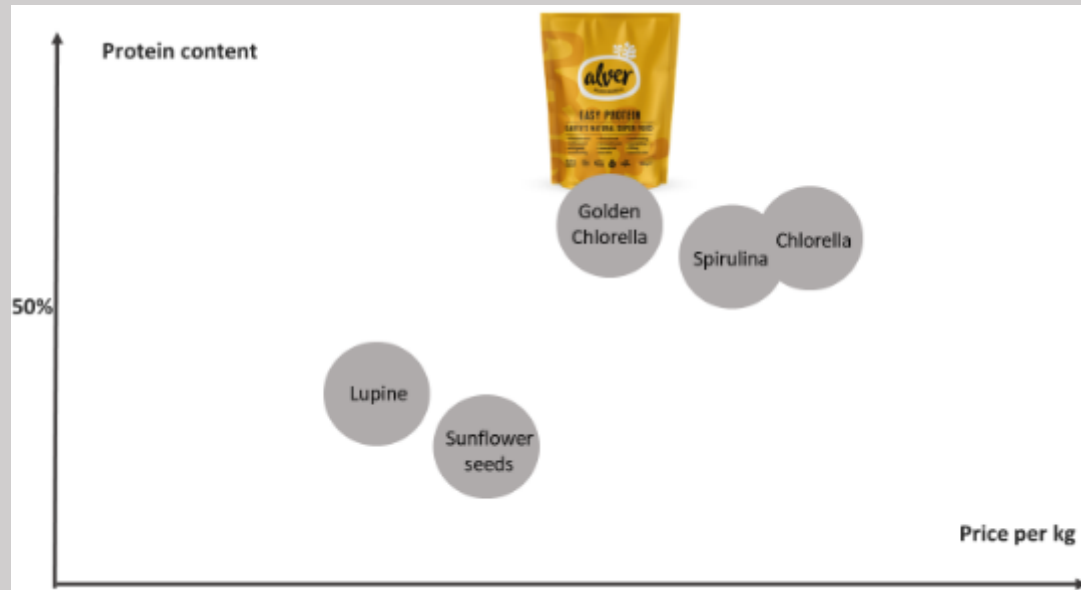
0.8 MM Switzerland

Alver Product Strategy

Category	High protein	Vegan	Gluten free	Vitamins & minerals claims	Natural, (no additives)	<10 min cooking time	Shelf life over 1 year
Golden Chlorella powder	X	X	X	X	X	X	X
Pasta	X	X		X	X	X	X
Quick soups	X	X		X	X	X	X
Quicks sauces	X	X		X	X	X	X



Alver Positioning Strategy



Alver Distribution Strategy



B2C
- Brand awareness
- Gain credibility

Pharmacies
45%
5 % of swiss pharmacies

Food Retailers
35%
Manor Coop

E-commerce
20%


Alver Promotion Strategy

Publications

alvereasyprotein

Alver Golden Chlorella
Publié par The Guardian [?] · 1 septembre, 08:44 · €

Really interesting article on the Guardian. Flexitarian diet could halve chance of obesity!



the guardian


'Pro-vegetarian' diet could halve chance of obesity
Study describes benefits of the 'flexitarian' diet: basically vegetarian with meat and fish consumed occasionally
THEGUARDIAN.COM

DIGITAL MARKETING RACE model



MAGNESIUM
REGULATES THE METABOLISM WHILE BOOSTING ENERGY LEVELS!

Liked by caroline_hans1, lisa_hasler and 139 others
alvereasyprotein Start this holiday full of energy!
#magnesium #goldenchlorella #vegan #superfood #ecofood #easyprotein #alver1goldenchlorella #AlverEasyProteinEHL #healthylifestyle
View all 2 comments



alvereasyprotein

EASY PROTEIN
EARTH'S NATURAL SUPER FOOD

caroline_hans1, d.v.neygh

...protein Summer is coming...
...Alver cocktail for...

EVENTS with bloggers & journalists



FAIRS & conferences

TASTINGS in shops

Alver prend de l'envergure

Rasée à Chambone, la société spécialisée dans les aliments et boissons à base d'algue a bouclé son premier tour de table.



Majbani Ajayee-Endoga et Anne Lhuin, co-fondatrices d'Alver

La start-up active dans l'agroalimentaire Alver a bouclé avec succès son premier appel de fonds sur la plateforme Pangea, à son appui mardi. Ce premier tour de table a dépassé les attentes avec une levée de capitaux qui s'élève à 288.000 euros pour un objectif initial de 250.000 euros.

L'entreprise basée à Chambone (71), France, est dirigée par les co-fondatrices Majbani Ajayee-Endoga et Anne Lhuin. Les deux femmes ont rejoint le Service de l'Entrepreneuriat de la Fédération Française des Associations de Femmes Entrepreneures (FFAE).

Constatant que les femmes entrepreneures étaient sous-représentées dans le monde de la start-up, les deux femmes ont décidé de créer Alver. Cette entreprise a pour objectif de développer des produits à base d'algues et de promouvoir leur consommation.

Mais pour l'instant, le savoir-faire des deux fondatrices d'Alver est limité. L'offre commerciale reste encore limitée. Les livrés de fonds commencent à arriver pour permettre de développer et lancer le marché d'une gamme élargie de produits -100% naturels, riches en protéines et en nutriments. Comme la poudre d'algues et les biscuits, l'offre se développera dès lors également sous la forme de soupes, de sauces, de pâtes ou encore de barres protéinées. Pour la production et la distribution de ces denrées, Alver a d'ailleurs noué un partenariat avec l'artisan-entrepreneur Takirou qui, à travers son site boulangerie ouverte entre 2014 et 2016, est spécialisée dans la fabrication de produits de boulangerie.

PR

Our Team



Mine Uran
Co-founder & CEO

Protein Expert with MBA
Previous: Head of Protein R&D
@ Nestlé
Past: Unilever & Dupont



Majbritt Byskov-Bridges
Co-founder & COO

Economist with MBA
Previous: Senior Adviser @
Guardian Wealth Management
Past: Deloitte & Morgan Stanley



Nina Müller
Product Development

Bachelor EHL
Previous: Chef

Competitions & Prizes 2017 - 2018

Best Natural Product , Germany (1st prize)

Bilan 50 Swiss startups to invest in 2018, in process

Grand Prix Génération Entrepreneur, Switzerland (winner)

MassChallenge, ETI (finalist)

Nutri Award, France (finalist)

Sustainability Initiative of the Year, United Kingdom (Top 3)

Good Festival, Switzerland (Gold medal)

Genilem coaching, granted for 3 years





Thank you
& Questions?