



Better Pulse: Revolutionizing Plant-Based Protein

Company Overview:

Better Pulse is transforming the plant-based protein landscape with our proprietary protein derived from black-eyed peas. This climate-resilient, globally available crop enables us to produce proteins with superior taste, functionality, and stability, addressing critical gaps in plant-based dairy and performance nutrition markets.



Unique Value Proposition:

- **Better Taste & Functionality:** Neutral flavor, high solubility, excellent emulsification, and heat stability.
- **Clean Label Advantage:** Free from Big 8 allergens, non-GMO, and supports clean-label product development.
- **Market Applications:** High-protein yogurts, UHT plant-based milk, clean label creamers, RTM & RTD beverages.

Business Model & Traction:

- **B2B Sales:** Supplying High Functionality (HF) and Performance Nutrition (PN) proteins directly to food companies.
- **Licensing:** Offering proprietary recipes to food manufacturers.
- **Market Interest:** 3 LOIs signed, 6 NDAs & MTAs with leading food companies.

Market Opportunity:

- **Dairy Alternatives Market:** \$3.5B globally with \$502M in high-protein yogurts in the U.S. alone.
- **Growth Forecast:** Projected revenues to exceed \$20M by 2030, focusing initially on HF markets.



Competitive Edge:

- Superior taste, color, solubility, and thermal stability compared to soy, pea, and rice proteins.
- Exclusive CRISPR technology for black-eyed peas with 3 patent applications pending.

Leadership Team:

- **Alon Karpol, Ph.D., Founder & CEO:** Pioneer in regulatory-approved bacterial proteins for food.
- **Chanan Schneider:** Food-tech entrepreneur and venture capitalist.

Investment Opportunity:

Join us in scaling Better Pulse to meet the growing demand for sustainable, high-performance plant-based proteins. With strong market traction, innovative IP, and a clear path to commercialization, we are positioned for rapid growth in the global food industry.



Contact:

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