

Dr. AMADEUS DRIANDO AHNAN-WINARNO



PhD in Food Science
University of Massachusetts Amherst
Research on Tempeh Fermentation



Indonesian
Tempe Movement

Co-founder
Indonesian Tempe Movement



Co-founder & Head of Technology Dev.
Better Nature Ltd.



Runner
3 out of 6 World Major Marathons



Singer-songwriter
"Driando" on Spotify, Apple Music, etc.





**betterTM
nature**

PROTEIN WITHOUT COMPROMISE

**THE WORLD'S FIRST FOOD TECH COMPANY
FOCUSED ON TEMPEH FERMENTATION**

FOUNDERS



Christopher Kong
Co-Founder and Head of Business Development



Dr. Amadeus Ahnan-Winarno
Co-Founder and Head of Technology



Elin Roberts
Co-Founder and Head of Marketing



Fabio Rinaldo
Co-Founder and Head of Product & Operations



McKinsey
& Company

**FOUNDERS
FACTORY.**

University of
Massachusetts
Amherst



Golley Slater



3FBIO

afi new
food
innovation

TEAM



Elvira Sukamtoh
Head of Research



Noora Pärssinen
Head of Social Media & Sustainability



Urša Dornik
Head of Design



Anand Joshi
Sales Executive



Thalys Bussière
NPD Executive



Lidwina Chrysanti
Research Executive

University of
Massachusetts
Amherst

UNIVERSITY OF
CAMBRIDGE

ENS
AIA

NS nutrition
& santé
Nourir notre futur

DELICIOUSLY
ella.

SNACT.

MBRIO

Shelter

**better
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OUR ADVISORS

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Michiel Van Deursen
Founder of Capital V



Wida Winarno
CEO of MBRIO Biotekindo



Willem Blom
Founder of Plantbase.vc



Llyr Roberts
*Global Vice President,
Multimedia Solutions at Prysmian
Group*



Emma Critchley-Lloyd
Founder of BIG little London



Michal Klar
Founder and CEO of FFN Ventures



WE MAKE PROTEIN, WITHOUT COMPROMISE

DELICIOUS &
NUTRITIOUS



ETHICAL &
SUSTAINABLE



NATURAL &
PLANT-BASED



VERSATILE &
EASY TO PREPARE



2019

THE YEAR PLANT-BASED FOOD BURST INTO THE MAINSTREAM



BIG VEGAN BURGER



VEGAN CHICKEN BURGER

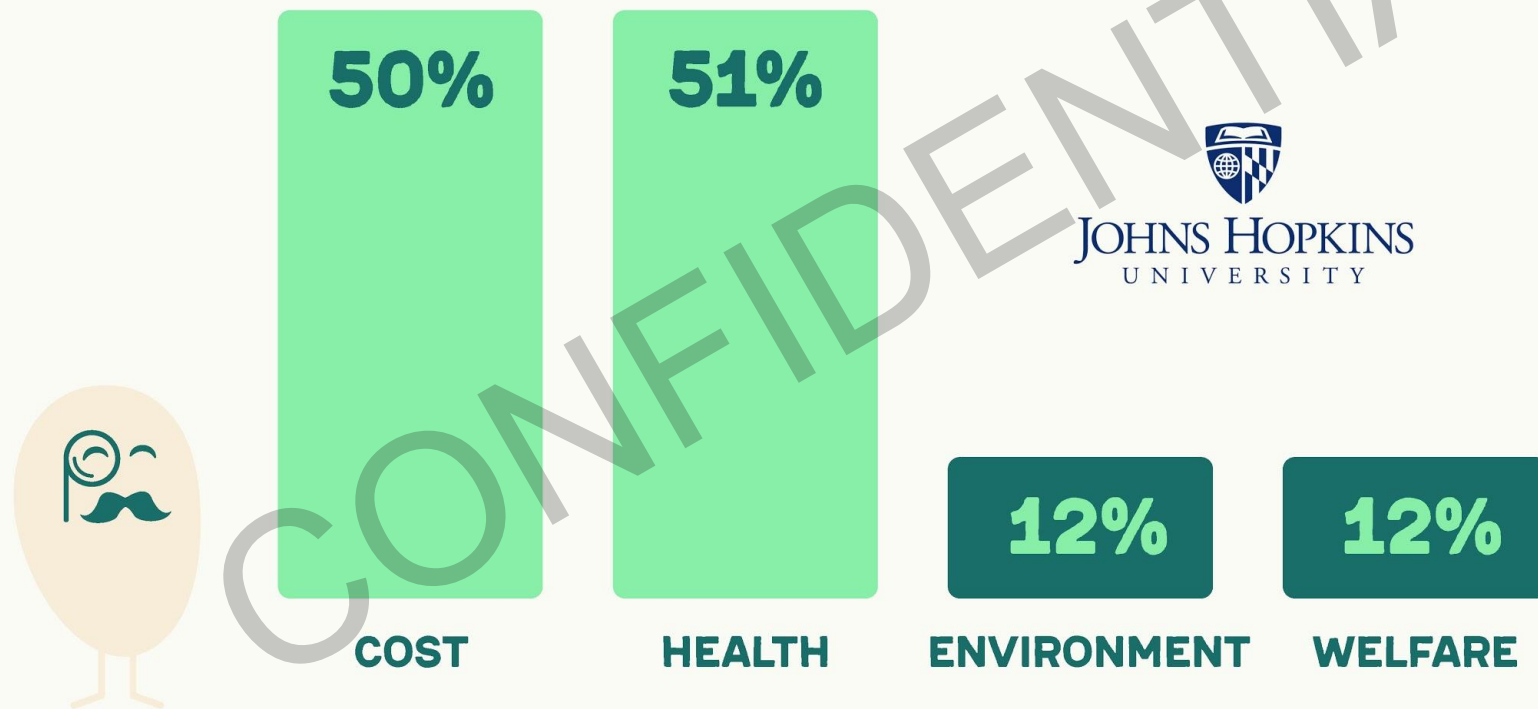
IMPOSSIBLE BURGER



VEGAN BURGER

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COST AND HEALTH LEAD THE DRIVE




