

## Plant-based B-Corp for dairy lovers seeking investment

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<b>Type Klant</b>	B2B en B2C
<b>Gewenst Type Investeerder</b>	Angel Investor, Venture Capital, Strategische-Investeerder
<b>Benodigd Kapitaal</b>	€ 625.000,-
<b>Reeds toegezegde financiering</b>	€ 375.000,-
<b>Minimale Ticketsize</b>	€ 25.000,-

<b>Sector</b>	Consumentengoederen, Food, Impact
<b>Bedrijfsfase</b>	Early-Growth
<b>Aantal Founders</b>	2
<b>Aantal Huidige Werknemers</b>	3
<b>Maandelijke Omzet</b>	€ 40.000,-
<b>Omzet (prognose) komende 12 maanden</b>	€ 1.400.000,-
<b>Omzet (prognose) maand 13 - 24</b>	€ 3.000.000,-
<b>Huidige Kosten (maandelijks)</b>	€ 45.000,-

## Bedrijfsbeschrijving

We're an Amsterdam based plant-based cheese and butter company that is the highest scoring plant-based or butter B Corp globally. Our range is up 25 times lower in emissions than the equivalent dairy product.

Here's some context to our round and some insights into our latest product which the round is centered on.

### Fundraising round

- We're currently fundraising via a convertible loan, the round has a maximum cap of 1M EUR. 375,000 EUR is already committed and invested, so another 625,000 EUR is still required. The minimum ticketsize is 25,000 EUR.
- The main use of funds are to support the retail and food service release of the Original Better (our fermented plant-based butter), to secure a patent and to increase the localisation of our protein and fat ingredients bases using regenerative practices. The round will also enable us to break even

### Original Better

- We have recently expanded into the butter category after 2 years of R&D. Through fermentation we've replicated butyric acid, the key flavour profile of dairy butter through a unique fermentation process called precise fermentation.
- We describe as 'like butter but better'
  - Like butter – through precise fermentation we've replaced butyric acid, the key flavour component of dairy butter. We've also achieved the same melting temperature as dairy butt
  - But better – the original better is 7 times lower in emissions than dairy butter and has up to 15g less saturated fat
- As an indication of the products quality our launching customers were 5 separate Michelin star restaurants whilst we sold out in our first online retailer Crisp in 24hours. It is also being used by top bakeries such as Saint-Jean, Oslo and Selma's. Our first 8 tonnes batch is now sold with the 2nd in production
- We have 1.1m EUR of revenue for 2024 locked in under contract or launched. By the end of 2024, 60% of our revenue is expected to be driven by our new fermented plant-based butter

## Business Model

We sell our products at branded retail and food service (meal boxes, restaurants and bakeries) in the Netherlands and Germany. We are also launching 3 high volume private label opportunities this year outside of our core target markets so as not to cannibalise the brand.

## USP's

- **Origins** - We originated on our Co-Founders grandparents dairy farm. We're paying homage to their farming background by continuing to work directly with farmers having started growing our white beans in the Netherlands this year. We're scaling this up over the next 2 years to source all of our beans from the Netherlands
- **Technology** - our new fermented plant-based butter has been created using a first of its kind fermentation process called precise fermentation. Through fermentation we've replicated butyric acid the main flavour component of dairy butter. We are exploring securing a patent for this product
- **Taste** - We've completed extensive independent testing on our range comparing it to both dairy and plant-based cheese to ensure it lives up to cheese and is an improvement on the competition. For example a Normec sensory panel saw our Young Dutch score 67 / 100 whilst a dairy Gouda scored 68 /100. This summers visit to the town of Gouda further verified the products taste credentials
- **Emissions** - we've completed lifecycle assessments on all our products. Our range is up to 25 times lower than the equivalent dairy product
- **B Corp** - We remain Europe's only plant-based cheese B Corp and the highest scoring PBC globally

## Investeringsbehoefte

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## Gewenste competenties investeerder

Experience in one or more of the following areas is a real bonus but not a must:

- Ability to also invest in our Series A in 2025;
- Connections within our core sales channels;
- Supply chain localisation knowledge.

## Ervaring Founder(s)

Mother Nature (Our CEO) – Founded the longest-standing organization, now 4.6 billion years old. Responsible for biodiversity operations. Oversight of pest management and ecosystem resilience. Led the regeneration and transformation of various ecosystems globally. Created millions of species both in the fauna and flora industries. Provide for billions of customers annually, on a pro-bono basis. Currently restoring damage caused by one species of ape.

Founder 1 – Co-Founder & Head of Impact – 8 years start up experience prior to this company taking a UK media company to the US and a Dutch EdTech company to the UK. He leads the companies impact, food service sales and investor relations. He is the idealist and optimist ensuring the company stays on course to achieve its wider mission

Founder 2 – Co-Founder & Head of Finance&Operations – former sustainability analyst at Triodos Bank. She is the bedrock of the company running the team and keeping us focussed on our OKR's. She is also in charge of our finances and ordering. She is deeply analytical, focussed and strategically minded

Teammember 1 – German Business Development & Fermentation Lead – Founder of another company and former ex chef of Volkswagen as one of Germany's top 10 young chefs. He is a fermentation expert and as a former founder is able to wear many hats. He's one of those rare human beings who is exceptionally good at everything!!

Teammember 2 – Brand Champion – Teammember 3 has worked in 3 separate plant-based businesses prior to Willicroft and has a deep rooted passion for the vegan food space. She manages existing customers and leads our on the ground consumer engagement. She is Willicroft personified!

Teammember 3 – Operational Planner & Quality Manager – She is our Operational Planner leading our quality and supporting the orders team after studying a Masters in Food Engineering. She is incredibly detailed and tenacious and alongside Founder 2 is the engine of our business.

## Overige Relevante Informatie

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## Samenvatting

**Datum:** 7 May 2024

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## Contact & Site