



Company Overview

Capsule Minimal developed a disruptive technology, enabling the production of cutting-edge products, to revolutionize the consumption of water-based products.

Challenge

Water-based products industries (self-care products, cosmetics, home care, etc.) generate billions of products every year while producing massive environmental abuse through typical elements of transportation & logistics, plastic containers, packaging, and production processes.

Further to the environmental abuse, these traditional elements significantly increase the prices of basic consumer goods and directly affect the cost of living.

Solution

We have developed a pioneering technology, enabling the encapsulation of water-based products and their instant self-preparation using home tap water. Our encapsulated products reduce environmental abuse by more the 95% and supplier chain costs by over 70%.

Embedded encapsulation technology

Unique patented technology that enables to encapsulate water-based products into autonomous preparation capsules

Our product concept



Reusable aluminum and stainless-steel bottles



Concentrated capsule of active ingredients



Mostly natural active ingredients



Water from user's tap



Eco-friendly minimal package

Revenue model

1. Private label - Manufacturing and marketing products based on our patents for chain stores and cosmetics companies
2. Technology trade – Technology rights and 3D capsule printers in consideration for royalties.

Milestones

- MAR 23 - Embedded encapsulation tech
- SEPT 24 - First formulations
- JAN 25 - Accreditation and POC production line
- APR 25 - Commercial pilot
- OCT 25 - Commercial launch

Market

The global market size of toiletries was evaluated at the app. USD 350 billion in 2023 and is expected to reach USD 538 billion in 2027, presenting an average Compound Annual Growth Rate (CAGR) of app. 11.4%.

Investment opportunities

1.5 M\$

The team



Yael Goethe
Co-founder & CEO

Bachelors of Science, Biotechnology engineer, Leading expert in R&D, climatech, environmental regulations, quality assurance, production processes, laboratory management.



Ami Krupik
Co-Founder & Chairman

Certified Public Accountant, LLM, BA in Business Served as CEO in many large-scale companies and a leading expert in climatech industry, R&D and production processes and technologies.



Hagar Adler
COO

Highly experienced in production processes, human resources and procurement, strategic suppliers' relations, strategic client relations, supply chains, complex and special production projects and machinery development.