JOHNS HOPKINS
UNIVERSITY

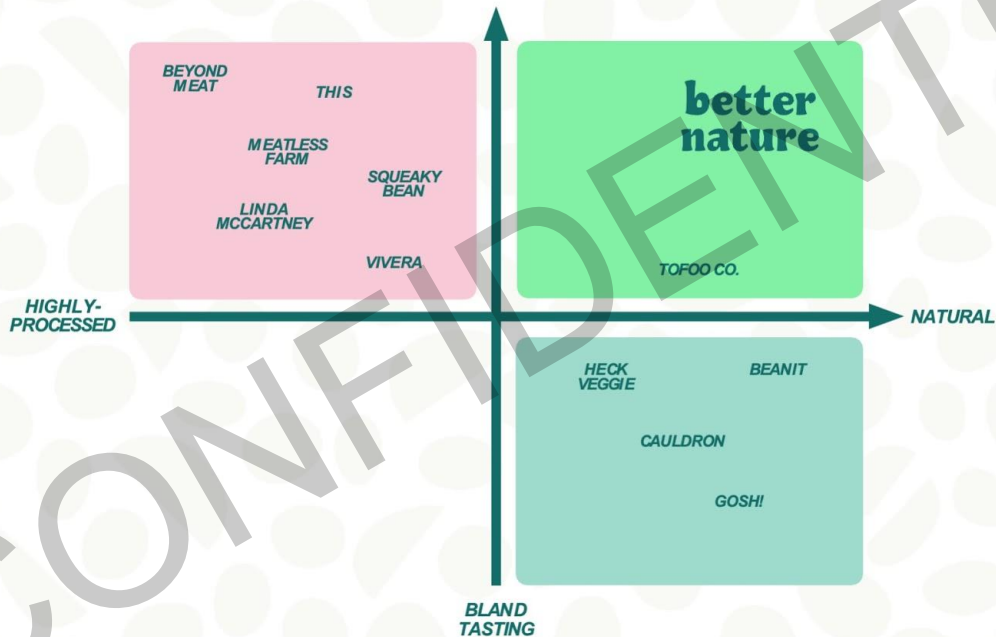
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THE OPPORTUNITY

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*"The gap in the market
is for more all-natural,
limited-ingredient
plantbased products."*

Derek Sarno,
Head of Plant-Based Innovation at Tesco



HOLY GUACAMOLE!

WELL THAT'S
JUST SMASHING

TEMPEH

delicious, nutritious, healthy
all-natural food ingredient

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OUR VISION

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TO BE THE WORLD'S LEADING ALL-NATURAL PLANT-BASED PROTEIN BRAND.

PHASE 1 RETAIL RANGE



All-natural meat-free products
launching into mainstream
retailers in Q1 2021

PHASE 2 THE BETTER™ BURGER AND THE BETTER™ STEAK



All-natural whole-structure meat
alternatives launching into select
QSRs in Q2 2021 and mainstream
retail in Q3 2022

PHASE 3 THE BETTEREIN™



Clean-label functional food
ingredient launching
B2B in Q4 2022

PHASE 4 THE BETTER POD



Table top plant-based meat
maker launching Q1 2025

THE SOLUTION:

TEMPEH FERMENTATION

A SCALABLE FERMENTATION PROCESS THAT VALORISES LOW-COST COMMODITY CROPS INTO HIGH VALUE MEAT ALTERNATIVES AND INGREDIENTS.

ANY

seed

↑ 22%

in protein

↓ 39%

in fat

Complete source
of protein with

45X LESS CO₂
THAN BEEF!



OUR CURRENT ORGANIC RANGE



**better
nature**

100% PLANT-BASED • HIGH IN PROTEIN & FIBRE • ORGANIC

OUR ORGANIC BETTER BITES RANGE

Delicious, pre-marinated tempeh pieces in a range of flavours - perfect for those new to tempeh!



BETTER BITES, Saucy Stir-Fry

Packed with Asian flavours like soy and ginger, these bites are great for adding meatiness to your favourite noodles or rice dish!



BETTER BITES, Moreish Masala

Packed with Indian flavours like coriander and cumin, these bites are great for adding meatiness to your go-to curry or veggie wrap!



BETTER BITES, Tantalising Taco

Packed with Mexican flavours like garlic and paprika, these bites are great for adding meatiness to your wholesome burrito, tacos, or stew!

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100% PLANT-BASED

• **HIGH IN PROTEIN & FIBRE**

• **ORGANIC**

OUR WORLD-LEADING TEMPEH RANGE



**better
nature**

100% PLANT-BASED

• HIGH IN PROTEIN & FIBRE

• ZERO ARTIFICIAL INGREDIENTS

FOUR OF OUR FAVOURITE BETTER NATURE RECIPES



TEMPEH-STUFFED
PEPPERS

**better
nature**



TEMPEH QUICHE
LORRAINE



MEXICAN TEMPEH STEW



TERIYAKI TEMPEH



OUR TRACTION

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SINCE LAUNCHING IN JAN 2020, WE ARE ONE OF THE UK'S FASTEST GROWING ALL-NATURAL MEAT-FREE BRANDS...

