



IRON BULL HARVEST MEATS

8 NOV 2023

CORPORATE MARKETING PITCH AND COMMUNICATION

MEAT IS MEAT AND
A MAN HAS TO EAT



OUR STORY

"POWER YOUR PRIME WITH ETHICAL STRENGTH."

IRON BULL REINVENTS THE MEANING OF HIGH-QUALITY MEAT WITH MODERN SCIENCE WHILST UPHOLDING IMPERATIVES OF HEALTH AND SUSTAINABILITY.

WE OFFER NUTRITIONALLY RICH, PROTEIN-PACKED PRODUCTS THAT UPHOLD THE MANLY VIRTUES OF STRENGTH WHILE GUARANTEEING ETHICAL ANIMAL TREATMENT AND MINIMAL ENVIRONMENTAL IMPACT.

OUR MEATS, INDISTINGUISHABLE FROM FARMED MEATS, PROVIDE A SEAMLESS FIT FOR THE DISCERNING PALATE THAT RESPECTS THE PAST BUT IS FIRMLY ORIENTED TOWARDS A SUSTAINABLE FUTURE.

IRON BULL IS FOR THOSE WHO DEMAND FLAVOR AND UNCOMPROMISING VALUES IN THEIR QUEST FOR A SUSTAINABLE MEAT EXPERIENCE.



IRON BULL

OUR TEAM



ADAM GREEN

CEO

“POWER YOUR PRIME WITH ETHICAL STRENGTH.”



IRON BULL

MARKET ENTRY

MOTIVATIONS

*ETHICAL
SUSTAINABILITY
HEALTH & NUTRITION
ANIMAL WELFARE
RELIGION & CULTURE
TASTE & TEXTURE*

BARRIERS

*ETHICAL
SAFETY
CONCEPT & OPENNESS
RELIGION & CULTURE*

*100% BULL BUT NO BULLS**T
LET US DO THE TALKING*



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OUR CONCEPT



Health & Animal Protein

OFFERS MORE ESSENTIAL NUTRIENTS.

COMPLETE PROTEIN PROFILE NEEDED
FOR OPTIMAL HEALTH AND MUSCLE
MAINTENANCE.

DELIVERS ALL THE BENEFITS OF ANIMAL
PROTEIN, INCLUDING IRON AND B
VITAMINS



Ethical & Sustainability

ETHICALLY PRODUCED WITH ZERO
ANIMAL SLAUGHTER.

THE FUTURE OF CRUELTY-FREE MEAT
CONSUMPTION.

ECO-FRIENDLY PRODUCTION REDUCES
CARBON FOOTPRINT, LAND USE, AND
WATER CONSUMPTION.



Open-Minded Leaders

FORWARD-THINKING LEADERS
PIONEERING THE INTEGRATION OF
ETHICAL, HIGH-QUALITY PROTEINS.

ATTRACTS VISIONARY CONSUMERS,
RESTAURATEURS AND CHEFS WITHOUT
SACRIFICING TASTE.



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TARGET AUDIENCE



Bachelor Males

CONVENIENT, HIGH-PROTEIN FOOD
OPTION

FOCUS ON STRENGTH AND VIGOR,
RESONATING WITH VALUES OF
FITNESS

LIKELIHOOD TO EXPLORE CONSUMING
CELL MEAT



Vegetarian Males

CAN DIVERSIFY THEIR PROTEIN
SOURCES WHILE ALIGNING WITH
THEIR DIETARY ETHICS AND HEALTH
GOALS.

ALTERNATIVE TO PLANT-BASED
PROTEINS

PERFECT FOR VEGETARIANS WHO
MISS THE TASTE OF MEAT



Sport Supplement Users

NUTRIENT-ENHANCED MEAT,
TAILORED TO SUPPORT MUSCLE
RECOVERY AND ATHLETIC
PERFORMANCE.

