



# About Us

Beyond Animal simplifies access to finance and opportunities for companies and investors across the vegan economy.

## Our story

Formed in 2018, Beyond Animal was created as a fintech platform to solve the problem of access to capital for companies accelerating the transition away from the use of animals. By connecting the entire ecosystem of stakeholders in the vegan economy, in addition to financing, companies can find the right people, partners, products and resources to turbocharge their business.

The networking platform launched in March 2019 and introduced its investor matchmaking capabilities in May 2020. In early 2021, an integrated conferencing tool for pitch events and industry webinars went live on the platform, supporting its dealroom and transaction management services connecting entrepreneurs with qualified investors within a secure environment.



[See Beyond Animal factsheet](#)

[About Beyond Animal platform](#)

[Sponsorship options](#)

# Meet the team



## Claire Smith

### Chairwoman, Co-founder

Creator of Beyond Impact Vegan VC program and US Vegan Climate ETF.

Advised multi-billion dollar portfolios of investing institutions.

35 year career in finance and investment at top-tier banks and investment firms.



## Andy Holroyd

### General Counsel and Head of Funding

English Lawyer with a broad range of international experience.

20-year career in law firms, asset management, financial structuring activities and investment and private banking.



## Minna Hakaoja

### Investor Relationship Manager

Consultant, investment deal management and investor relations.

Formerly food industry & retail consultant at ProVeg International, director of communication at Invest in Finland.



## Sagar Tandon

### Consultant, Venture Capital

Partner, Beyond Impact Fund II

Founder, First Followers

Venture Affiliate, MIT D-Lab

Mentor to alternate protein and cruelty-free materials innovation startups.

7+ years of experience as an entrepreneur, venture capitalist, and gender-lens investor.





## Marc Thadani

### Investment Deal Management and Investor Relations

Former Relationship Manager in a private bank for UK based clients.



## Maira Salazar

### Social Media Manager

Video editor and social media manager with a background in Communication Sciences.  
Vegan since 2015.



## Sophie Benker

### Community Manager

Grassroots animal rights activist, built and led groups of volunteers in Switzerland.  
Previously built a platform for animal rights organisations.  
Former EA in investment banks in the UK and Switzerland.



## Jody Rasch

### Advisor

Vegan investor, Farm Transition - USA Board of Battery Dance, VegFund, Woodstock Farm Sanctuary and SciArt Initiative Advisor to Crowdbureau (asset and risk management tools for P2P lending and securities crowdfunding).



## DeccanLogic Pvt Ltd

### Technology Partner

An India-based technology company that helps start-ups & businesses in conceptualization of future ready ideas. Associated with Beyond Animal since 2019. Responsible for end-to-end technology implementation of the networking platform.

Our team shares one common purpose: a kinder, cleaner, healthier world.



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