ONLINE

- **Top 3 best-selling brand on Amazon UK** in 'Vegetarian Protein' category with **120+ 5-star reviews** across all products
- **7,500+ online store sessions** per month
- **33% returning customer rate** (average since August) with customers in **every major UK city**
- **£27+ average order value**, **7 units** average basket size
- **4,000+ online orders** since launch with growth accelerating

OFFLINE

- Now listed in approximately **200 retail locations** with **5 UK Wholesalers** including CLF, Suma and The Health Store
- **6.7 average ROS** of top 4 best-sellers
- **Selling nationwide** and internationally in **Ireland and Germany**
- Launched into **Foodservice** in October 2020 with a listing with **Bidfood** - one of the UK's largest foodservice distributors
- Currently in discussions with Waitrose, Tesco, Co-op, Morrisons and Sainsbury's to launch our new retail range in Q2 2021



CLF
in it together



Suma
CO-OPERATIVE SINCE 1977

THE **VEGAN** KIND
supermarket

Bidfood
Inspired by you

OUR TRACTION

...AND ARE POISED TO TAKE TEMPEH INTO THE MAINSTREAM

SOCIAL MEDIA

REACHED **4,600** INSTAGRAM FOLLOWERS,
WITH AN ABOVE-AVERAGE ENGAGEMENT
RATE OF 12%

COLLABORATED WITH **40** INFLUENCERS,
COVERING TOPICS FROM VEGANISM
TO ETHICS TO FITNESS

COLLABORATED WITH **30** OTHER BRANDS,
ON PRODUCT COLLABORATIONS
AND GIVEAWAYS



MARKETING

REACHED **1000** EMAIL SUBSCRIBERS
RECEIVING OUR MONTHLY NEWSLETTER,
WITH AN AVERAGE OPEN RATE OF 34% AND
CLICK THROUGH RATE OF 4%

GENERATED **40+** PIECES OF ORGANIC PR
COVERAGE, DISCUSSING TOPICS FROM
OUR PRODUCT LAUNCHES TO OUR
WORLD-LEADING RESEARCH TO OUR
PLASTIC NEUTRAL CERTIFICATION

RAN A OOH
CAMPAIGN WITH
50,000 VIEWS,
TO LAUNCH
OUR NEW
BETTER BITES
RANGE



"The inspiring Better Nature team is a big hearted, effective group poised to take the ancient superfood, tempeh, to new heights."

Seth Tibbott,
Founder of Tofurky

PUBLICATIONS

FEATURED IN:

Forbes



The Grocer

vegconomist
- the vegan business magazine -

PlantBased
the food revolution

The Telegraph

FOOD SPARK
IGNITING INNOVATION

WHAT MAKES US SO SPECIAL?



FOOD TECHNOLOGY

We're working on world-leading tempeh research, including naturally increasing its Vitamin B12 content, making it even more nutritious and delicious.



NPD

We're constantly developing new and exciting products to cater to a wide range of usage occasions and meal missions.



INDONESIAN ROOTS

Our co-founder Driando, along with other team members, was born in Indonesia and raised on tempeh. So we know good tempeh!



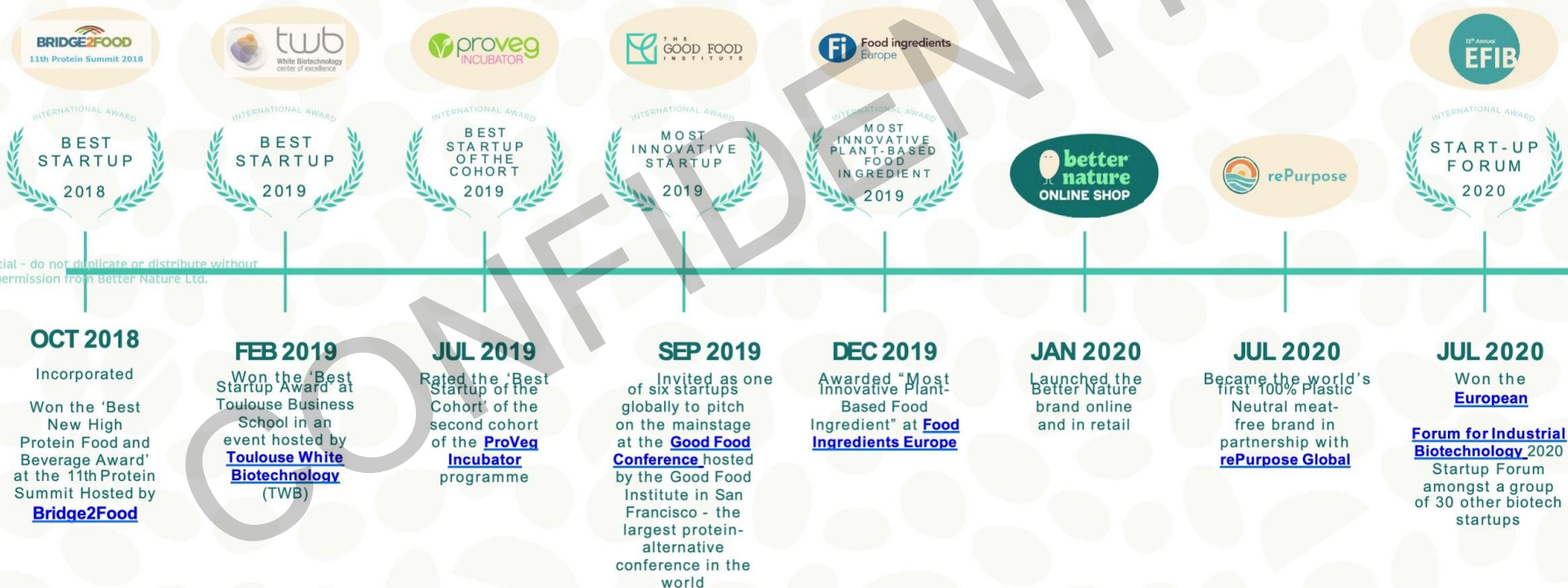
100% PLASTIC NEUTRAL

In partnership with rePurpose Global, we are offsetting our plastic usage through supporting Waste4Change, a social enterprise in West Java (the home of tempeh!) that creates more efficient, sustainable waste systems.

