

FUDI PROTEIN

Pure, complete & regenerative protein from one of the most protein-rich crops per acre on Earth.



fudiprotein.com Madison, WI 

Highlights

- 1 We unlock one of the world's most functional & complete proteins, found in every leaf on Earth.
- 2 Proven, expert team, made up of former leaders at Impossible Foods, Eat Just, Every Co. & more.
- 3 Our supply chain and economics set us apart because we get our feedstock for FREE or super low cost.
- 4 Strong B2B early market interest from major players in baking, beverages, & ingredient industries.
- 5 FUDI Protein is a 1:1 replacement for egg white protein, with vast applications across food and bev.

- 6 FUDI Protein is sourced from regenerative alfalfa, one of the most protein-rich crops per acre.
- 7 Alfalfa is an extremely low-cost source of protein, and FUDI's process converts it to high value.
- 8 We plug directly into the alfalfa supply chain & add value to farmers' existing operations. Win-win.

Featured Investor



Tjerk Pieter Van Dijken
Syndicate Lead

Follow

Invested \$5,000

owner of Green Boy Group

"Green Boy, a global supplier of plant-based food ingredients, is on the forefront of the plant-based food reformation. Our mission is to be a driving factor in the supply chain to transition the food industry away from reliance and large scale production of dairy, meat and fish and move it towards a more sustainable, economical and nutritious use of plant-based food ingredients.

One of the most important ingredients in every food product is protein.

Insert Fudi Protein.

We strongly believe that Fudi Protein holds the key to unlock the change in the food system from which animal derived protein can be replaced, on a large scale and in a cost effective way, by a plant-based protein.

Fudi Protein utilizes Alfalfa, one of the most protein rich crops on earth, to extract RuBisCO protein. This protein is the superman amongst the plant-based proteins. RuBisCO protein has a PDCAAS score of 1, it is pure white, odorless, flavorless and highly functional.

Furthermore, it is paramount that the business is able to economically valorize the protein and its by-products during production. Fudi Protein has a unique business model that captures this. It harvests the Alfalfa and extracts the RuBisCO protein on site, at the regenerative farms, while simultaneously supplying the high value by-product, the

Alfalfa, to other surrounding farmers.

Green Boy strongly believes in the successful implementation of Fudi Protein hence we are honored to be the lead investor in Fudi Protein during the early investment stage and provide support through our market knowledge, expertise, international network and resources."

Team



Udi Lazimy CEO and Co-Founder

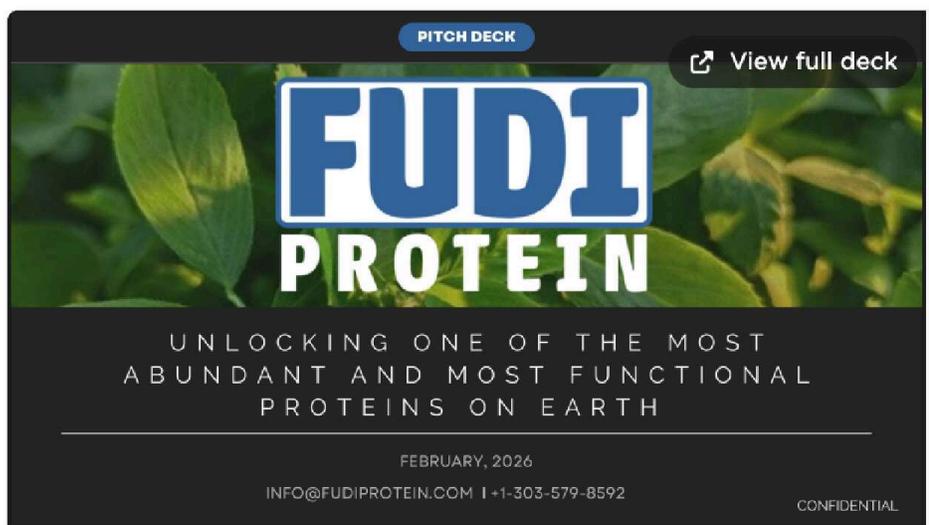
- 25 years leadership in food system (operations, sustainability, biz dev, policy) • Former Head of Supply Chain & Sustainability at Eat Just (launched Just Egg and added over \$10M to the bottom line) • MBA & MPA



Aniket Kale CTO and Co-Founder

- Former Dir of Technology at The EVERY Co. • Former Senior Engineer at Impossible Foods • Process development and scale-up expert • 20 years in sustainable foods and fuels concept to commercialization • PhD in Bioprocessing; dozens of patents

Pitch Deck



Invest in one of the world's most functional, complete proteins—hidden in plain sight—and powered by proprietary IP and a proven team of food and ag industry veterans bringing it to the B2B market.

