

NEW FOOD INVEST

Virtual conference to accelerate investment into alternative protein

15 FEBRUARY 2023

Asia, Pacific



Beyond
ANIMAL

NewFoodInvest.com

What to expect

Where innovation meets investment

What is the New Food Invest?

The New Food Invest is a **global conference series** focused exclusively on bringing together animal-free food start-ups, key stakeholders and investors.

Every New Food Invest has a specific geographical focus and we have successfully completed the *New Food Invest 2022 - Europe / Africa / Middle East*.

We would like to invite you to join our next event:

New Food Invest 2023 - Asia / Pacific

Date: 15 February 2023, 8:00 am - 1:30 pm CEST

Venue: Online event **Language:** English

Format: Conference and pitch event

Target audience:

Investors: Institutional investors (funds, banks), VCs, established (food) companies

Startups: plant-based and cultured food (tech) startups developing disruptive alternatives to animal-based products and services

Virtual  **NEW FOOD INVEST**

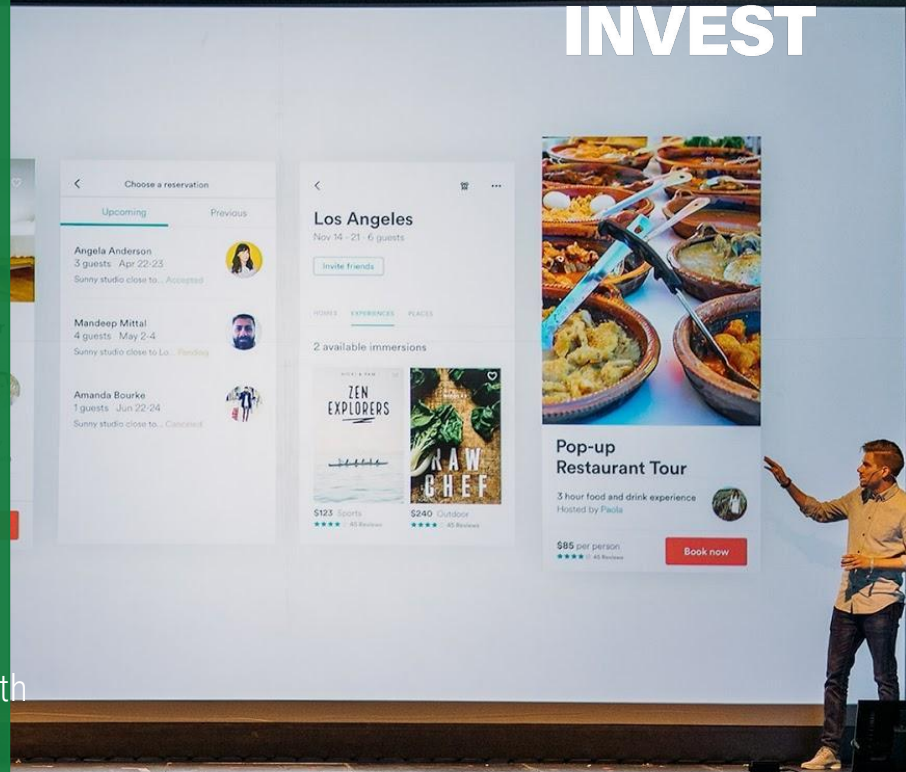


What is the New Food Invest?

The New Food Invest provides a platform for strategic investors to connect to some of the most promising startups in the alternative protein space, such as alternative meat, seafood and dairy startups.

- *Key focus areas include:*
 - protein alternatives for meat, fish, egg and dairy
 - cell-based proteins
 - innovative plant-based food products
 - institutional investor scene
 - Venture Capital insights
- carefully selected startups
- international participants expected: high-profile entrepreneurs, decision makers, and investors - connect with the biggest and the best
- Exclusive online mixer & digital networking opportunities

Virtual  **NEW FOOD INVEST**



Virtual **NEW FOOD INVEST**



Why is the New Food Invest for you?

We unite entrepreneurs, leading experts, promising companies and world-class investors involved in sustainable food technologies.

Do you represent a young, innovative company with a progressive approach to tackle the flaws of our food system?

