

SIMPLIIGOOD

PURE. FRESH. SPIRULINA.

THE FUTURE OF FOOD IS HERE

Lior Shalev CEO & Co founder

One of Israel's most passionate voices for transforming society through the combination of tech and social entrepreneurship. Lior is on the board of UNICEF-Israel, several NGOs focused on transforming society through social entrepreneurship, as well as a few startups combining tech with social impact.

Liorshalev@algae.co.il

Baruch Dach CTO & Founder

Inventor, entrepreneur and biotechnologist with 12 years of experience working with micro-algae and bio-based materials. Founded the company in 2013 and has been its CTO since.

Baruch@algae.co.il

Lior Shauder Chief Biologist

A world class specialist in commercial cultivation of various micro-algae strains. Has vast knowledge in the fields of growth optimization, composition enhancement, contamination control, quality and safety management and assurance, and algal R&D. Holds a masters degree in molecular biology.

Lior@algae.co.il

Humanity's reliance on heavily processed, unsustainable food has become a global emergency. The food quality crisis, paired with the fact that by 2050, demand for food will be 60% higher, requires more sustainable production of existing sources of protein, as well as alternative sources for direct human consumption.

Spirulina is the unsung hero capable of bridging those gaps. Richer in protein than meat, liquid milk and grains, as well as its ability to reach scale and replace industrialized ingredient production, it's clear why the FAO Stated back in 2013: "Spirulina is the best food for the future of mankind".

OPPORTUNITY

The protein ingredients market size was valued at \$29B in 2018, with an annual CAGR of 10%. The spirulina biomass market is expected to reach \$2B by 2026. SimpliiGood's supply chain proprietary technologies ensure a scalable, reliable and safe market penetration, thus uniquely positioned to take on the world food insecurity crisis.

OUR SOLUTION

SimpliiGood is the first and only commercial spirulina ingredient company, owning the entire value chain. Our unique IP ranges from strain selection to inoculation, large scale cultivation, advanced processing, packaging and transportation technologies.

In the last 2 years we have developed SimpliiGood's range of products and ingredients including fresh spirulina, spirulina-based dairy alternatives and spirulina-based meat alternatives. Our products are already sold globally in the US, Netherlands, Singapore, England and Israel, growing across 16 ponds, spread across 350 kilometers.

BETTER QUALITY PRODUCT

Our products have unprecedented nutritional values: 74% protein with 90% bio-availability and 26% essential nutrients, as well as the highest batch-to-batch consistency.

RELIABILITY

We test our products regularly using the strictest grade of high-resolution monitoring for heavy metals, microbiology, biological contamination, pesticides, toxicology, biochemical footprint and environmental pollutants.

Land and water efficiency

14X HIGHER

ROI per land than peas

100% FREE

from pesticides, antibiotics, hormones,
GMO, deforestation and cruelty

Food grade

CERTIFIED

FDA, ISO, HACCP, BRC