INNOVOPRO

The Chickpea Protein Revolution

BALANCING OUR NUTRITION THROUGH INNOVATIVE FOOD

DO NOT INVEST IN MEAT, DO NOT EAT MEAT

Successful Farming NEWS MARKETS WEATHER MACHINERY CROPS TECHNOLOGY FARM MANAGEMENT LIVESTOCK FAMILY

LANTA (AP) -- Six months into a deepening dro ught, the weather is killing crops, ...[More]

Author: Hobbyfarmer Posted: 10-29-2016

I Shoulda Bought Beans

I guess if I were a trader or speculator I'd buy be an futures around the 1st of October and sell ... [More]

Author: JimMeade Posted: 10-28-2016

The South America Crop Report for October 31, 2016

This week's SACR covers Argentina farming's sta te of emergency in Buenos Aires province, Brazi l's best beginning to a soybean campaign ... [More]

Author: patrick83954 Posted: 10-28-2016

All Talk

Most Recent Poll

INVESTORS URGE FOOD COMPANIES TO SHIFT FROM MEAT TO PLANTS

9/26/2016

* Campaign group writes to 16 global food companies
* Urges firms to diversify into plant-based protein
* Kraft Heinz, Tesco, Walmart among firms approached

Successful Farming MACHINERY SHOW THURSDAYS AT 8 P.M. FRIDAYS AT 12 A.M. SUNDAYS AT 9 P.M. ALL TIMES CENTRAL ON RFD-TV

By Simon Jessop

LONDON, Sept 26 (Reuters) - A group of 40 investors managing $1.25 trillion in assets have launched a campaign to encourage 16 global food companies to change the way they source protein

World Health Organization

Health topics | Data | Media centre | Publications | Countries | Programmes | Governance

Q&A on the carcinogenicity of the consumption of red meat and processed meat

October 2015

1. What do you consider as red meat?

Red meat refers to all mammalian muscle meat, including, beef, veal, pork, lamb, mutton, horse, and goat.

2. What do you consider as processed meat?

Processed meat refers to meat that has been transformed through salting, curing, fermentation, smoking, or other processes to enhance flavour or improve preservation. Most processed meats contain pork or beef, but processed meats may also contain other red meats, poultry, offal, or meat by-products such as blood.

Examples of processed meat include hot dogs (frankfurters), ham, sausages, corned beef, and biltong or beef jerky as well as canned meat and meat-based preparations and sauces.

3. Why did IARC choose to evaluate red meat and processed meat?

An international advisory committee that met in 2014 recommended red meat and processed meat as high priorities for evaluation by the IARC Monographs Programme. This recommendation was based on epidemiological studies suggesting that small increases in the risk of several cancers may be associated with high consumption of red meat or processed meat. Although these risks are small, they could be important for public health because many people worldwide eat meat and meat consumption is increasing in low- and middle-income countries. Although some health agencies already recommend limiting intake of meat, these

