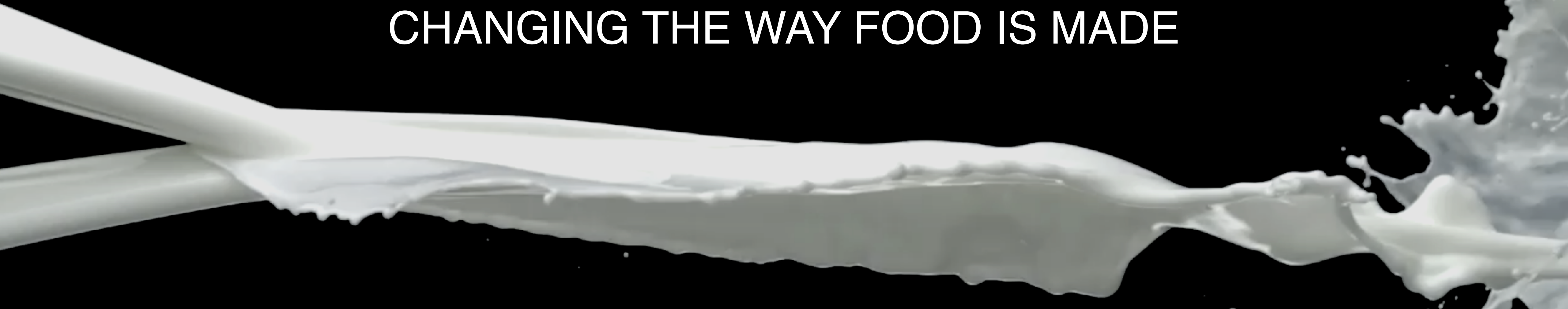




CHANGING THE WAY FOOD IS MADE





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PhD in Computer Science, Expert in the fields of Machine Learning & Research Associate of Harvard University.



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Entrepreneur, B.S. in Economics with Post-graduate studies in the University of Berkeley and Harvard.



PABLO ZAMORA PhD
Biochemist with a PhD in Biotech, expert in the fields of Plant Genomics.

