

Naked Pak.®

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**We Are
Drowning
in Single-
Use Plastic**

82.2 Million Tons

In 2018, the U.S. produced approximately 82.2 million tons of food packaging waste, accounting for about 28.1% of all municipal solid waste, underscoring the urgent need for sustainable alternatives.

Source: EPA, United States Environmental Protection Agency

\$58 Per Ton

In 2022, the cost of managing one ton of waste was \$58.47. This financial burden is shared by municipalities, producers through EPR, and consumers in regions like Europe, America, and Asia.

Source: Statista

50% Will Pay More

According to a McKinsey survey, about 50% of US consumers are willing to pay more for sustainable packaging (April 2023)

Photo by The Tampa Bay Estuary Program

Big Promises, Little Action

Unilever lowers and delays sustainability targets

 Beauty/Care | 19 April, 2024

PepsiCo could fail to meet sustainability goals, ESG report reveals

27 JUNE 2024

European food firms break plastics promises

Coca-Cola, Nestle and Danone face legal complaint over plastics recycling claims

**We wrap
food with
food**



A glass bowl with a lid, covered in condensation, sits on a gas stove. A blue flame is visible at the bottom of the bowl. The background is a plain, light-colored wall.

NakedPak in Action

[Watch Here](#)

Is It Safe?

Can be rinsed in the sink

Outer & inner layers

Durable

Will comply with regulations



What's Inside?



Dry Foods

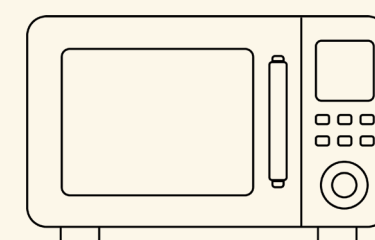
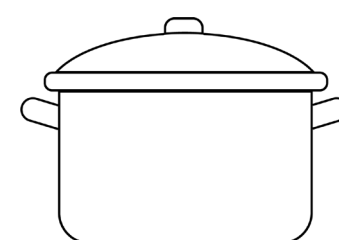
NakedPak is ideal for packaging dry foods like pasta, rice, and grains, which dissolve in boiling water. This large market allows for easy international expansion.



Frozen Foods

As premium items, frozen foods allow flexibility in materials and supply chain, targeting specific consumer groups with closely monitored distribution.