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MAJOR TRENDS REALTED TO THE INCREASE IN VEGAN PROTEIN CONSUMPTION

25%

Of Americans are consuming more protein this year

220M

Americans are considered to be overweight or obese

40%

of consumers are avoiding or reducing GMOs in their diet

7%

Of Americans consider themselves vegetarian, flexitarians, vegan

15%

Growth of Introductions of new products with plant-based proteins

10%

The global gluten-free product market growth rate

21M

Americans have diabetes

15M

Americans have food allergies to : Milk, egg, wheat and soy

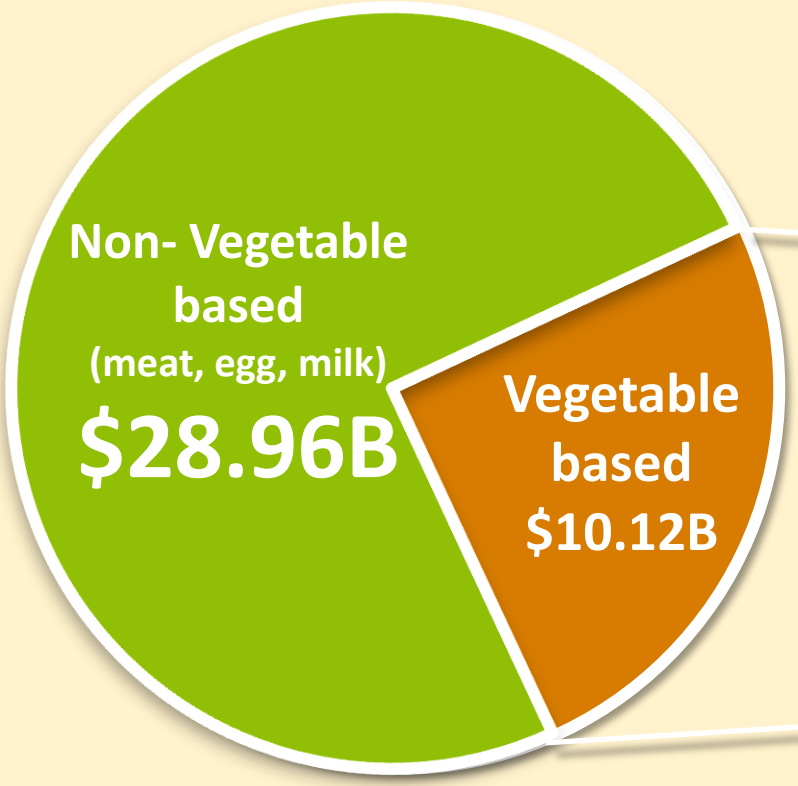
20%

of Americans eat gluten-free products

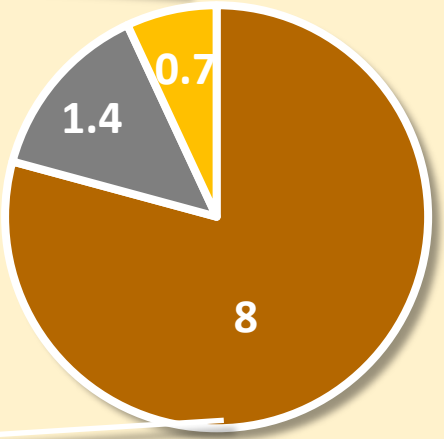
25%

of Americans are lactose intolerant

GLOBAL PROTEIN INGREDIENT MARKET: 40B $

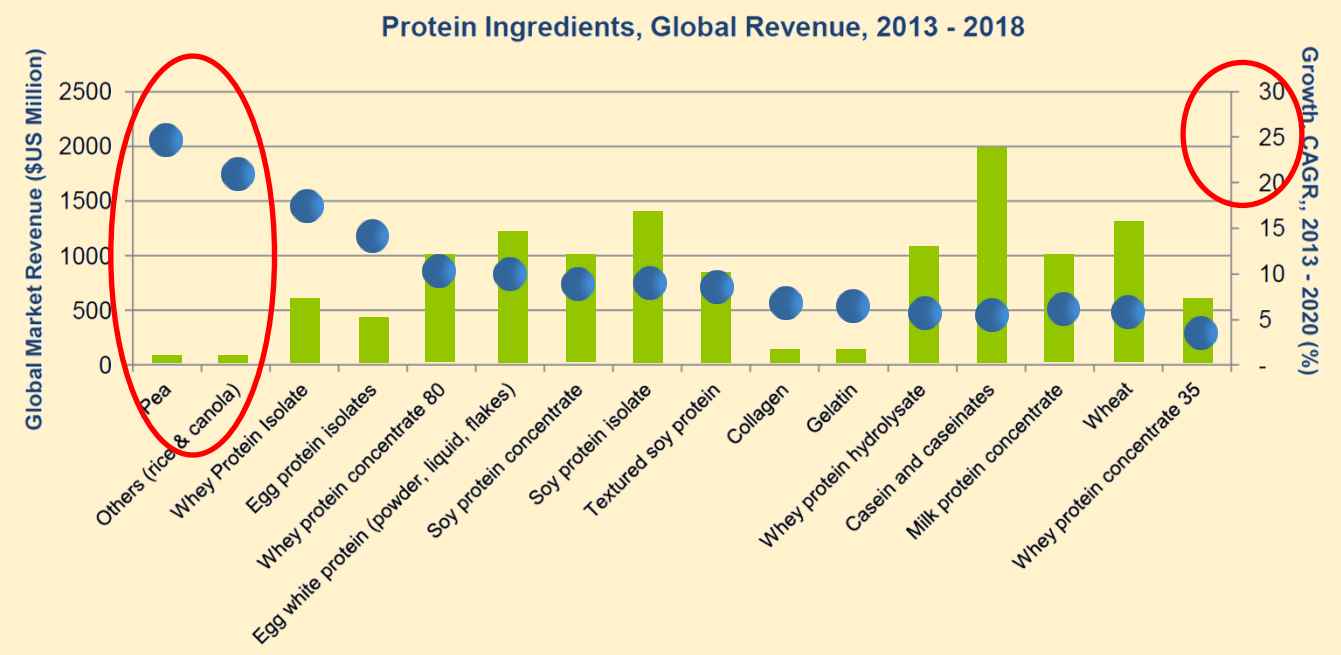


Vegetable Protein Market is ¼ of the total market (in $B)



