



Beyond ANIMAL

ADVANCING FOR HUMANITY

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



www.BeyondAnimal.com



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



IMPACTED SECTORS

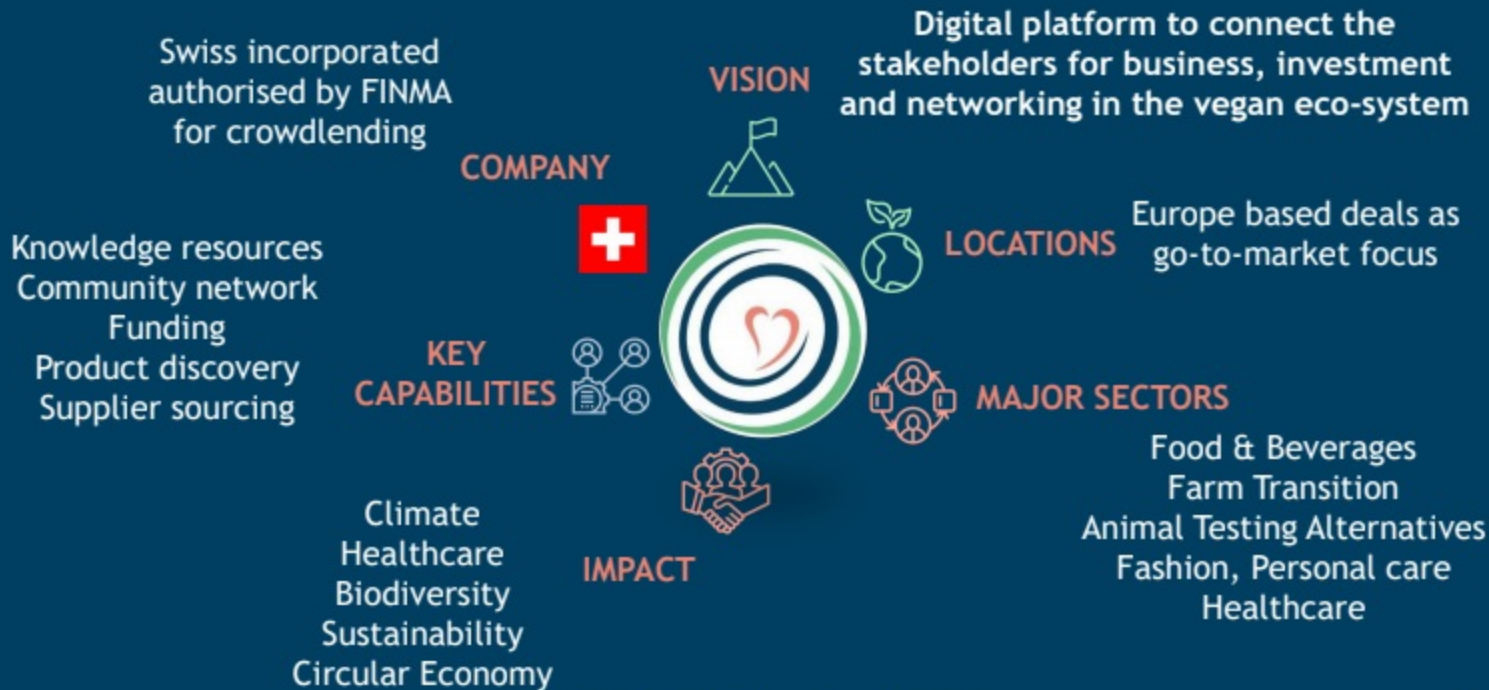
- Food & Beverages
- Fashion, Personal Care
- Healthcare
- Animal Testing Alternatives
- Non-animal Agriculture
- Entertainment, Tourism



MAJOR CHALLENGES

- Knowledge gap, scattered information and expertise
- Restricted access to funding
- Low volume due to fragmented demand
- Absence of supplier sourcing and trading platform
- Discovering the most suitable products and services

Executive Summary



A digital economy platform for increasing the market share of vegan products, services and investments globally, across all sectors by connecting the eco-system



✓ PHASE 1 HUMANITY NETWORK

Networking platform for vibrant community

- Experts, Influencers
- Businesses
- Non-profits
- Consumers



PHASE 2 SUSTAINABLE FINTECH

Vegan-suitable funding platform for a variety of investors

- Retail / Qualified
- Angel clubs
- Family offices



PHASE 3 ETHICAL SUPPLY CHAIN

Supplier sourcing platform for market system operators

- Retailers
- Brands
- Supplier Network, Manufacturers
- Wholesalers, Distributors