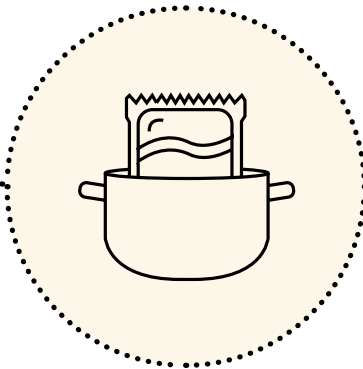
For pot & microwave



Classic, Reinvented

Sealable, Printable, Transparent

Print Your Brand
with Edible Ink



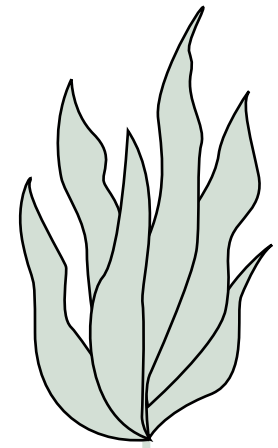
Look for the
NakedPak Icon

Display Nutritional
and Allergen
Information

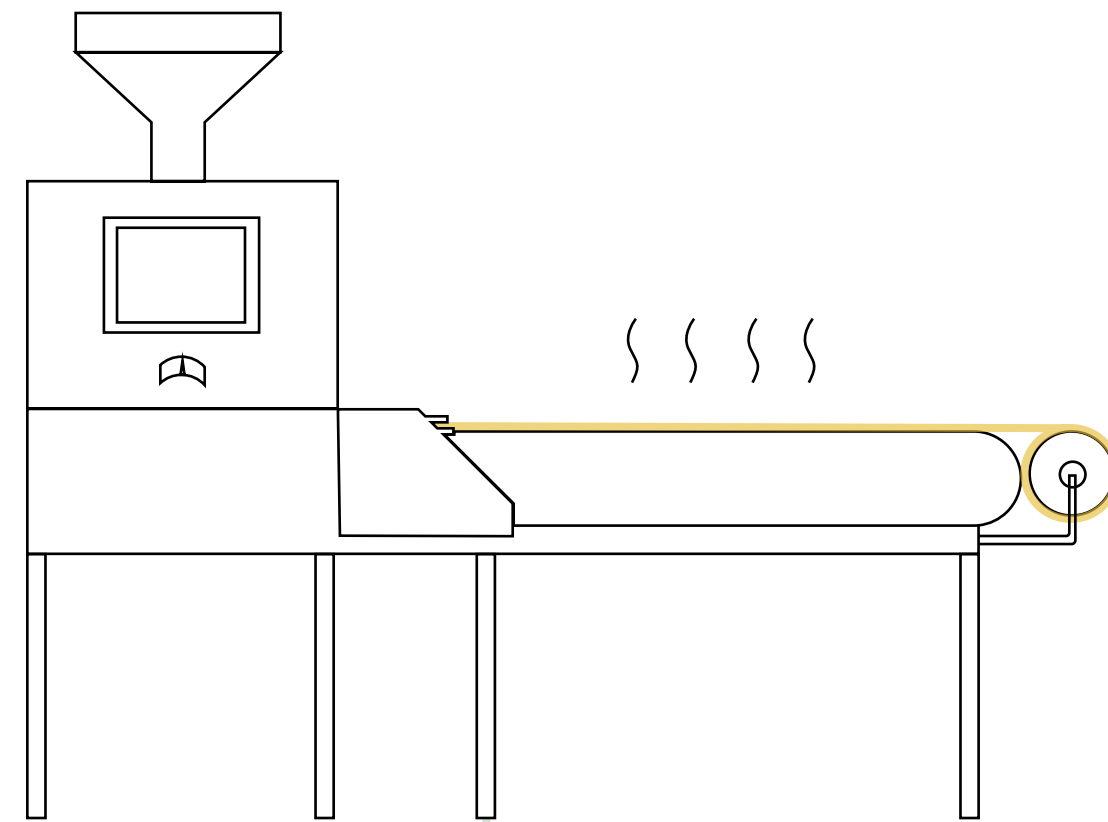


Include All
Regulatory Marks
and Certifications

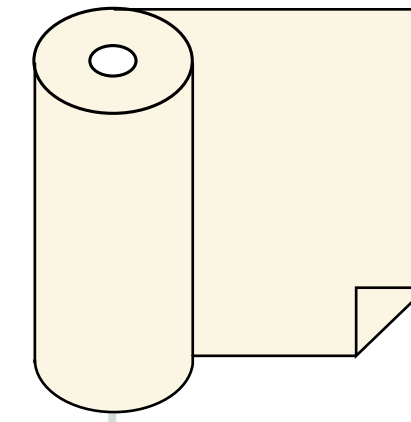
Plug & Play



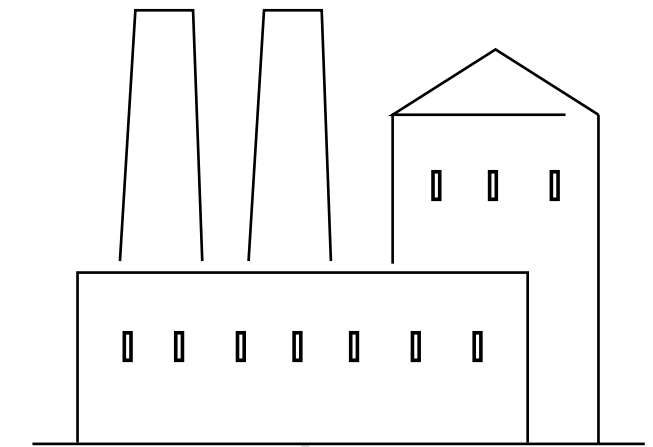
Raw materials



Single-Line Production



Universal roll



Integrates with
existing machinery



Regulation

	EU	US
Food packaging	(EC) No 1935/2004 up to 12 months	Food Contact Substance (FCS) 21 CFR Parts 170-190 4-6 months
Edible	? (EC) No 2015/2283 up to 16 months	? Generally Recognized as Safe (GRAS) 6-18 months