Soy
Pea
Alternative

NOVEL PLANT BASED PROTEIN IS RISING



Frost & Sullivan research - 2014

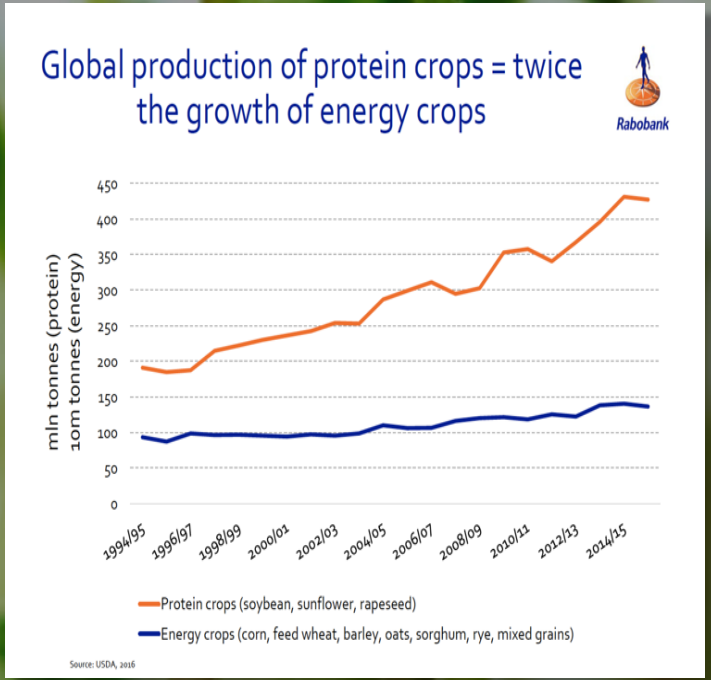
SUSTAINABILITY APPROACH

DRIVES THE WORLD TO SEEK NOVEL SOURCES OF PROTEIN

PLANT-BASED PROTEIN WILL REPRESENT