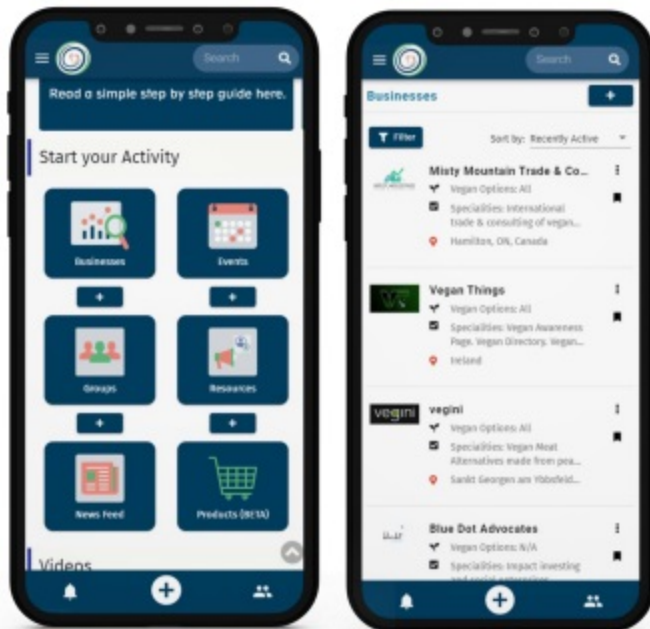
Next generation networking platform for all types of stakeholders who are interested in the growth of vegan economy

Mobile app and website

- Live since April 2019
- Total members: 1,900
- Monthly social network impression: **279,000+**
- Monthly page visits: 18,000+
- Social network Followers: 5500+

(As of April 2020)

