



# Beyond ANIMAL

**Where investors and vegan  
businesses meet**



# Beyond Animal

## Mission

Delivering digital tools, such as online funding, networking and business services, that accelerate the transition to an economy free of animal exploitation.

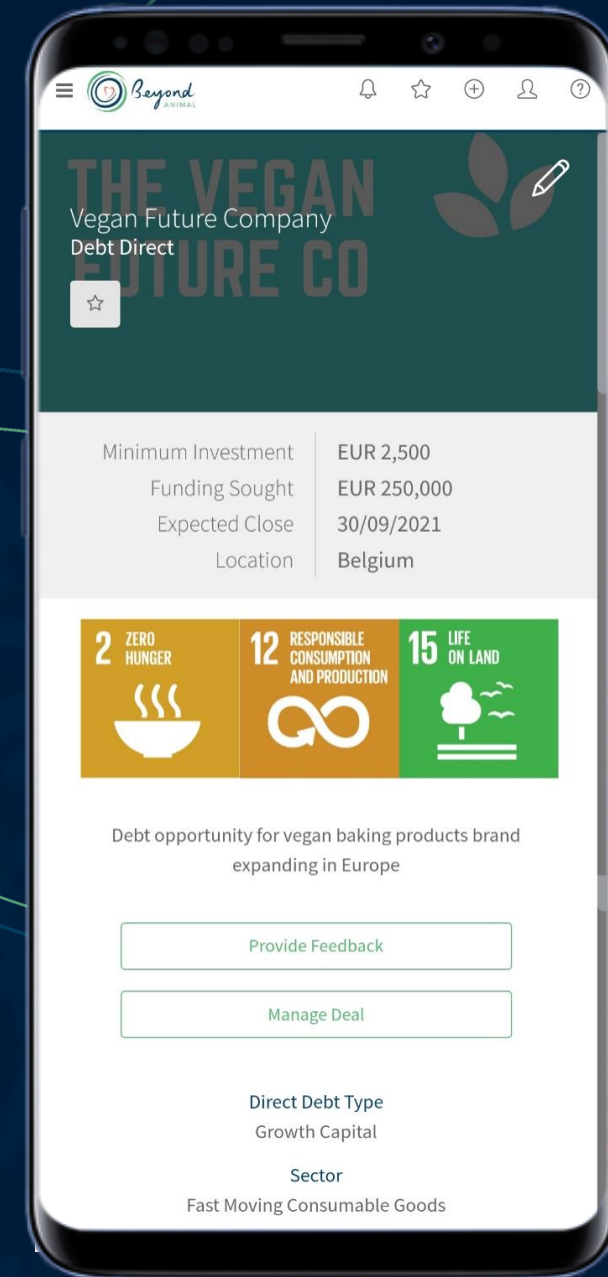
Our vision: a kinder, cleaner, healthier world.



# Beyond Animal

## Content

- Visibility & Reach
- Funding by Beyond Animal
- Business & Professional Networking
- Conferencing Tool
- Resource Library
- Job Board
- Ways to Work with Us

