



Cell Based Real Coffee at Scale

November 2024



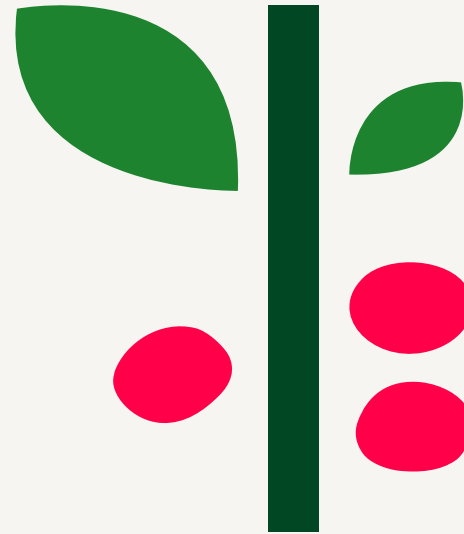
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Content

- What we aim to achieve
- The process
- Strategy and Traction
- What we look for
- The team



Coffee Supply Shortage and Price Instability are Today's Reality



Supply Shortage

- Global production to decrease by half in the next 30 years due to climate factors
- Temperatures predicted to exceed optimal coffee-growing conditions by 2°C in key regions by 2050



Land Availability

- Up to 50% less land suitable to grow coffee by 2050
- 30% of current coffee lands must shift to higher altitudes by 2050



Price Instability

- U.S. coffee import prices have risen by more than 65% in the past 2 years
- Prices swung from 390 cents/kg to 624 cents/kg and back to 419 cents/kg (2009-23)



Climate Factor

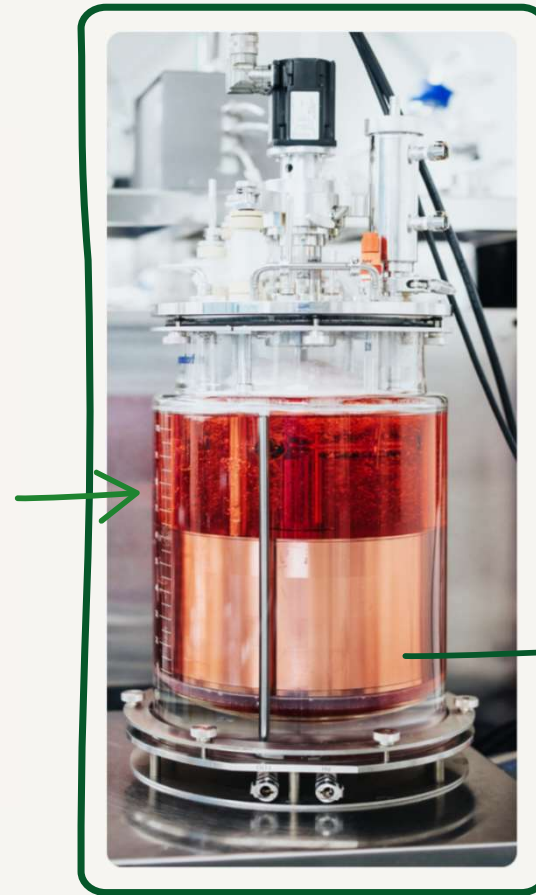
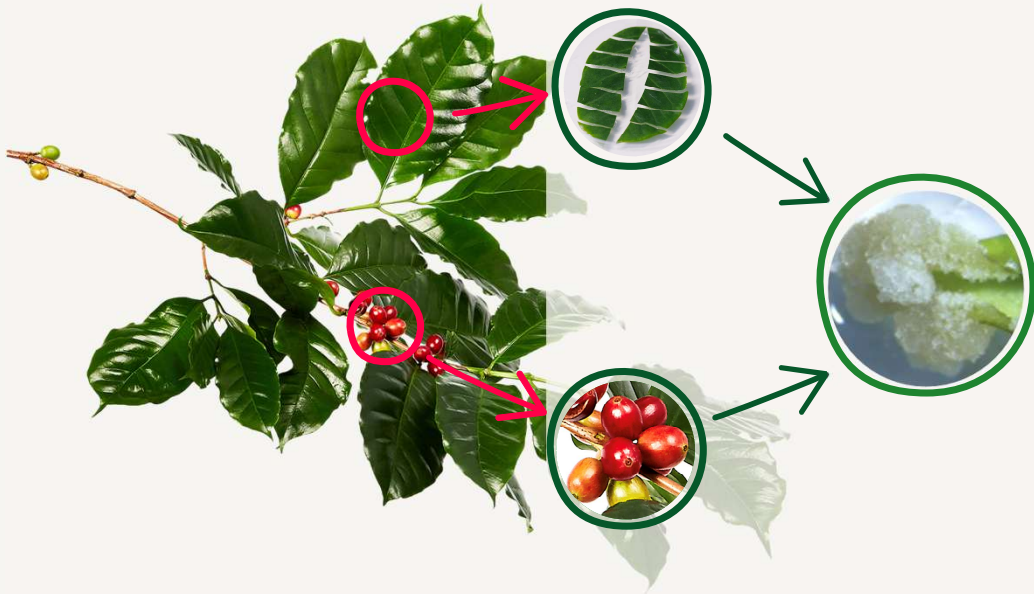
- 140-liters water footprint to produce one cup of coffee
- Top-five foods that emit the highest amount of greenhouse gas emissions
- 126B kg CO2 per annum and growing



From Lab to Latte.
100%
real coffee.