OUR MILESTONES

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WE'RE INTERNATIONALLY RECOGNISED AS ONE OF THE MOST EXCITING FOODTECH STARTUPS IN THE PLANT-BASED INDUSTRY



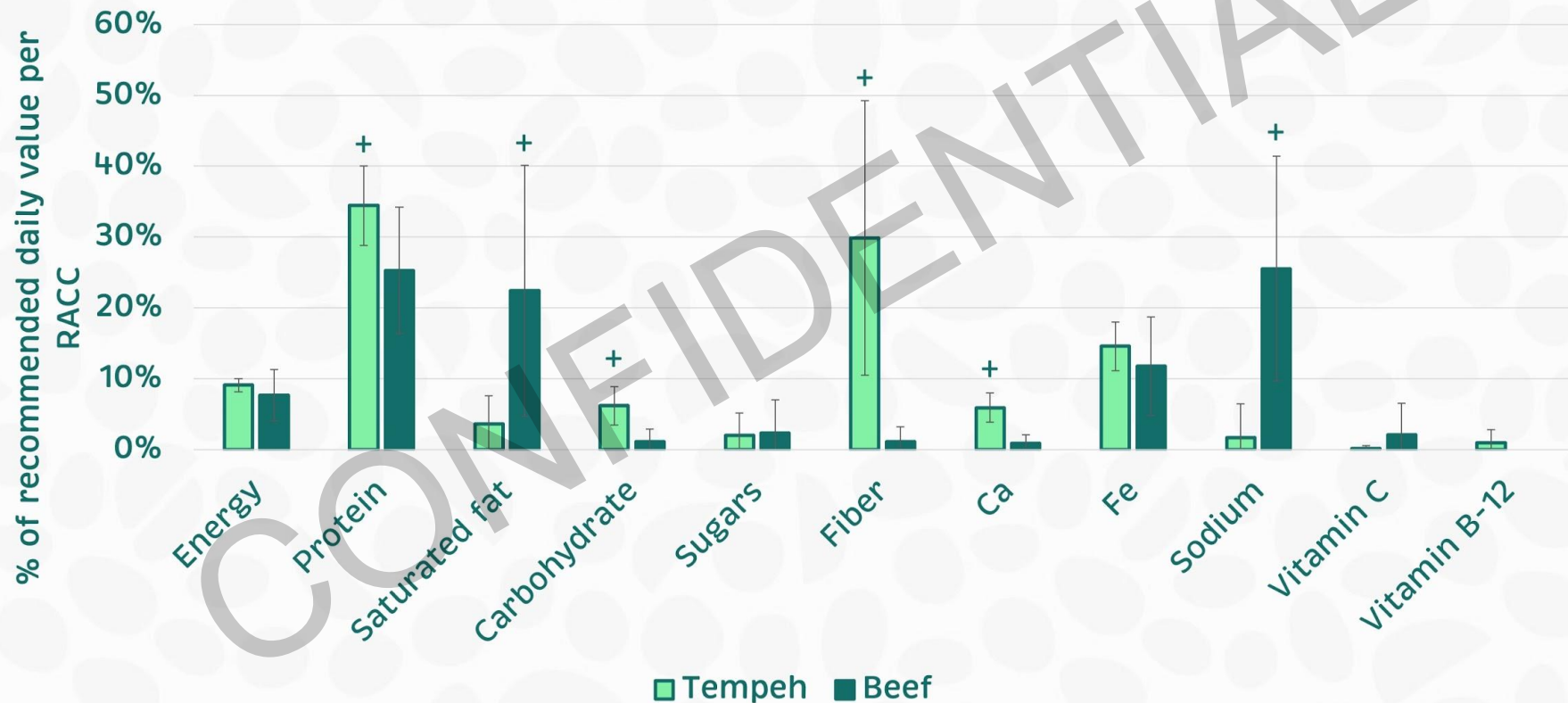
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TEMPEH: **A SEMI-CENTENNIAL REVIEW** **ON ITS HEALTH BENEFITS, FERMENTATION, SAFETY,** **PROCESSING, SUSTAINABILITY, AND AFFORDABILITY**