IP Strategy

NakedPak is collaborating with Fisher
Fridman IP Group

- Comprehensive IP search
- Finalizing our strategy: formulation & features
- ○ Filing the application
- Ensuring strong global IP protection for NakedPak



Cost Effective

Raw Material	Price - 1m ²	Extra Fees
NakedPak (lab price)	\$1.35	-
PET (Polyethylene Terephthalate)	\$1.35	\$
PE (Polyethylene)	\$0.35	\$
PP (Polypropylene)	\$0.34	\$
Coated Cardboard	\$0.65	\$

Fees & fines for packaging

- EPR in EU and UK:
 - \$0.05 per Kg
 - \$0.25-1.00 per 1m²
- EPR (EU) per 100,000² tonne plastic packaging: nearly \$50 million
- Fines (Minnesota & California)
 - \$25,000-100,000 per day
- Eco-modulation fees:
 - \$300 to \$1,400 per ton

Price as of today - before thinner packaging, retailer pricing, and scale-up

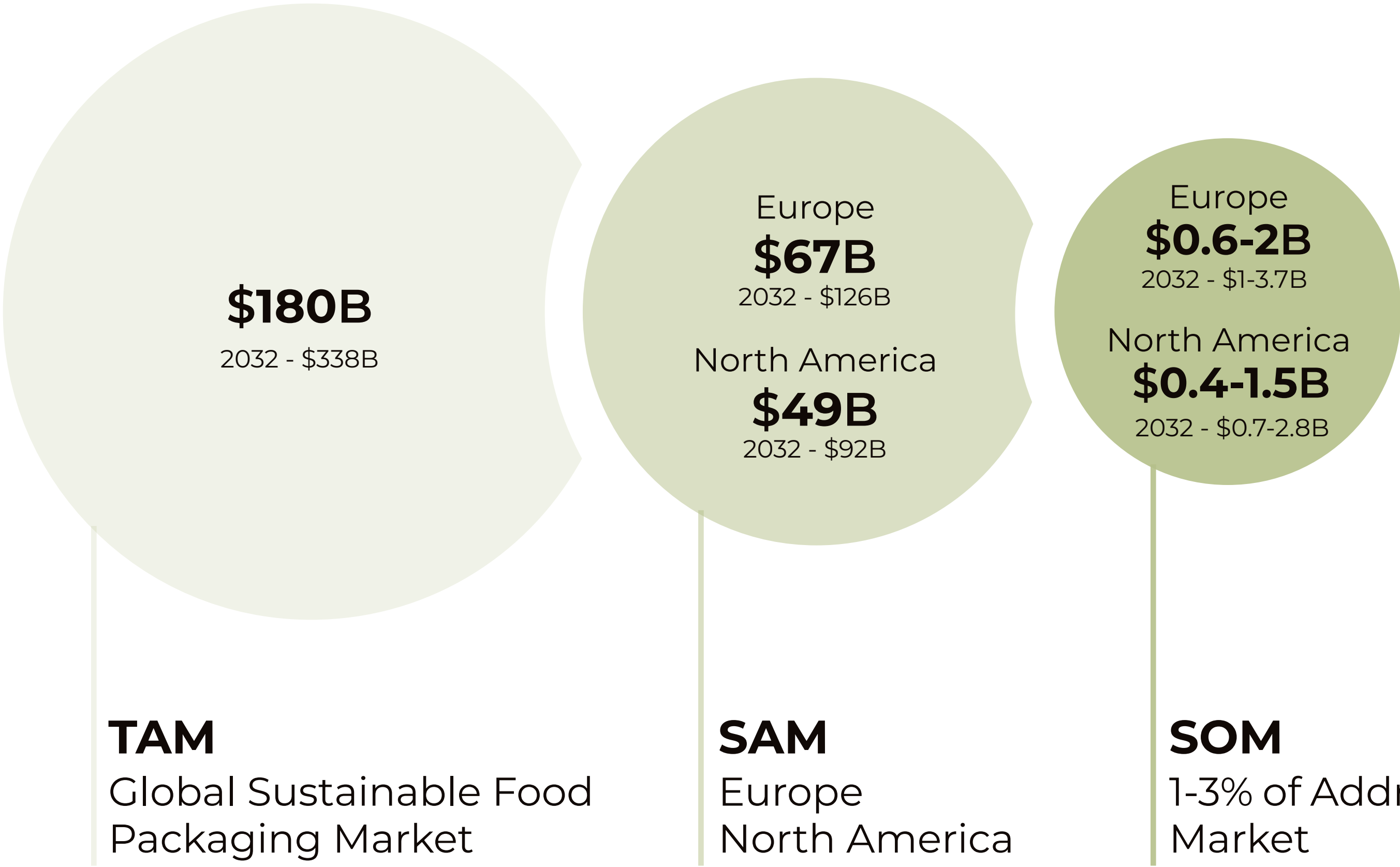
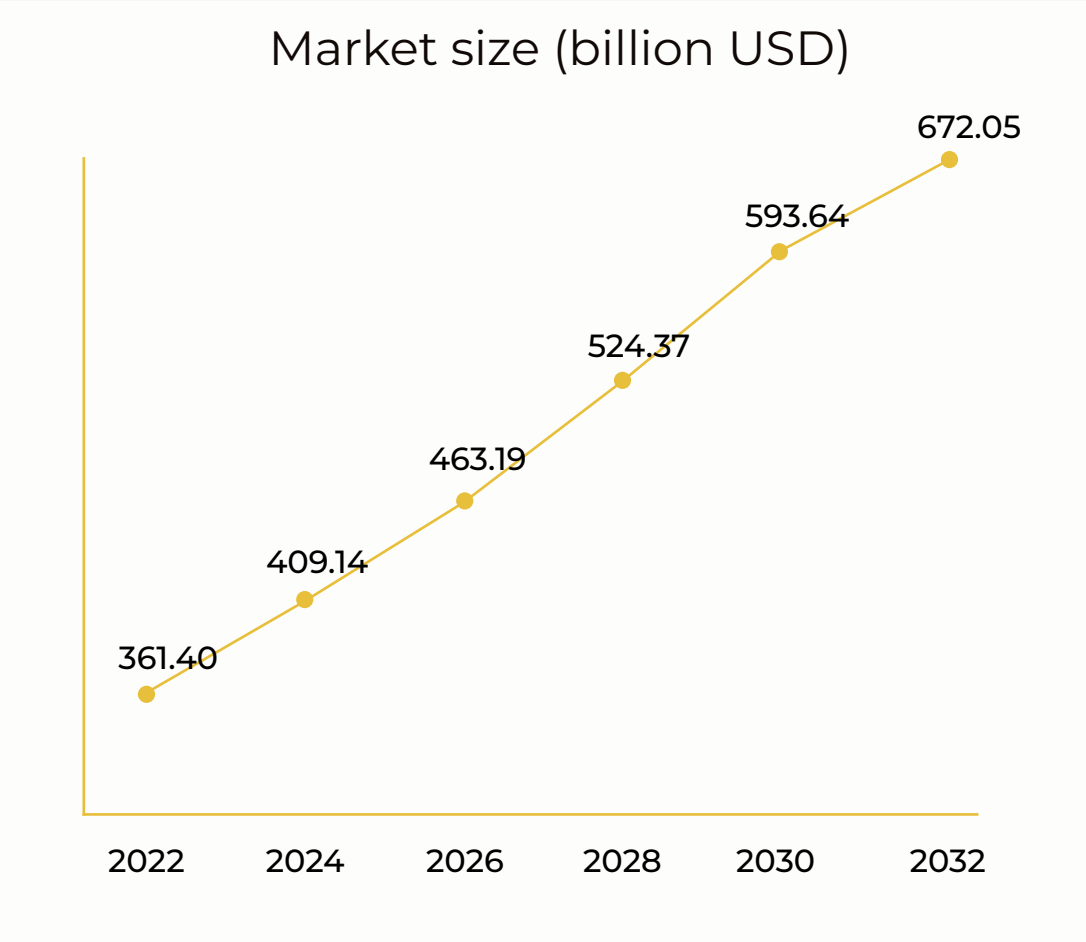
Cost Projection - UK