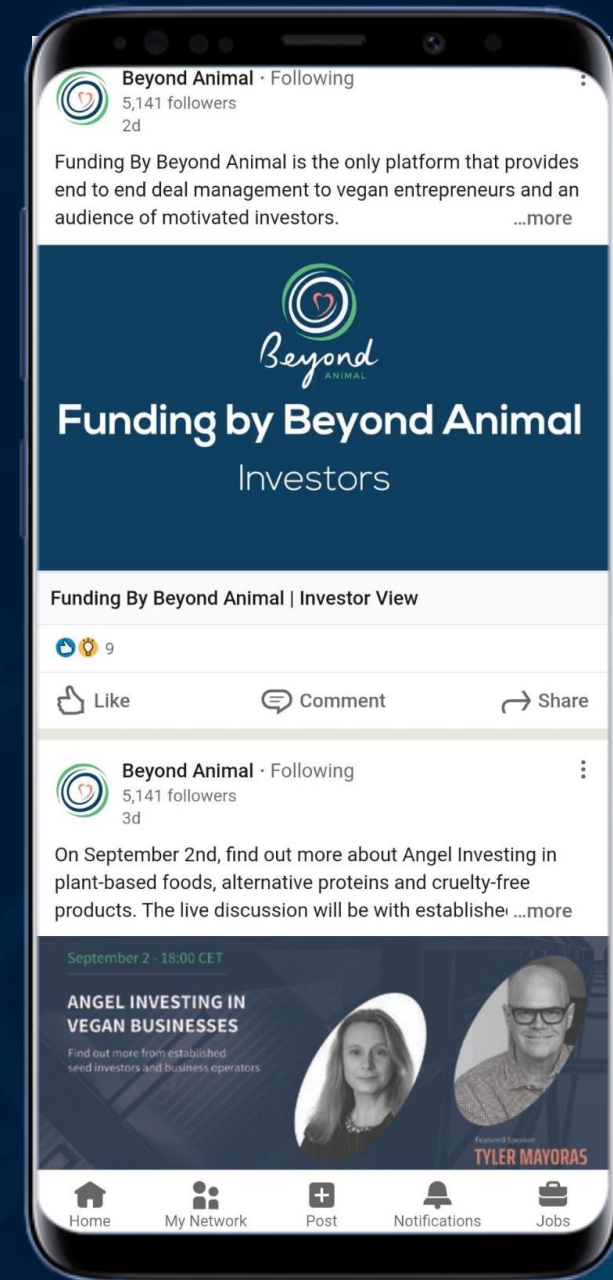


# Visibility & Reach

- Newsletter Database
  - 27,500 contacts
- Social Media
  - Followers on LI – 5,000
  - Followers on IG – 1,470
  - Followers on FB – 5,500
- Visibility on Beyond Animal:
  - Users on BA platform - 6,000