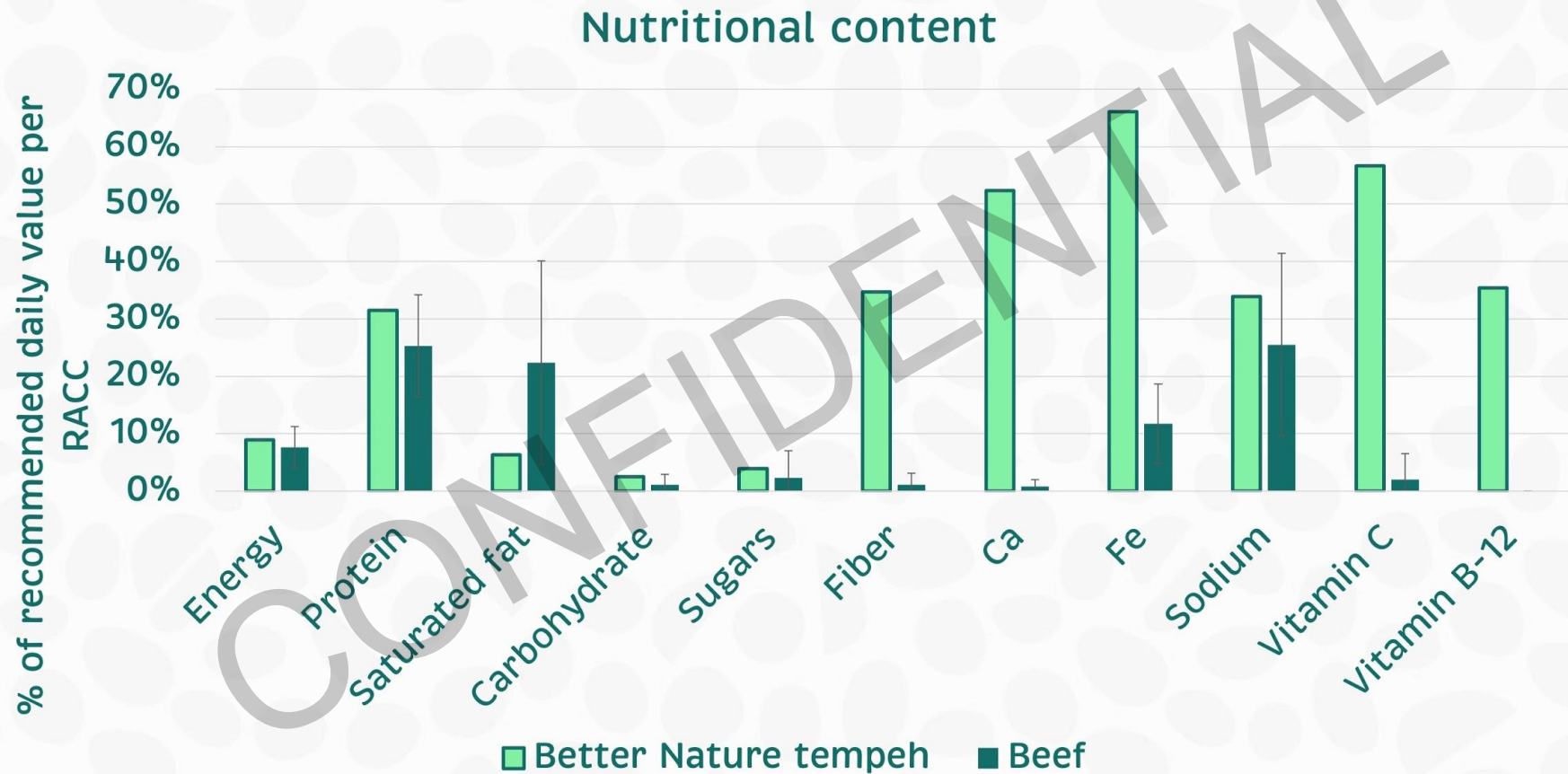
(AHNAN-WINARNO, CORDEIRO, WINARNO, GIBBONS, & XIAO 2020)