IDEAL SUPPLEMENT ALTERNATIVE,
PROVIDING ADDITIONAL PROTEIN
AND NUTRIENTS



Supportive Women

SUPPORTIVE WOMEN CAN PROVIDE A
CHOICE FOR THEIR PARTNERS

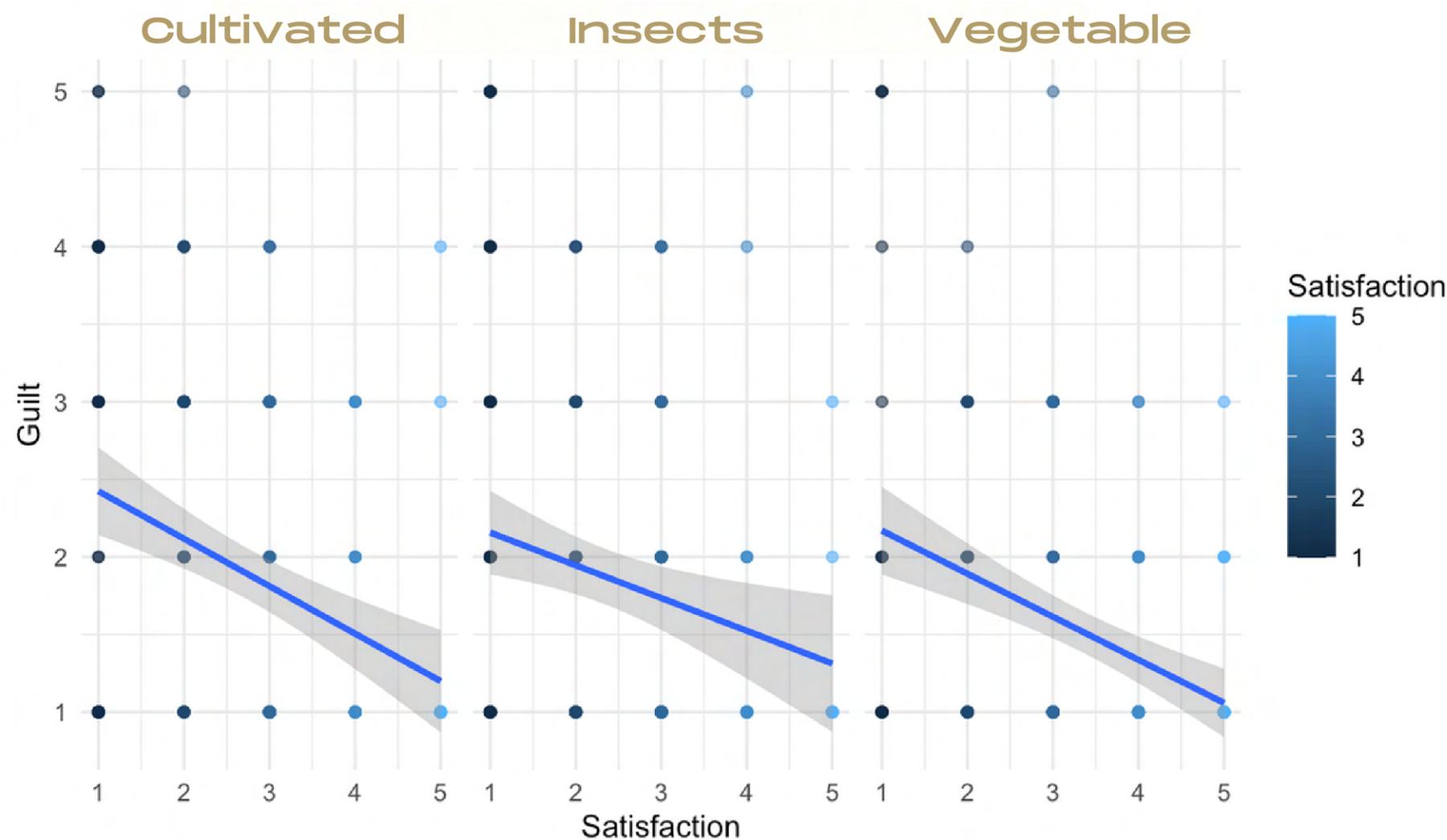
ALTERNATIVE THAT ALIGNS WITH
CARING FOR THEIR PARTNER'S WELL-
BEING AND THE PLANET.