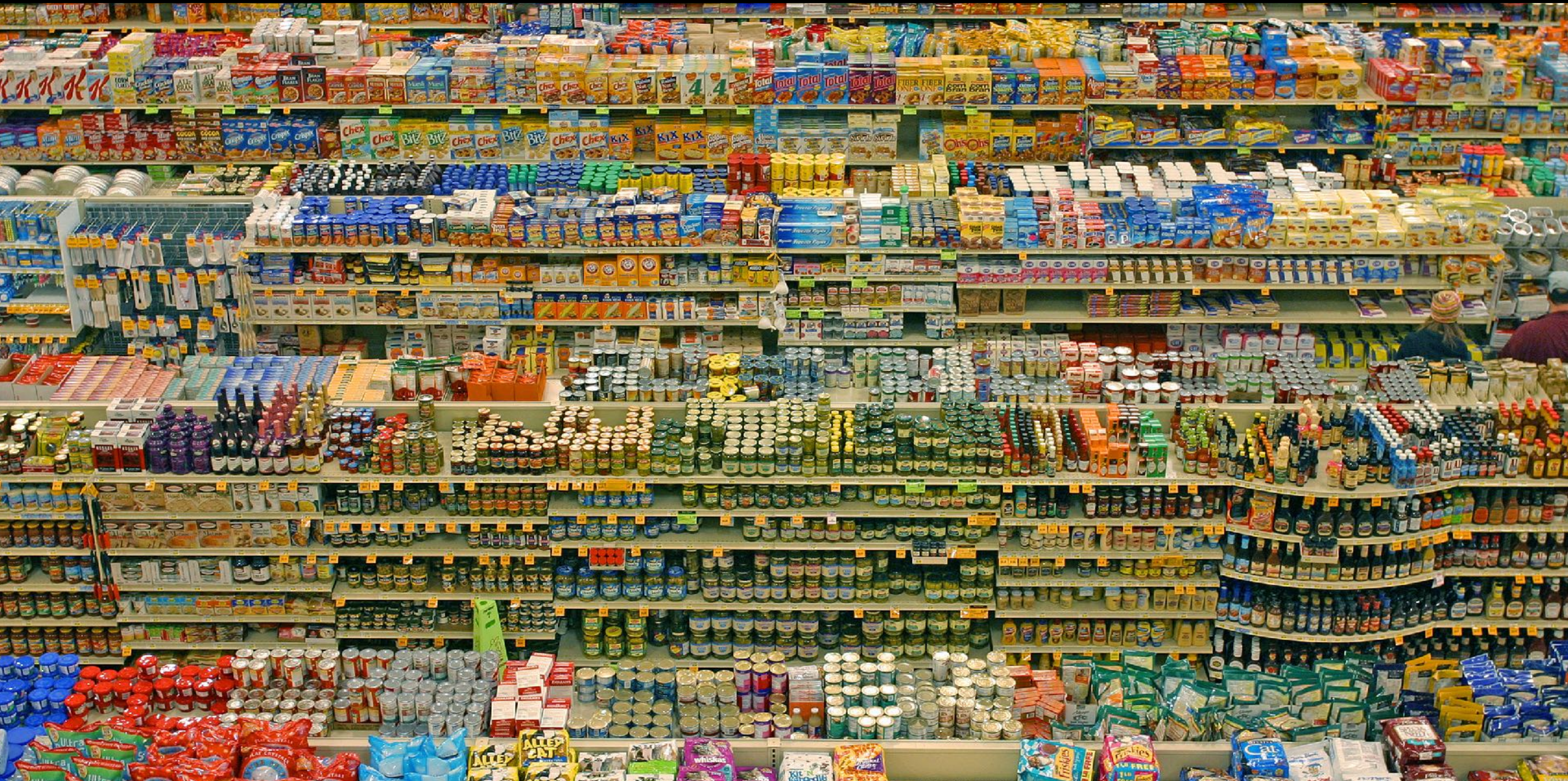


WHAT IF WE STARTED ALL OVER?





OUR FOOD LANDSCAPE



Ingredientes: Harina de Trigo, Almidón de Maíz, Aceite de Palma Friccionado, Inulina, Cloruro de Potasio, Cloruro de Sodio, Glucosa, Fibra de Avena, Esteroil Láctico de Sodio, Suero de Leche en Polvo, Bicarbonato de Sodio, Fosfato de Sodio Aluminio, Sulfato de Sodio Aluminio, Lecitina de Soya, Saborizante idéntico al natural, Fosfato de Calcio.

NOTCO CHALLENGE







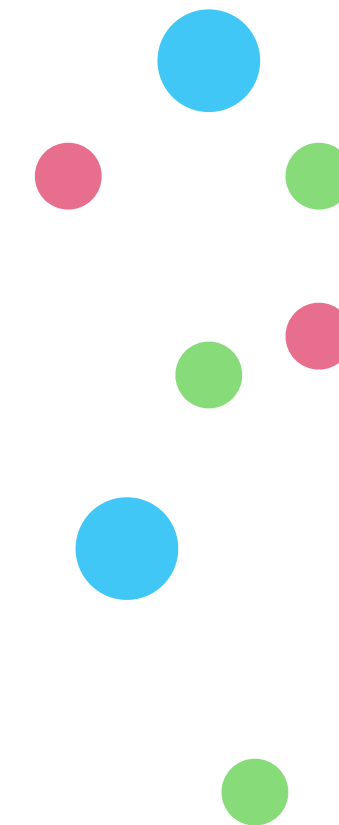
TASTY & CHEAP



UNHEALTHY

(INEFFICIENT, UNSUSTAINABLE, FOOD SAFETY, OBESITY, DIABETES, HEART DISEASE, EMISSIONS)

