



**COHORT 10:
SUMMER 2023**



WHO WE ARE

The ProVeg Incubator is the world's first and leading accelerator for pioneering plant-based, fermentation, and cultured-food startups. As part of ProVeg International, our overarching mission is to reduce the global consumption of animals.

By empowering the most innovative entrepreneurs in the alt-protein space, we are disrupting and redefining the way the world eats.

OUR PROGRAMME

We run two editions of our global accelerator programme each year from our Berlin HQ. Our offer to startups includes a tailor-made 12-week curriculum, up to €300,000 in funding and in-kind services, and coaching from our 100+ strong pool of expert mentors. In addition to our own team, and the support of our parent organisation ProVeg International, the strength of the ProVeg Incubator is bolstered by a unique and extensive network of industry and investment partners.



OUR TRACK RECORD

The ProVeg Incubator is a recognised leader in the alt-protein space. Since our launch in 2018, we have worked with more than 80 startups from Asia, Europe, North and South America, Africa and Australasia. Our alumni have raised more than €250 million and are selling products in over 15,000 stores worldwide.

MEET THE COHORT +

OVERVIEW +

+

Be Better My Friend

Netherlands | Plant-based butter
alternative for pastry chefs

Food Squared

UK | Plant-based shrimp and shellfish

Ergo Bioscience

Argentina/US | Plant cell precision fermentation

Plant Origin

Thailand | Plant-based egg powder
with rice bran protein

Fattastic Technologies

Singapore | Plant-based fat alternative

Propel Foods

Mexico | Ready-to-eat Mexican
plant-based meals using AI



MEET THE COHORT +

OVERVIEW +

+

Algrow Biosciences

Singapore | Protein made from microalgae

MycoSure

South Africa | Mycelium-based fermentation technology

StarPlants

China/Israel | Chickpea milk and snacks

SomaTech Limited

Ireland | Scalable solid state fermentation platform

Sticta Biologicals

Chile | Serum-free culture media for cultivated meat

Bygg Foods

US | Plant-based milk and protein powder





BE BETTER MY FRIEND

Founders: Marikevan Beurden and Joost Lindeman

Location: Netherlands

Founded: 2021

Product: Plant-based butter alternative for pastry chefs

Be Better My Friend's mission is to reduce the pastry industry's dependence on animal-derived ingredients such as butter, cream and eggs. The Dutch startup offers professional chefs a plant-based alternative to produce pastries that are better for people, profit, and the planet. Their first product, Be Better - a plant-based butter alternative enabling an easy 1:1 ingredient swap - hit the market in 2021. The product has a neutral taste, allowing other flavours to shine. It also offers environmental and societal benefits, such as a 79% carbon emissions saving, 86-97% less water use, 0% harm to animals and rainforests, and cost-savings during production.

Find out more at bebettermyfriend.com





FOOD SQUARED

**Founders: Frankie Fox, Wesley Yland,
and Abi Aspen Glencross**

Location: UK

Founded: 2021

Product: Plant-based shrimp and shellfish

FoodSquared is a British B2B food tech company using a 'patent pending' process and proprietary ingredient formulations to create next-generation plant-based shellfish, starting with plant-based shrimp. Farmed shrimp have the largest carbon footprint per 100g of protein after beef. FoodSquared wants to make the transition to plant-based shrimp easier by making great tasting and healthy alternatives. Their shrimp not only looks, tastes and feels like native shrimp, but their innovative process and ingredients have enabled them to create a product that matches the protein content and nutritional profile of a native shrimp unlike other plant-based shrimp products on the market.

Find out more at foodsquared.earth



 **proveg**
INCUBATOR



ERGO BIOSCIENCE

Founders: Alejandro Barbarini, Maria Laura Garcia, Eduardo Peña

Location: Argentina/US

Founded: 2020

Product: Complex animal proteins by plant cell precision fermentation

Ergo Bioscience is a biotech company that creates and reproduces organoleptically identical products from animals. It uses precision fermentation to efficiently express complex animal proteins. The Argentine startup has developed clones capable of expressing mammalian proteins, reproducing their entire structure, with the aim of taking plant foods to a new level in both organoleptic and nutritional terms. They produce bovine myoglobin for application in plant-based meat and bovine caseins for application in plant-based cheeses.

Find out more at ergofoods.com



 **proveg**
INCUBATOR



PLANT ORIGIN

Founders: Pasakorn Niratbhand, Patarachet Soodsaguan, Panu Srisawasdi, and Akkasit Jongjareonrak

Location: Thailand

Founded: 2022

Product: Plant-based egg powder with rice bran protein

This Thai startup specialises in developing plant-based protein alternatives using hydrolyzed rice bran protein, which is extracted from byproducts of rice production. The method provides an excellent alternative to animal-based products while reducing waste and natural resource depletion. Plant Origin's first product, Exx, is a plant-based egg alternative in the form of a powder enriched with rice bran protein. The company's mission is to transform the food industry by offering healthy, high-quality, affordable, and eco-friendly food products that promote wellbeing, health, and sustainability.

