



BETTER PULSE
HEALTHY, SUSTAINABLE PLANT PROTEIN

Gap in Plant-based Dairy



After-Taste

Grassy, Beany
off flavors



Temperature Instability

High temperature
can irreversible
affect the product



Gritty Texture

Gritty, sand-like
at high
concentration



Introducing: Black-eyed peas Protein

Globally Produces

Climate Resilient

Affordable

✓ **Better Taste**

✓ **Better Functionality**

✓ **Better Stability**



Introducing Black-eyed Peas Protein

Our First line or products - High Functionality (HF) market

Black-eyed
pea seeds



Protein
extraction



Selling to
food companies



1-2 years in
the market

Our Second line or products - Performance Nutrition (PN) market

Black eyed
pea



Non-GMO Crop
improvement



Protein
extraction



Selling to
food companies

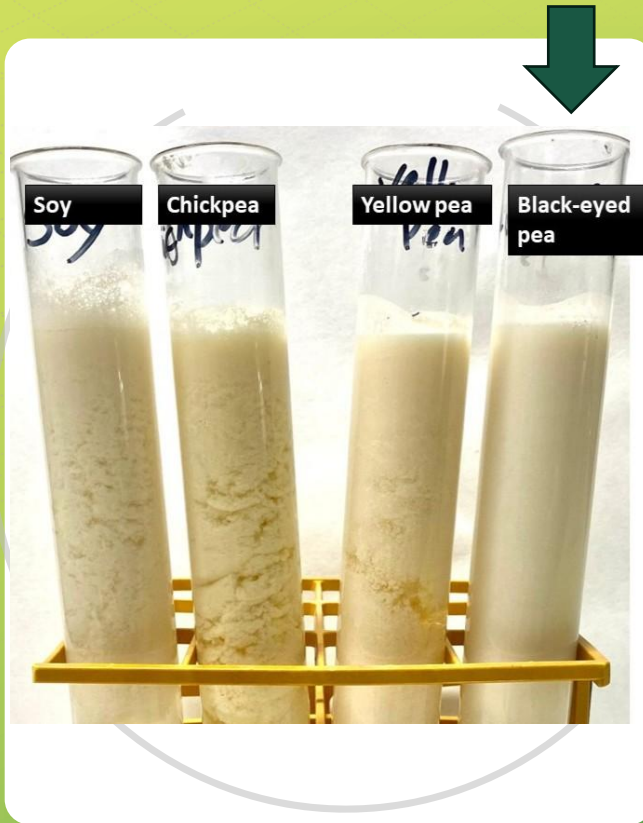


3-4 years in the
market



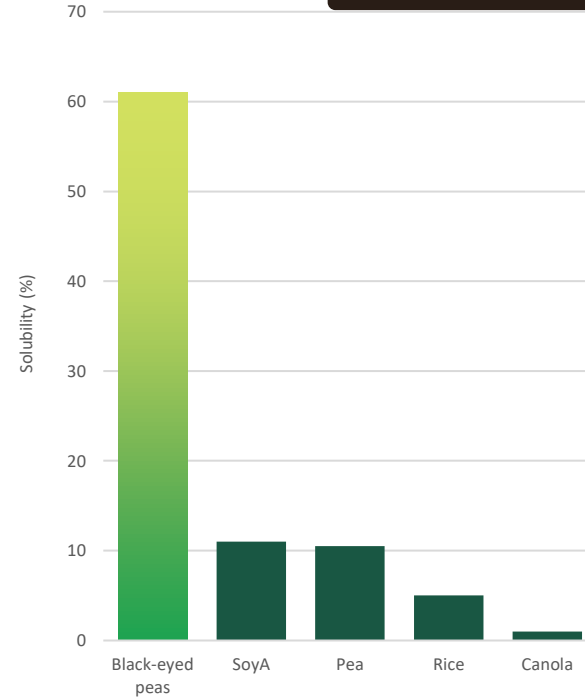
Black-eyed peas Superb Functionality

Heat Stability



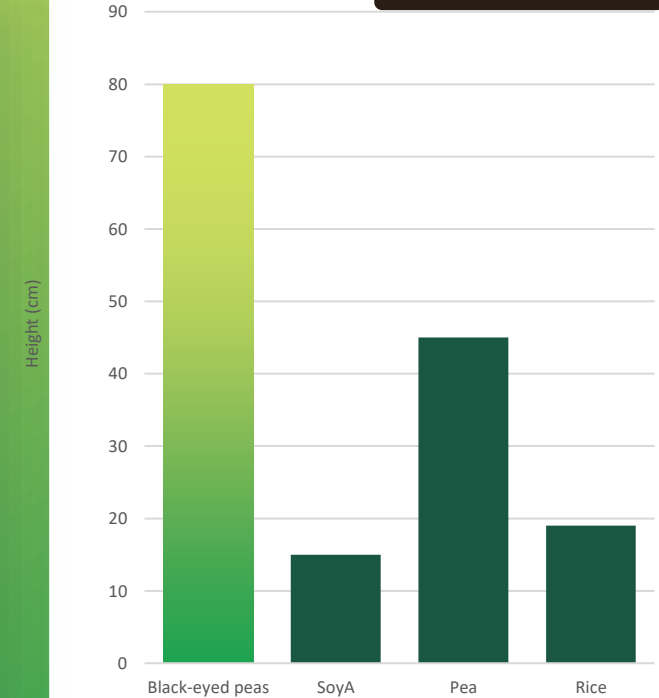
Solubility

X5 More!



Foaming

X2 More!