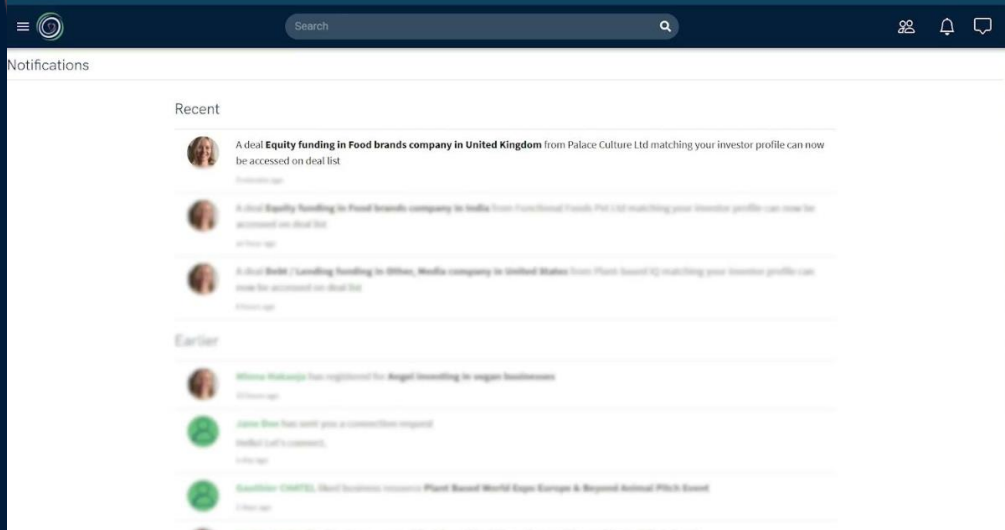
\* Per September 2021





# Funding by Beyond Animal

## Get notified when new relevant deals are added



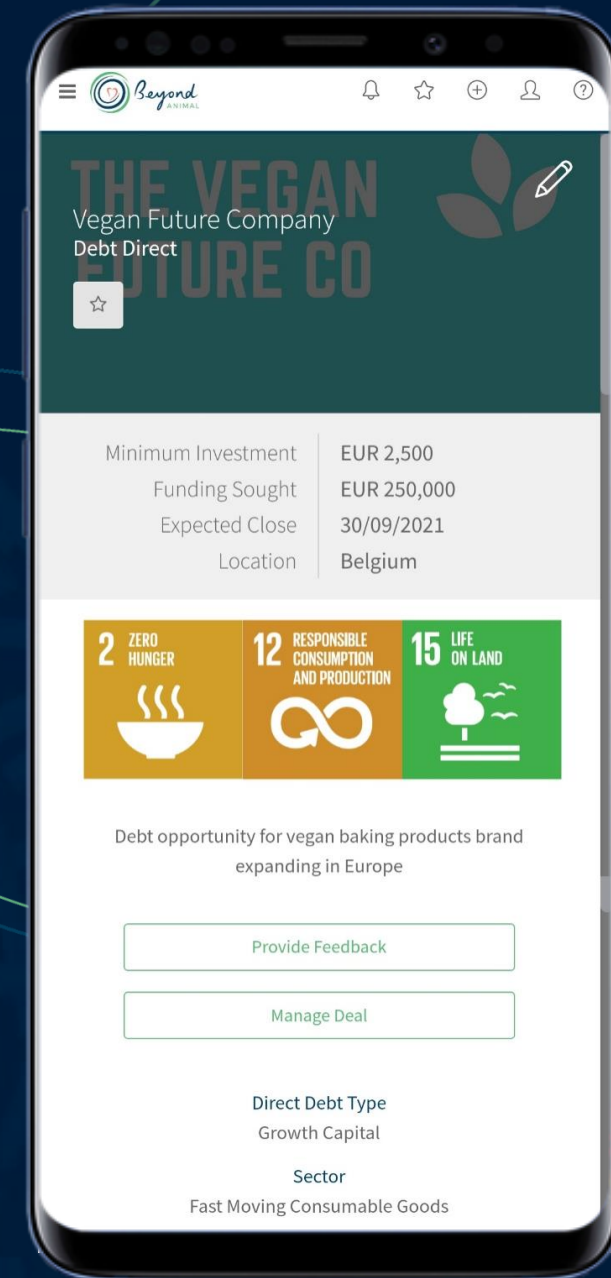
- Investor & company matchmaking service:
  - Companies insert details of their deals & company profile
  - Investors provide their investment criteria and impact preferences when signing up
  - Quick & easy machine driven determination of potential investor / company matches based on those criteria
- ☑ Saves time in finding appropriate companies / investors
- ☑ More time to evaluate suitable investment opportunities
- Companies on the BA platform have to meet strict criteria with regard to their business activities, which cannot involve exploitation or harm to animals.
- The most popular and highly sought deals are eligible for addition to the *Funding by Beyond Animal* Dealroom

# Funding by Beyond Animal

After the matchmaking process has been completed, selected companies and investors can proceed to the Beyond Animal dealroom.

Dealroom:

- Seamless, fully digital environment
- Investors are onboarded after verification of their status
- Target investors according to marketing rules and your preferred categories of investors
- Accompanies investors through the investment process from due diligence to investment
- Secure interactions with digital signature for confidentiality and investment agreements
- Easily direct your investors to your deal page and data room
- Investors are tracked throughout the journey and each stage is monitored
- Provide information updates and revaluations to investors