NUTRITION: TEMPEH VS BEEF

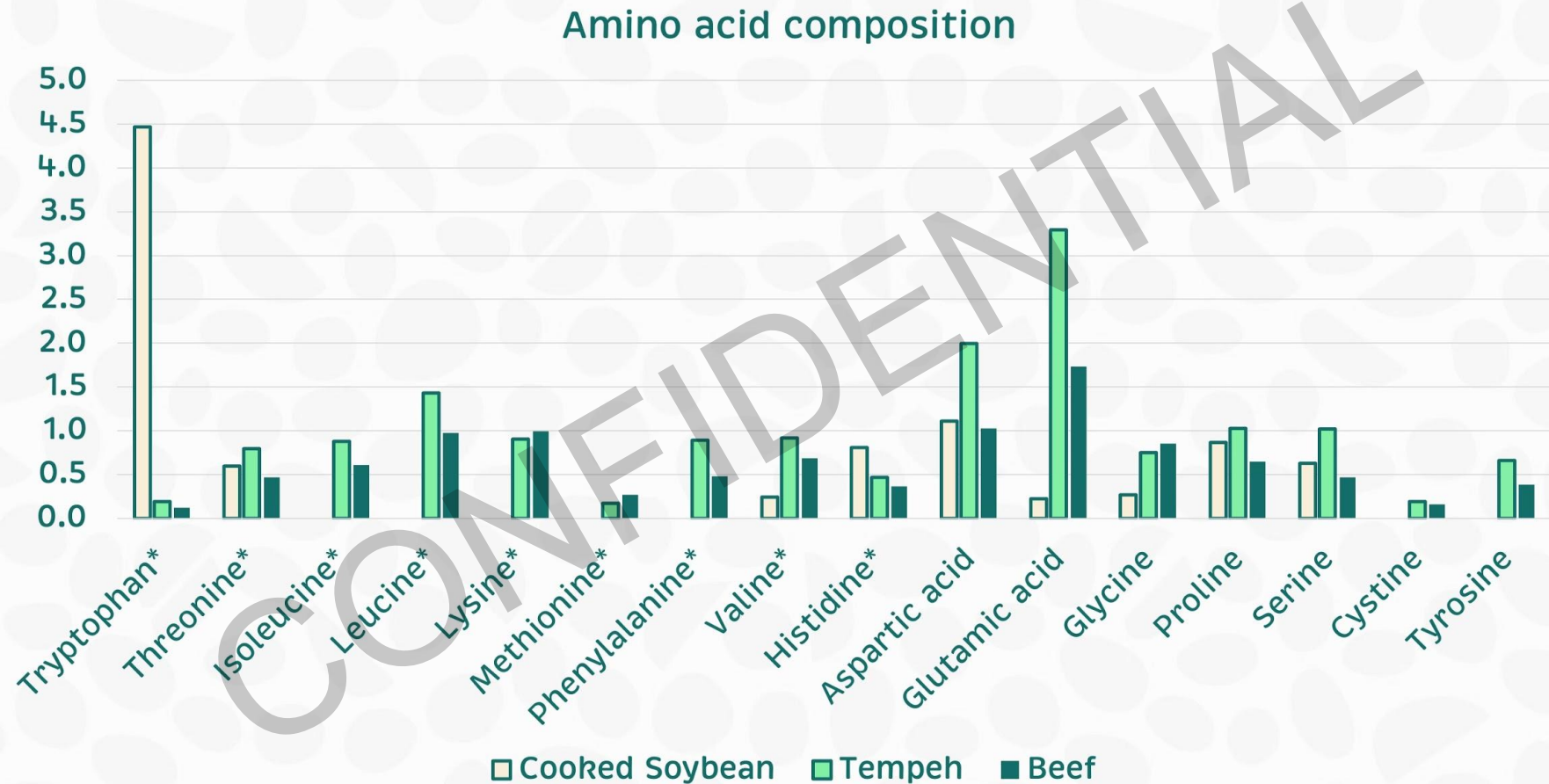
Nutritional content



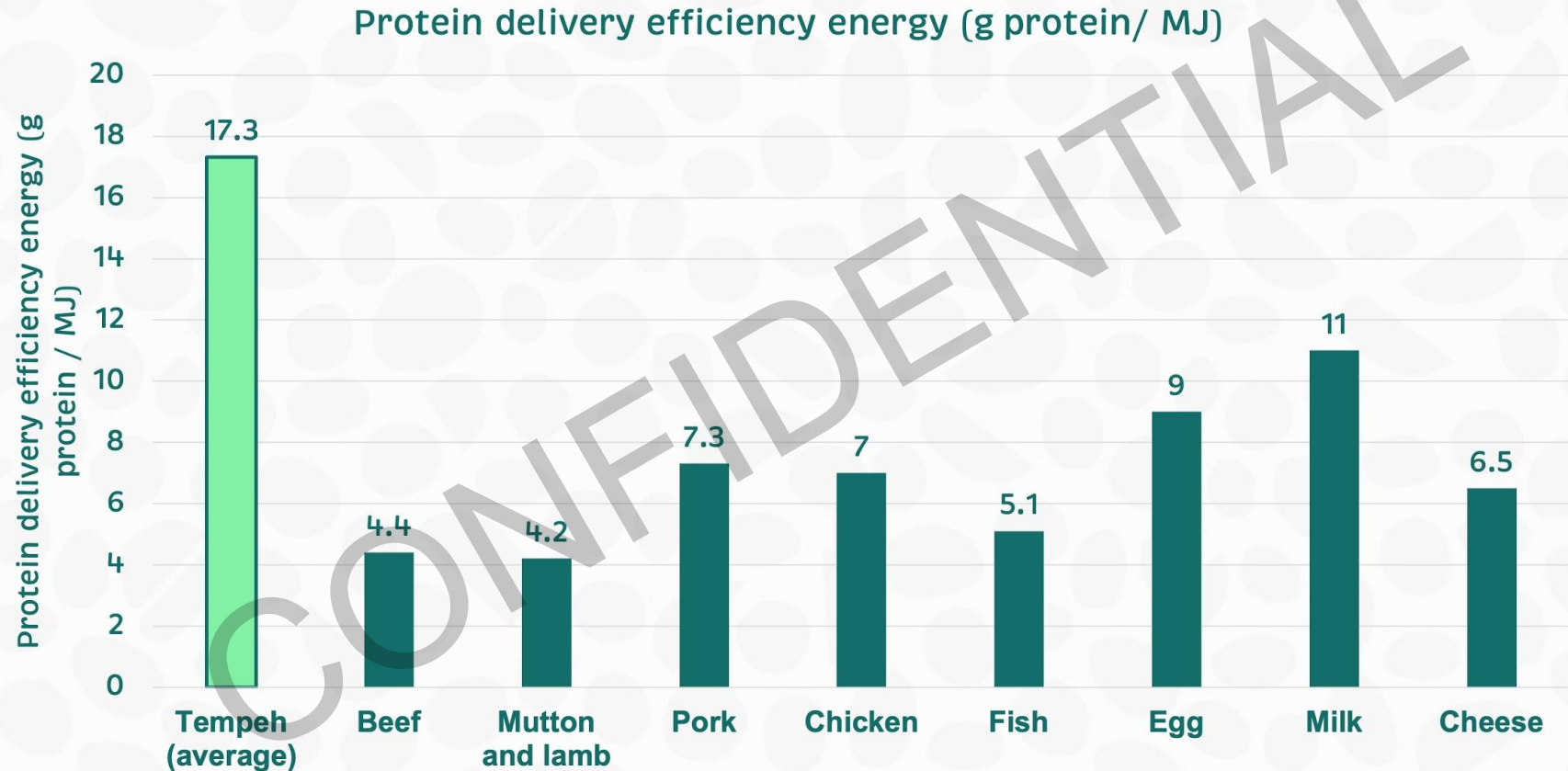
NUTRITION: BETTER NATURE TEMPEH VS BEEF



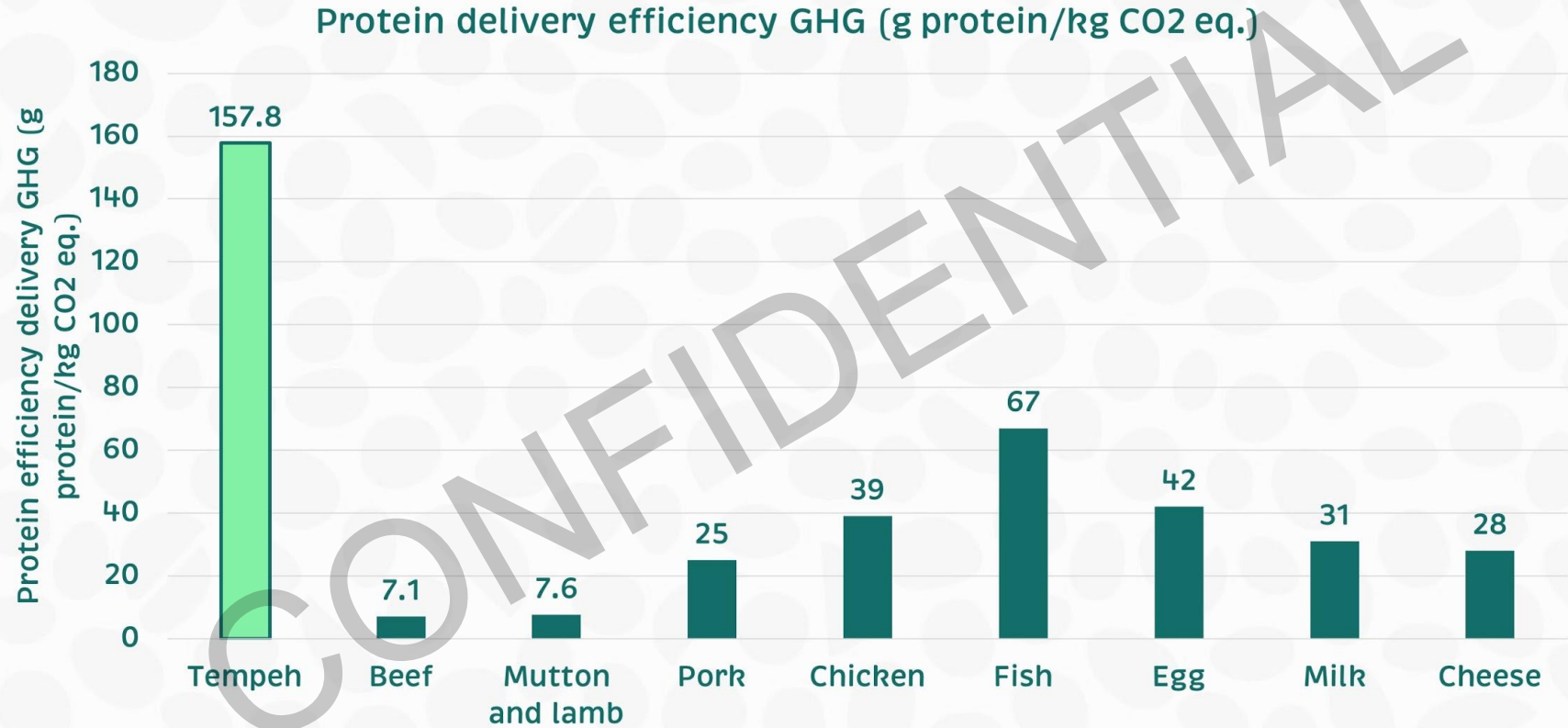