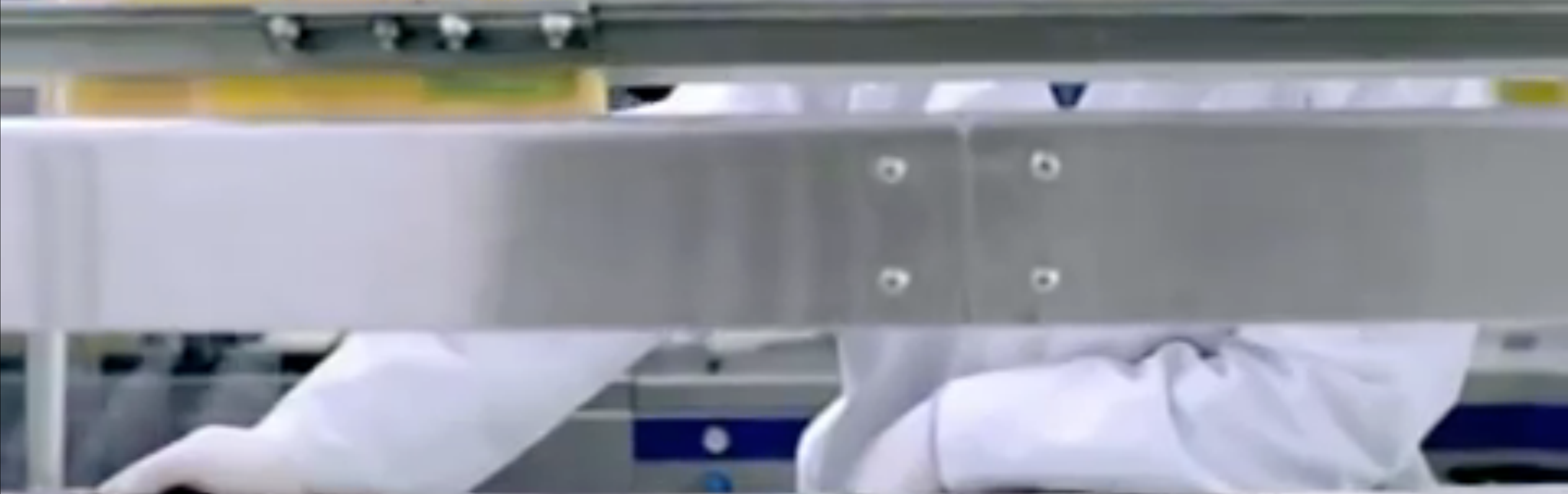
LAME & EXPENSIVE



HEALTHY

(EFFICIENT, SUSTAINABLE, SAFER, HEALTH BENEFITS)

Shreddies



**“Let’s not change what we eat.
Let’s change the way we make the food that we love to eat”**



WHY?



~~WHY?~~

WHY NOT?

WHY?

WHY NOT?

Combinemos inteligencia artificial con ciencia molecular para permitir que la gente coma mejor sin siquiera darse cuenta.

WHY?

WHY NOT?

Hagamos una carne que no viene de un animal, una mayo sin huevo, un yogurt sin leche y una leche que no viene de la vaca?