1/3

OF OVERALL PROTEIN BY 2054



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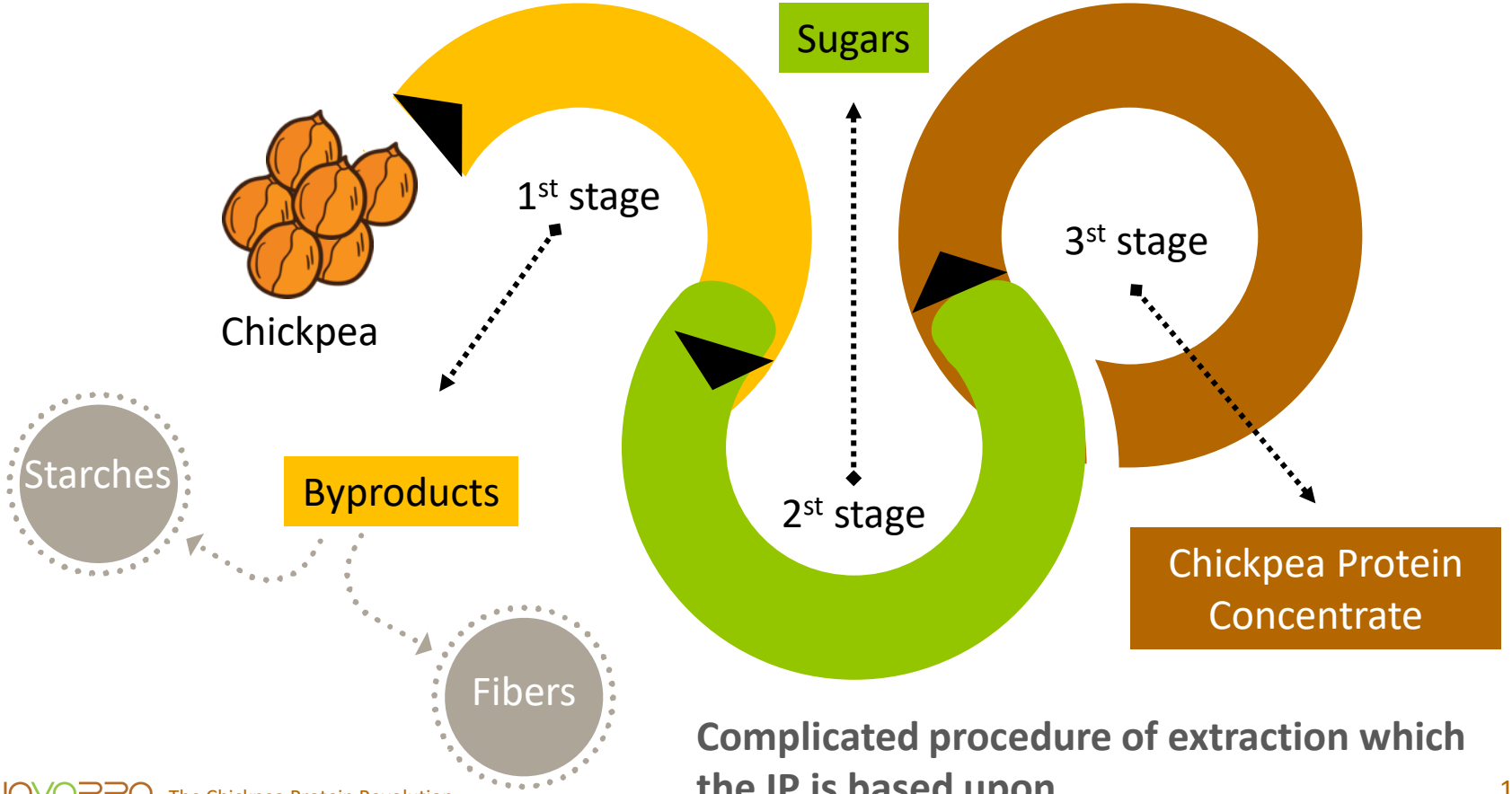
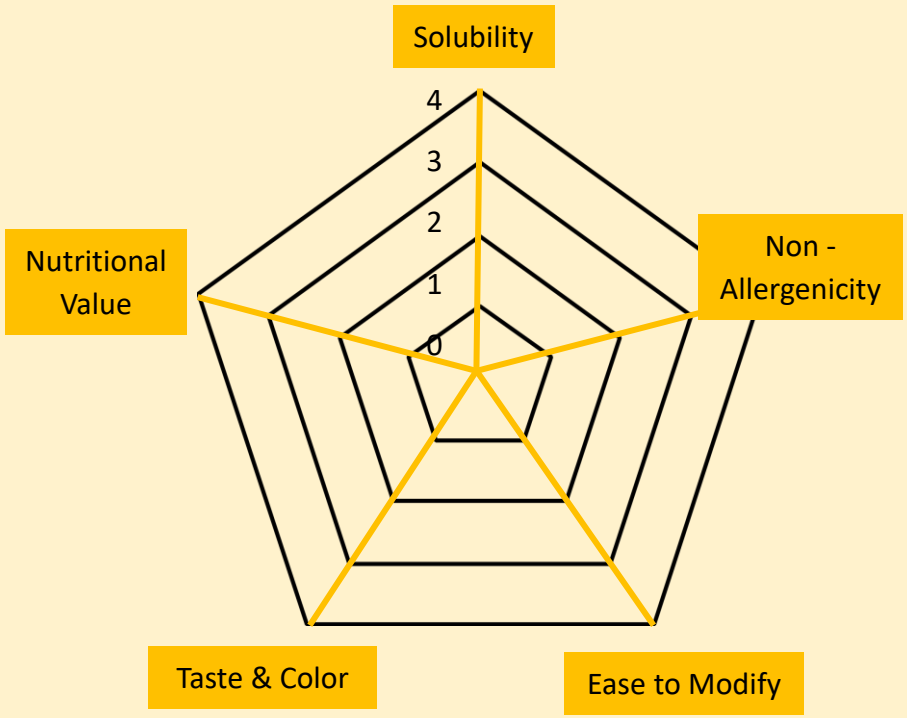
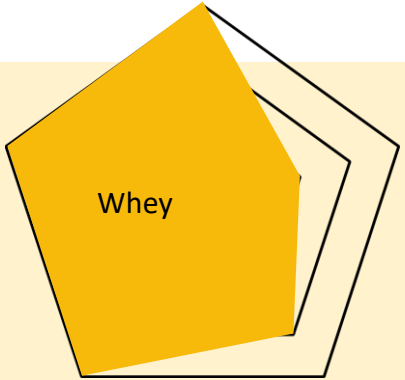
EXTRACTION TECHNOLOGY

