EmulGreen
for lean & green high-performance emulsions.

GC3
May 7th, 2019
the problem

Today’s emulsifier market is…

~ 70 % based on **petroleum**
- CO$_2$ emissions
- toxicity to aquatic life
- severe health issues for humans

~ 30 % based on **palm oil**
- deforestation
- CO$_2$ emissions
- killing of endangered species
our feedstock

native starch

native cellulose

our synthesis

water as a solvent

ambient temperature

our emulsifiers

non-toxic

biodegradable

mild to the skin

our solution
current market offer

palm oil emulsifiers
- up to $ 15 per kg
- limited performance
- unsustainable

truly sustainable emulsifiers
- up to $ 600 per kg
- limited performance
- not suitable for mass production

our market offer

stronger performance
- 5-10 times less emulsifier
- longer shelf life, PAO

leaner formulation
- emulsifier
- co-stabilizer
- thickener
  - all-in-one

at a competitive price
- $ 110 per kg-equivalent
our journey to the customer

- fully functional product samples
- $40,000 initial funding
- external product validation
- patent application
- $500,000 investment
- customer & partnership development
- lab scale → pilot production

$0.4m in sales by Nov ‘20

$1.2m in sales by Nov ‘21
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