LAB GROWN



FERMENTATION



HOW TO DO IT: PLANT-BASED + SCIENCE



**10x
Healthier**

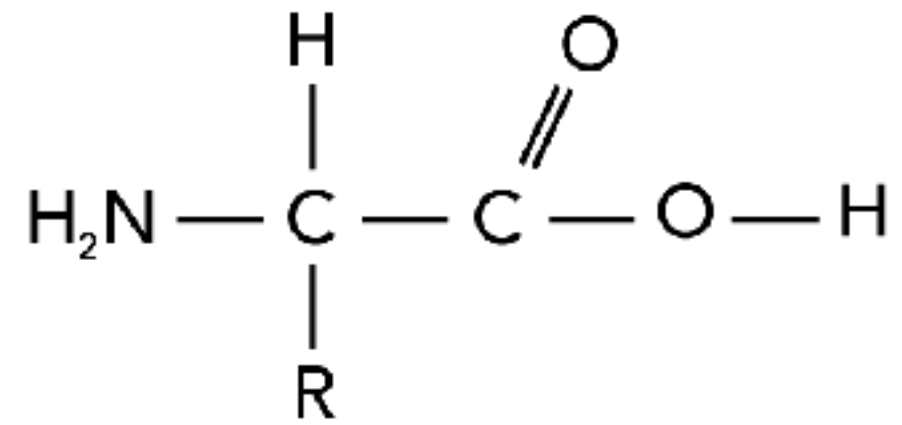
**10x
More
Protein**

**10x
Less Use of
Resources**

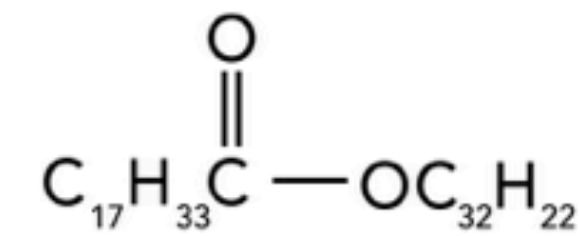
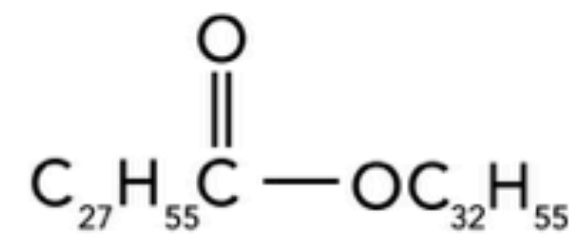
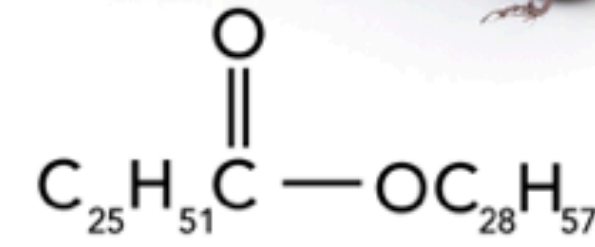
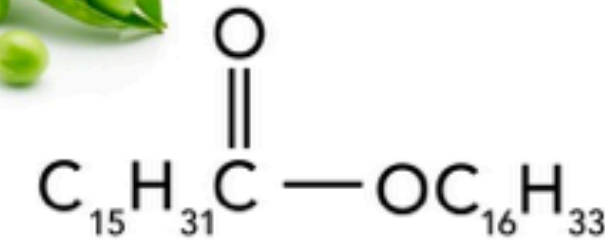
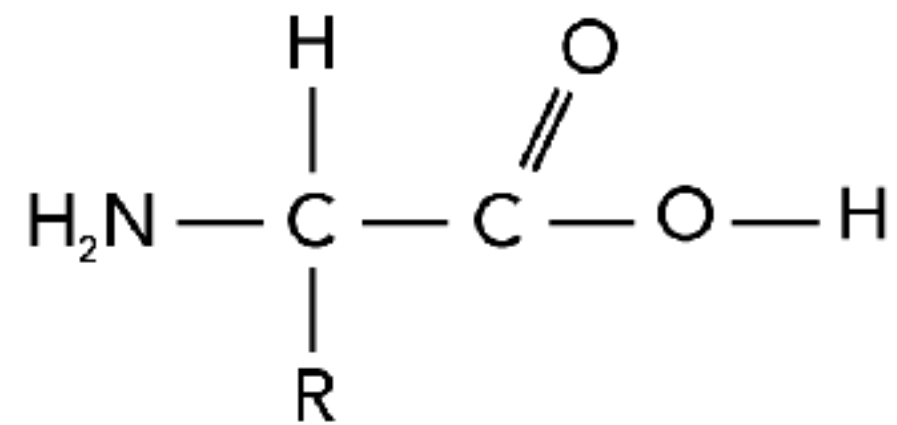
**10x
Safer**

