

Vegg Foods



Plant-based Egg Alternative from Waste Foods

By choosing a plant-based diet, you are protecting not only your health but also the planet

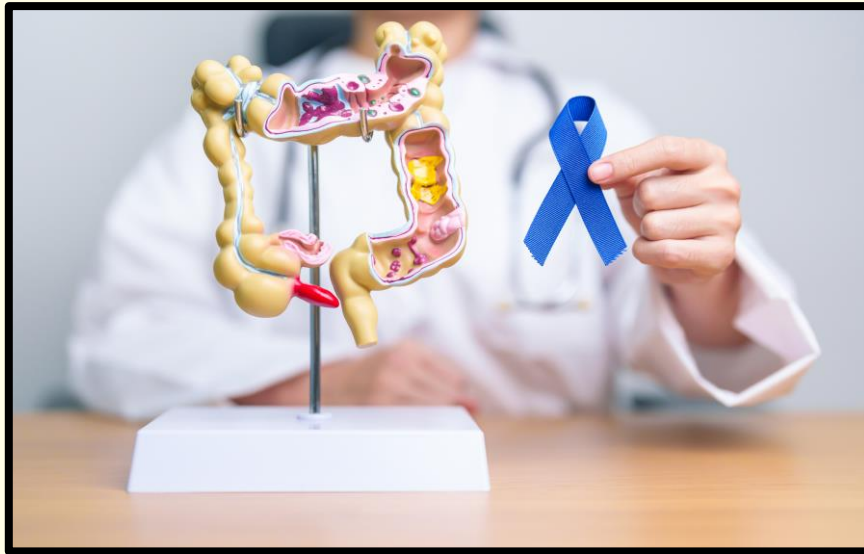
Ph.D. Food Engineer
Canan Tiryaki





**Born from personal loss, we create plant-based innovations that prove health starts in our gut
and bring hope for the future...**

How many people know this?



- ✓ Animal-based foods increase the risk of colorectal cancer by **18%**. Dietary fibers from legumes reduce these risks



- ✓ **Legumes** are rich in dietary fiber, these nutritional properties support gastrointestinal health.



- ✓ A healthy diet that supports the gut microbiota can help reduce **autism symptoms** in children.



- ✓ Using Aquafaba reduces the carbon footprint of eggs by approximately **75%** and water consumption by **61%**

TEAM



Ph.D. Canan Tiryaki-Founder

Project Manager
Ph.D. Food Engineer in
Research and Development
Departemet., 20+ years



Prof.Dr. Mahir Turhan

Research and Development
The professor who is food
engineering lecturer in
Mersin Universtiy.



