



**ALEPH** FARMS

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# Market Analysis

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# Cellular Agriculture Market Values

Due to increasing health, environmental, and animal welfare concerns, the demand for alternative protein sources has heightened. Moreover, production costs for cultured meat have dropped significantly from a \$325,200 hamburger in 2013 to an \$11 one in 2015. Although a smaller player in the alternative meat industry, cellular agriculture is well poised to make retail entry in the near future as costs continue to drop.

\$214 Million  
Global Cultured  
Meat by **2025**

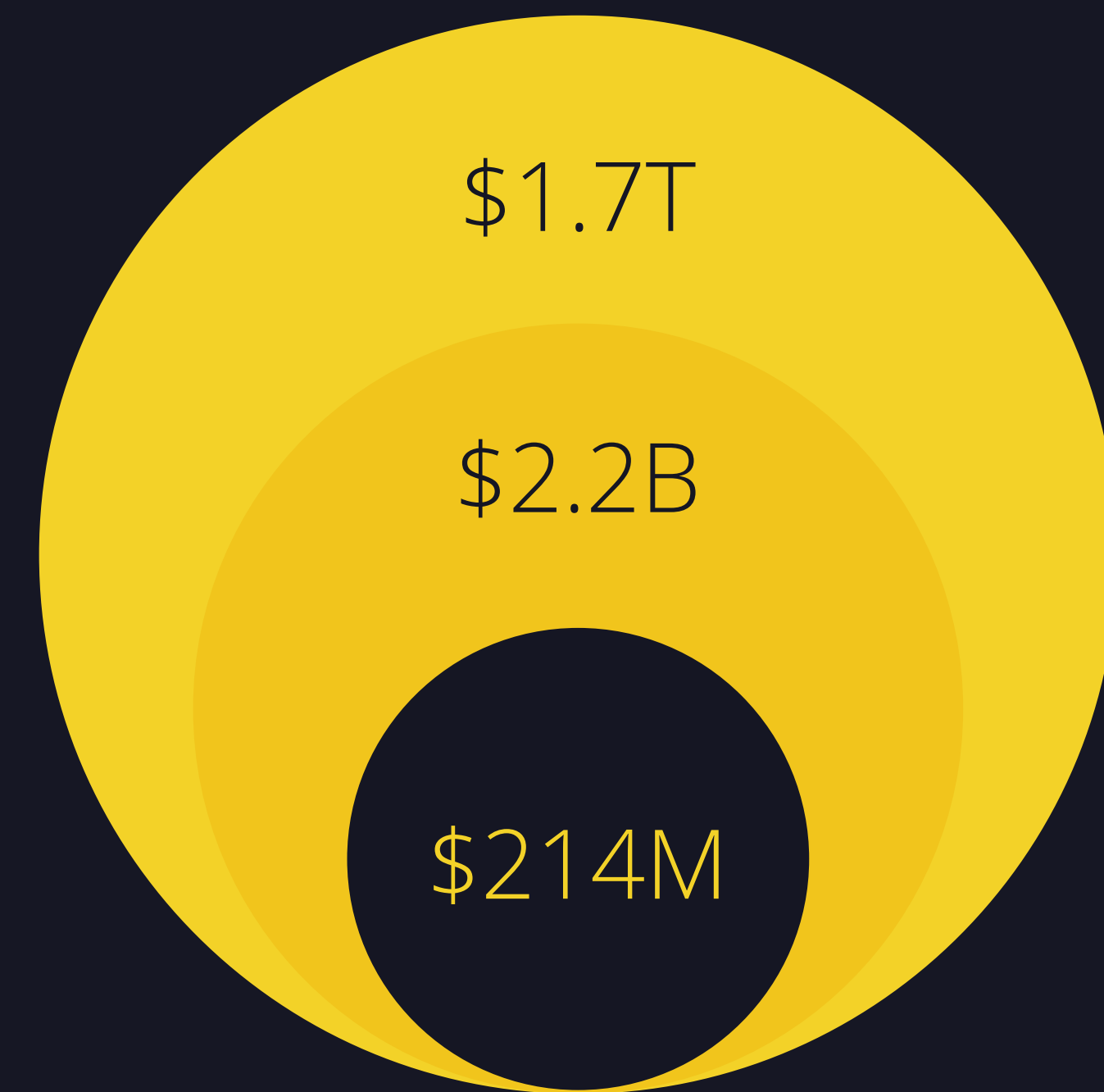
Source

\$2.2 Billion  
Alternative Meat

Source

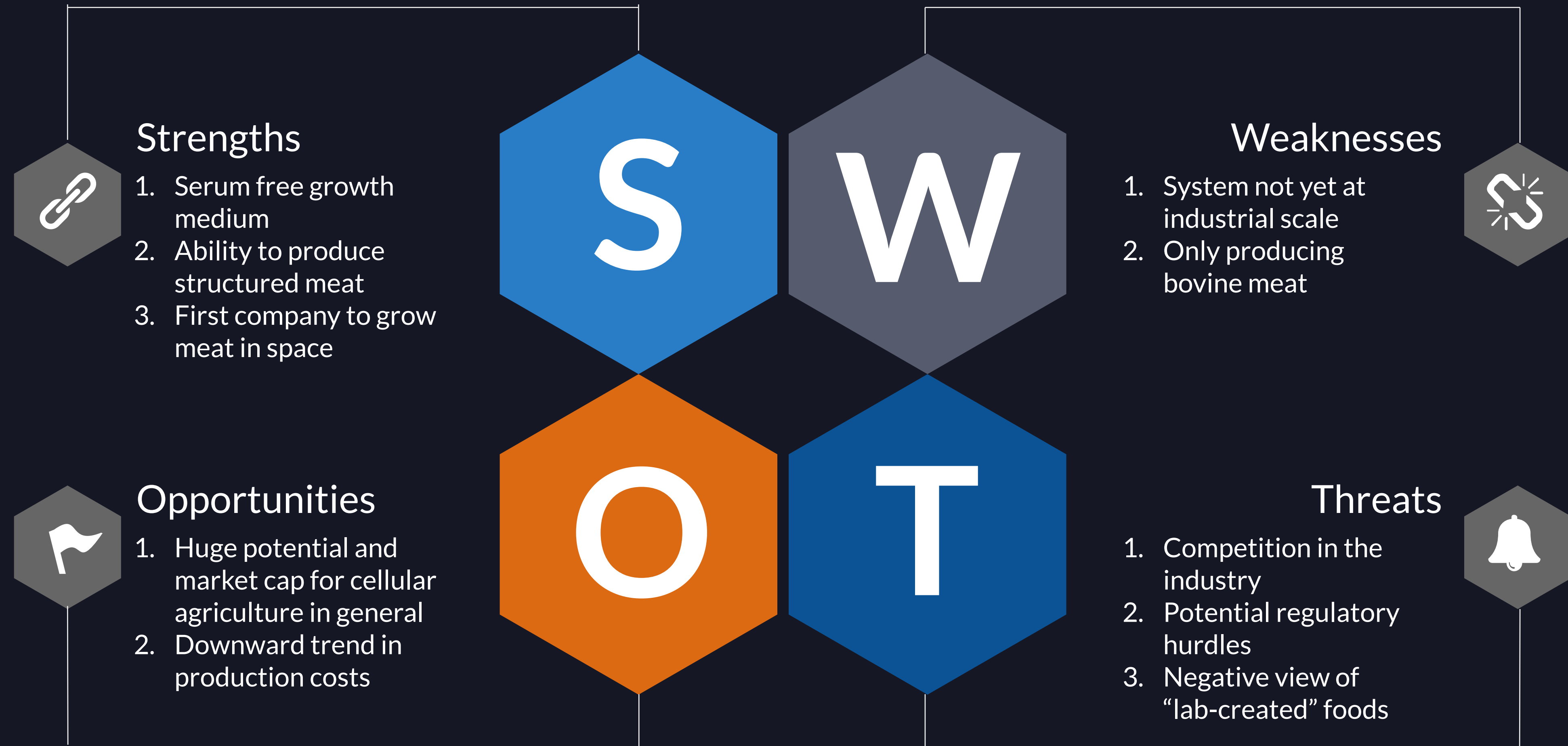
\$1.8 Trillion  
Global Meat

Source



# An Overview of Aleph Farms

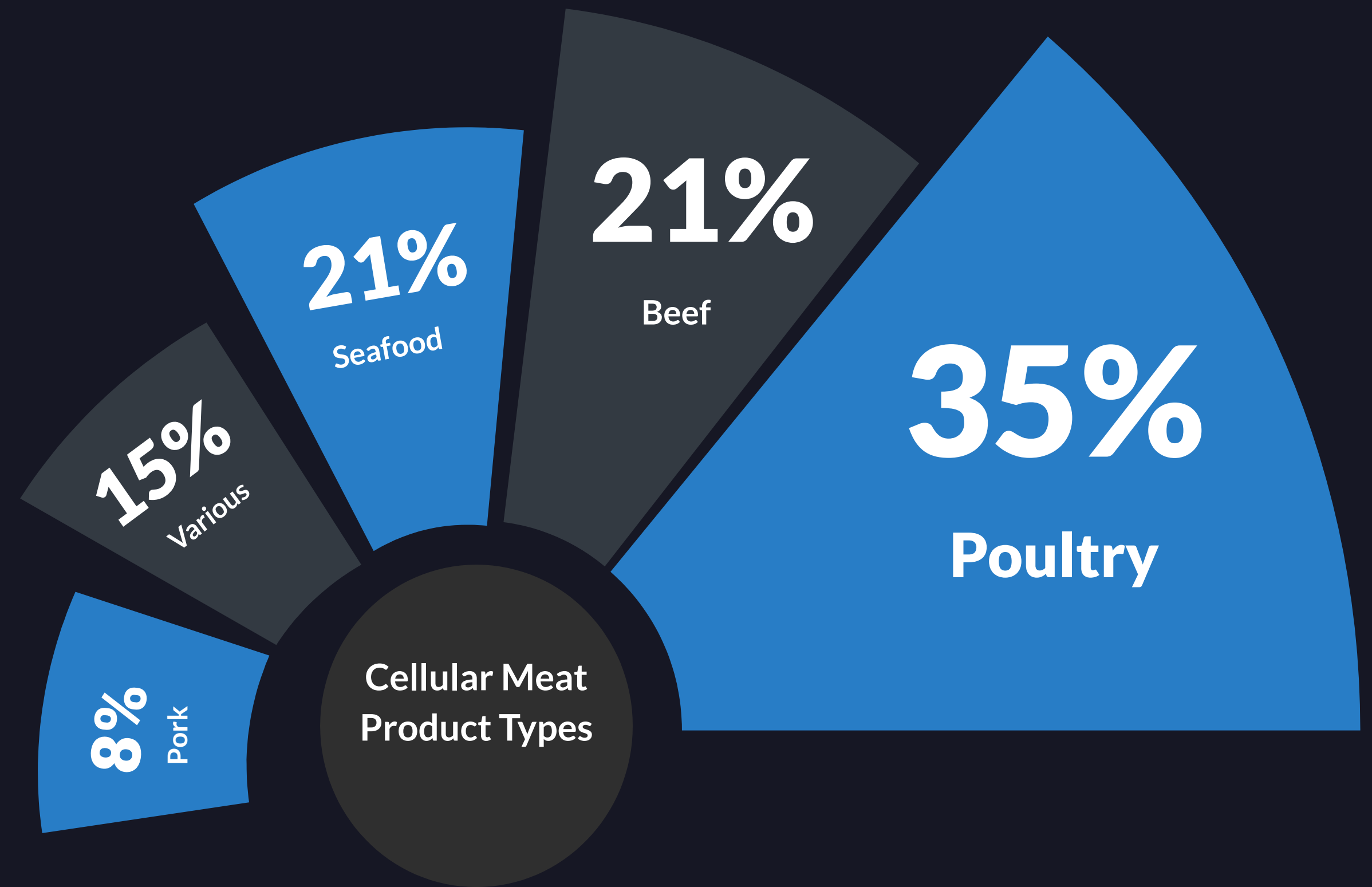
