

Advancing for Humanity

A **DIGITAL PLATFORM TO ACCELERATE THE GROWTH OF THE ETHICAL, CRUELTY-FREE, SUSTAINABLE ECONOMY**

The current economy model is based around **animal exploitation and destruction of natural resources** which is leading to harmful impact to the **climate**, destruction of **biodiversity**, rising **healthcare** costs and stress on the global **economy**

CHALLENGES

- Knowledge gaps
- Access to funding
- Finding the most suitable products and services
- Absence of supplier sourcing and trading platform
- Inadequate support for transition initiatives

OUR SOLUTION

Digital platform designed for increasing the market share of **vegan products, services and investments** by creating an online global eco-system



HUMANITY NETWORK

- Knowledge resources
- Events and activities
- Job board
- Groups and Communities



SUSTAINABLE FINTECH

- Crowdfundings
- Private investments
- Angel club investments



ETHICAL SUPPLY CHAIN

- Product discovery
- Store locator
- B2B sourcing platform

MAJOR SECTORS

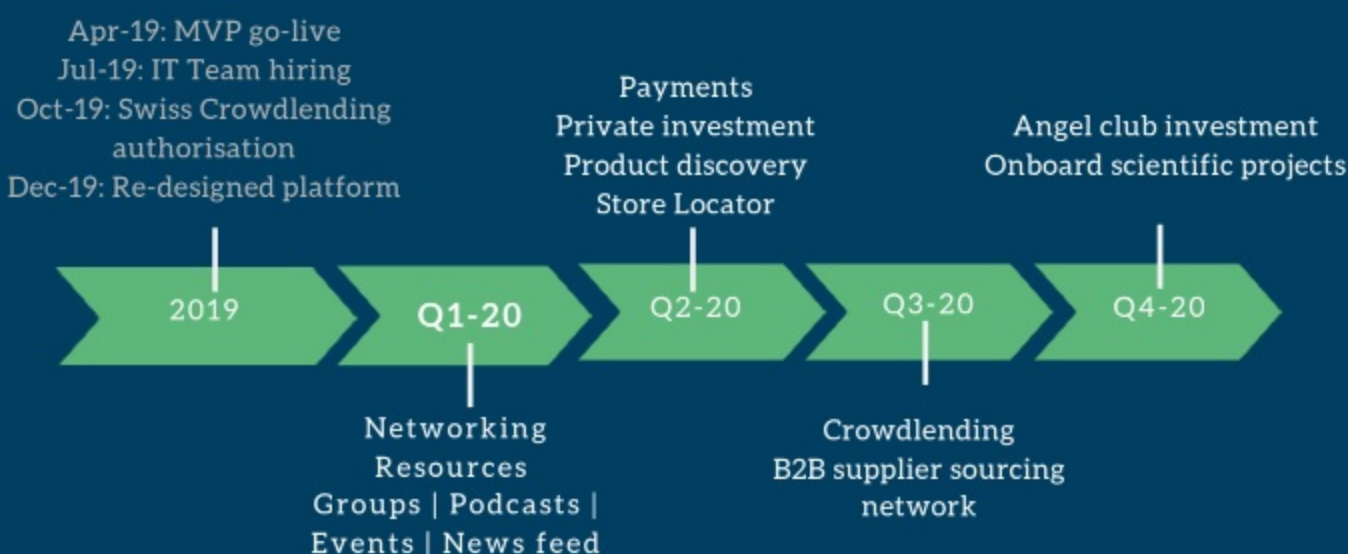
Food & Beverages
Fashion, Personal Care
Materials
Animal Testing Alternatives



OPPORTUNITIES

- Millennials opting for sustainable choices
- Rising focus on impact investments
- Digital, blockchain and AI innovations
- Climate, water and waste targets

KEY MILESTONES AND ROADMAP



Beyond Animal is a Swiss public limited company incorporated in Dec 2018

Claire Smith | Chairwoman, Co-founder

Creator of Vegan VC fund and US Vegan ETF
34 years experience in finance and investment
Based in Geneva, Switzerland

Dhanesh Kothari | CEO, Co-founder

IT, digital and blockchain strategy expert, start-up advisor 23+ years of IT experience in global roles
Based in Lausanne, Switzerland

Advancing for Humanity

INVESTMENT PROPOSAL

- CHF 1.5mn in convertible note
- Targeted conversion into equity at a discount of 20% in Series A round
- Additional funding available from founder for drawdown

FINANCIALS

Founders' investment CHF 150,000
Each founder holds 50% equity each
No external funding to date

Secured No Action Letter from Swiss FINMA

USE OF PROCEEDS

- 60%: Development
- 20%: Sales and Marketing
- 15%: Legal and Operations
- 5%: Other

TEAM



Shortlisted candidates with diverse background for various leadership and expert roles

IT team 10 FTE

Contract hires for marketing, and legal advice

BUSINESS MODEL



- Fees on funding transactions
- Subscription based features
- Sponsorship, promotion
- B2B, B2C



TRACTION

Event partners: 3 largest in the food sector

Users: 1900+ members, 18,000+ monthly page visits

Social network: 5,500+ followers, 160,000+ monthly engagement

Access to 20+ global and local business networks

30+ online communities ready to on board

Actively supported by a number of influencers and experts

GROWTH PLAN

App with re-
design
Language
support

Grow traction

UK, Switzerland

France, Germany,
Netherlands

Q1-2020

Q2-2020

Q2-2020

Q3-Q4-
2020

2,000+ users

5,000+ users
Revenue generation

10,000+ users

25,000+ users



FINANCIAL PROJECTIONS (2020 TO 2024)

3 years revenue target in excess of CHF 100mn

Breakeven in year 4