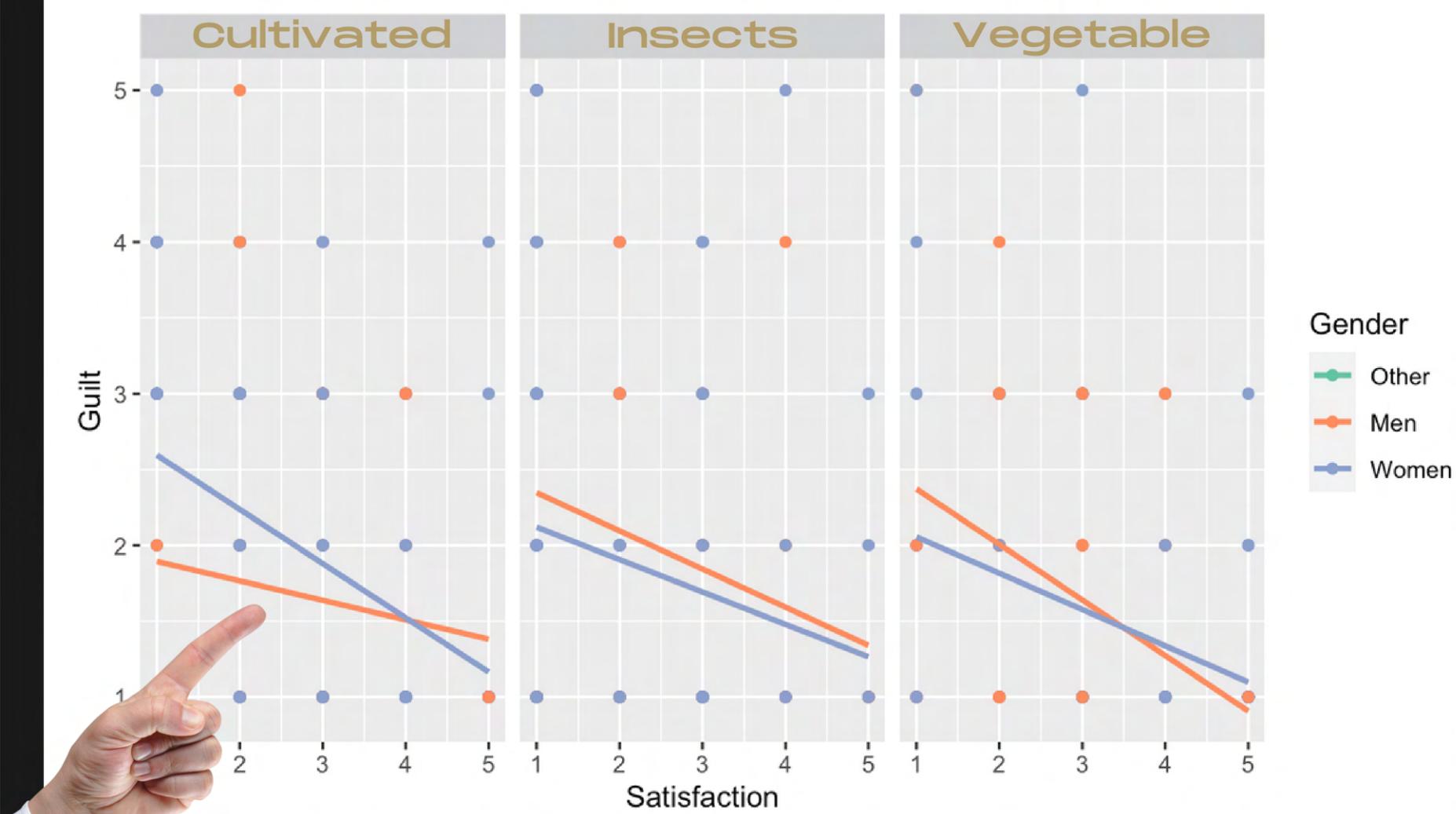
IRON BULL

THE DATA: WHY MEN

Linear Regression of Guilt on Satisfaction by Stimuli



Scatter plot of Satisfaction and