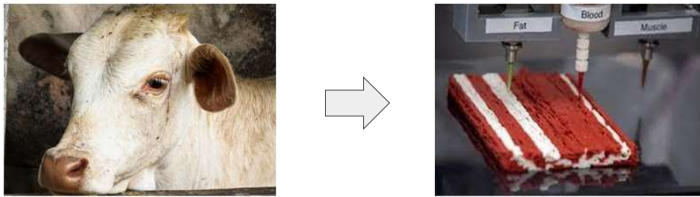


1 The Problem

Traditional livestock industry is always associated with animal slaughter, high carbon emission and land damage.

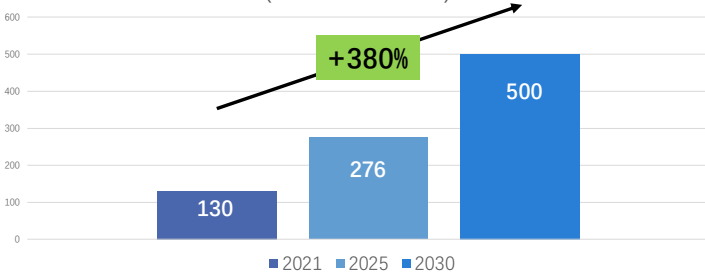
Cultured meat - Using animal cells to grow meat in lab is the only solution to provide true meat without the above problems.



But it currently still need more than **S\$1,100** to produce per kilogram cultured meat because the expensive **serum**, which is necessary for providing growth factors, takes **50%~90%** of the manufacturing costs.

2 Market

Cultured Meat Market Size
(in million USD)

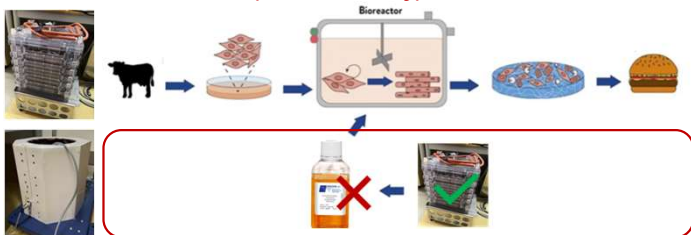


EMplify is bringing a revolution to the hundred-million industry.

3 Solution

Pulsed Electromagnetic Field (pEMF)

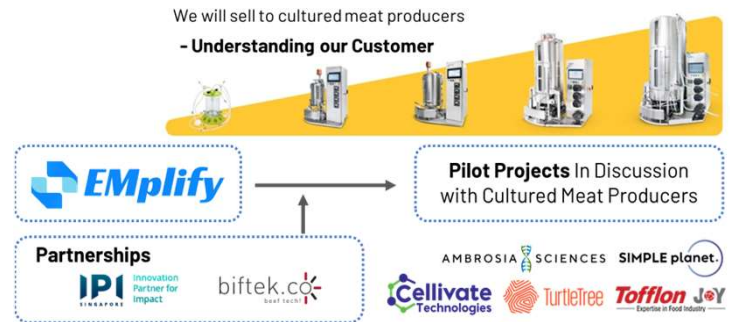
- Stimulate the muscle cells to **secrete necessary growth factors to feed themselves**, instead of using serum to provide them
- Achieve **Serum-Free (animal-friendly) cultivation**



4 Business Model

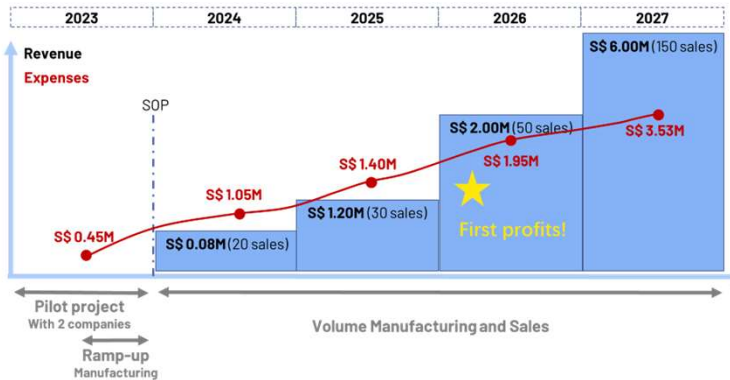
Product Series and Pricing

- Customers have bioreactors in different scales for cells in different stages. First put in small ones then move into large ones
- Products sell **for S\$30,000 ~ 50,000 per unit, depending on scales**



5 5 Year Revenue & Cost Prediction

- The first year is for pilot projects to make sure the product is satisfying
- Marginal costs will decrease as the production scale increases
- Will make first sale in year 2 and turn to profit in year 4



6 Financing Plan

- Amount of Funding: S\$1.5 Million** For first 2 years' development

Budget Allocation

| | |
|------------------------------|-----|
| Product Development | 50% |
| Manufacturing | 20% |
| Marketing & Sale | 10% |
| Daily Operation and Manpower | 20% |

Sources of Financing

| |
|------------------------------|
| 750k funded by Federal Grant |
| 750k We are looking for... |