



# Beyond Bread

Health made Sustainable

Beyond bread upcycles underutilised bread into a lactose free probiotic product to promote a circular food economy.

## Bread Wastage

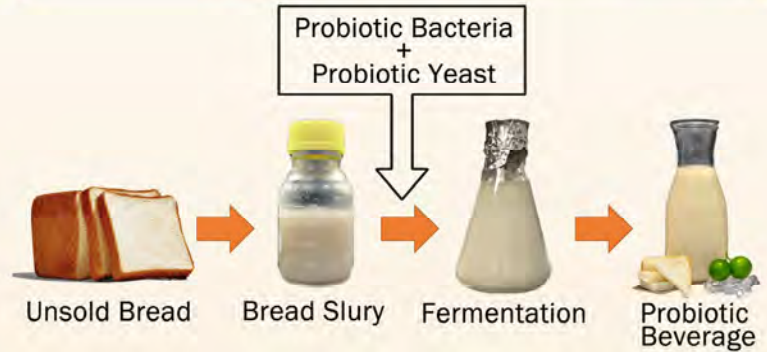
Every month amount base

75,000 tonnes globally

28 tonnes in Singapore

Can feed 3 million people yearly

## Zero Waste Solution

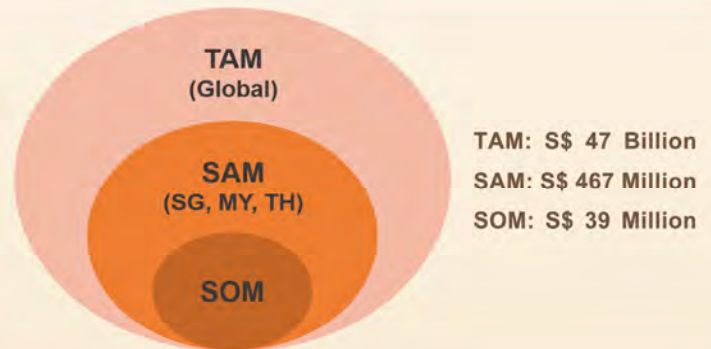


Patent number: WO/2020/204832

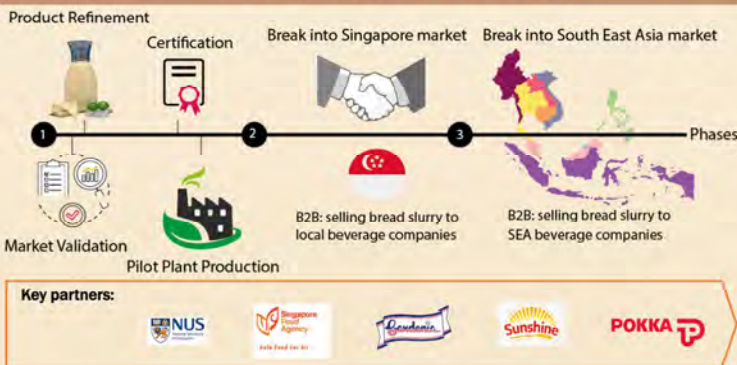
## Competitors Analysis

	Beyond Bread	Vitagen Yakult	AMBROSIAL	Kombucha
Base	Surplus Bread	Milk	Milk	Green/Black Tea
Probiotics	2 Strains	1 Strains	No	Scoby (undefined)
Benefit	★★★★	★★★★	★	★
Shelf life	★★	★	★★★★	★★★★
Lactose-free	★	-	-	★
Price	\$\$	\$\$	\$	\$\$\$

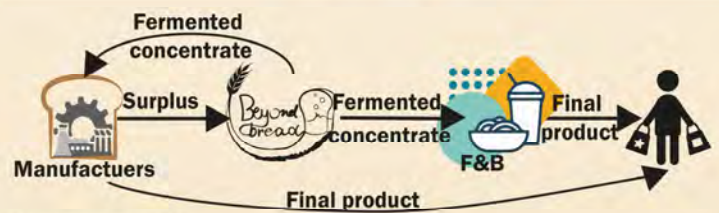
## Market Size



## Go-to-Market Strategy



## Business Model



Revenue model:

- Sales of fermented concentrate as intermediate product (Pokka and QAF)
- Sales of probiotic drink as final product (with formulation)
- IP licensing

## Financial Projection



## Team

<p><b>Advisor</b></p> <p>Liu Shao Quan Associate Prof NUS FST</p>	<p><b>Tech Lead</b></p> <p>Sew Shu Wen 3-year food science experience</p>	<p><b>Market Lead</b></p> <p>Lum Yi Chyi 2-year Venture Creation experience</p>	
<p><b>Product Manager</b></p> <p>Timothy Hung 3-year management experience</p>	<p><b>Business Manager</b></p> <p>Lai Wei 1-year business experience</p>	<p><b>Finance Manager</b></p> <p>Liang Wenmiao 2-year of finance experience</p>	<p><b>Market Analyst</b></p> <p>Zhou Huan 1-year of marketing experience</p>

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