



The Shift Towards Alternative Protein, an Investor's Perspective

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Mission

About

Our New Protein Fund Invests in three related categories

OUR FOCUS GIVEN OUR GLOBAL INVESTMENT AND OPERATIONAL EXPERIENCE



PLANT-BASED PRODUCTS

Meat
Seafood
Eggs
Dairy
Protein
Snacks



ECOSYSTEM DRIVERS

Technology
Ingredients



CELL-BASED PRODUCTS

Beef
Poultry
Pork
Seafood
Dairy
Gelatin



Extensive funding for Alternative Protein
innovation

Increasing global world population

A close-up photograph of a pair of hands cupped together, holding a mound of dark, rich soil. In the center of the soil, a small, vibrant green basil plant with several leaves is growing. The background is a blurred, warm-toned surface, possibly more soil or a wooden table. Two dark blue semi-transparent text boxes are overlaid on the image.

Demands for plant-based protein

Awareness of sustainability

Fermentation...

Precision fermentation

Biomass fermentation

Traditional fermentation

Cell-Based Protein



Big Idea Ventures Portfolio companies

Cell-Based



Plant-Based



Current Breadth of Portfolio



MeliBio



harmony



farmsow®







THE FRAUXMAGERIE.

ON GEORGIAN BAY



Challenges for cultured meat industry

A close-up photograph of a person wearing green nitrile gloves holding a clear petri dish. Inside the dish is a piece of bright red, textured cultured meat. The background is a blurred laboratory setting with various pieces of equipment.

Cost reduction

Scale-up production

Regulatory approval



**NOVEL
FARMS**





INNOCENT
MEAT



BIG IDEA  VENTURES

Reach out to us for more information!



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