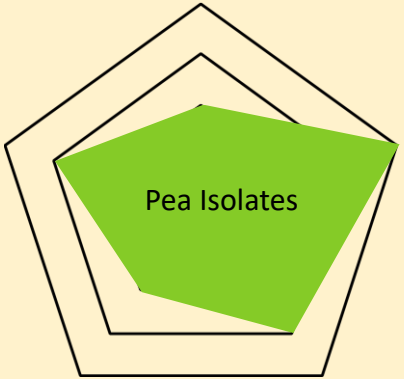


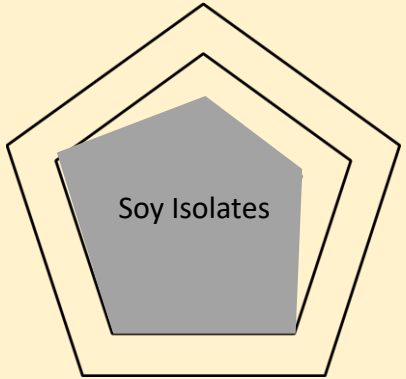
Complicated procedure of extraction which the IP is based upon.

PROTEIN ATTRIBUTES









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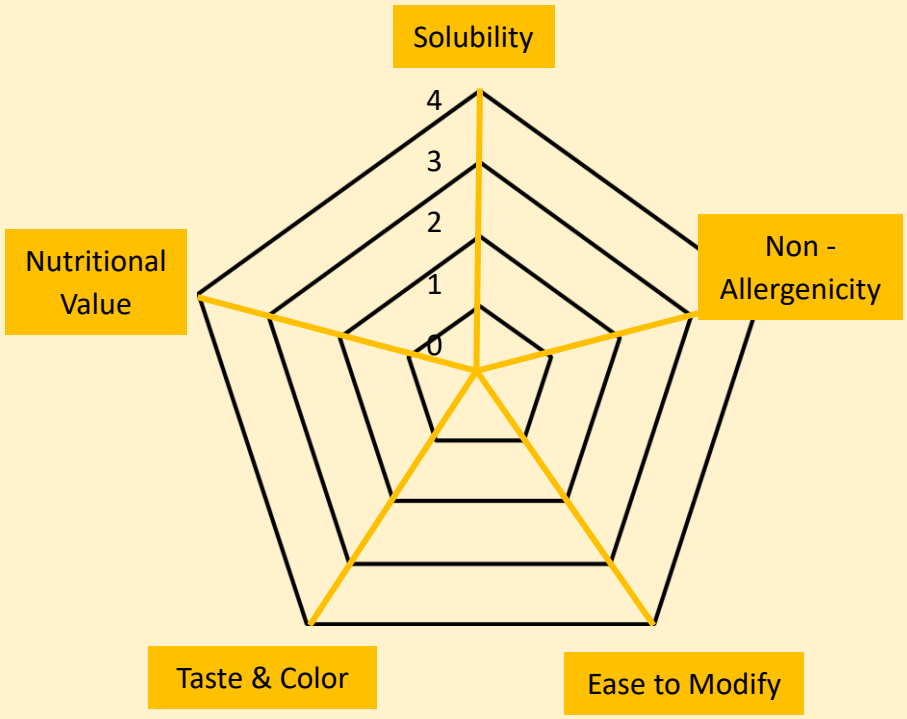