We connect you to investors and help to expand your network, with potential access to capital.

Are you an investor looking to broaden your portfolio or wanting to grow your plant-based investments?

Learn about the latest developments in the new food sector and get in touch with passionate young entrepreneurs who are dedicated to changing the world for the better.

Highlights & Key Results - NFI 2021 and 2022

- Approx. 400+ participants (NFI Global) and 200+ (NFI EMEA)
- 75+ speakers (NFI Global) and 40+ presenters (NFI EMEA)
- 5 continents represented (Oceania, Asia, Europe, North & South America)
- 20+ countries represented
- In total 15+ hrs of NFI programming + 5 hrs of networking time
- At least 75 millions USD available from participating investors per investment deal
- 25+ innovative, international pitching startups (Asia, Europe and Americas)
- Key industry leaders and a variety of testimonials compiled

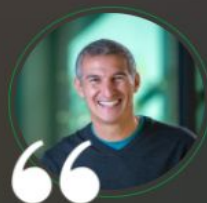
Selected Quotes - NFI 2021



It will not go backwards, it will only scale, and the more people that jump into it and do it well, the better.

Heather Mills

CEO at VBites



I am excited to see the power shift in our food system towards the consumers. It used to be that the food industry controlled and drove our choices. Now we see consumers drive the explosion in plant-based foods. It is a very exciting time to be part of this movement.

Seth Goldman

Chief Change Agent at Eat The Change



The financing is available and the rewards for both the entrepreneurs, and the investors, that will bring the next generation 2.0 solutions to market are really sizable.

Eric Archambeau

CIO Astanor Ventures

Selected Quotes - NFI 2021



We're still in the first or second innings, if you look at household penetration, in vegan cheese only 2%, so a huge percentage of the population still don't know that plant alternatives exist, I think we have another 10-15 years of really solid growth in this arena, before we are where plant-based milk is today.

Miyoko Schinner

CEO of Miyoko's Creamery



Altogether (animal alternatives) forms an enormous total addressable market of, we estimate, 5 trillion US-dollars, or around a quarter of the size of the US economy.

Jim Mellon

Director, Agronomics



What is surprising is how slow big companies join the movement. We need to get those elephants in the room to have a bigger impact.

Alan Hahn

CEO at MycoTechnology, Inc.

Selected Testimonials - NFI 2021



We're all excited by more activity in the space, in anything we are way below 1% of the total investment opportunity, there's a lot more to come. Large multinational food and pharma are getting in, and it's good for all of us.

Lou Cooperhouse

CEO of BlueNalu



If you give someone a hamburger from Beyond Meat and he or she likes it, that is a win and that is what we are trying to do for all products.

Dan Altschuler Malek

Unovis Asset Management and New Crop Capital



You could say there is a wall of capital (entering the space) at the moment, but we need investment to integrate vertically into our supply chain, and produce not only cheap products but healthy products.

Morten Toft Bech

Founder, Meatless Farm

Selected Testimonials - NFI 2022



Most markets don't fully understand how quickly the average investor, Millennials and Gen-z are seeing their investment portfolio as being an extension of their own values. The environmental impact of animal agriculture, particularly when it comes to net zero, is completely overlooked, and especially Scope 3 emissions. We also note better managed companies, less tax avoidance, more diverse teams, in companies among companies that avoid the use of animals.

Antti Savilaakso

Partner & Head of Research at Impact Cubed



In terms of measuring animal suffering, egg, fish and chicken products are at the top of the list, whereas from an environmental standpoint, ruminants are higher, but this reflects that these animals have smaller bodies so the numbers are necessarily higher. Invertebrates like shrimp are even larger numbers in terms of lives and days of suffering.

Jo Anderson

Research Director at Faunalytics

Selected Testimonials - NFI 2022



The ESG risks that are most material to animal agriculture are greenhouse gas emissions, deforestation and biodiversity loss, water use and scarcity, waste and pollution, antibiotic resistance, animal welfare, working conditions, food safety and governance. The opportunity primarily relates to dietary transition, affordability, accessibility, economies of scale, better sourcing, greater sustainability, diversifying plant-based sources, recognising regional variations among consumers, and shifts in consumption towards fruits, vegetable and fibre and a reduction in protein consumption in some parts of the world.