AMINO ACID CONTENT: TEMPEH VS BEEF



SUSTAINABILITY: PROTEIN EFFICIENCY – ENERGY CONSUMPTION



SUSTAINABILITY: PROTEIN EFFICIENCY – EMISSION



TEMPEH FERMENTATION

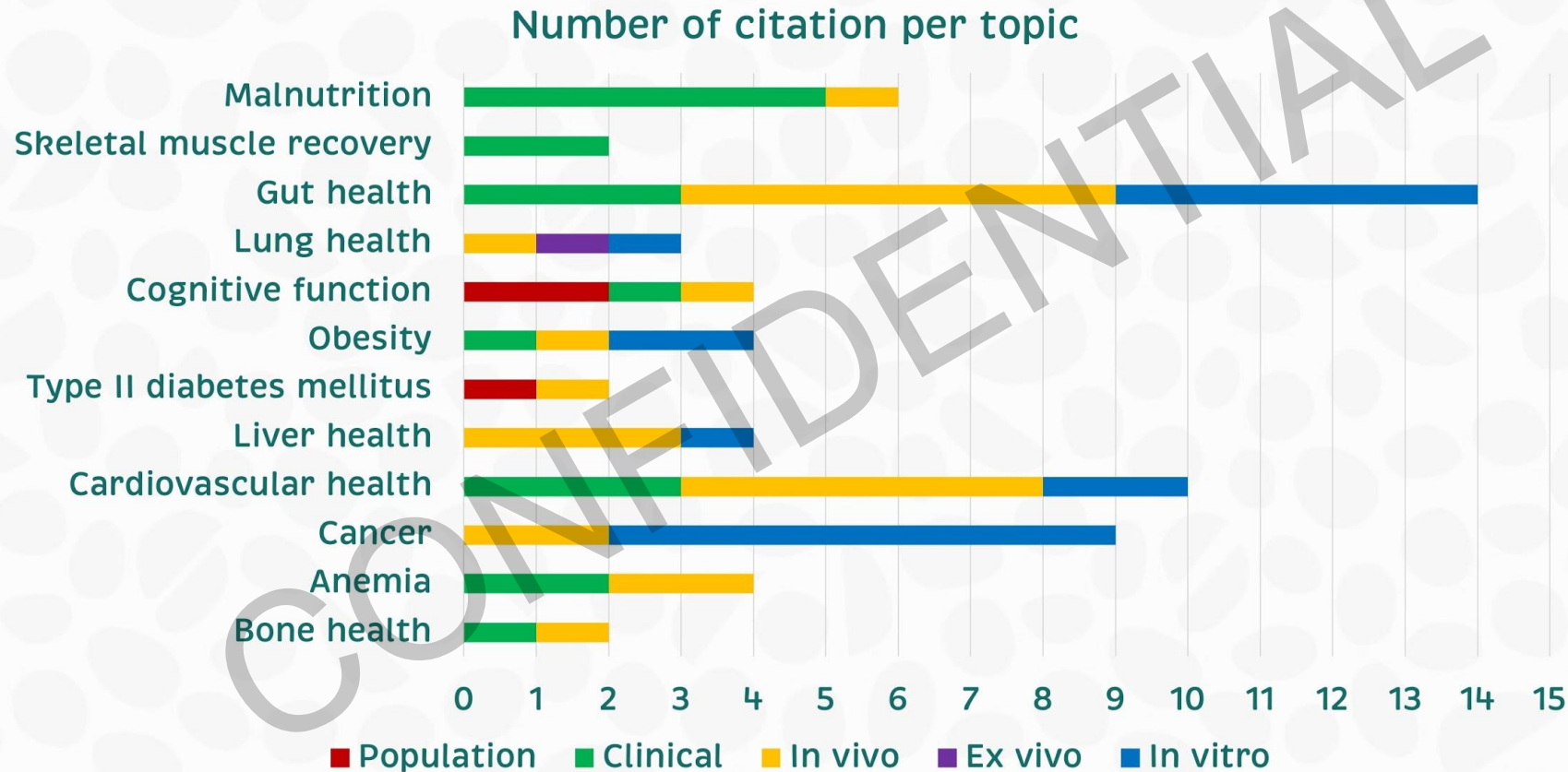
INCREASED:

- Bioactive compounds
- Protein content and bioavailability
- Free fatty acids
- phytosterols
- Carbohydrate
- Ash and mineral
- Vitamin B12
- Vitamin B1, B6, folate

DECREASED:

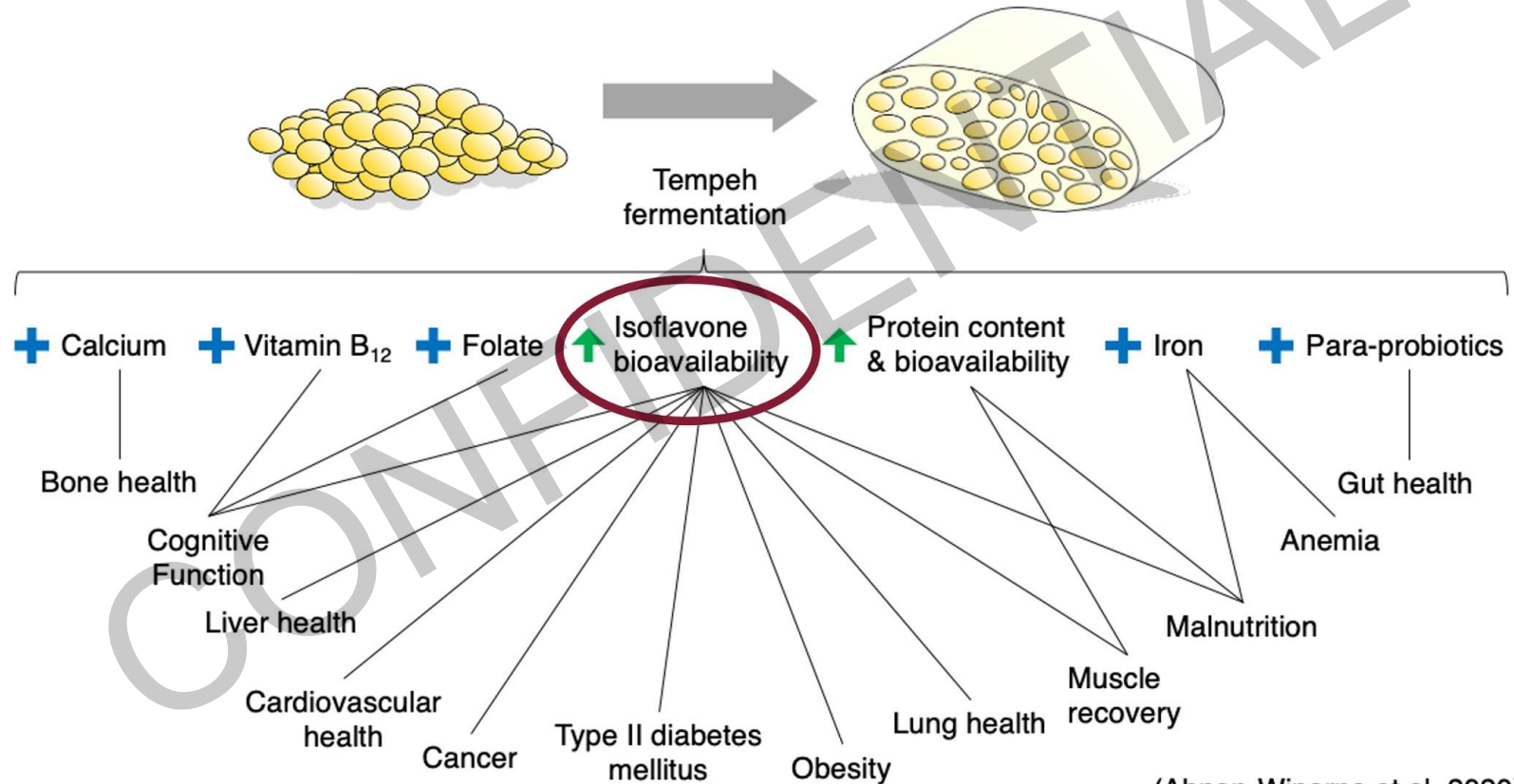
- Antinutrients
- Toxins
- Allergens

HEALTH BENEFITS: LITERATURE



HEALTH BENEFITS: SUMMARY

Tempeh fermentation and its related health-promoting potential



(Ahnan-Winarno et al. 2020)

TEMPEH FERMENTATION

21 grains, nuts, or legumes that have been made into tempeh





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