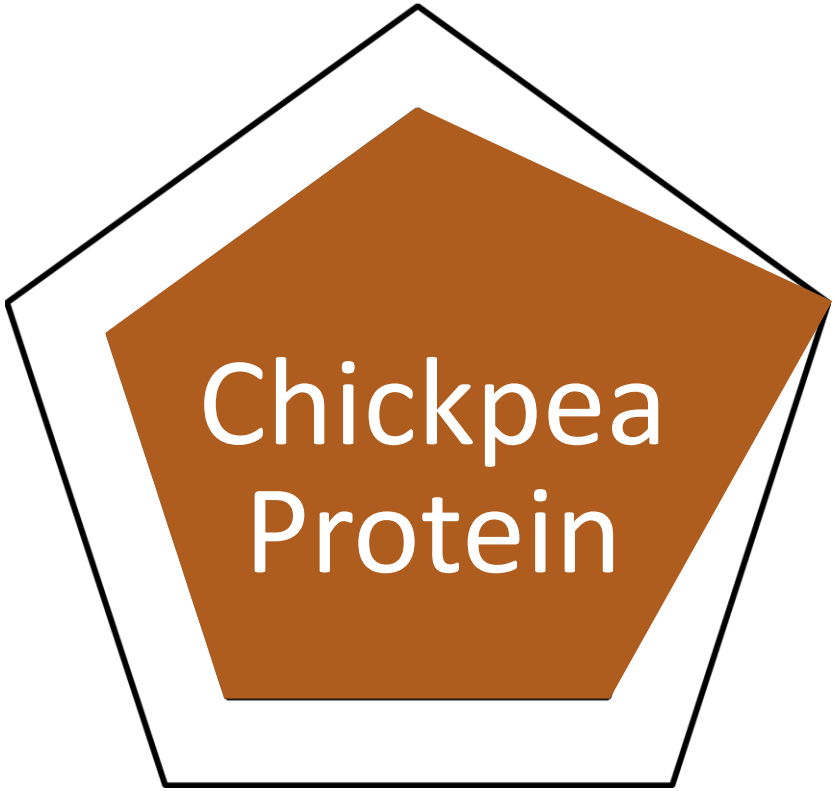

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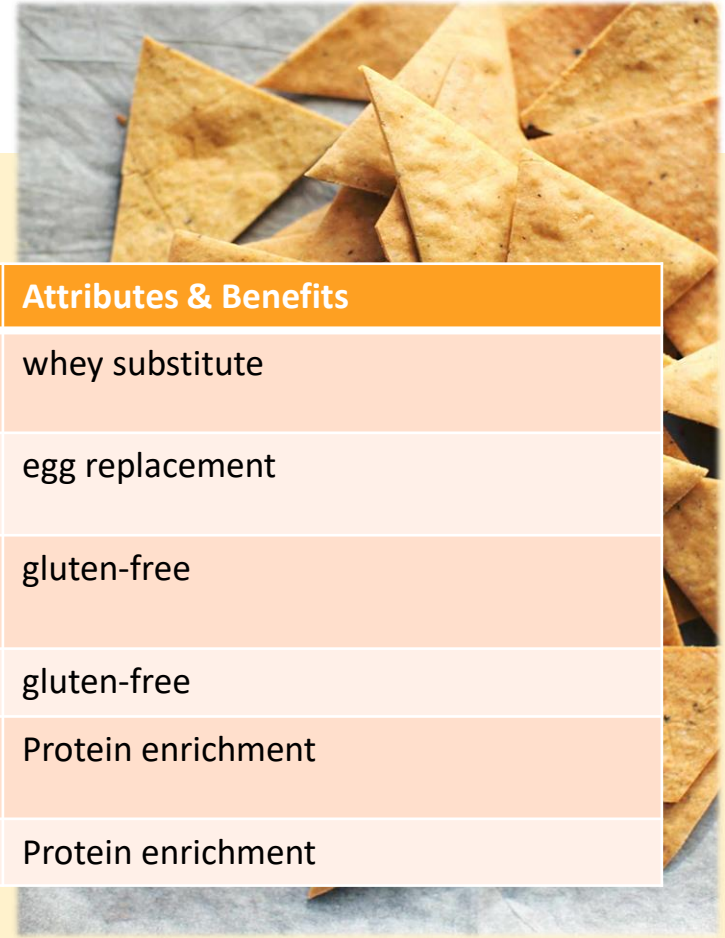
APPLICATIONS