Event Promotion Partners



Platform Partners

Business Growth Forums



Product Affiliate

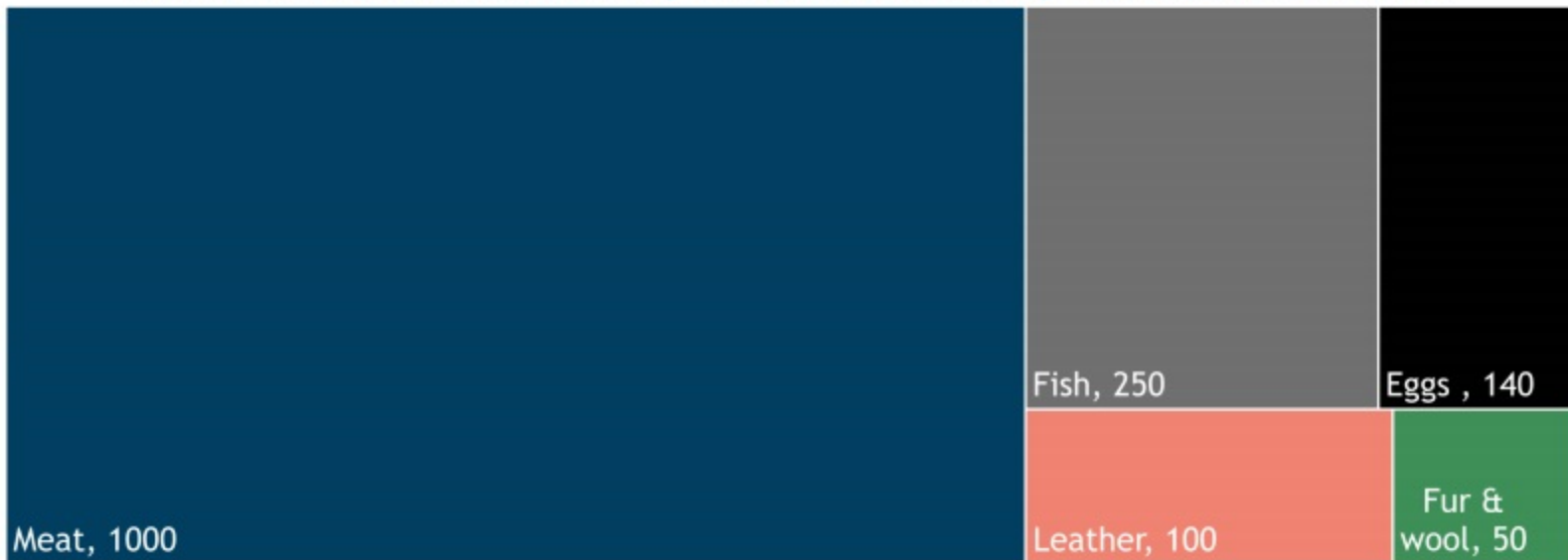


Global Payments Platform



Animal Industry Landscape

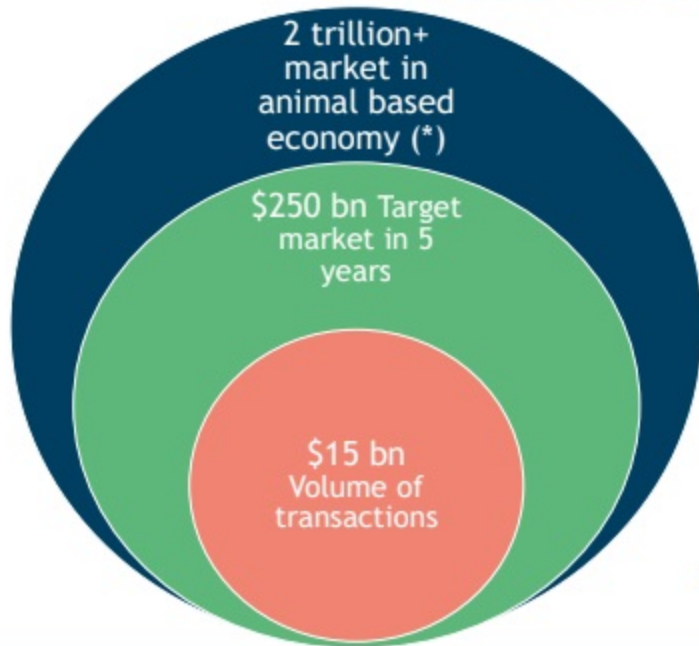
Animal-based direct economy of \$1.5 trillion only in Food and Fashion



Amounts in \$billions

Market size and opportunity

AN EPOCHAL CHANGE IS IN THE MAKING



- Rising focus on **impact investments globally**
- **Bank disintermediation** - rise of crowdfunding
- **Digital payments and tokenized investments**
- **Sustainable supply chain financing**
- Continued prolonged **low or zero interest rate scenario**
- **COVID-19: Closure of meat and dairy companies at an unprecedented rate**
- **COVID-19: Exponential rise of investments expected and needed in vegan companies**

Cumulative over 5 years from 2020 to 2024

(*) Refer to the animal industry landscape

	Beyond Animal	Mainstream Social Networks	Vegan Focus Networks	Mainstream FinTech Platforms	Vegan Investment Firms	Supply Chain SaaS, ecomm
Humanity Network ✓ Purposeful networking • Hierarchical networks • SDG alignment						
Sustainable FinTech • Vegan and sustainability vetted deals: debt, working capital, equity All types of investors Multi-sector Global Digital payments and workflow						
Ethical Supply Chain ✓ Universal business directory • Preference-based options Vetted supplier sourcing						

B2B and B2C revenue streams from membership plans and transaction fees

\$ 125
mn+

NETWORKING

Annual revenue: \$10 per user per year

- Paid promotions
- Subscription fees on hierarchical networks
- Membership plans

\$350
mn+

FINTECH

Revenue: Upto 6% of funds raised

- Fixed + Arrangement Fees
- Membership plans

\$200
mn+

SUPPLY CHAIN




Annual revenue: Upto \$1,000 per business member

- Membership plans
- Transaction fees

\$ X
Billions

Returned in the sustainable economy

5 Years Target: 2020 to 2024

	2019 to Q1 2020	Q2 2020	Q3 2020	Q4 2020	2021
 HUMANITY NETWORK	<ul style="list-style-type: none"> ✓ Networking ✓ Resources ✓ Groups ✓ Event listing ✓ News feed 	Subject to investor funding			
		Community (hierarchy of groups)	Job board	Event management	SDGs
 SUSTAINABLE FINTECH		Subject to investor funding			
		Investment dealrooms for qualified investors	Crowdlending	Supply chain financing	Supply chain financing Crowdequity
 ETHICAL SUPPLY CHAIN	<ul style="list-style-type: none"> ✓ Business directory ✓ Product affiliate 	Subject to investor funding / strategic partnerships			
		Product discovery Food services	Supplier network Brand landscape	Accreditation integration Supplier sourcing: Food	Supplier sourcing: Fashion, personal care, animal testing alternatives

FINANCIALS



- Founders' capital of **CHF 150k**
- Each founder holds **50% equity**
- Additional founder funding** available
- Revenue** generation from **Q2 2020**