Guilt by Gender for each Stimulus



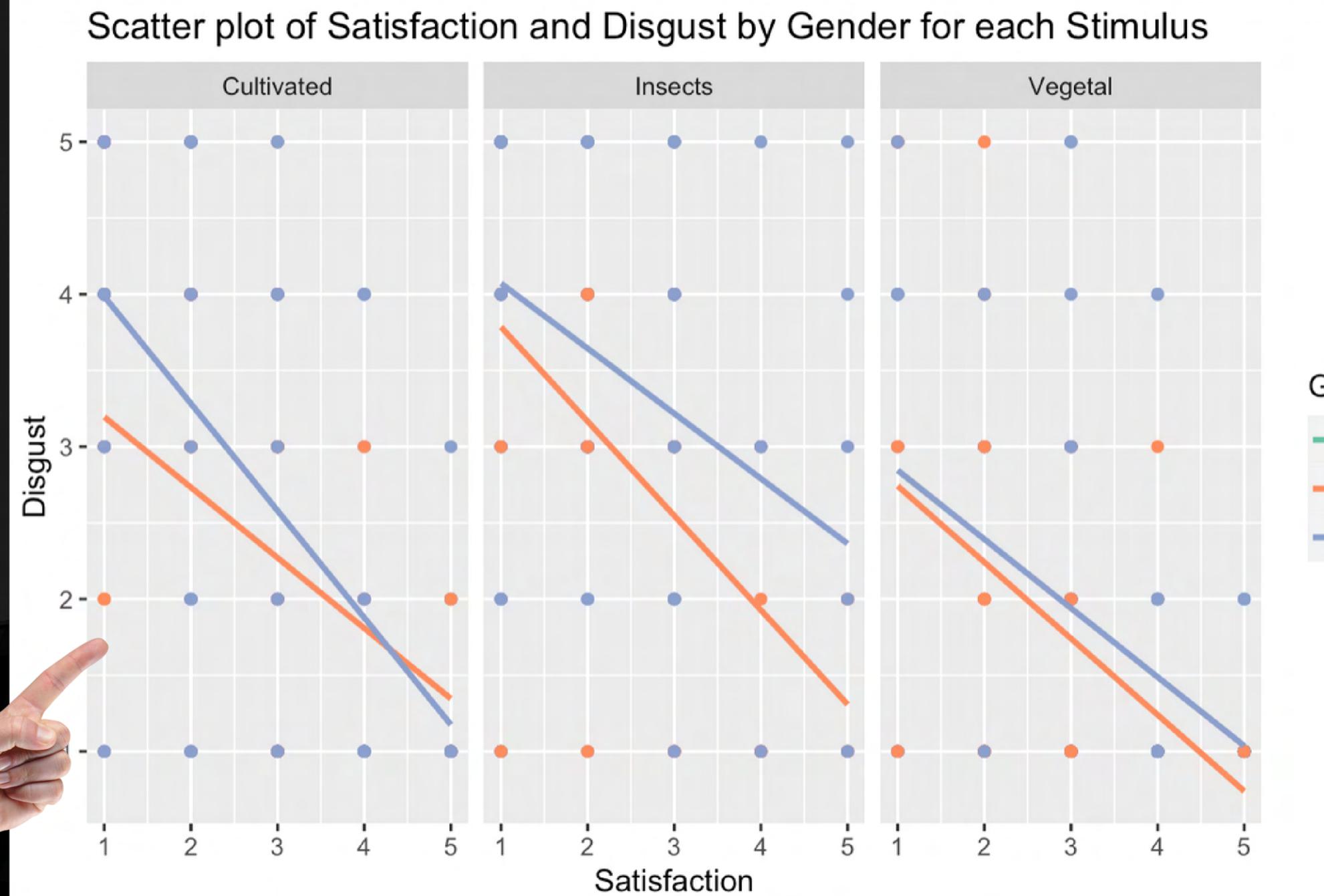
MEN SHOW LESS GUILT AND HIGHER
SATISFACTION FOR THIS PRODUCT THAN OTHER
ALTERNATIVES