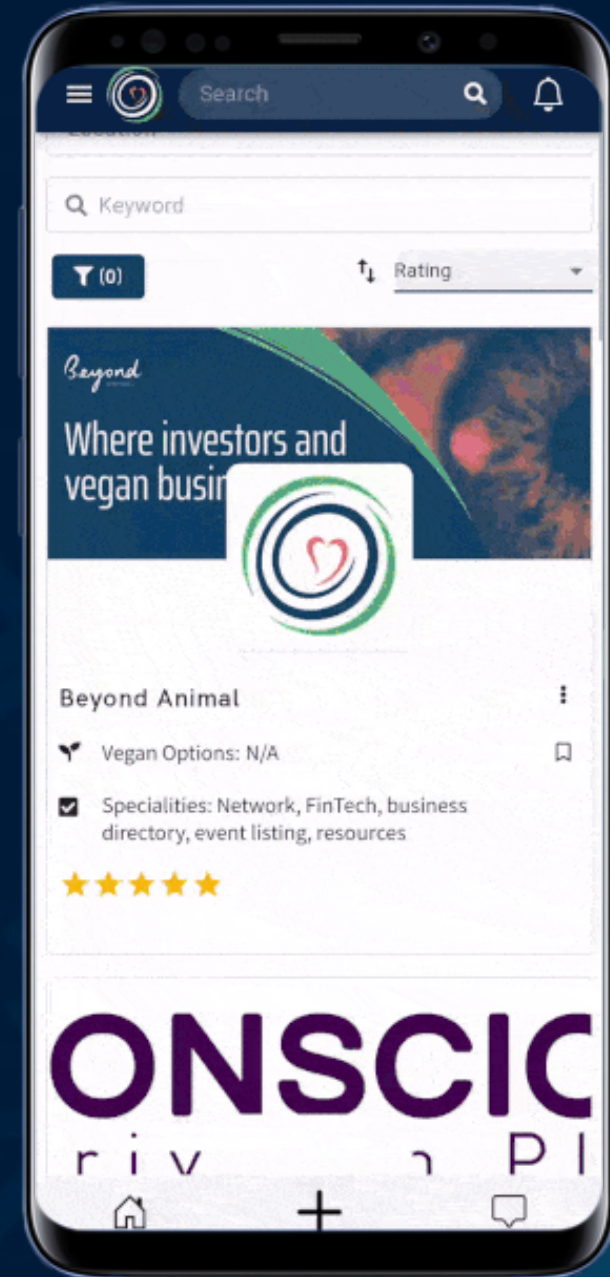


# Business & Professional Networking

- Investors
  - > 700 registered investors on the platform\*
- Businesses
  - 3,000 businesses on the platform\*
  - Business pages showcase products, services, searchable by vegan options
- Experts
  - FoodTech
  - Scientists
  - Financing specialists
- Service Providers
  - Consultants
  - Legal Advice / IP Specialists
  - Business Coaching
- Non-profits
  - Sustainability
  - Animal Conservation
  - Diversity
  - Alternatives to Animal Testing