## S.W.O.T Analysis



# Cultured Meat Production Types

The cellular agriculture industry hosts many players who are specializing in different types of meat. It is important to know which types of meat companies are investing their resources into. Cultured poultry has the most companies by far, a result of its simplified cell structure which replicates easier in unnatural mediums.

Because Aleph Farms is principally focused on beef, it cannot compete in the seafood, poultry, or pork sectors. In the future, it should look into diversifying its meat product types after it has fully developed its technology.



[Source](#)

# Main Competitors in Cultured Beef



Mosa Meat



Memphis Meats



Meatable

Now let's take a deeper look...



# Mosa Meat

Having been the first to create a cell-based burger in 2013, Mosa Meat is the oldest and most established cellular agriculture company. They focus on producing the ground beef needed to create burgers.

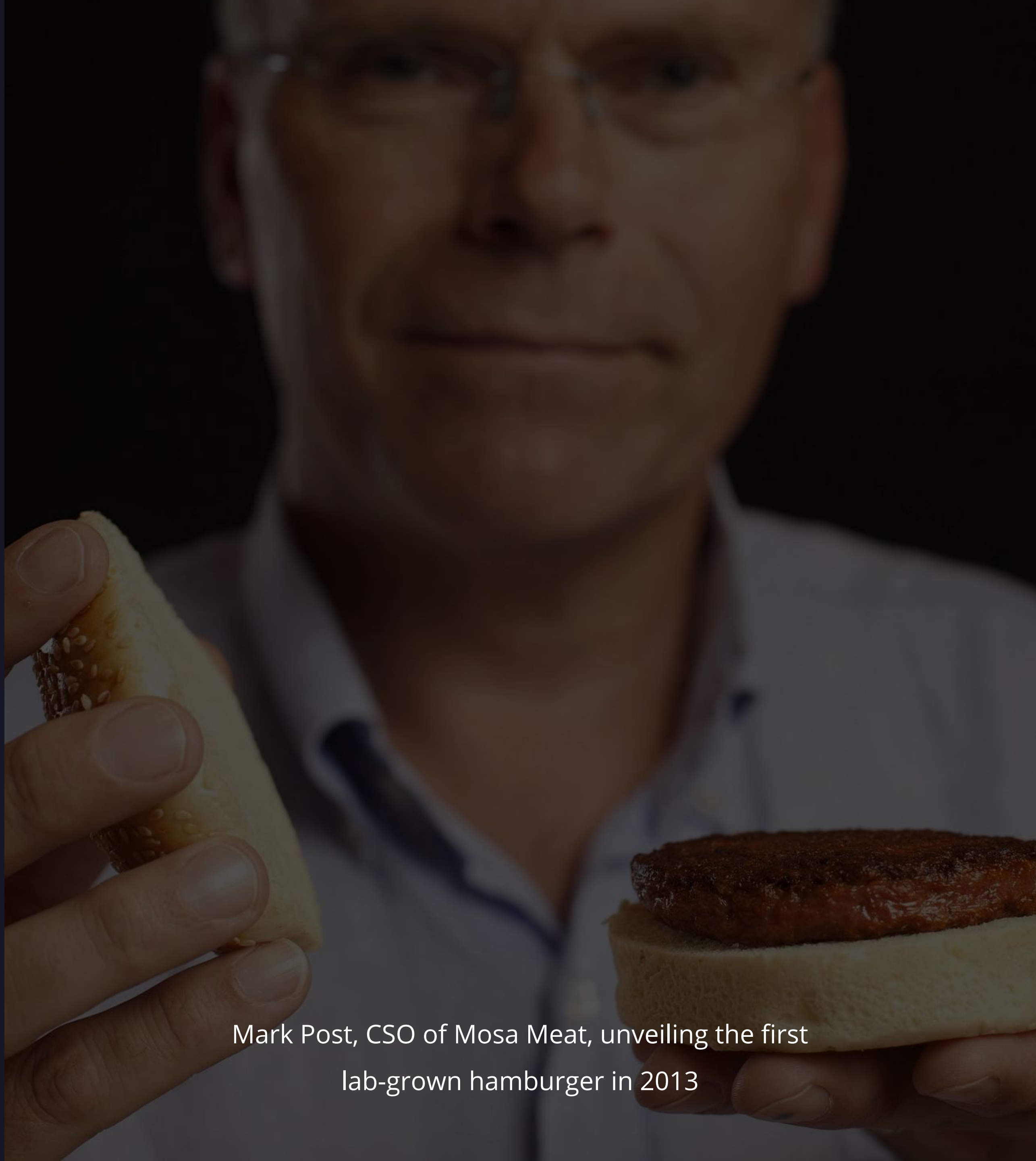
They have less investment than Aleph Farms, with a Series A funding of €7.5M (~\$8.1M USD) compared to Aleph's \$12M USD. However, they recently obtained a partnership with [Nutreco](#), a global leader in animal nutrition & aquafeed, and with [Lowercarbon Capital](#), a US-based VC fund. This strategic partnership could accelerate Mosa Meat's meat production to scale so the company should be something to watch out for.