Raw Material	Calculation - 1m ²	Projection
NakedPak	$\$1.35 - 0.35 - 0.15$ Material reduction Scale up	\$0.85
PET (Polyethylene Terephthalate)	$\$1.35 + 1.00$	\$2.35
PE (Polyethylene)	$\$0.35 + 1.00$	\$1.35
PP (Polypropylene)	$\$0.34 + 1.00$	\$1.34
Coated Cardboard	$\$0.65 + 0.25$	\$0.90

Market Analysis

Projected Growth of Food Packaging Market

Value (2022): **\$361.4B**
CAGR (2023-2032): **6.4%**
Projected Value (2032): **\$595.2B**



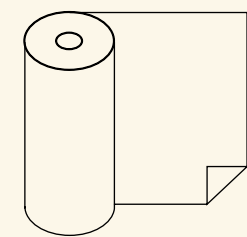
Who's in the Game?

	NakedPak	NotPla	Anina	Lactips	Xampla	DisSolves
Current stage	In development	In development	Sold, wrapped	In development	Advanced development	In development
Bio-based materials						
Functions as primary packaging						
Dissolvable						
Edible						
Shelf Stability						

NakedPak's Edge
Durable under various conditions
Primary packaging
Avoids regulatory surcharges
Plug & play in existing lines

Business Models

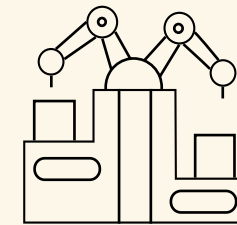
We produce; You pack



Packaging Supplier Model

NakedPak produces the edible packaging and supplies it directly to selected food producers. The food producers then use this packaging in their existing packaging processes.

You produce; They pack



Machinery & Formula Provider Model

NakedPak provides the machinery and raw materials necessary for producing edible packaging directly to food packaging suppliers / food producers. These producers use the provided equipment and materials to produce the packaging independently.

**As NakedPak grows,
both models may be
offered to clients.**

Business Plan

Pre-Seed

12 months

NakedPak packaging roll production

Company building

Global partnerships

Expenses:

\$650K

200K NIS grant (secured)

Breakdown

Seed

18 months

Full scale machine

Regulatory approval

Initial sales

Expenses:

\$4 million

Revenues:

\$380K

Breakdown

Growth

5-10 years

5 Years:

\$50M annual revenue

Market share: 10% of EU/US sustainable packaging markets

Expansion into global markets

10 Years:

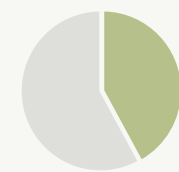
\$200M annual revenue

Market leader in dissolvable packaging

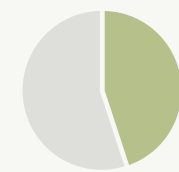
Potential acquisition or IPO

Go-to-Market

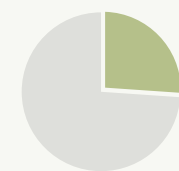
Segment Focus: Largest Markets



Material:
Plastic - 42%



Type:
Flexible - 45%



Food:
Dry staple food - 26%
Lowest hanging fruit
Minimal requirements

5

Partnerships

2

Regions (EU, US)

