## NakedPak

Naked packaging for food products

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## We are drowning in single-use plastic

40% of all plastic waste is packaging



## Companies fund the products' end-of-life

UK ~ £1B in 2025 will be paid by food companies for recycling & disposal



### Health concerns

89% of EU citizens are concerned about the impact of plastic products on their health



## What if food had a natural skin?



# Cookable Food Packaging

Just like a peel

**Edible & dissolves** only in **hot** water (85°C, 185°F)

Dissolves in 3 minutes



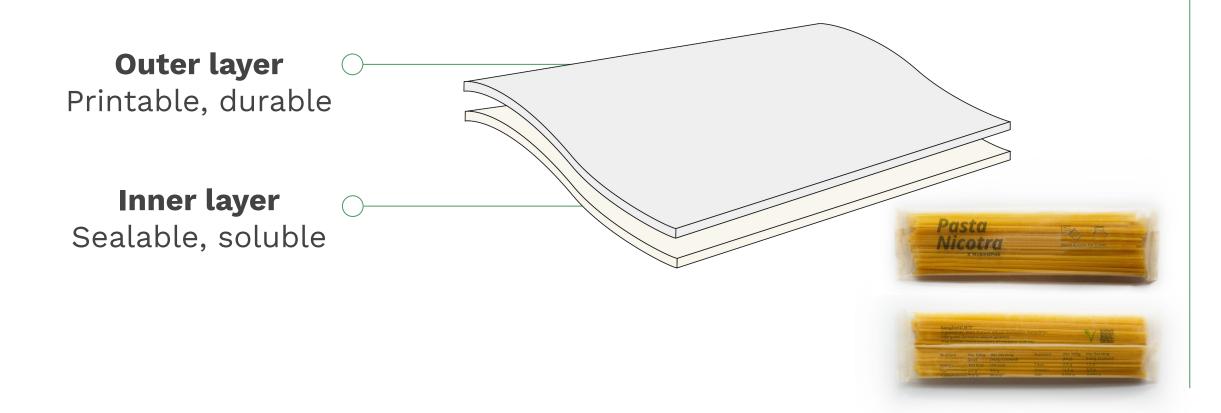








## Technology



#### More than a packaging:

- <u>Plug & play</u>: sealable, printable film.
- <u>Flavours and nutrients</u> can be incorporated into the film.
- <u>Patent pending</u> provisional submitted (11/24).
- Regulatory strategy: food contact, food grade.

## Market

TAM

\$60B

Global cooked food packaging market

Boiled | Microwaved Steamed | Heat w/ liquids

NakedPak dissolves seamlessly during heating and cooking

SAM

\$20B

Non-recyclable solutions

Multi-layer | Multi-material Food residues | Coatings Composite

Materials banned by Jan 2030 (EU and several US states)

US market

EU market \$5B

Ideal markets driven by regulation, demand and awareness



NakedPak's lowest hanging fruit:

\$1.2B

**Dry instant foods packaging** 

#### **Versatile applications:**

\$0.8B

\$21B

\$0.5B

\$18.5B

Frozen

**Outdoor** 



**Ready meals** 



Military



## Companies in active discussion

### Nomad Foods



**Barilla**®





Sustainability-driven food industry leaders







**Function-driven segments** 





Spacefood

**Health-forward food categories** 

## Competitive landscape

	NotPla UK	DisSolves USA	Xampla UK	<b>Evoware</b> Indonesia	Naked NakedPak Pak Israel
Products					<b>EVANCE</b>
Supply chain durability	X	X	X	X	Durable in humid & wet environments
Application	Beverages Paper coating	Beverages powders	Dry food pods Paper coating	Hand made sheets for local stores	Dry & frozen meals
Food industry fit	X	X	X	X	Plug&play with packaging machines
Nothing Left Behind	X	X	X	X	Primary packaging, designed to disappear

## Nakedpak's Roadmap

Current status

Pre-seed Q3 '25 - Q2 '26

Seed Q3 **'**26 - Q2 **'**28

Milestone	Prototype	MVP	Sales	
Key deliverables	Patent pending Lab scale production	Final formulation & recipe Pilot-scale production Secure design partnerships IP: file full patents, FTO Regulation readiness	Full-scale commercial production  Secure manufacturing partner Regulatory approvals  Complete IP protection  Distribution readiness	
TRL	4-5	6	8	
Budget	Secured: \$100K - angels \$65K - IIA grant	\$800K	\$5M	



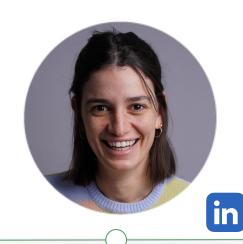
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## Team

Technology partners

**Foodlab** 

Food technology & industry lab



Naama Nicotra

Co-founder & CEO

Execution from zero
Team leading
Tech & innovation in
high-pressure
environments



#### **Isabel Goldberg**

Co-founder & CTO

15+ years in the flexible packaging industry

MSc, Chemical Engineering
& Biotechnology

ex-CTO - Mor Industries





**Nimrod Sheffer**Business & strategy



**Gil de-Picciotto**Food technology &
industry expert



Conrad Smits
Business impact

#### **to** / &

**Gal Milshtein** 

Mechanical engineer



**Roni Efrati**Bio-polymers



Technologist #1
Chemist

Joining post-fundraising

**Technologist #2**Bio-materials expert

Joining post-fundraising

#### Nakedpak is

## Fundraising

We are raising a \$800K round to complete our MVP and reach pilot readiness

#### **Current status:**

\$100K from angels - secured

\$65K grant of the Israeli Innovation Authority (Tnufa) - secured

#### **Use of funds:**

Full R&D Team - 2 technologists, senior polymer expert, mechanical engineer.

Lab & Testing - Formulation trials, performance and safety validation.

IP - File patent, secure freedom-to-operate, full strategy.

**Regulation Readiness.** 

Partnerships - design & manufacturing partners.

# The future is naked.

Join us: naama@nakedpak.com