Sofia De La Parra Saravia

Senior ESG Analyst at FAIRR



From an investor's perspective it is important that relevant information is readily available and it is good to know that people are working in this area and data is available to support investors active in transition of the food sector.

Lee Coates

ESG Accord at Beyond Investing



Despite of the current economic downturn and the decreases we've seen in stock markets for some of the plant based brands it seems like the investor interest and dedication towards alt proteins just continues to rise.

Malte Clausen

Partner and Associate Director at Boston Consulting Group

How to get involved

Choose in what way you would like to join the Virtual New Food Invest

Key Conference Supporter

- 10 minutes live keynote presentation (pre-recording/video message option) plus 10 minutes FAQ interaction; optional: introducing the start of one session or panel with preferred time slot for sponsor.
- Company's keynote presentation or panel introduction included in conference materials (provided digitally to all New Food Invest participants after the event)
- Virtual booth to display more information on your company's activities and products
- Propose two of your investee startups to pitch (if applicable).
- Inclusion in New Food Invest Social media announcements
- 5 conference tickets (with full conference access)
- Company logo on event website, conference dashboard, video conference platform
- Access to conference materials (post event)
- VIP mixer interaction & networking opportunities

Price: EUR 5,900 net

Corporate Supporter

- 5 minutes live speaking opportunity (pre-recording or video message option possible) or panel participation
- Company's corporate presentation included in conference materials (provided digitally to all New Food Invest participants after the event)
- Virtual booth to display more information on your company's activities and products
- Propose one of your investee startups to pitch (if applicable).
- Inclusion in New Food Invest Social media announcements
- 2 conference tickets (with full conference access)
- Company logo on event website, conference dashboard
- Access to all conference materials (post event)
- VIP mixer interaction & networking opportunities

Price: EUR 3,900 net



Startup Pitch Package

- Two pitch sessions startups can apply for:
 - Seed – below \$5M
 - Growth - \$5M and upwards
- Call for pitches through Beyond Animal registration form and detailed questionnaire
- 2 conference tickets (with full conference access)
- 1-pager startup presentation included in conference materials (provided digitally to all New Food Invest participants after the event)
- Inclusion in New Food Invest Social media announcements
- Startup logo on event website
- Access to all conference materials (post event)
- Complementary upload to Beyond Animal Deal Room
- VIP mixer interaction & networking opportunities

Price: EUR 499

Virtual  **NEW FOOD INVEST**



Investor Ticket

- Event attendance & networking access
- 1 month free Investor Membership of Beyond Animal*
- Access to pitch materials of the pitching companies – hosted on Beyond Animal within investor-only area
- Access to full deal documentation (subject to qualification) – on Funding by Beyond Animal transaction management system
- VIP mixer interaction and networking opportunities

Price: EUR 299 net

** Effected by a trial membership, if an investor has not already received one, or via a discount code that removes 10% of the annual price or first month's fee.*



About the organizers

Who we are

Accelerate the vegan economy



Using technology, for online funding, networking and business services, to accelerate the transition to an economy free of animal exploitation. Our vision: a kinder, cleaner, healthier world.



**PRO
TASTE**



**PRO
HEALTH**



**PRO
JUSTICE**



**PRO
ANIMALS**



**PRO
ENVIRONMENT**

ProVeg International is a food awareness organisation working to transform the global food system by replacing animal-based products with plant-based and cultured alternatives.

ProVeg works with decision-making bodies, companies, investors, the media, and the general public to help the world transition to a society and economy that are less reliant on animal agriculture and more sustainable for all humans, animals, and our planet.

PROVEG BRANDS





ProVeg Incubator

ProVeg Incubator is the world's leading Incubator of plant-based, fermentation and cultured food startups. Our **70+ global alumni** have **raised over €230 million** and launched their products in **more than 15,000 stores**. Attendees can expect to meet some of our new promising startups at the New Food Invest.



Thank you!

See you at **New Food Invest APAC 2023**