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## Soylent - Free Your Body



- 20,000+ backers
- \$3,000,000+ of \$100,000 goal

Funding successful!

With your help, our 30-day funding campaign kicked off a revolution in nutrition.

**Order now and receive your Soylent in July-August 2014. US-only for now, International availability coming soon.**

Buy Now

Share 18k

Tweet 3,161

**Have questions about Soylent? Please check out our blog for more information!**

## What if you never had to worry about food again?

For many people, on many occasions, food is a hassle, especially when trying to eat well. Suppose we had a default meal that was the nutritional equivalent of water: cheap, healthy, convenient and ubiquitous. Soylent will be personalized for different body types and customizable based on individual goals. It allows one to enjoy the health benefits of a well balanced diet with less effort and cost.



### *Soylent Version 0.8*

For anyone who struggles with allergies, heartburn, acid reflux or digestion, has trouble controlling weight or cholesterol, or simply doesn't have the means to eat well, soylent is for you.

Soylent frees you from the time and money spent shopping, cooking and cleaning, puts you in excellent health, and vastly reduces your environmental impact by eliminating much of the waste and harm coming from agriculture, livestock, and food-related trash.

## **There are problems with the current state of food**

50% of the food produced globally is wasted, and food makes for the largest component of municipal garbage. If not for this waste there would be plenty of food to adequately nourish everyone alive. 2 million people are killed annually by smoke inhalation from indoor cooking stoves alone. 70% of americans are overweight or obese. 1 in 7 people globally are malnourished, and 1 in 3 in the developing world suffer from deficiency. Countless others are living hand-to-mouth, subsistence farming, hindering economic development. Even in the developed world, agriculture is the most dangerous industry to work in by occupational injuries and illnesses, and obesity is on the rise.

By taking years to spoil, dramatically reducing cost, and easing transportation and storage, soylent could have a dramatic effect on hunger and malnutrition. Proceeds from the purchase of soylent enable us to work with aid partners and reduce hunger and environmental impact both in the United States and the developing world.

Think about what the future of food looks like. Imagine everyone having a customized, efficient, nutritious default diet and the freedom to eat for leisure as desired. It is a bright, healthy future indeed.

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## **What the early adopters are saying**

*"I've lost weight. I have lots of energy...Drinking soylent allows me to feel in a precise manner the difference between actual biologically-motivated hunger and the simple wanting of food."*

*"The cognitive effects are extremely noticeable, in fact the most noticeable for me."*

*"So far I've noticed a lot of what you all have been mentioning: healthier skin, less fatigue, focus even with less sleep."*

*"My mood experience! It has improved a lot lately. And by a lot, I mean A LOT."*

*"The beauty of Soylent is that it is essentially flavorless thus allowing the user to customize from glass to glass. Anything we consume should be*

*enjoyable."*

*"The taste is awesome."*

*"The time and money saved is making me really happy. Especially the time."*

*"As a Biologist/Chemist I approve of Soylent and really want to start using it."*

## Media Coverage

### The Washington Post

Chan notes that there's no evidence that the consistency of food, be it liquid or diet, affects health or nutrition.

I asked Mirtallo if I could live a healthy life just drinking medical food from here on out. "You can completely," he says.



Soylent contains all the nutritive components of a balanced diet but just a third of the calories and none of the toxins or cancer-causing stuff you'd usually find in your lunch of processed foods.

### The Telegraph

"This is absurd," [Rob] thought. "Why am I working on wireless networks? People don't need better wireless networks. People need better food." Food, he already knew, wasn't only a problem for the hungry and the sick.

### BusinessWeek

We're not just too busy to cook and clean up. In Rhinehart's view, the act of eating is a task that technology can make more efficient—or eliminate entirely. It also reflects fears about scarce resources: the worry that we may not have enough food, or the infrastructure to distribute it, to feed Earth's growing population reliably.

## The Team

**Rob Rhinehart - CEO**



Rob is a Y Combinator alumnus with professional experience in electrical engineering, computer science and entrepreneurship. Lacking the means to eat well, he invented Soylent as a more efficient approach to nutrition and hopes to use it to reduce the global disparity of health.

### **Matt Cauble - COO**



Matt graduated from Georgia Tech in 2011 with a degree in Industrial and Systems engineering. He has worked in finance, procurement, and logistics. Most recently, Matt was part of Y Combinator in the Summer of 2012. Matt is responsible for internal project development and marketing for Soylent.

### **John Coogan - CTO**



John manages Soylent's web presence which includes sales, finance, and marketing.

Prior to Soylent, John has worked in finance, as well as mid and early stage technology companies. He has an Economics degree from Northeastern University and is enamored with Big Data and anything that increases his efficiency.

### **David Renteln - VP Business Development/Sales**



David brings broad experience in operations and sales to Soylent where he sets up strategic business partnerships and drives the sales channels. Prior to this, he was the first employee at a biotech devices start up and co-founded an education technology company. David graduated from Harvard with a degree in Human Evolutionary Biology, where he also served as President of the Harvard Rugby Team.

### **Julio Miles - VP Communications**



Julio manages communications between the Soylent team and our supporters and customers. A 3 year veteran sales engineer in the desktop videoconferencing market, he graduated from UC Santa Cruz in 2010 with a degree in Art History.

## **Risks & Challenges**

Funds raised from the campaign will be used primarily to cover up front manufacturing costs, meaning the price will decrease with time and scale.

Soylent will be produced in an NSF approved facility with FDA approved components with strict regulatory controls ensuring safety.

All scale production efforts have the potential for setbacks including supplier issues, manufacturing issues, sourcing, contaminants, and proper control.

Delays are possible, but we are already working with industry experts to ensure a smooth initial manufacturing run.

Soylent is not intended to diagnose, treat, cure, or prevent any disease.

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## References

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<http://www.win.niddk.nih.gov/statistics/>

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<http://www.bls.gov/iif/oshwc/osh/os/osch0046.pdf>

## Packages

- [\\$65](#)

[One Week Supply of Soylent \(\\$3.10 per meal\)](#)

[We'll ship enough Soylent to replace one full week's worth of meals. Shipping included. \(US only for now\)](#)

[Estimated Delivery: July-August 2014](#)

[14922 claimed](#)

- [\\$130](#)

[Two Week Supply of Soylent \(\\$3.10 per meal\)](#)

[Fourteen days of Soylent \(US only for now\)](#)

[Estimated Delivery: July-August 2014](#)

[3918 claimed](#)

- [\\$255](#)

[One Month Supply of Soylent \(\\$3.04 per meal\)](#)

[We'll ship enough Soylent to fully replace one month's worth of meals. Shipping included. \(US only for now\)](#)

[Estimated Delivery: July-August 2014](#)

[5956 claimed](#)

**Order now and receive your Soylent in July/August!**

Buy Now

## Frequently Asked Questions

- ► Can I purchase Soylent outside the United States?
- ► What happens when I run out of Soylent?
- ► I have a question that isn't listed here.
- ► Do the weekly/monthly rewards include a t-shirt?
- ► Is there any soy in Soylent?
- ► Is it safe?
- ► What is the nutritive content of Soylent?
  
- ► How do I eat it?
- ► How much comes in an order?
- ► When will my order ship?
- ► Is there a Vegan version of Soylent?
- ► What is Soylent?
- ► How can I make my own Soylent?
- ► I'd like a refund.

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