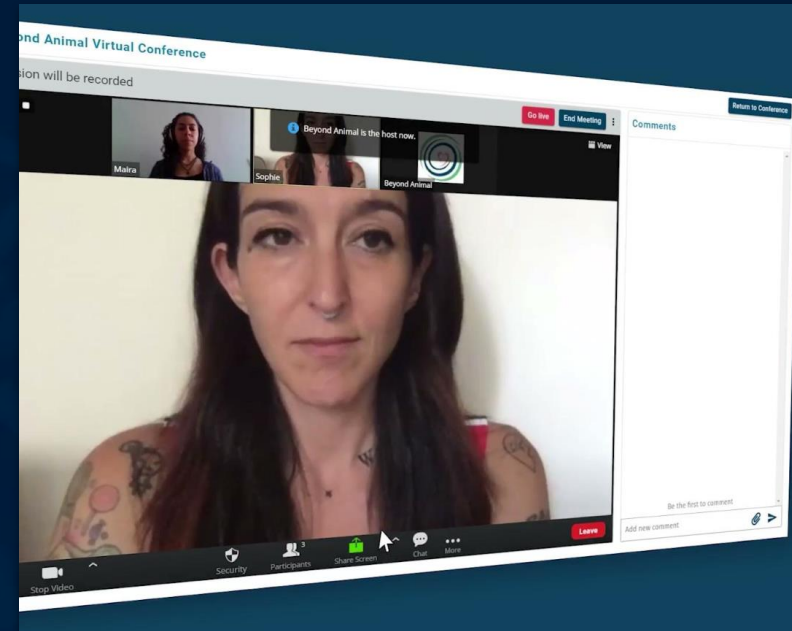


\* Per September 2021



# Conferencing Tool

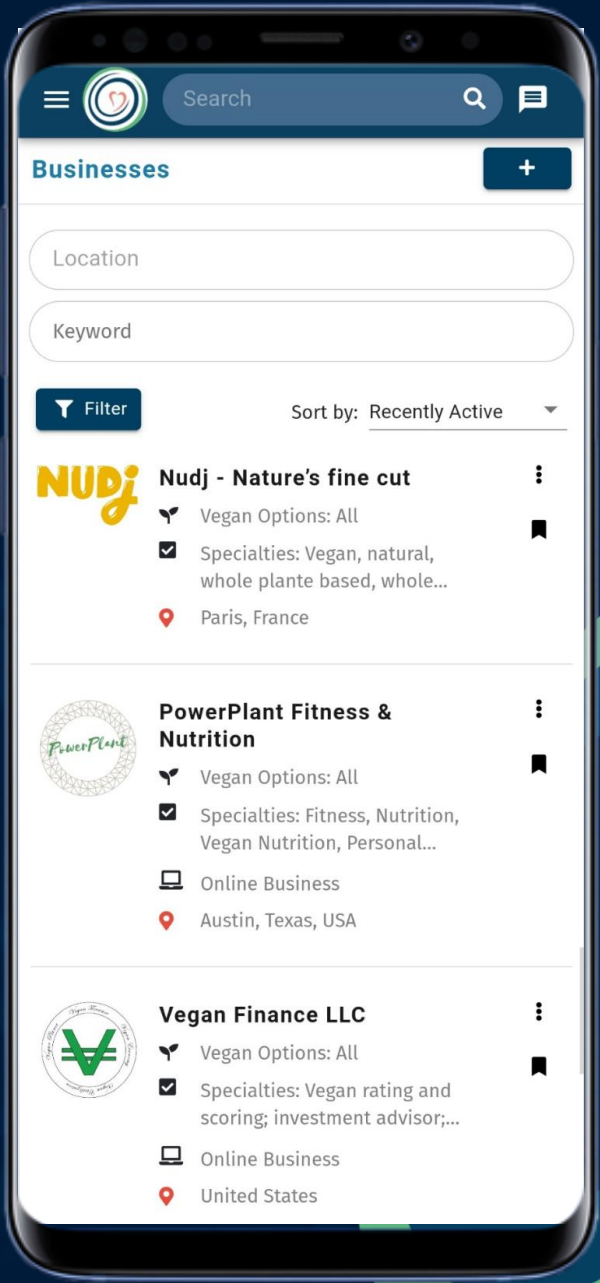
- Speaker & Panel Sessions
  - Webinars
  - Group discussions
  - Networking
- Paid & free registrations
  - Secure payment collected via Stripe
- Virtual booths
  - Showcase products & services
- Automated Recording of Live Streams
  - Permanently available for replay on the platform
- Sponsor Packages, including:
  - Keynote and/or closing speaker slot
  - Brand visibility before & during conference on platform
  - Brand visibility in pre and post conference marketing & communication (newsletters & social media channels IG, FB, LI)