Cultured Beef

Competitor

Established

First Mover Advantage

A photograph of Mark Post, CSO of Mosa Meat, holding a lab-grown hamburger. He is wearing glasses and a light blue shirt. The background is dark and out of focus.

Mark Post, CSO of Mosa Meat, unveiling the first  
lab-grown hamburger in 2013



# Memphis Meats

Recently receiving the largest investment in cellular agriculture history at [\\$161M](#) in January 2020, Memphis Meats is the largest and most financed cellular agriculture company.

Memphis Meats' meatball in 2016 gained a lot of media traction and since then, the company has also shown itself capable of producing cultured duck and chicken dishes. With its newfound funds, the company has increased its team from 45 to 135 employees and will begin building a pilot facility for scaled production of cultured meat soon. It is in the lead for the race to consumer release and Aleph Farms' biggest competitor.

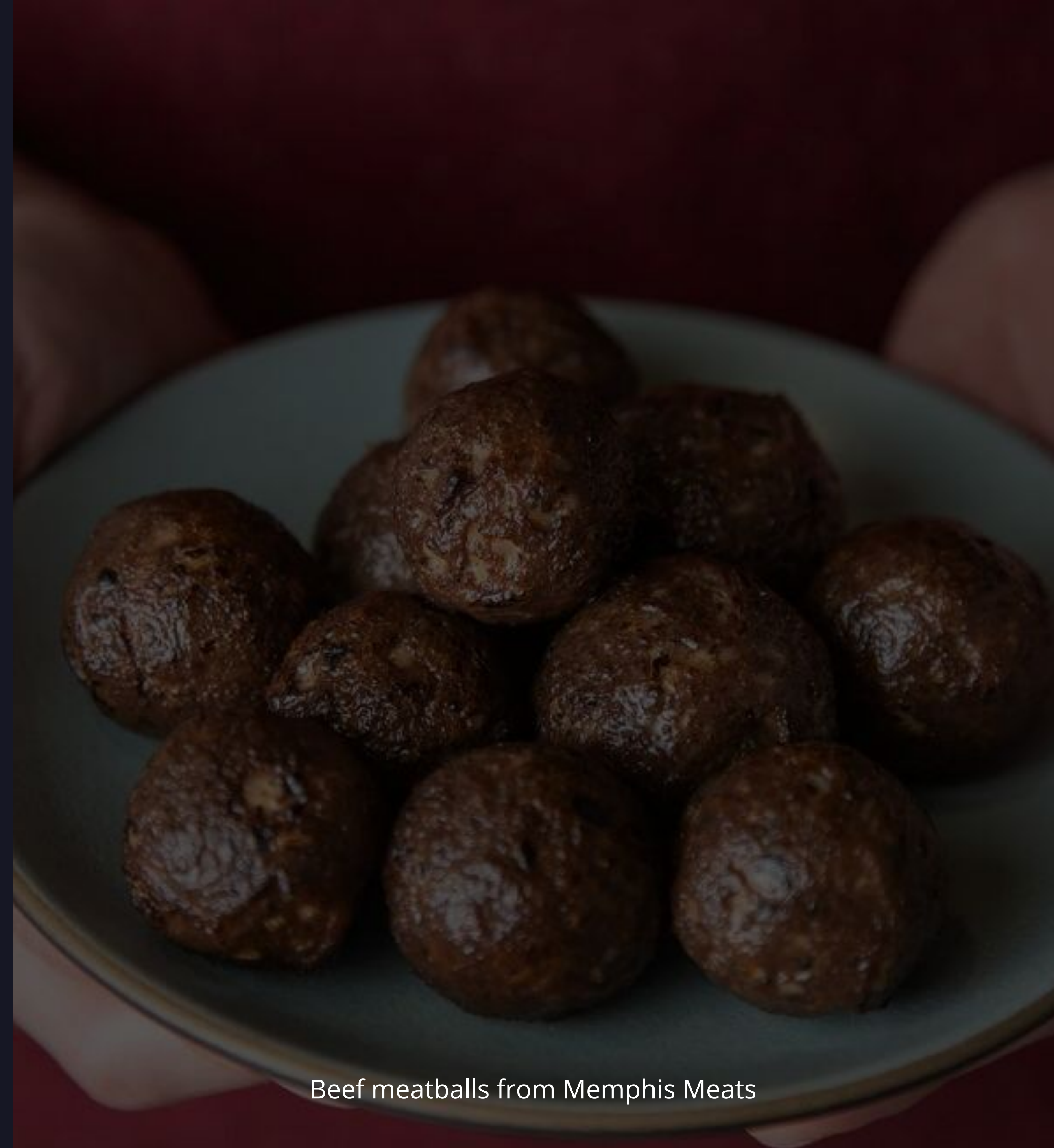
Various Meats

Competitor

Large Social Media Following

Well Funded

Media Presence



Beef meatballs from Memphis Meats



# Meatable

Dutch startup Meatable was originally focused on producing beef, but has since pivoted towards cultured pork, raising \$10M in the process.

Meatable's proprietary opti-ox technology is capable of controlling induced pluripotent stem cells, eliminating the need for FBS. Moreover, it can produce in days or weeks what most current protocols do in months and the company plans to release their first prototype in summer 2020. Although comparable in size to Aleph Farms, they are much less of a threat compared to the other competitors because they have pivoted from bovine meat.