DEALS*



- Number of deals **400**, invested **21**
- Locations: **US, West Europe**
- Interested investors: **1,300** (900 Retail + Qualified 400)
- Amount per investor: **EUR 100k to 500k**

* **BEYOND IMPACT FROM 2018 TILL DATE**

ASSETS



- Software platform on a scalable, agile and robust architecture (Reactjs, Nodejs, Graph Database, AWS)
- Deep domain expertise
- Swiss **FINMA** authorisation

NETWORK CAPITAL



- Direct access qualified investors, family offices, angel clubs, private investment firms totaling over **10,000**
- Access to deals and investors through the growth of Humanity platform

Business Growth Plans

2019 to Q1 2020		Q2 2020	Q3 2020	Q4 2020
<ul style="list-style-type: none"> Rollout platform Swiss crowdlending authorization Build initial traction Partnerships 		<ul style="list-style-type: none"> Onboard international communities, virtual event organisers, influencers Qualified investors through pre-established network 	<ul style="list-style-type: none"> Partner with vegan associations Partner with retailers Secure crowdfunding license in the UK 	<ul style="list-style-type: none"> Impact investment Angel clubs Platform partnerships with major networks in each target sector: Material, EPAA for Alternative Animal Testing
MEMBERS	1,500+	5,000+	10,000+	25,000+
LOCATIONS	Open	OPEN	UK, SWITZERLAND	FRANCE, GERMANY, NETHERLANDS



Claire Smith
Chairwoman, Co-founder

- Creator of Vegan VC **program** and US Vegan Climate **ETF**
- Formerly in financial advisory of multi-billion-dollar portfolios at investment firms

Dublin, Ireland



Dhanesh Kothari
CEO, Co-founder

- IT & blockchain advisor and startup mentor at Solar Impulse Foundation and Mass Challenge
- Formerly IT Head of Discretionary Portfolio Management at Swiss banks

Lausanne, Switzerland



Sandeep Tendulkar
CTO (Partner company)

- FinTech trading platform expert
- Formerly IT head for global financial services and money transfer companies

Pune, India



Prashant Patel
Product Owner

- IT programme management expert
- Formerly IT head for global insurance companies

Mumbai, India

- Contract hires for social media marketing, community engagement and legal advice
- 10 FTE IT development team with partner company



Jody Rasch

Vegan investor, Farm Transition - USA

- Board of Battery Dance, VegFund, Woodstock Farm Sanctuary and SciArt Initiative
- Former Managing Trustee - VegInvest Trust



John Clokey

Corporate Executive - UK

- Managing Director at consulting, digital services and software company Capita
- Founder of IssuesDirect.com



Robert Woodall

Global executive roles in Food - Switzerland

- Former CEO of Meatless Farm Limited
- General Manager Snacks EMEA, Greater China and Asia, Kellogg



Kim Wales

Founder and CEO of CrowdBureau - USA

- Executive Board Member - Crowdfund Intermediary Regulatory Advocates (CFIRA)
- Author of *Peer-to-Peer Lending and Equity Crowdfunding*

Seed round of CHF 1.5m in convertible note



FUNDRAISE PLAN

- Seed funding of CHF 1.5m in convertible note
- Targeted conversion into equity at a discount of 20% during Series A round with cap of CHF10m



USE OF SEED AMOUNT

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



FINANCIAL PROJECTIONS (5 YEARS FROM 2020 TO 2024)

- 3-year revenue potential in excess of CHF 60mn
- Breakeven in year 4

SDG 3: Vegan, plant-based diet has been proven to improve human health. Majority of the animal tested products are not suitable for human

Zero animal exploitation addresses 8 out of 17 SDGs

SDG 8: Move workers out of highly toxic and dangerous working conditions faced in the animal exploiting industries. Shift towards net positive by redirecting subsidies towards animal substitutes / alternatives



SDG 6: Reduced use of water consumed by animal farming and processing and safer drinking water thanks to less pollution

SDG 12: Reduced use of natural resources consumed by animal farming and greater efficiency of food production

SDG 13: Significant reduction in methane and greenhouse gas emission that are caused by pasture fed and factory farmed animals

SDG 14: Preserve marine lives by removing sea food from the diet, replace plastics and stop waste from entering oceans

SDG 15: Permit reforestation and rewilding, saving endangered species and replenishing biodiversity

SDG 17: Facilitating partnerships for sustainable development, inclusive financing and ethical trade through the application of technology

Proposed SDG 18: Transitioning towards a world free of animal exploitation

THANK YOU!

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