Law. Özgür Tiryaki-CEO

**Law and financial
officer**
Lawyer for 25 years.



Prof.Dr. Arzu Hunt-CMO

**Sales and Marketing
Manager.**

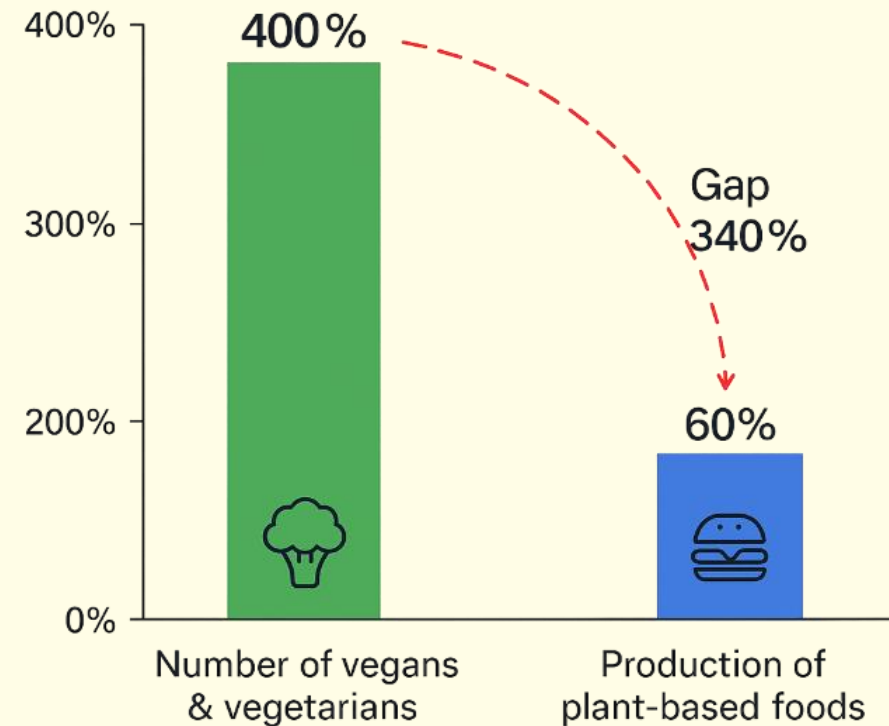
ADVISORY BOARD

- **Bogdan INNANOV**
Sales and Marketing
- **Mariano OTTO**
Finance
- **Juan ZAFFARO**
Business Plan
- **Sanem Yalçintaş**
Food Engineer



PROBLEM

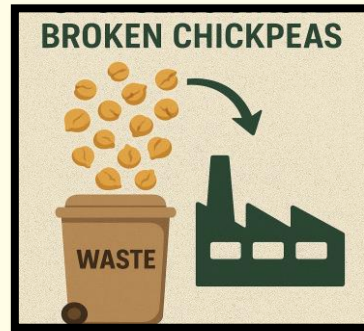
- While the number of vegans and vegetarians increased **by 400%**, the production of plant-based products grew by only **60%**.



- **Shortage** of Egg Alternatives and Plant Based Foods
- **Low Quality** (Taste, Texture Problems)
- **High Price**
- **Livestock** alone is responsible for **44%** of global **methane emissions**