NOT THE AVERAGE TEAM

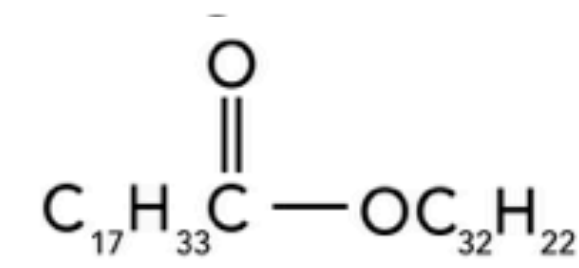
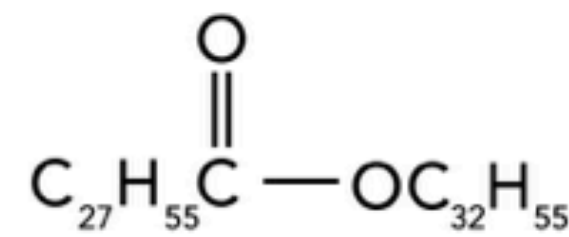
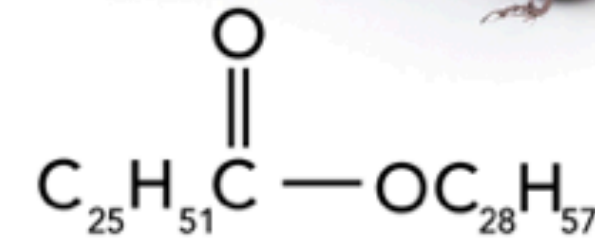
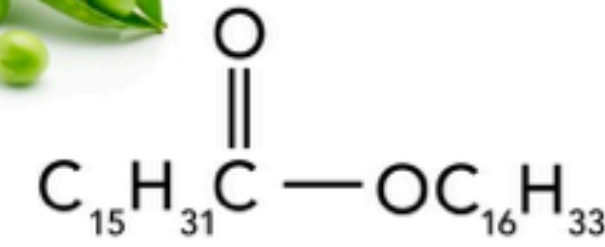
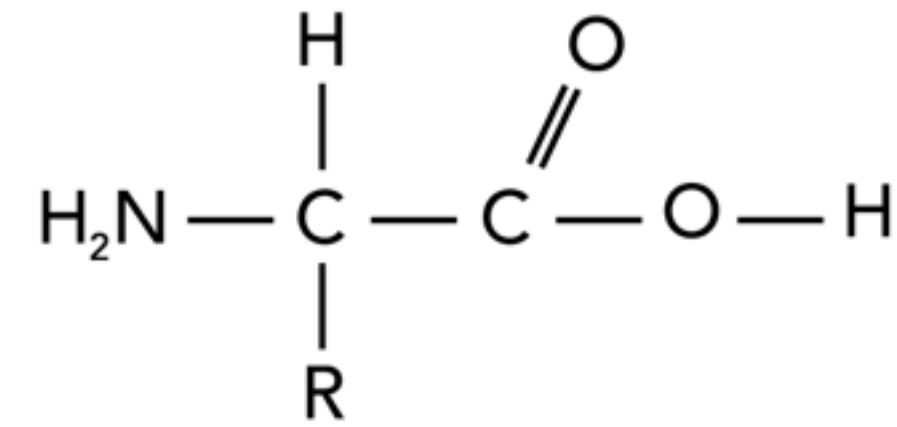
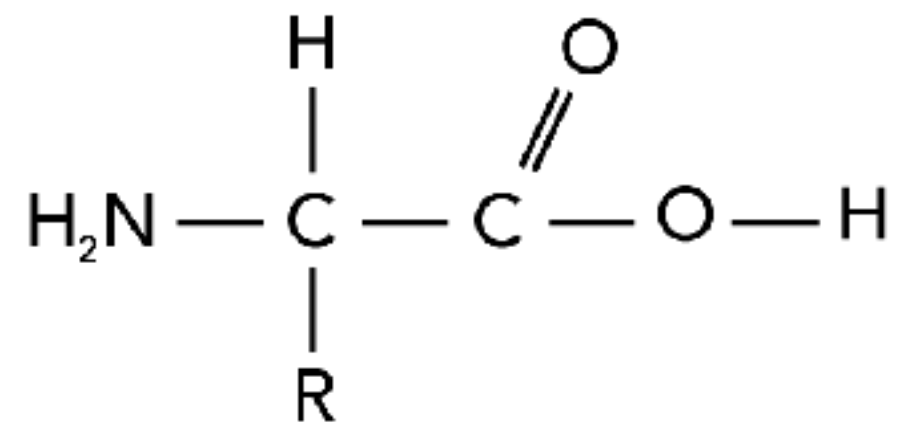




NOTCO'S TECHNOLOGY: WE UNDERSTAND INGREDIENTS AND PLANTS TOO ^(2/3)



NOTCO'S TECHNOLOGY: PREDICT HOW TO CLOSELY MATCH STRUCTURES (3/5)



MAYO WITHOUT THE EGGS: NOT MAYO



TASTES

LOOKS

FFFI S

SMFI I S

NURTURE

PRICED

Better

the Same

Better

the same

way better

the same



YOGURT, WITHOUT THE MILK: **NOT YOGURT**



TASTES

Better

LOOKS

the Same

FEELS

Better

SMELLS

the same

NURTURE

way better

PRICED

the same

MILK WITHOUT THE COW: **NOT MILK**



TASTES

Better

LOOKS

the Same

FEELS

Better

SMELLS

the same

NURTURE

way better

PRICED

the same

X Vision

*“En 7 años seremos la compañía más innovadora y rupturista del mundo de los alimentos por que hacemos productos Not: los productos más **ricos, mágicos y saludables** del mercado.”*