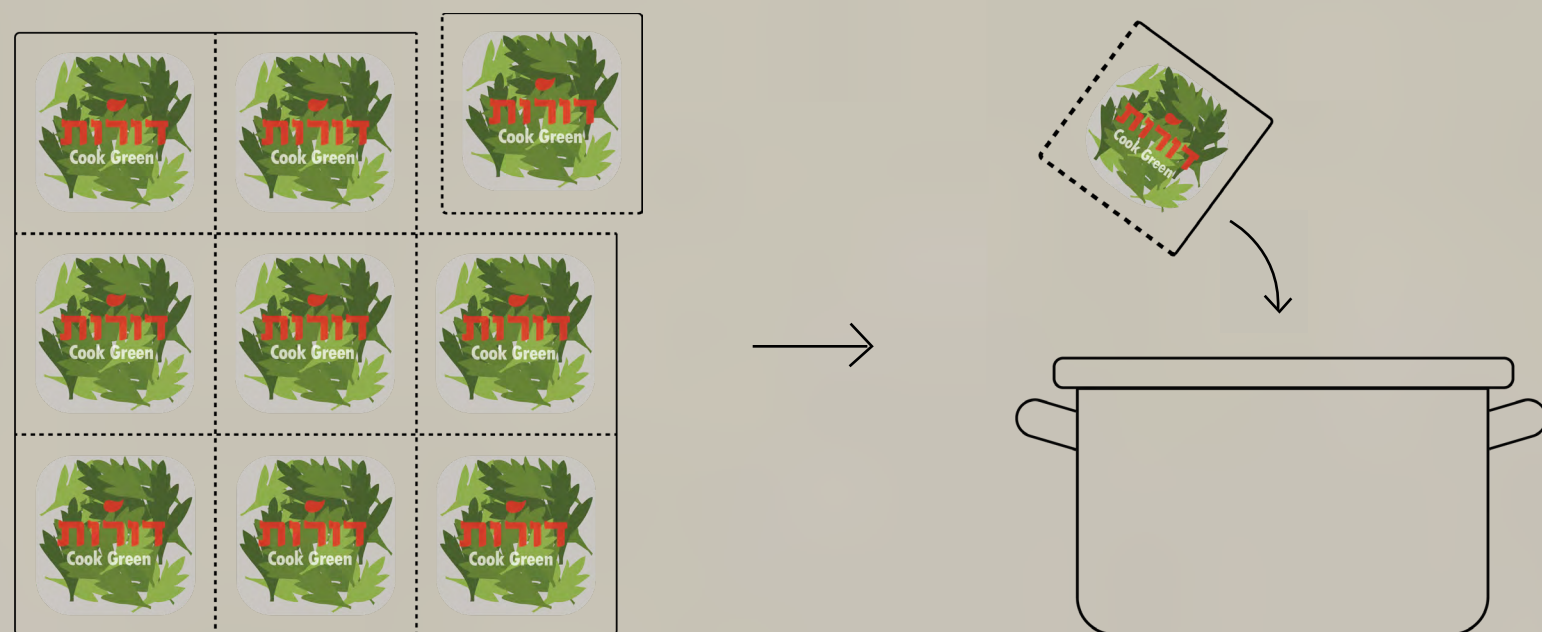
1

Product per company

Dorot

Cook Green

Effortless
Sustainable
Fun!



Risk Management

Regulatory Risk

Delays in approvals could postpone market entry and revenue.

Mitigation: Engaged advisor for regulatory guidance; will launch as eco-friendly packaging.

Adoption Risk

Slow adoption by producers and consumers could limit growth.

Mitigation: Build strong brand, target early adopters, and run pilot programs.

Supply Chain Risk

Material or production issues could affect ability to meet demand.

Mitigation: Source materials directly, start production in Israel, and expand to EU/U.S.

Competitive Risk

Similar products from competitors could impact growth.

Mitigation: Patent protection and focus on quick market penetration of one product.

Who Are We?

foodlab

Foodlab
Food Technology &
Industry Experts



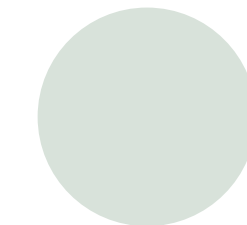
Naama Nicotra
CEO & Founder



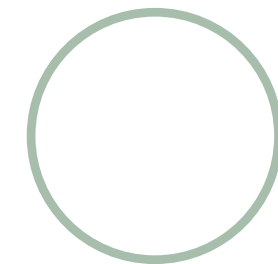
Nimrod Sheffer
Corporate Strategy and
Operations Advisor