SOLUTION-Unique Value Proposition

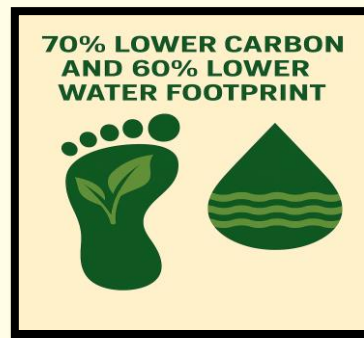


- Upcycling **waste broken chickpeas** to three value added products

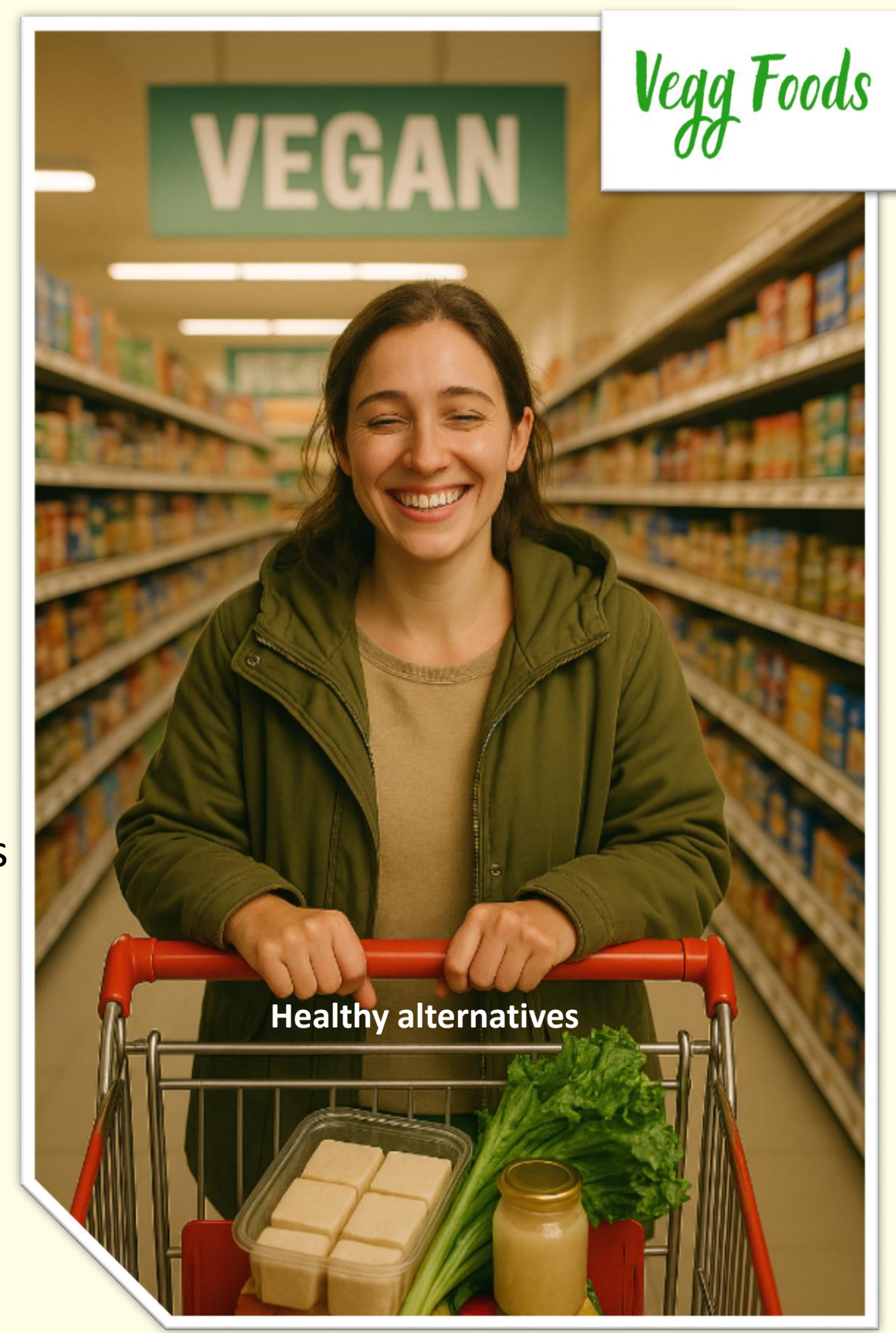


- Adding microalge and macroalge
- Postbiotics
- Not synthetic preservatives

- **Quality, tasty, enriched** with postbiotics and alges plant based foods



- **70%** lower carbon and **60%** lower water footprint in zero waste



Product



AQUA

+



FABA

Waste broken
chickpea seed

In one process



1. Aquafaba

Waste broken
chickpea seed



2. By products

Net Zero Waste



2.1. Hummus flour



2.2. Chickpea dusk flour



2. 3. Hummus sauce



2.4. Cooked chickpea





Products Planned to Produce

Vegg Foods

Aquafaba with Patato



- Not Preservatives
- Postbiotics

Standard aquafaba



- Microalge and macro alge
- Not Preservatives
- Postbiotics

Hummus sauce with red beet, pupkin



- Postbiotics



- Ready to use-single served-enriched



Hummus flour

- High protein, gluten free, postbiotics



- Ready to use-single served-enriched



- Ready to use-single served-enriched

What can you make with AQUAFABA?