Cultured Pork

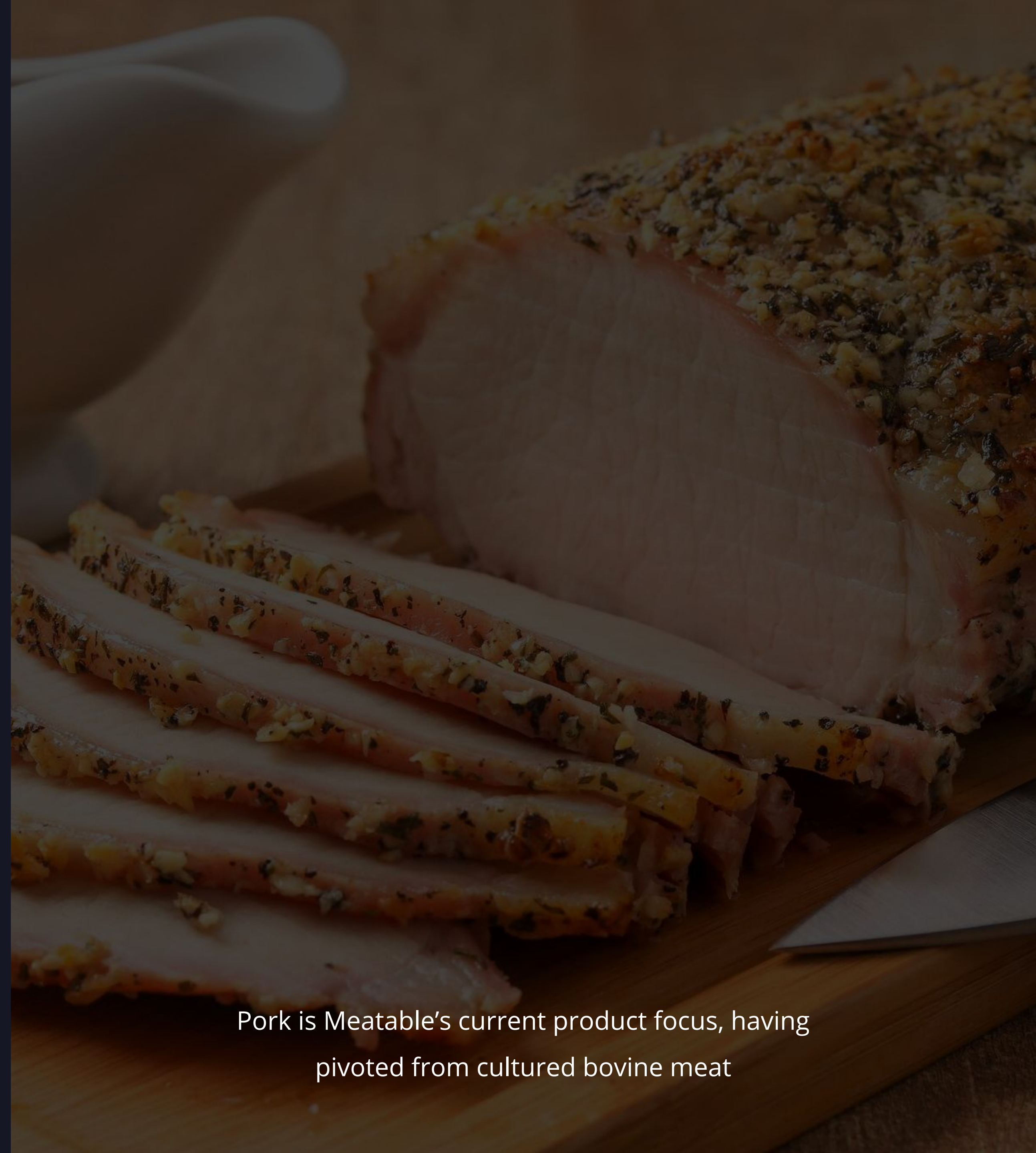
Competitor

Low Threat

Opti-Ox Technology

Faster Production Rate

Pork is Meatable's current product focus, having pivoted from cultured bovine meat





# Aleph Farms



## *Differentiating From The Competition*

As a smaller and relatively newer company in the cellular agriculture space, Aleph Farms must look to differentiate itself from giants like Memphis Meats or more established companies like Mosa Meat.