What if we told you that cheap, abundant and functional proteins were hiding in plain sight, representing a multi-billion dollar opportunity?

FUDI Protein delivers one of the world's most abundant, complete proteins (**all 9 essential acids, found in every green leaf on the planet**) in a pure, highly functional, and cost-effective form, sourced from some of the most widely and sustainably grown crops on the planet.

Biochemically known as "RuBisCO", it is a 1:1 replacement for egg protein, has a complete amino acid profile, and is considered by many to be the "holy grail" of protein. We're bringing it directly to food industry leaders in applications ranging from bakery to confectionary to beverages to meat products. It's truly a remarkably versatile ingredient.

Why invest today, right here on WeFunder?

We want to make this clear from the very start so that you know **EXACTLY** what an investment today will mean for FUDI Protein and how joining the investor community will make it happen.

Your investment allows us to achieve critical milestones (multiplying your investment's impact):

\$50k



Produce samples of FUDI Protein for the food industry
Spread the word globally on WeFunder.

\$250k+



Produce FUDI Protein at pilot scale
Reach far more segments of the food industry

\$750k+

- 🏭 Begin commercial scale production of FUDI Protein
- 🤝 Build strong commercial partnerships

We get there with your [\\$250](#), [\\$500](#), [\\$1k](#), [\\$2.5k](#), [\\$5k](#), [\\$10k](#), [\\$50k+](#) investments.

We're super excited to give our community the opportunity to join the growth of FUDI Protein and have a piece of the pie through community equity fundraising.

Our margins, unit economics and (YOUR) potential ROI are phenomenal because we get our feedstock (the source of our protein) for low cost. Read below to learn more!

And scroll all the way down for a fairly comprehensive [FAQ](#) section

The Problem:

There is still NO complete protein on the market that mitigates against supply chain disruption, climate change & biodiversity loss while also providing great sensory experience, cost-effectiveness, and functionality:

- High solubility
- High water/fat retention
- Great emulsifying capacity
- Good gelling capacity
- Great foaming capacity

We need a solution NOW, but....

Despite attracting millions in capital, current plant-based and other alternative solutions fall short.

- **Less functional** than animal proteins due to limited amino acid profiles

- **Sensory challenges** (off-flavors, color, odor, texture)
- **Expensive** to produce

Our solution will change the way food is made.

VISION | FUDI Protein's proprietary technology unlocks and delivers a pure, complete, and cost-effective protein, sourced from some of the most widely and sustainably grown crops on the planet, providing a highly effective alternative to egg and dairy proteins as well as other plant-based proteins.

Our **expertise and experience** in the food and agriculture industries has taught us what works and what doesn't for a new, sustainable protein to succeed. Not only must it be functional (powerfully replaces animal proteins like eggs, whey, casein, butter, etc...) AND light on the planet, but it **MUST** be highly affordable and come from an efficient and highly abundant source.

Our solution is unique because it combines these critical components; that's why FUDI Protein and our team are poised to succeed.

A better, functional protein is available...
in **every green leaf on the planet.**

What is it, and where does it come from?

Biochemically known as "RuBisCO", it is a protein found in **every green leaf on Earth.**

RuBisCO is the "Ideal protein for human consumption. Applications are vast"

- Journal of Food Chemistry, September, 2023



"The Ideal Protein"

RuBisCO (the engine of FUDI Protein) is considered one of the most functional proteins ever discovered, with superior comprehensive performance to any other animal or plant-based protein. It's also a complete protein, with a full amino acid profile.



According to *The Journal of Food Chemistry* (2023), “Based on all its well-studied advantages, it is clear that RuBisCO may be regarded as the ideal protein for both human and animal consumption. The potential applications of this protein for the food industry are vast.”

RuBisCO is the only plant-based protein that is just as functional (if not more so in certain applications) as egg protein, and far more functional than soy protein or pea protein.

- **Colorless**
- **Odorless**
- **Flavorless**
- **Complete Protein** (all 9 essential amino acids)

- Pure, 1:1 replacement for egg white protein

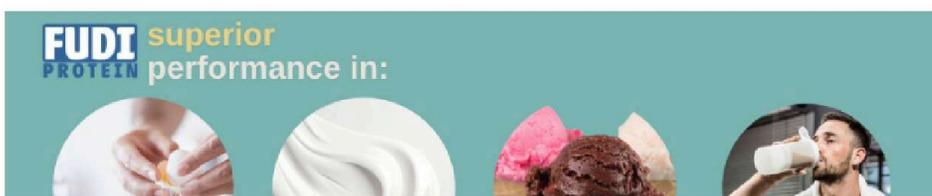


FUDI Protein checks the boxes that a functional protein needs to check, including the super important “sensory” elements of **neutral color, flavor and odor**.