Unique Value Proposition

**Doubling the
proteins in
Yogurts**



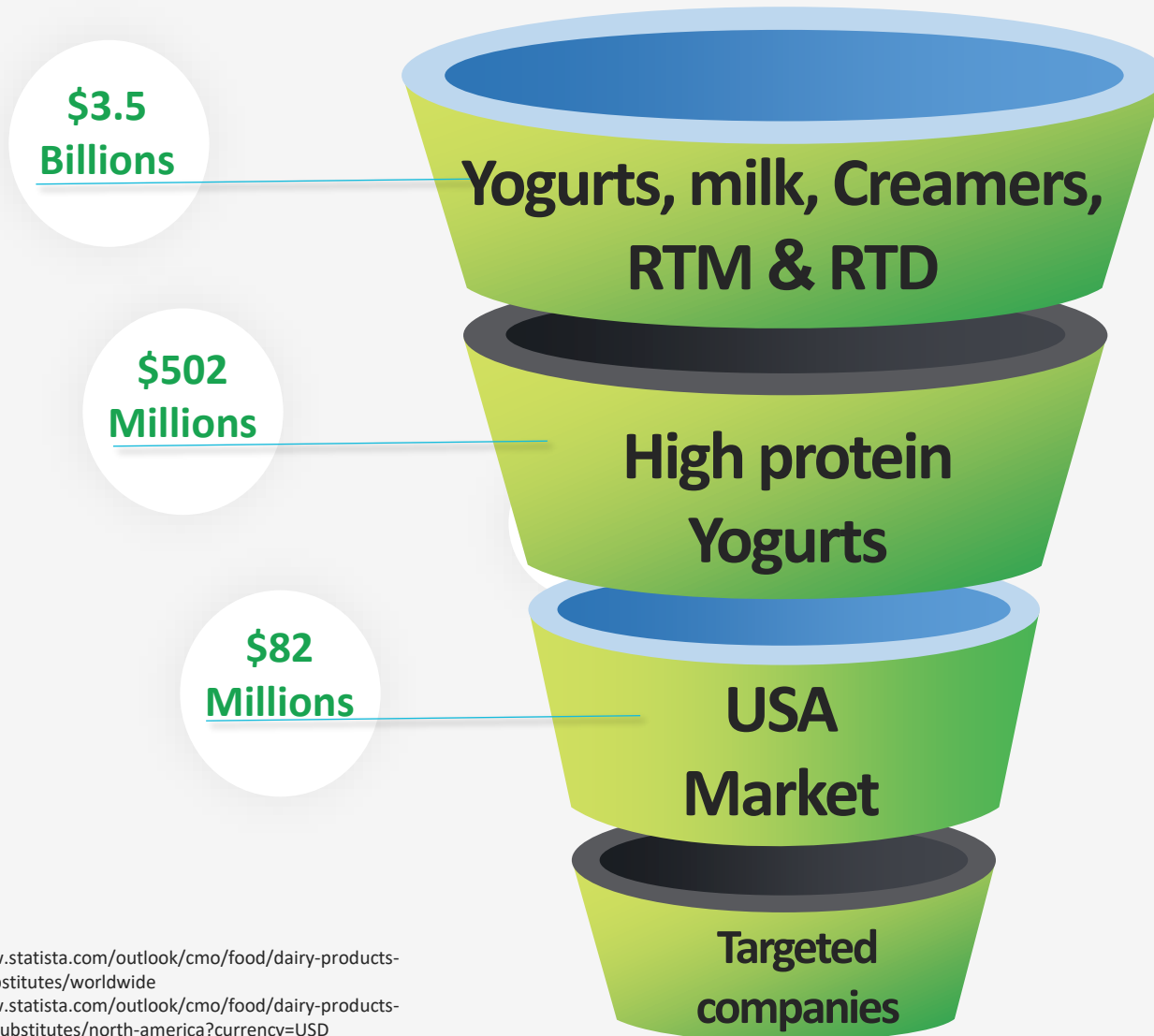
**UHT- Plant-
based milk**



**Clean Label
Creamers**



Market Size and Go To Market



Targeted companies



*<https://www.statista.com/outlook/cmo/food/dairy-products-eggs/milk-substitutes/worldwide>

*<https://www.statista.com/outlook/cmo/food/dairy-products-eggs/yogurt-substitutes/north-america?currency=USD>

*GFI 2024 report, SOTI 2023

Business Model & Traction

B2B Strategy

- Selling High Functionality (HF) and Performance Nutrition (PN) proteins directly to food companies.
- Licensing our recipes to food companies