Aleph Farms is unique in that it is the only cellular agriculture company thus far to have been able to produce structured meat (like steaks) in vitro. Likewise, it has been the first company to grow meat in space aboard the ISS. It should look to capitalize on these two key selling points and drive home the fact that though it is a newer company, it has greater potential.



### **First Company to Grow Meat In Space**

It is exciting for many people to see the possibilities of cellular agriculture applied to space travel. With much attention being directed to Mars colonization missions, Aleph Farms should look to take advantage.



### **First Company to Grow Structured Meat**

Even more important is the fact that Aleph Farms can grow *structured meat*. As opposed to industry competitors like Mosa Meats, Meatable, etc. Aleph Farms is distinct because of its ability to grow real steaks. It should broadcast this characteristic proudly through its different channels.

# The Health-Conscious, Progressive Meat Eater



## Globally Aware

Customers who turn to cellular agriculture are aware of global issues like antibiotic resistance, ethical animal treatment, and climate change.

They are consumers who are willing to change their lifestyle and buying habits to make a difference.



## Looking for Meat Alternatives

Consumers who are considering cultured meat are looking for **real** meat.

Whether it's for the more authentic taste or experience, they aren't settling for plant-based alternatives but want the real thing.



## Financial Capability

Because cultured meat production still isn't at industrial capacity, most lab-grown meats are expensive

Only consumers with the financial capability to choose cultured meat over its cheaper traditional alternatives will buy it.

# Company Awareness Initiatives



## Reach Out to Press

News agencies can not only spread the word to potential consumers about the industry but generate interest and attention for Aleph Farms.



## Grow on Social Media


Aleph Farms can increase its social media presence and active following by holding more interactive events like giveaways, Q&As, and webinars,



## Comment Marketing

By following the top cellular agriculture accounts and leaving thoughtful comments early, Aleph Farms can organically attract followers





# Guest Invitation Campaign

By inviting social media influencers, notable public figures, and media to taste test products for free, Aleph Farms gains exposure to their larger audiences. For instance, WSJ's piece ["Tasting the World's First Test-Tube Steak"](#), featuring Aleph Farms has over 2.6M views,

- ✓ Great buzz generation for Aleph Farms
- ✓ Improved public opinion of cultured meat
- ✓ Opportunity to differentiate from competition



# Target Guest: Gordon Ramsay



Although Aleph Farms should initially invite reporters from media publications for early exposure, they should eventually look to invite Gordon Ramsay for a taste test of their steaks. Gordon, as an award-winning chef and prominent media figure, can single-handedly validate the cellular agriculture industry if he approves it. Not only can Aleph Farms take advantage of his large social media following, but his experience as a food guru will greatly improve the public opinion of cultured meat in general.

## Social Influence

- ✓ **13.9M+** YouTube subscribers
- ✓ **7.4M+** Twitter followers
- ✓ **15M+** Facebook followers

# Secondary Guests

The logo for Vox, featuring the word "Vox" in a stylized, black, serif font.

Vox

 **939.8K** Followers

 **8.05M** Subscribers

 **3.2M** Followers

The logo for WIRED, featuring the word "WIRED" in a bold, black, sans-serif font, with each letter inside its own square.

Wired

 **10.4M** Followers

 **6.41M** Subscribers

 **3.0M** Followers

The logo for The New York Times, featuring the words "The New York Times" in a black, serif font, with "The" on the first line, "New York" on the second, and "Times" on the third.

New York Times

 **46.4M** Followers

 **2.82M** Subscribers

 **17.2M** Followers



# Key Target Areas

## 1 Social Media Presence

Through daily posts on progress, comment marketing and more interactive events, Aleph Farms can increase its social media following.

## 2 Press Buzz

By inviting journalists from news outlets, Aleph Farms can not only improve its image but access a larger audience

## 3 Differentiation

Aleph Farms should continue to create media features to highlight the fact that it can produce structured meat without FBS

