

Leading the Clean-Label Food Revolution

The Need

New sources of plant-based proteins are being sought by the food industry, as growing numbers of people adopt vegetarian and vegan diets. Implementing a sustainable approach leads people to either avoid or reduce meat consumption, in order to decrease reliance on animal farming. Consequently, the food industry is on a quest for novel plant-based proteins in order to meet rising demand.

The Market Opportunity

The global alternative protein ingredients market is set to reach **\$27.1B** in 2027

The global chickpea protein ingredients market is projected to reach **\$1.23B** by 2030

Technological Aspects

-  **Emulsifying Properties** - Creates a firm emulsion that stays stable during shelf-life
-  **Neutral Taste** - Has a subtle taste that does not overcome other flavors
-  **High Solubility** - Easily dissolvable and functional in both cold and warm preparation methods
-  **Water and Fat Binding** - Generates a rich mouthfeel



Our Solution - 70% Chickpea Protein

InnovoPro has developed proprietary technology that enables the extraction of 70% protein concentrate from chickpeas.

InnovoPro's versatile chickpea protein platform addresses large, fast-growing plant-based categories in need of improved protein solutions. Our breakthrough technology enables formulating clean-label products with a short ingredient list. It is a high-quality plant-based protein, without additives, and doesn't compromise taste, texture or appearance of the finished product.

Our Advantages:

-  **Innovation** - Our innovative protein is a safe, efficacious and nutritious source of protein with high functionality properties
-  **Technology** - We use a unique proprietary natural production process
-  **Taste & Appearance** - Neutral taste, great texture, off-white color
-  **Sustainability** - Our processing is environmental friendly, involving no use of organic solvents, and ensuring low water and energy footprint in the extraction process
-  **Safety** - Allergen-free, non-GMO, free-from additives

Clean Label Revolution

Our flagship product, **CP-Pro 70®**, is the foundation of our platform, enabling the formulation of clean label products with high-quality plant-based protein and no additives, without compromising taste or texture.

InnovoPro's platform provides a unique all-in-one superfood solutions for various food & beverages applications:

-  **Dairy Alternatives** - Beverages, Yogurts, Barista, Desserts, Puddings, Creamers and Ice-Cream
-  **Egg replacement** - Meringues, Mousses and more
-  **Meat & Fish Alternatives** - Burgers, Fishless bites, Chicken nuggets, Tacos, Meatballs and more
-  **Bakery** - Gluten-Free Bread, Crackers and Savory Snacks, Sponge Cakes, Cookies and Energy Bars
-  **Spreads and Dressings** - Mayonnaise and Sauces.
-  **Meal Replacements** - Ready-to-Blend Meals and Beverages Powders

Management Team



Taly Nechushtan, CEO

Taly is an experienced CEO and strategy leader in global companies. She brings over 20 years of experience in mergers and acquisitions and in expanding product lines using innovative strategies and brand management. Taly holds a BA in Economics and an MBA, both from Tel Aviv University.



Nitzan Natani Ben Chaim, CTO

Nitzan is an experienced manager in the food industry. Nitzan has global experience in the development and operation of special proteins and plant extracts for food & beverages applications. Nitzan holds an M.Sc. in Biotechnology and an MBA-BioMed.



Regev Livne, CFO

Regev has over 15 years of experience in technology and operational industries. He has held leadership roles ranging from venture-backed startups to large enterprises and has a proven track record in M&A, capital raising, debt financing, and restructuring, while improving operational workflows and executing growth strategies. Regev is a CPA and holds a BA and an MBA.



Daniela Rabinovici, VP Marketing

Daniela has over 17 years' experience in FMCG, both B2C and B2B and worked in multicultural and international business environments with global teams. She brings solid expertise in strategy formulation, business and product development as well as communication. She holds a BA in Foreign Languages and Literature.



Christian Hoffmann, CCO EU & ROW

20+ years of Sales & Business Development experience in food and food ingredients industry, managing global accounts and implementing sales & marketing plans in companies such as FrieslandCampina Kievit, DP Supply, and Bunge Loders Crooklan.



Michael Kreutzer, CCO, NA

Michael has over 18 years of experience in sales & marketing, selling specialty chemical and biological solutions across both the industrial and food & nutrition markets. Within food & nutrition, he has focused on improving health, nutrition, and sensorial properties to enable claims in brewing, baking, plant protein and other functional food applications. Michael holds a BS in Chemical Engineering and a MS in Finance.

Main Shareholders

MIGROS

Switzerland's largest retail company. Top 10 in Europe, Top 40 worldwide



6th most consistently performing VC firm worldwide. \$1.3B under management in IL & USA



Leading global Food & Agri bank, lifecycle investor



Long-standing dedicated investor in the alternative protein arena

ANDRITZ

Custos Privatstiftung, investment arm of Andritz AG



Ingredion.

Global ingredient solution provider to the F&B, brewing and pharmaceutical industries

BayWa

Leading international agricultural and energy corporate

About InnovoPro

InnovoPro is committed to bringing a unique chickpea protein platform to the global food & beverage market, for creating nutritious, tasty, and sustainable food products. With an excellent nutritional profile, "free from" properties and wide usability in the food industry, InnovoPro's CP-Pro 70@ concentrate is the best choice for the growing plant-based protein market. Now, with its growing recognition and infrastructure, InnovoPro is in the best position to scale up its innovative solutions worldwide.

InnovoPro was awarded a "Seal of Excellence" from the European Commission, recognizing the high quality of its products. In 2021 InnovoPro was also recognized by the United Nations as one of the 50 leading SME's that shape the future of our global food systems, and won the "Good For All Best Small Business" award. Now, with its growing recognition and infrastructure, InnovoPro is in the best position to scale up its innovative solutions worldwide.



InnovoPro.

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