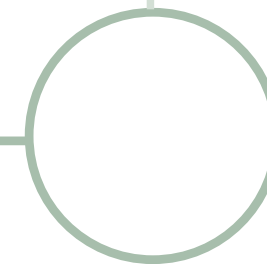
Gil de-Picciotto
Food Technology &
Industry Expert



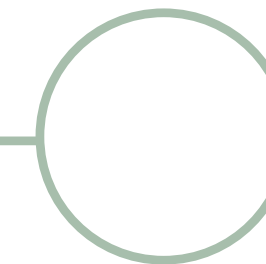
**International
Packaging
Expert**



**Application
Specialist**



**VP R&D
Packaging
Engineer**



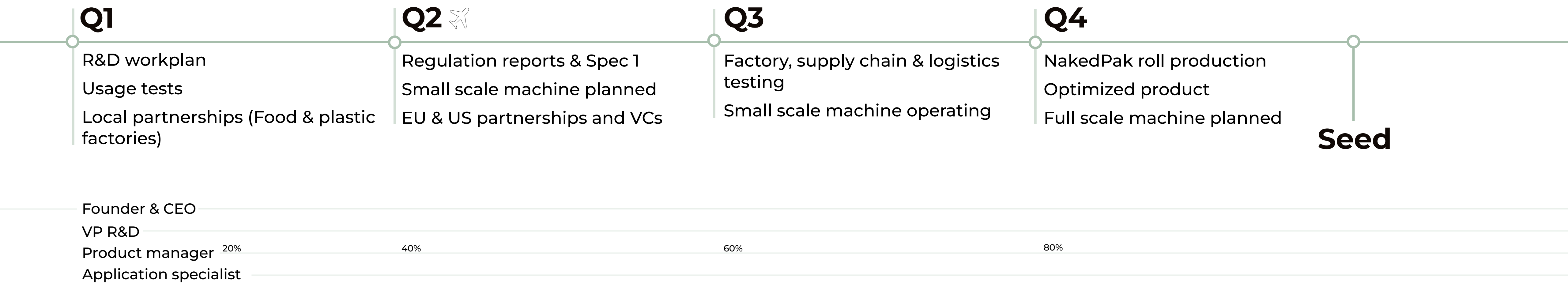
**Product
Manager**

Next Steps: Pre-Seed

Pre-seed 12-month runway, \$650K

Goals:

- Packaging roll production
- Company building
- Global partnerships

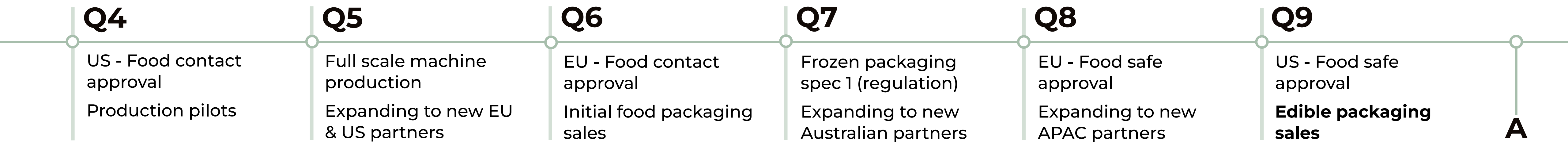


Soon Enough: Seed

18-month runway, \$4M

Goals:

- Full scale machine
- Regulatory approval
- Initial sales (\$380K)



- Founder & CEO
- VP R&D
- Application specialist 1
- Application specialist 2
- Product manager
- Mechanical engineer

Let's do something big!



Reach out:

