

**Company Stage,**  
pre revenue  
**Industry** Food additives  
**Addressable Market size-**  
3.2 bn  
**Number of employees** 5  
**Self-funded** \$500k

**Req. Investment** 1000k\$  
**Use of proceeds**  
Pilot purchase & install 350k\$  
Production cost 50k\$  
R&D 240k\$  
Feasibility tests 90k\$  
Patent PCT 120k\$  
Marketing 230k\$

**Management Team**



**Eddie Adonyahu-**

**Founder and CEO,**  
**Food technologist BSc, MBA**  
P&C, QC and QA food  
production



**Dr. Rina Reznik-**

**CTO , Ph.D. in biochemistry**  
Worldwide known expert in  
oxidation processes and the  
application of antioxidants and  
antibacterial.



**Asher Shazman -**

**M.S.c food process Ing**  
Expert in processes and control  
production line. Maintenance  
of production line equipment.



**Dr. Zacki Nudelman**

**Pharmacist, PhD, MBA**  
**Product and BD**  
**expert 10 years**

**Contact Person**

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**What we do**

**VitActive** – develops natural substitutes for chemical preservatives in food. Our disruptive solutions ensure food safety and enhancement of the food brand. We utilize noncommercial super-fruits to provide the industry with a superior and cost effective healthy alternative to currently used hazardous ingredients.

**Need/Opportunity**

Food manufacturers are struggling to preserve and protect the nutrition values of products during shelf life. Currently used chemical preservatives were found as carcinogenic (WHO, AICR, WCRF).<sup>(1)</sup> Global epidemiological studies have shown increased consumption of ultra-processed food is associated with a higher hazard of all-cause mortality (Cohort study).<sup>(2)</sup> Regulatory agencies worldwide are tightening the requirements for use of chemical preservatives. Increasing consumer awareness of the negative effects of unhealthy additives promotes the demand for natural and clean labels.

**Market**

Food Preservatives Market is valued at **\$2.7 B** and projected to display a robust growth (CAGR of 4.7%) during 2018 - 2023. The first segment addressed by our game changing solution is a lucrative processed meat market, currently valued at **\$130 B**.

**Our Technology**

Our breakthrough solution extending shelf life of processed meat by replacing three widely used harmful preservatives. (Sodium Nitrite, Sodium Lactate, BHT)

- ✓ Bifunctional ingredient working both as anti-oxidant and as anti-microbial agent.
- ✓ Natural plant extract improve LDL/HDL levels and has additional proven health benefits
- ✓ No adaptation of current manufacturing processes is required.
- ✓ No influence on taste



**Super fruit extract integrated into sausages**

Fully compliant with industry standards – tested by accredited laboratory.

**Status**

- Granted by Israel Innovation Authority "Tnufa"
- Patent filed
- Ready for scale up
- Cost-effective technology

**Competitors**

Preservation against	Dangerous chemicals	How we are different	
		Celery extract	VitActive MSFE
C. Botulinum	Nitrate	V	V
Listeria Mono.	Lactate	X	V
Antioxidant	BHT	X	V
Price ¢/kg food cost	2 ¢/kg	12 ¢/kg	6 ¢/kg

**Business model**

High gross margin, more than 30%, B2B model by distribution and partnerships with key industry players.

**VitActive solution benefits the food producer brand**

- ✓ Reduce health risk
- ✓ Clean label
- ✓ Enhance the brand
- ✓ Healthier product
- ✓ Improve consumer trust in food producers