3 LOI signed

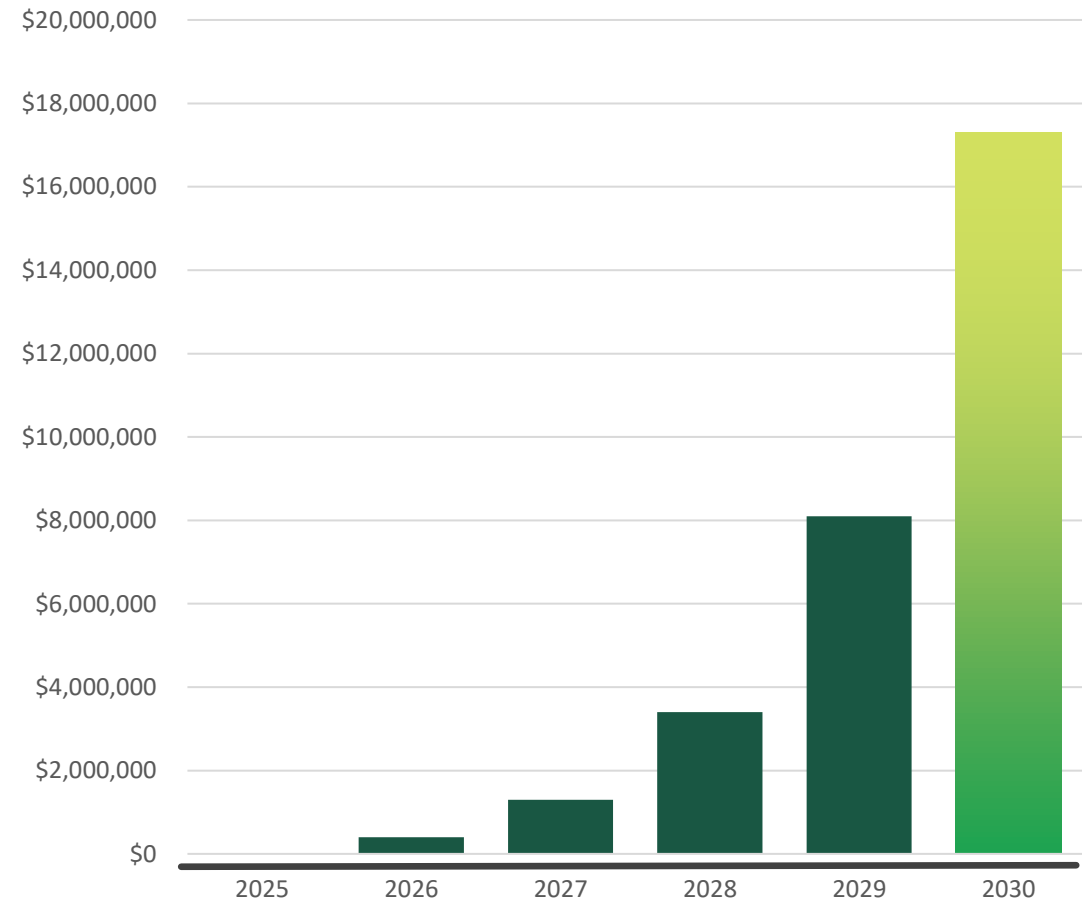


6 NDA and MTA



6 Years Forecast Revenues*

Forecast Revenues



* Only HF market sales

Competitors

Plant	 Black-eyed Pea	 Soy	 Pea	 Wheat	 Almonds
Big 8 Food Allergens	No	Yes	No	Yes	Yes
Heat resilient	Yes	No	No	No	No
Taste	Neutral	Nutty	Bitter	Neutral	Neutral
Color	White	Cream	Green	White	White
Solubility	High	Medium	Low	Low	Low
Emulsification	Yes	Yes	Low	Low	Low
Thermal Stability	Yes	Yes	Low	Low	Low



Meet Our Team



Alon Karpol Ph.D.

CEO & Founder of Better Pulse

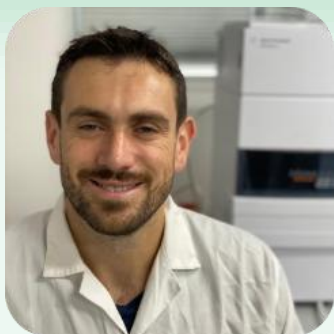
Formerly CEO of CelDezyner, pioneered the world's first regulatory-approved bacteria as a food ingredient.



Chanan Schneider

Active Chairman

Entrepreneur, CEO and Venture capitalist at the Food-Tech sector.



David Etienne

Food Scientist

A food technologist, pastry chef in Michelin-starred restaurants in France



Golan Vaknin

Head of Biz Dev

Experienced business leader, connecting Israeli and Food-Tech in North America.



IP and Regulation

Submitted 3 patent applications,
from genetics to product

01

Composition
& extraction

02

Improving
Essential Amino
acids content

03

Formulation
into Base-
drink

**Exclusive access to Black-
eyed Pea CRISPR technology**



USA

Self
GRAS

GRAS Notification
(FDA)



EU

Novel Food



Road Map



Summary



**Offering Unique
values to customers**



**Untapped market in
several application**



**Proactive IP
strategy**



**Strong Interest
from market leaders**





BETTER PULSE
HEALTHY, SUSTAINABLE PLANT PROTEIN

Thank You



alon@better-pulse.com



www.better-pulse.com