Chickpea Protein enables formulating products with high quality plant-protein without compromising taste or appearance.



Category	Applications	Attributes & Benefits
Non dairy products	Non-dairy milk, ice-cream, desserts	whey substitute
Spreads and dressings	Mayonnaise and sauces	egg replacement
Gluten Free Bakery	Bread, crackers	gluten-free
Gluten Free Pasta	Pasta	gluten-free
Beverages	Sport shakes, fruit smoothies	Protein enrichment
Snacks	Energy bars	Protein enrichment

CHICKPEA PROTEIN - THE UNIQUE INGREDIENT FOR VEGAN APPLICATIONS

Put In

2%

Chickpea Protein

Egg Free Mayonnaise

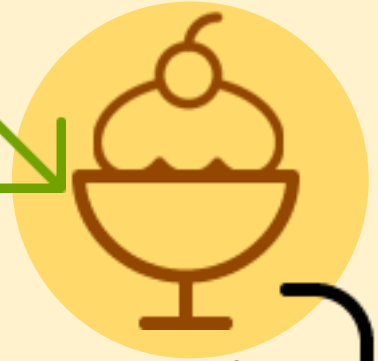
Take Out

Modified starch (according to Hampton Creek mayo)

Put In

3%

Chickpea Protein



Non-Dairy Desserts

Take Out

Modified starch, carrageenan, maltodextrin, pectin (according to Alpro dessert)

Put In

3%

Chickpea Protein

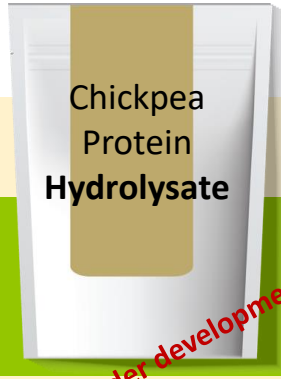
Vegan Ice Cream

Take Out

Lecithin, starch, carrageenan, guar gum, LBG (according to Ben & Jerry's vegan ice cream)

Phase 1 - Unique platform

OUR NOVEL INGREDIRNTS PRODUCT LINE



Under development

Under development

Phase 2 - JV Business Model

LICENSING DEALS WITH MAJOR CONSUMER PRODUCTS COMPANIES

THE VEGAN CHICKPEA PROTEIN FORMULA

Egg free Mayonnaise
US mayonnaise market: : $14B

Clean Label
Allergen Free
Vegan

THE SENIOR CHICKPEA FORMULA

Seniors meal replacement
US market: $8.5B

Clean Label
Allergen Free
Protein Enriched
Bone Builder
Relieves Stomach

THE TODDLERS CHICKPEA FORMULA

Baby formula
US market: $7B

Clean Label
Allergen Free
Bone Builder
Helps reflux
Relieves Stomach

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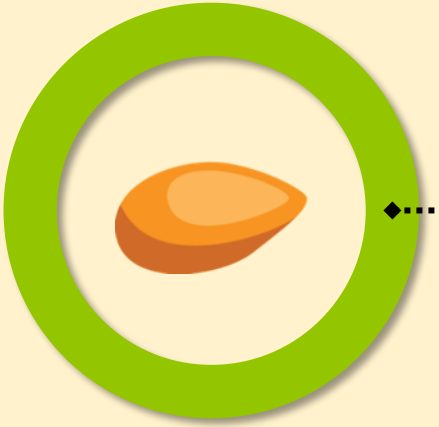
OUR MISSION : From seed to product

To develop unique food applications based on novel vegan protein, which are tasty, healthy and sustainable.