THE FIRST PRODUCT: NOT MAYO





3RD

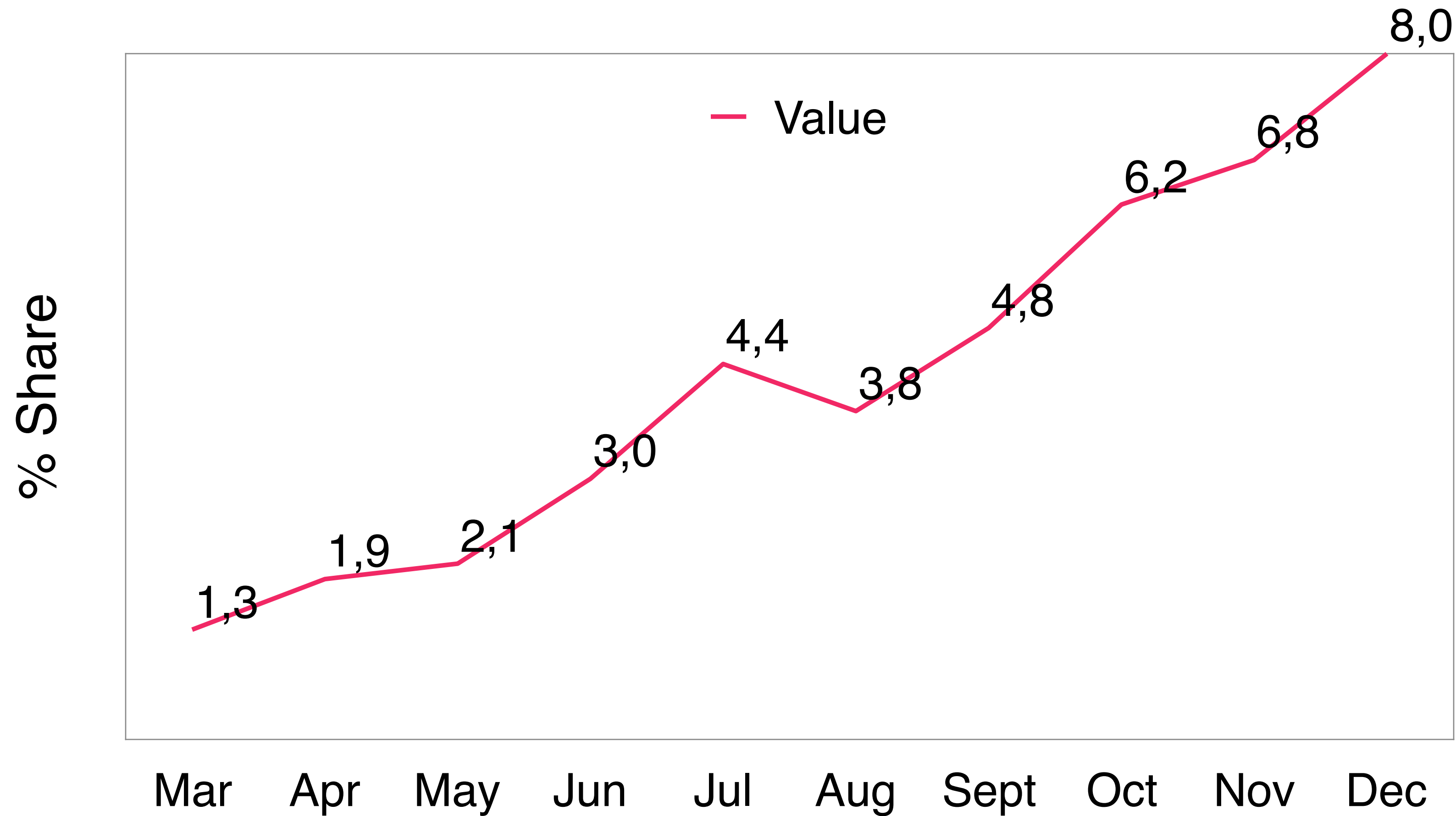
BIGGEST MAYO CONSUMER PER CAPITA



3RD

BIGGEST MAYO BRAND
IN PRESENT STORES, IN JUST 9 MONTHS

2017 Share Growth



MARKET SHARE

8%

**IN JUST 9 MONTHS
WITH ~0% MKTG INVESTMENTS**

*SOURCE: B2B REPORT

INDIEBIO: WHY NOT









ONTARIO
ONTARIO



AND WE TOLD THE WORLD





PRESS REALESE
FUTURE OF FOOD



ALJAZEERA

PRESS REALESE
FUTURE OF FOOD



INDIE BIO

DEMO DAY PITCH



**BUSINESS
INSIDER**

PRESS REALESE