Coffeesai Solution

Made From Real Coffee



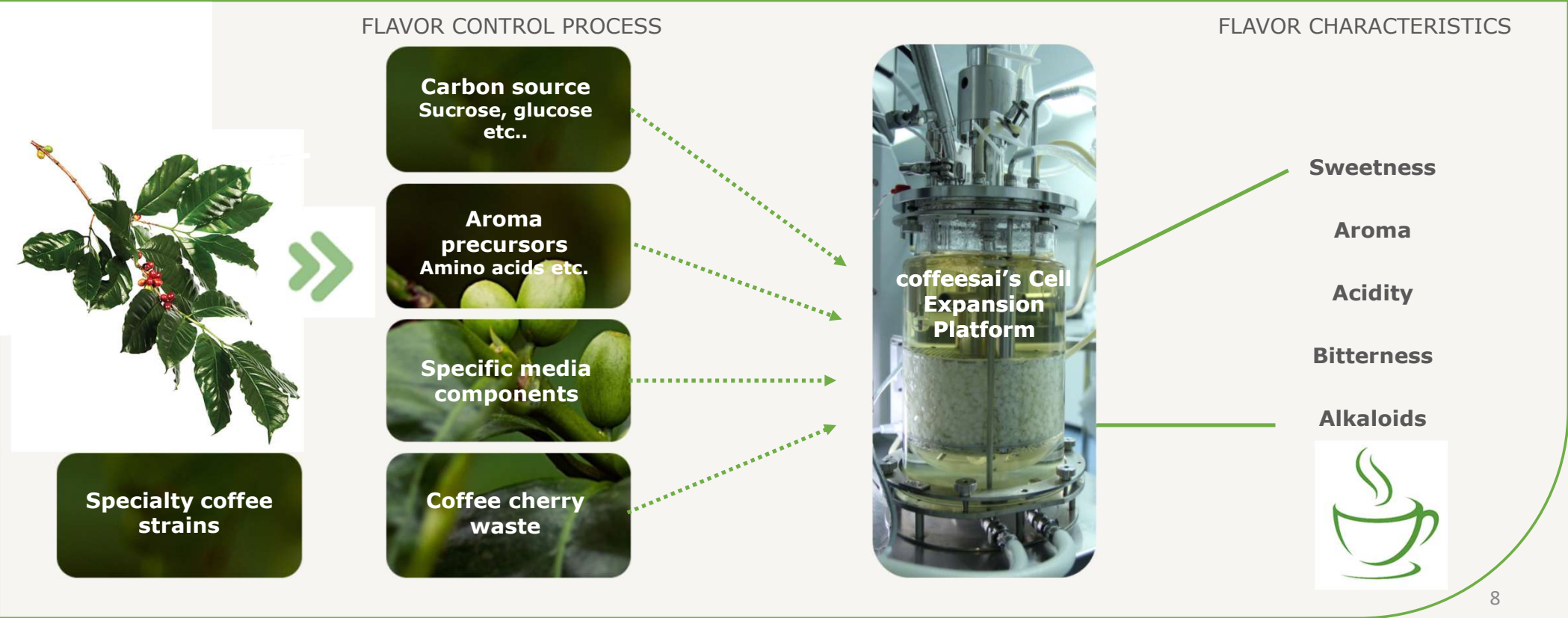
 coffeesai



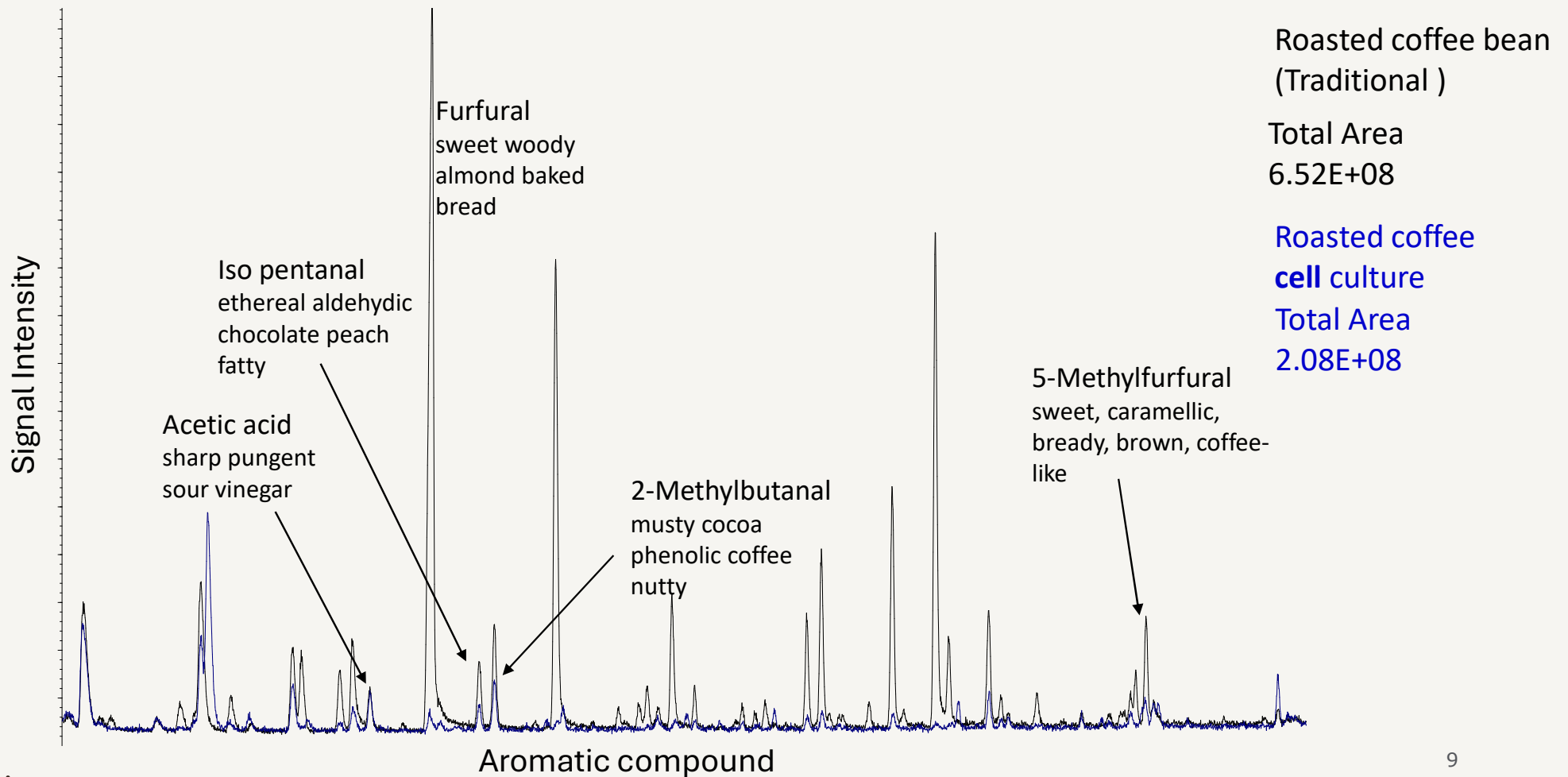


Production at Scale

Cell based coffee POC concept overview



Aromatic Profile Analysis- Overlay View



Prototype
March 2024



coffeesai's Strategy : Traction & Planed Milestones

Today



- *POC Coffee & roasting profile*
- *Regulation Gap assessment*
- *Cells bank line*
- *Key patent granted*

Year 1



- *Fundraising*
- *Bio Process & Scale*
- *Product Development & Flavor*
- *First collaboration*

Year 2-3



- *Safety approval*
- *First Scale*
- *Initial commercial sells*
- *Multiple partnerships*

Year 4-5



- *Revolutionize the coffee blend segment*
- *Develop Innovative Products: Healthy decaf; Heirloom revival*



What we look for

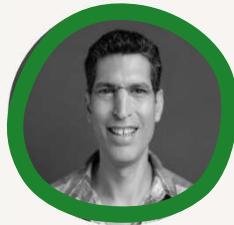
To scale our novel process to a profit, we are seeking a **business partner** with whom we can collaborate on further R&D, regulation, and production scaling

Team

[Management]



Ami Herman
CEO



Eran Ben Eliezer
Head of R&D



Raed Nahkly
VP Products



Lior Raviv
CTO Pluri Inc.

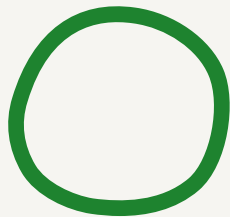


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Harnessing two decades of biotechnological **expertise**,
coffeesai's patented technology uniquely crafts coffee through
cellular agriculture, combining unmatched **eco-efficient scalability**
with assured confidence in cell behavior and integrity

From Lab to Latte.
100%
real coffee.



Thank You

Let's brew together

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