Seed

Raw Material

Novel vegan protein based applications

OUR PEOPLE

Management Team

Ravit Barniv, Chairperson

Ms. Barniv has a vast experience in leading international businesses in various categories .She had served as chairperson of the Tnuva Group, the largest food group in Israel, and launched the brand Muuna in the US. Prior to that served as chairperson of the Board of Directors of the Shikun & Binui Holdings.

Taly Nechushtan, CEO

Taly is an experienced manager of business units and divisions in international companies. Taly has over 20 years of experience in mergers and acquisitions and in expanding product lines using innovative strategies and brand managing. Taly holds a BA in Economist and an MBA from the Tel Aviv University.

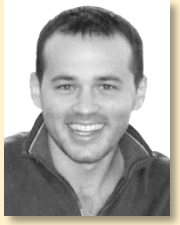
Gil De-Picciotto, CTO

Gil has been leading Foodlab Ltd. since 2007. Foodlab provides product development services and open innovation services in Israel, Europe, and the US. From its well-equipped laboratories, Foodlab was involved in creating hundreds of new products including well-known blockbusters. Gil is Food Technologist, MBA and Chef.

Board of Directors

Dr. Ascher Shmulewitz, Founder, Board Member
MD and Ph.D. Engineering

Ascher is an experienced inventor, manager and investor, in Israel and the USA, with numerous prior successes in early-stage companies. Ascher had Led 14 companies to successful exits.



Micha Jesselson, BA Business Administration

Micha manages Jesselson Investments Ltd. which is involved in a variety of sectors including venture capital investments, private equity transactions and real estate development in NYC.

Nadav Berger, MBA, Board Member

Nadav is the Founder and CEO of Foodlab Capital, the leading Foodtech investment house in Israel. He is third generation in the food industry and is also a founder of a number of organizations specializing in the food marketing and distribution.

OUR PEOPLE

Advisory Board

Evan Harter

Evan Harter is chairman and CEO of Infinite Sum a global consulting firm that provides clients support across the entire value chain., with offices in North America, Europe and Asia Pacific
Harter has 40 years of experience in new ventures, from funding, to start-up operations, to scaling and ultimate sale
Harter is a member on the Advisory Board of the Michigan Technical Education Center and as business advisor to the many start-up businesses related to it.

Erich Sieber

Erich Sieber is Partner at Inventages venture capital, and manages Nestlé's strategic venture funds, since 2002. He is Managing Partner at Bluefields Erich Sieber is a venture capitalist & board member in start-up companies worldwide. Previously he served as executive at Nestlé, the World Economic Forum, and the German Finance Ministry.
Erich Sieber holds an LL.M. of University of Geneva, Tri-lingual MBA of ESCP, B.A. of HSG, executive development at IMD

OUR INTELLECTUAL PROPERTY

Patent Applications:

US 2013-0196028 – Title: 'CHICKPEA PREPARATION AND USES THEREOF' - Inventors: Shmuel Marko, Ascher Shmulewitz - Is currently under examination.

Provisional Patent Application (in preparation) – Title: ' PROTEIN RICH CHICKPEA COMPOSITION', Inventors: Gil de Picciotto, Ascher Shmulewitz - Will be submitted during November 2016.

Trademarks:

The following trademark applications will soon be filed in Israel; within six months after the filing date, international applications based thereupon may also be filed:

- ✓ **Proteim פרוטעים**
- ✓ **INNOVOPRO**

SUMMARY

Large Markets & High Demand	From live stock to vegan and Gluten Free : sports nutrition, meal replacements, baby food , spreads and desserts , pasta and more
Clear Path To Products	Ingredient production scale up, clinical trials, licensing through strategic alliances of functional and clean label consumer products
Strong Team	Driven team with proven achievements, strong investors with added value
Patents And IP	1 Patents Pending, provisional and vast technological knowledge and know-how
Regulation	Protein and starches are considered food ingredient. FDA= CFR code 114 Functional consumer products are considered food.
Strategic Alliances	Partnering with market leader producer in specialized vegetable protein
First to Market	Production scale up in the US at 2017

INNOVOPRO

www.innovapro.com

THANK YOU.
Come and join us in changing the way we eat

Taly Nechushtan – CEO

Mobile: 972-54-5202175

taly@foodlabcapital.com

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