Aquafaba

- Foaming
- Emulsifying
- Thickening
- Gelling

VEGAN

Mayonnaise



Butter



Macarons



Sponge cakes



Cheese analogs



All pastry products



TARGET GROUP



Vegan



Vegetarian



Allergy People

Egg allergic

Milk allergic

Gluten allergic



Flexitarien



Athletes

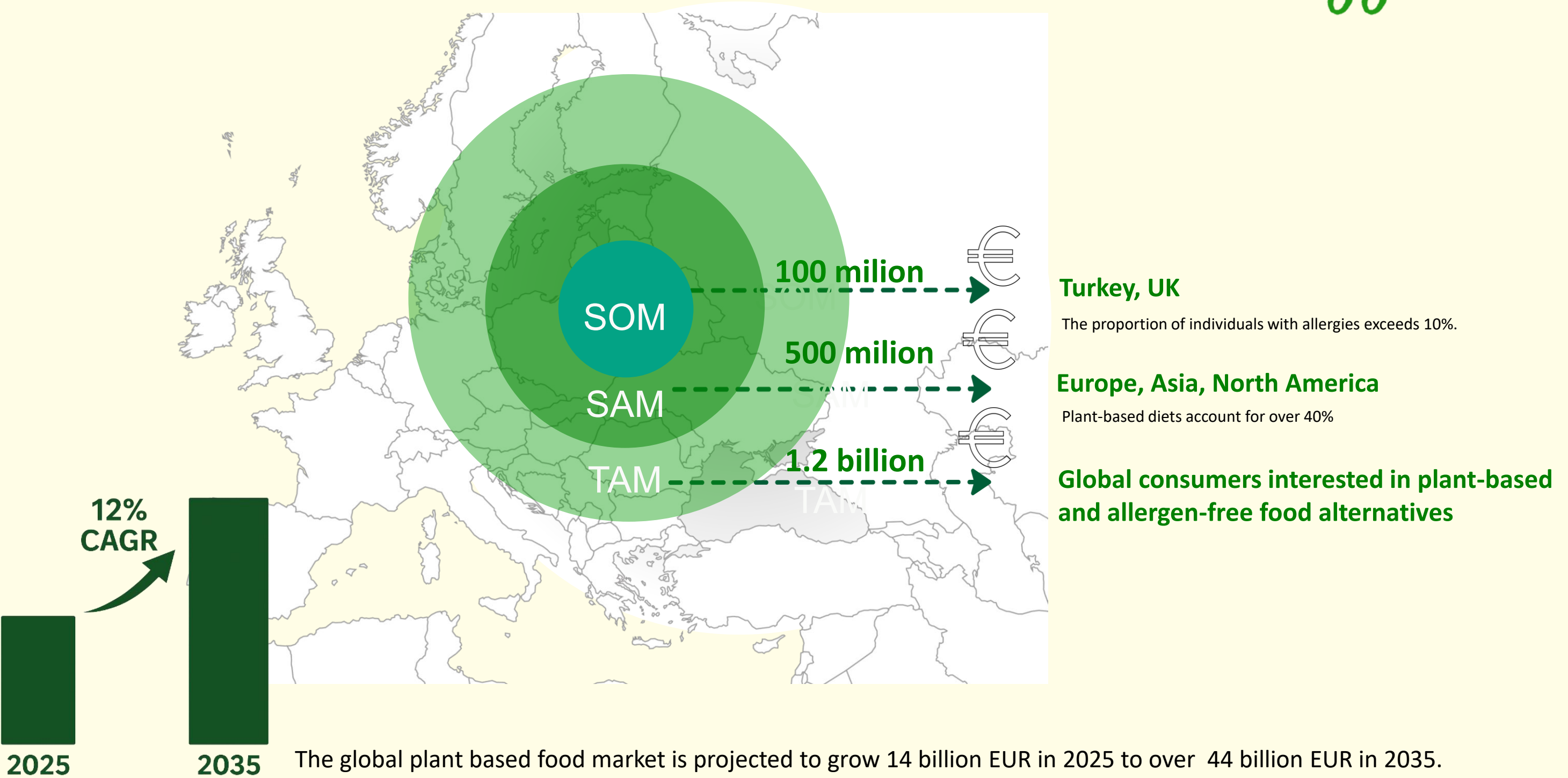


Time-starved
individuals



Growth Market

Vegg Foods

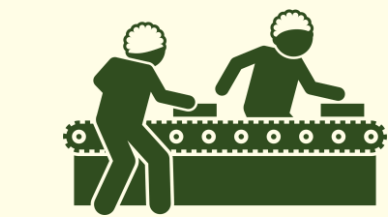


Competitive Advantage

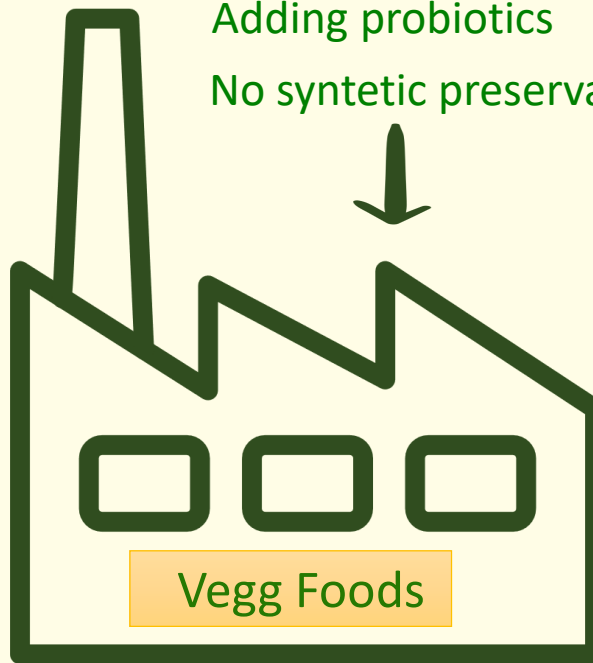
Vegg Foods

	VEGG FOODS	OGGS	SAHELLI	VOR FOODS
COMPETITORS				
PRICE 	3 Euro	10 Euro	10 Euro	10 Euro
ACCESIBILITY	✓	✗	✗	✗
EGG ALTERNATIVES	✓	✓	✓	✓
ONLY NATURAL ADDITIVES	✓	✗	✗	✗
VITAMIN and MINERALS	✓	✗	✗	✗
POSTBIOTICS	✓	✗	✗	✗

Go To Market Strategy



Broken
chickpea



Fermented microalga
Adding probiotics
No syntetic preservatives



Aquafaba



Hummus Flour



Hummus Sauce



HOTEL



RESTAURANT



Cafe



Aquafaba



E-Trade: www.veggfoods.com



Traction

Tested and Approved

30+

Test Production
New Formulations

15

Restaurants
Products tests

92%

92% Positive Feedback from Professional Chefs

To evaluate product-market fit and professional usability, VeggFoods conducted a structured testimonial study with professional chefs working in various gastronomy institutions and plant-based kitchens."



What Will We Achieve with €25,000?



Production Equipment

40% (€10,000) will be used to purchase key equipment (Processing Unit, Hot-Fill, x



Marketing & Sales

25% (€6,250) will be allocated to marketing campaigns, social media channels, and recipe/content creation