Customize your options

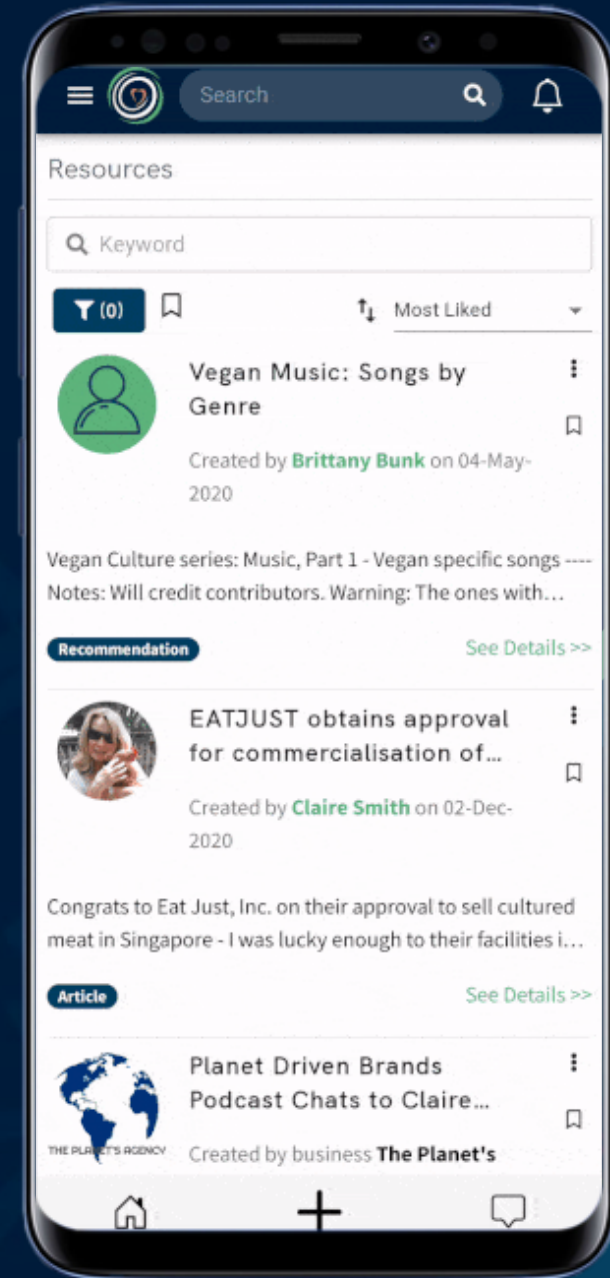


# Existing Conference Partners

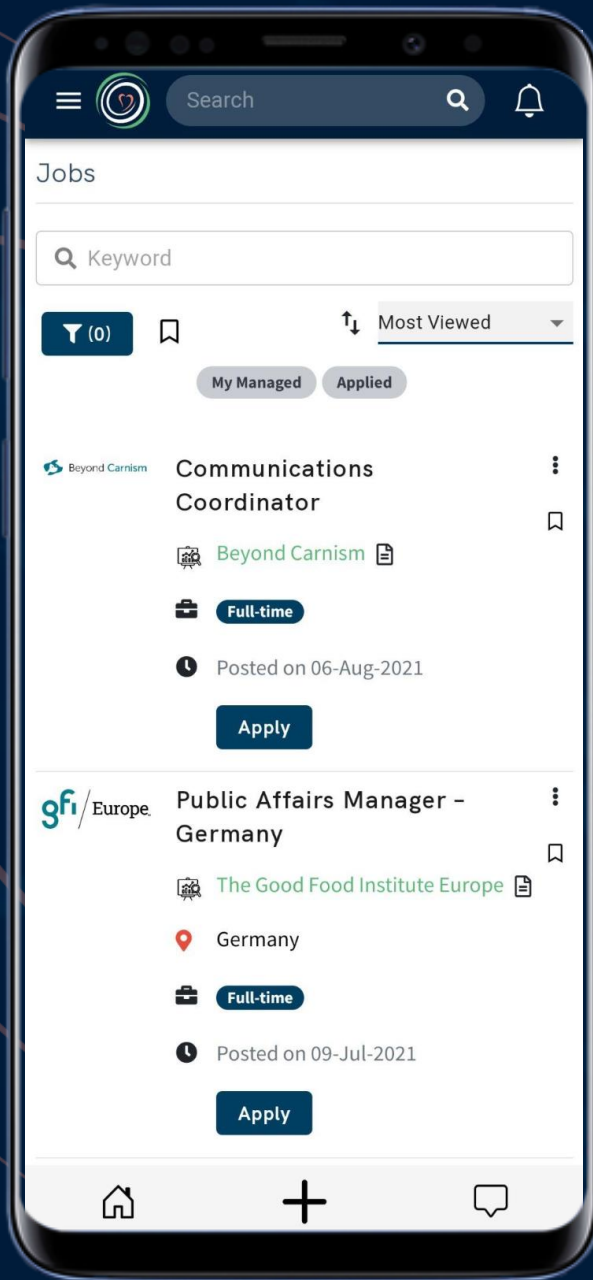


# Resource Library

- Constantly updating news feed
  - Direct RSS feed from some of the largest publications for vegan news & sustainable business
- Posts categorisable by location, industry and media type
- Rich text format for publication of articles and blogs
  - Individual users and businesses on the platform can post their own rich content
  - Access to various consumer & scientific reports on relevant topics via Beyond Animal partner page