Find out more at plantorigin.co





Fattastic Technologies

FATTASTIC TECHNOLOGIES

Founder: Satnam Singh

Location: Singapore

Founded: 2022

Product: Plant-based fat alternative

This Singapore-based company is on a mission to provide better, healthier, and more affordable fat alternatives that meet consumers' needs and expectations, while reducing the environmental impact of the food industry. Fattastic Technologies improves the sensory properties of alternative protein products with its innovative 'oil structuring technology'. Fattastic Fat has a customisable melting point and encapsulates flavours and bioactive molecules that enhance flavour, aroma, and nutritional properties. It therefore enriches the flavour and nutrients of a range of alternative protein products.

Find out more at fattastic.tech

 **proveg**
INCUBATOR





PROPEL FOODS

Founders: Joel González Gómez and Jayat González Palomeras

Location: Mexico

Founded: 2022

Product: Ready-to-eat Mexican plant-based meals using AI

Propel Foods uses artificial intelligence to produce frozen, ready-to-eat, plant-based meals including tacos, burgers and chorizos that you can prepare at home in a matter of minutes. The Mexican startup's value proposition lies in its strong emphasis on health and nutrition, achieved by using ingredients such as avocado oil for its antioxidants, anti-inflammatory properties, and the potential to reduce LDL 'bad' cholesterol levels, lowering the risk of heart disease. Their products also contain essential amino acids and are rich in vitamins and minerals, including vitamin B12, vitamin D, iron, calcium, and zinc, which can help strengthen the immune system.

Find out more at propelfoods.com



ALGROW BIOSCIENCES

Founders: Sudhir Kumar Pasupuleti and Sukhi Wei

Location: Singapore

Founded: 2022

Product: Protein made from microalgae

Algrow Biosciences creates sustainable and nutritious protein with one of the most abundant foods on earth - microalgae. Although microalgae represents a highly nutritious form of alternative protein, packed with omega-3, iron, and potassium, its mainstream use is yet to come. Enter Algrow, an innovative Singapore-based startup harvesting the potential of microalgae, which grows fast and requires a fraction of energy, water and land compared to animal and plant-based protein sources. Algrow's nature-inspired, clean label process removes chlorophyll to produce a neutral-tasting and protein-rich biomass with a complete amino acid profile. They aim to produce at a cost that is 85% lower than competitors.

Find out more at algrowbiosciences.co



MYCOSURE

Founders: Charles Reed, Greg Brown and James McLaren

Location: South Africa

Founded: 2021

Product: Mycelium-based fermentation technology

MycoSure is a biotech company with a mission to harness the power of mycelium to provide planet-friendly superior nutrition. The South African startup is developing mycelium-based fermentation technology to provide alternative protein and nutraceutical ingredients in a scalable and cost-effective way. Their B2B platform strategy is to supply branded ingredients to the food and beverage sector.

Find out more at mycosure.co.za



STARPLANTS

Founders: Eran Dubovi, Udi Baran and Eva Deng

Location: China/Israel

Founded: 2021

Product: Chickpea milk and snacks

StarPlants is a plant-based food company specialising in chickpea milk and snacks. The company, which is based in China and led by owners based in Israel, develops, manufactures, and sells plant-based chickpea milk and snacks. Their mission is to provide healthy and nutritious products for young people in China.

Find out more at starplants.com.cn



SOMA TECH

**Founders: Dr Tony Martin Callaghan
and Dr Alejandra Omarini**

Location: Ireland

Founded: 2023

Product: Scalable solid state fermentation platform

SomaTech has developed a scalable solid state fermentation platform that uses fungal mycelium to upcycle locally produced side streams, creating affordable, functional protein-rich food ingredients. This approach enables the repurposing of tonnes of food waste every year, significantly reducing harmful GHG emissions into the atmosphere. The platform they have developed is unique and provides an alternative to the more commonly used liquid fermentation processes. They draw from locally available side streams as feedstocks, such as brewers' spent grain, and use a wide range of fungal species for their fermentations. The Ireland-based B2B startup works with other companies to help them take a circular and sustainable approach while innovating in the alternative protein space.



STICTA BIOLOGICALS

Founders: Eduardo Agosin and Andres Ariztia

Location: Chile

Founded: 2021

Product: Serum-free culture media for cultivated meats

Sticta Biochemicals uses precision fermentation to design, build and deliver sustainable and affordable solutions for the food, agriculture and wellbeing sectors. The Chilean startup produces proteins and natural biochemicals with its proprietary microbial platform. Using cutting-edge tools in mathematical modelling, synthetic biology and bioprocess engineering, it shortens the gap between biosynthesis of a minimum viable product and its final commercial version, making it faster and easier to produce new plant-based alternatives for the marketplace. The company's SmartSerum™, all-in-one, customised serum-free culture media includes all the proteins and ingredients for the mass production of the cheapest, healthiest and tastiest cultivated meats in the market.

Find out more at sticta.com





BYGG FOODS

Founder: Smári Ásmundsson

Location: US

Founded: 2022

Product: Plant-based milk and protein powder

Bygg is developing a product line including plant-based milk and vegan protein powder, created from upcycled ingredients. The US startup says its unique value proposition lies in its commitment to sustainability, as its products boast the lowest environmental impact among its competitors. Bygg aims to cater to millennials and Gen Z consumers who prioritize health and environmental consciousness. The company aims to expand to a range of plant-based food and beverage categories.

Find out more at byggfoods.com



 **proveg**
INCUBATOR



WANT TO FIND OUT MORE?

Stay in touch

Follow us on LinkedIn, Instagram and Twitter
[@provegincubator](#)

Get more info on our website
www.provegincubator.com