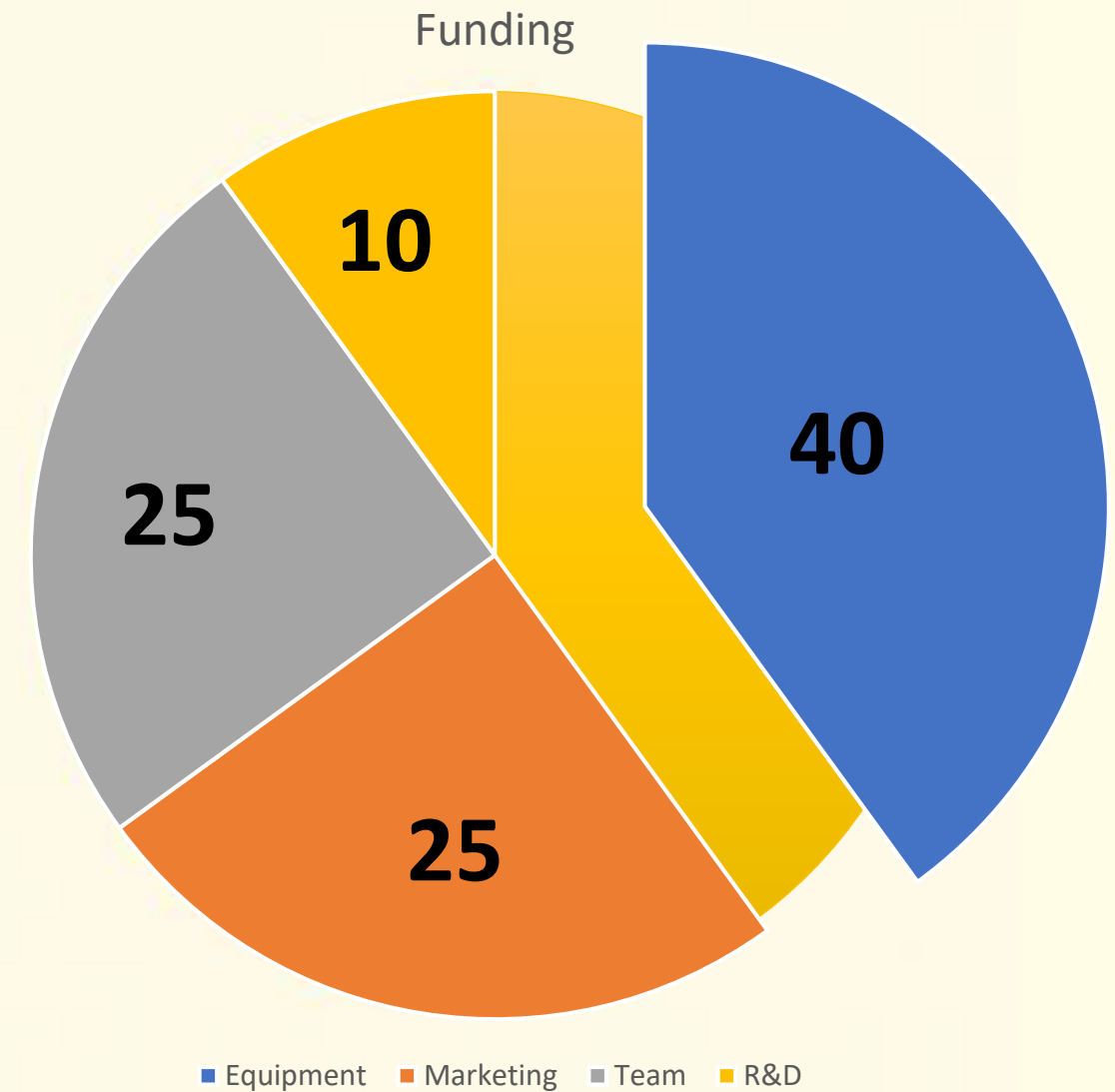
Team Expansion

25% (€6,250) will be used hire 2 new full-time team members (1 Operations, 1



R&D

10% (€2,500) will support formulation



ROAD MAP



2023-IDEA

The initial business idea emerged as I completed my PhD research



2024-2025- COMPANY SETUP

SEECO, ICMPD, Eit Food EWA, Eit Food JumpStarter



2026-PRODUCT LAUNCH

Eit Food Seedbed



2027-EXPAND PRODUCT RANGE

Meat, Milk analogues



Vegg Foods

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THANK YOU



Canan TIRYAKI



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MERSİN/TURKEY



Dr. Canan Tiryaki (Ph.D)
Researchpreneur, Ph.D. Food Engineer,
Professional Chef, Life Coach, Health...



2023

The first business idea started with the completion of my doctoral research.

2024

In 2024, we established our company with the support we received both domestically and internationally.

2025

In 2025, we continue to develop our products and move forward

**YILDIZ
HOLDING**



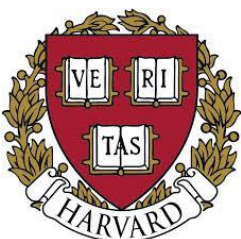
UNIVERSITY OF
CAMBRIDGE



MARTEK



MİGROS



- ✓ SOCIAL EFFECT
- ✓ ENVIRONMENTAL EFFECT
- ✓ ECONOMIC EFFECT