COMPANY REVIEW



PRESS REALESE
FUTURE OF FOOD



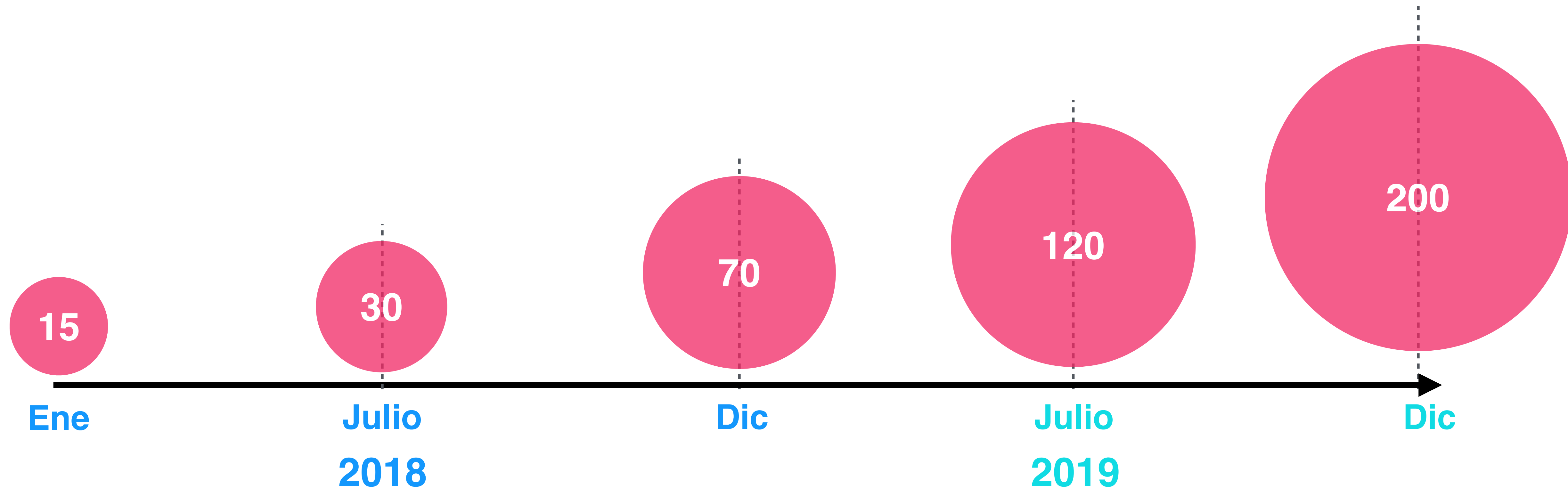
PRESS REALESE
FUTURE OF FOOD

IT TAKES 24 PEOPLE TO CHANGE ONE COUNTRY



Hiring Plan 2018-2019

HEAD COUNT

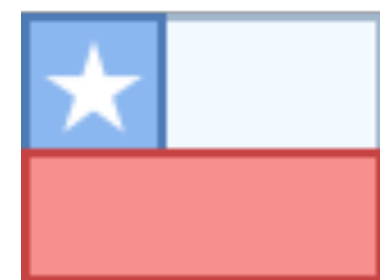


REVENUE



\$8M

COMING FROM NOT MAYO
SALES IN 3 COUNTRIES



DISTRIBUTION



3

COUNTRIES WITH LOCAL
MANUFACTURING



WE'RE GOING BIG



NEXT STOP: NOT MILK



AND ALL BECAUSE WE STARTED WITH A **WHY NOT**

~~WHY?~~

WHY NOT?



CHANGING THE WAY FOOD IS MADE

