

The Chickpea Protein Revolution

The Need

New sources of plant-based proteins are being sought by the food industry, as growing numbers of people adopt vegetarian and vegan diets. Implementing a sustainable approach leads people to either avoid or reduce meat consumption, in order to decrease reliance on animal farming. Consequently, the food industry is on a quest for novel plant-based proteins in order to meet rising demand.

The Market Opportunity

The global protein ingredients market size was USD 38.02 billion in 2019 and is anticipated to register a CAGR of 9.1% from 2020 to 2027.

The global plant protein market is forecasted at USD 9.5 billion in 2024 and is expected to register a CAGR of 7.0%.

Technological Aspects

- **Emulsifying and Foaming Properties** - Our CP-Pro 70® creates a firm emulsion that stays stable during shelf-life with excellent foaming properties for producing airy gluten-free baked goods.
- **Water and Fat Binding** - Our CP-Pro 70® generates a rich mouthfeel and increases the viscosity of the product,
- **High Solubility** - Our product is easily dissolvable and functional in both cold and warm preparation methods.
- **Neutral Taste** - One of the unique properties of our CP-Pro 70® is that it has a subtle taste that does not overcome other flavors.



Our Solution

InnovoPro has developed proprietary technology that enables the extraction of 70% protein concentrate from chickpeas, a non-GMO, sustainable and healthy ingredient for the creation of clean label applications.

Our Advantages:



Innovation – Our innovative protein is a safe, efficacious and nutritious source of protein with high functionality properties.



Technology - We use a unique proprietary natural production process, with no organic solvents.



Taste & Appearance - Our product has a favorable taste profile and a natural look, with no aftertaste or odors. It is easy to use as a raw ingredient in baked goods, protein bars and other dairy-free categories.



Sustainability - We are able to provide proteins with a low impact on the environment.



Safety - Chickpeas are not listed as allergens and are not genetically modified.

Clean Label Applications

CP-Pro 70® enables formulating clean label products with high-quality plant-based protein and no additives, without compromising taste or appearance.

CP-Pro 70® is a superb substitute for whey protein, eggs, gluten and other ingredients.



Dairy-Free - Beverages, Yogurts, Desserts, Puddings, Creamers and Ice-Cream.



Bakery - Gluten-Free Bread, Crackers and Savory Snacks, Sponge Cakes and Cookies.



Snacks - Energy Bars.



Spreads and Dressings - Mayonnaise and Sauces.



Replacement Meals - Ready-to-Blend Meals and Beverages Powders.

Management Team



Taly Nechushtan, CEO

Taly is an experienced CEO and strategy leader in international companies. Taly has over 20 years of experience in mergers and acquisitions and in expanding product lines using innovative strategies and brand management. Taly holds a BA in Economics and an MBA, both from Tel Aviv University.



Nitzan Natani Ben Chaim, CTO

Nitzan is an experienced manager in the food industry. Nitzan has global experience in the development and operation of special proteins and plant extracts for food & beverages applications. Nitzan holds an M.Sc. in Biotechnology and an MBA-BioMed.



Regev Livne, CFO

Regev has over 15 years of experience in the technology and operational industries. he has held leadership roles ranging from venture-backed startups to large enterprises, and holds a proven track record in M&A, capital raising, debt financing, and restructuring, while improving operational workflows and executing growth strategies. Regev is a CPA and holds a BA and an MBA.



Ayana Lev, Supply Chain & Logistic manager

Ayana has over 10 years of experience in supply chain, inventory management, and logistical aspects and held similar positions in other tech companies. Ayana has a strong background in the operational execution of all logistical aspects in launching new products in new markets worldwide. Ayana holds a B.Sc. in Biology and an MBA.



Guy Manor, VP Business Development

Guy has over 15 years of experience in the pharmaceutical industry, successfully formulating business strategies, executing development and launching new products in diverse global markets. Guy holds a BA in Economics and an MBA.



Lana Zivanovic, P.h.D, CSO

Lana brings 20 years of experience leading development of alternative proteins, from discovery to finished products. Her university research programs were funded by the USDA, USEPA, USDOD and NASA. Lana holds an M.Sc. in Biotechnology and a P.h.D in Food Biochemistry.

Main Shareholders

**MIGROS**

Switzerland's largest retail company.

Top 10 in Europe, Top 40 worldwide.



6th most consistently performing VC firm worldwide.

\$1.3B under management in Israel & USA.



Leading global Food & Agri bank.



Long-standing dedicated investor in the alternative protein arena.



Custos Privatstiftung, investment arm of Andritz AG.

About InnovoPro

InnovoPro is committed to bringing unique plant-based protein ingredients to the global food & beverage market, for creating nutritious, tasty and sustainable food products. With an excellent nutritional profile, "free from" properties and wide usability in the food industry, InnovoPro's CP-Pro 70[®] concentrate is the best choice for the growing plant-based protein market.

InnovoPro was awarded a "Seal of Excellence" from the European Commission and the EU research and innovation program, recognizing the high quality of its products. In 2021 InnovoPro was also recognized by the United Nations as one of the 50 leading SME's that shape the future of our global food systems, and won the "Good For All Best Small Business" award. Now, with its growing recognition and infrastructure, InnovoPro is in the best position to scale up its innovative solutions worldwide.



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