WE ALSO KNOW THE STUDY COMPOSED OF
MAINLY BACHELOR MEN

B

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THE DATA: WHY MEN



BB

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POSITIONING



BLEND-IN STEAK
ALTERNATIVE



HIGH-QUALITY MEAT

OUR “MEAT” OPTION WILL HAVE THE AESTHETIC, LOOKS AND TASTE THE SAME AS A NORMAL MEAT BUT PACKED WITH EXTRA NUTRITION. IT WILL BE AN ALTERNATIVE TO REGULAR MEAT IN RESTAURANTS WHILE APPLYING TO THE SAME STEAK CUSTOMERS AND MORE.



“BLACK STEAKHOUSE
THEME”



IRON BULL

4PS

PRODUCT



PRICE



PROMOTION



PLACE



IB

IRON BULL

PRODUCT



EXTRA ANIMAL PROTEIN
PACKED WITH EXTRA
NUTRIENTS
TASTE EXACTLY LIKE NORMAL
MEAT
AND LOOKS LIKE MEAT TOO

IB

IRON BULL

PRICE

SLIGHTLY ABOVE AVERAGE FOR STEAK

CURRENT PRICE

27.50€/KG

OUR PROPOSED PRICE

30€/KG

ABOVE AVERAGE FOR BURGERS

CURRENT PRICE

16.60€/KG

OUR PROPOSED PRICE

20€/KG



IRON BULL

PROMOTION



MORE SUSTAINABLE CHOICE
ETHICAL & HUMANE
DELICIOUS & NUTRIOUS
MASCULINE



IRON BULL

PLACE



FRANCE

CULINARY INNOVATION HUB
ENVIRONMENTAL LEADERSHIP

HIGH STANDARDS FOR HEALTH AND ETHICS
HIGH GDP PER CAPITA



IRON BULL

COMMUNICATION

REACH



SOCIAL MEDIA TO FORM COMMUNITY
ADVERTISEMENT

MESSAGE



MASCULINITY
HEALTH & SUPPLEMENT
ETHICAL & SUSTAINABILITY

MOTIVATION



THE VEGETARIAN STIGMA
MEN NEED MEAT
PEAK MALE PERFORMANCE



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DISTRIBUTION

GROCERY STORES



RESTAURANTS



IRON BULL

ENDING



IRON BULL HARVEST MEATS



IRON BULL

Of the 118 people questioned, 41% fear undesirable health effects and 29% do not believe in the quality of this product. However, this new product arouses curiosity amongst the respondents, the majority of whom (80%) would like to try it. Despite the uncertainties regarding its future development, the majority of respondents were optimistic about the future of this product. 80% of them believe it will become widespread more or less quickly, whether they like it or not, mainly because French people's mentalities are changing, despite the fact that the implementation of this product would appear difficult on certain points

<https://www.sciencedirect.com/science/article/abs/pii/S1871141322000890>

As long as the cellular meat is derived from an animal that is permissible to eat, such as a chicken, camel, goat, sheep, or a cow, it is considered halal (halal = meat that can be consumed by Muslim people)

[https://www.reuters.com/markets/commodities/lab-grown-meat-can-be-kosher-halal-experts-say-2023-09-11/#:~:text=Sept%2011%20\(Reuters\)%20%2D%20Lab,commissioned%20by%20the%20nascent%20industry.](https://www.reuters.com/markets/commodities/lab-grown-meat-can-be-kosher-halal-experts-say-2023-09-11/#:~:text=Sept%2011%20(Reuters)%20%2D%20Lab,commissioned%20by%20the%20nascent%20industry.)

cell meat is healthier, cheaper and its the future

<https://futurism.com/were-5-years-away-from-lab-grown-meat-hitting-store-shelves>