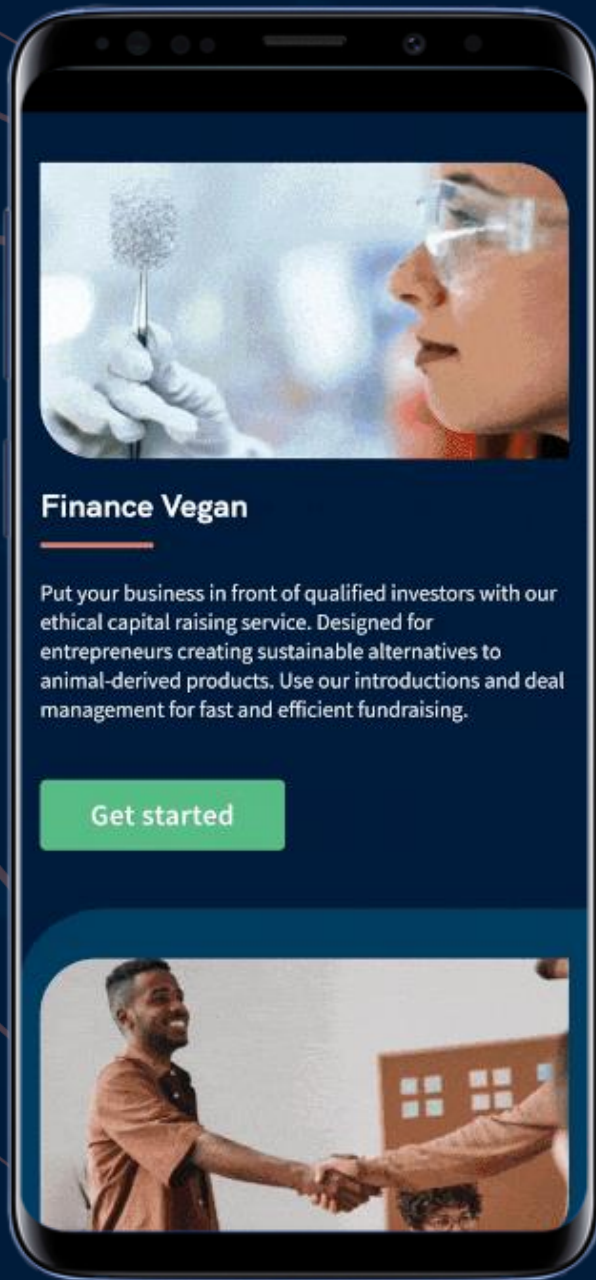
# Job Board



- Jobs with purpose
  - Future of food and materials
  - Fashion and personal care
  - Sustainable agriculture
  - Animal testing alternatives
  - Non-profit sector
- Companies can post full details of openings
- Searchable opportunities and online application

# Ways to Work With Us

- Invest in vegan businesses
- Obtain funding for your vegan business
- Partner with us
- Sponsor one of our events or newsletters
- Advertise on the platform





## Contact Us

[humanity@beyondanimal.com](mailto:humanity@beyondanimal.com)



*Beyond*  
ANIMAL