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naama@nakedpak.com

Naked
Pak®

Pre-seed breakdown

Pre-Seed	1	2	3	4	5	6	7	8	9	10	11	12	
Team	CEO	CEO	CEO	CEO	CEO	CEO	CEO	CEO	CEO	CEO	CEO	CEO	
		VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	
			Application specialist	Application specialist	Application specialist	Application specialist	Application specialist	Application specialist	Application specialist	Application specialist	Application specialist	Application specialist	
		20% Product manager	20% Product manager	40% Product manager	40% Product manager	40% Product manager	60% Product manager	60% Product manager	60% Product manager	80% Product manager	80% Product manager	80% Product manager	
Freelance	Finance	Finance	Finance	Finance	Finance	Finance	Finance	Finance	Finance	Finance	Finance	Finance	
				Regulation		Regulation	Regulation	Regulation	Regulation	Regulation	Regulation	Regulation	
							Machine	Machine	Machine	Machine	Machine	Machine	
Partners	Israeli companies & factories	Israeli companies & factories	Preparation for EU	European companies	Preparation for US	American companies							
VCs		Israeli VCs	Israeli VCs	EU VCs	Official seed round Israeli VCs	USA VCs	Israeli VCs	Israeli VCs	Israeli VCs	Israeli VCs	Israeli VCs	Israeli VCs	
Product		R&D work plan	First usage test Preparation for EU	Regulation reports Small scale production machine planned	Preparation for spec 1 & USA	Second usage test Spec 1	Factory testing	Supply chain test Spec 2	Logistics test Small scale production machine operating	Full scale production machine - planned	Spec 3 Final tests: users, factory, supply chain	Product optimization First packaging roll production	
Goals	Brand creation	2 Israeli partners 1 factory partnership Work plan	Full team	2 European partners		2 American partenrs			Seed investment	Machine planned		First packaging roll produced	
Salaries	5925	19308	29067	30252	30252	30252	31437	31437	31437	32622	32622	32622	337,233
Lab	1200	1200	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	22,400
Patent	2500												2,500
Tests	8000												8,000
Raw materials	20000												20,000
Machine equipment & service	120000												120,000
Regulation						50000							50,000
Traveling				3500		6000							9,500
Legal	4000	800	800	800	800	800	800	800	800	800	800	800	12,800
Finance	4000	800	800	800	800	800	800	800	800	800	800	800	12,800
Branding	4500												4,500
Unexpected	50000												50,000
													649,733

Seed breakdown

Seed	Q5	Q6	Q7	Q8	Q9	Q10	
Team	CEO	CEO	CEO	CEO	CEO	CEO	
	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	VP R&D	
	Application specialist 1	Application specialist 1	Application specialist 1	Application specialist 1	Application specialist 1	Application specialist 1	
	Application specialist 2	Application specialist 2	Application specialist 2	Application specialist 2	Application specialist 2	Application specialist 2	
	Product manager	Product manager	Product manager	Product manager	Product manager	Product manager	
	Finance	Finance	Finance	Finance	Finance	Finance	
	Mechanical engineer	Mechanical engineer	Mechanical engineer	Mechanical engineer	Mechanical engineer	Mechanical engineer	
Outsource	Regulation	Regulation	Regulation	Regulation	Regulation	Regulation	
	Machine	Machine	Machine	Machine	Machine	Machine	
Milestones	Food contact approval - US LCA test Frozen packaging development Production pilots	Machine Patent	Food contact approval - EU Sales	Frozen packaging spec 1 Expanding to 2 new Australian partners	Food safe approval - EU Expanding to 2 new APAC partners	Food safe approval - US Sales	
Salaries	196,568	196,568	196,568	196,568	196,568	196,568	1,179,410
Lab	12,000	12,000	12,000	12,000	12,000	12,000	72,000
Patent		150,000					150,000
Tests	100,000						100,000
Raw materials	80,000	80,000	175,000	175,000	175,000	175,000	860,000
Equipment	150,000						150,000
Machine	600,000						600,000
Regulation	150,000						150,000
Traveling	6,000	6,000	9,000	9,000	9,000	9,000	48,000
Legal	25,000	3,600	3,600	3,600	3,600	3,600	43,000
Go-to-Market	50,000	50,000	80,000	80,000	80,000	80,000	420,000
Unexpected	225,000						225,000
							3,997,410
Revenues			54,000	90,000	90,000	150,000	384,000
			3,000 meters per month, 3 partners, 2\$ per meter, 3 months	3,000 meters per month, 5 partners, 2\$ per meter, 3 months	3,000 meters per month, 5 partners, 2\$ per meter, 3 months	5,000 meters per month, 5 partners, 2\$ per meter, 3 months	

Business plan

Milestones