RuBisCO is the only protein that checks all boxes

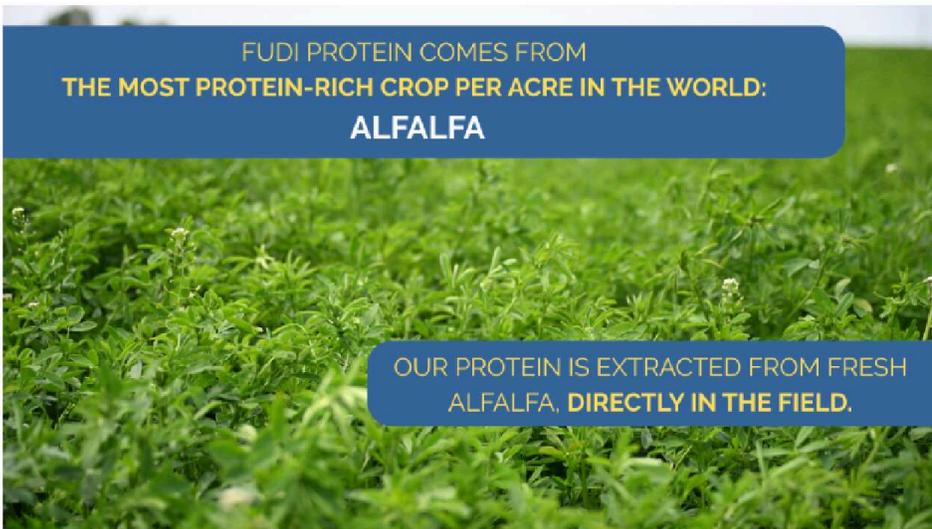
Protein	Foaming	Gelling	Emulsifier	Water Binding	Solubility	Digestibility	Amino Acid Profile	Allergenicity
RuBisCO	😊	😊	😊	😊	😊	😊	Complete (All 9 EAA)	Very Low Risk
Whey Protein	😊	😐	😐	😐	😊	😊	Complete (All 9 EAA)	Dairy Allergen
Egg White Protein	😊	😊	😊	😐	😐	😊	Complete (All 9 EAA)	Egg Allergen
Pea Protein Isolate	😞	😞	😐	😐	😐	😐	Complete (Low in Methionine)	Low Risk
Soy Protein Isolate	😐	😐	😐	😐	😐	😐	Incomplete	Soy Allergen

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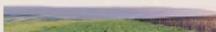


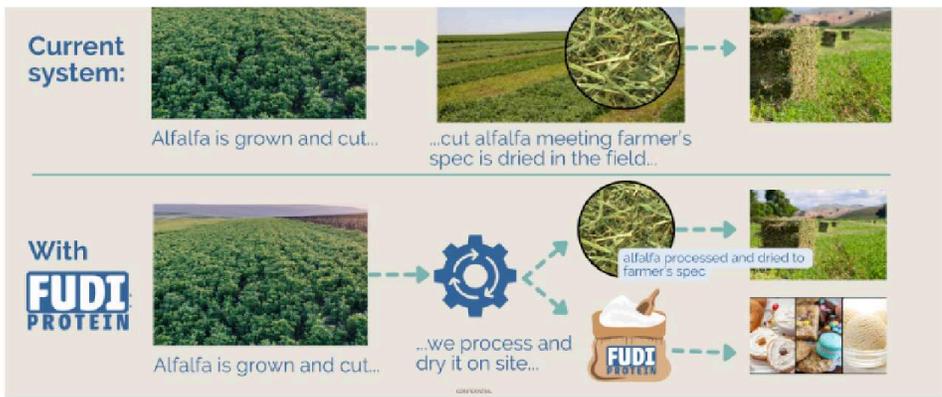
So, where do we get it from?



We extract our protein from alfalfa in **mobile processing units** directly in the field, immediately after harvest. Thus, we achieve incredible extraction efficiency from super protein-rich biomass and minimize both the cost of extraction and the environmental impact from transportation.

We plug directly into the existing alfalfa supply chain.





We have incredibly profitable unit economics.

What remains after protein extraction retains value for the farmers that provide us with alfalfa.

SO they provide alfalfa to us for extremely low cost (**or even for free**).

More about our **financially efficient, farmer-focused supply chain** below...but first:

Who are we?

Our Team: 40+ yrs experience from former leaders at the top food-tech companies.



Udi Lazimy, MBA, MPA -CEO

- Former Head of Supply Chain & Sustainability @ Eat Just (launched Just Egg and saved the company over \$13.5M/yr in supply chain dev costs)
- Agronomics and Sustainable Agriculture Expert
- 25 years leadership in food system (operations, sustainability, biz dev, policy)
- MBA in Sustainable Business, MPA in Public Policy



Aniket Kale, PhD -CTO

- Former Dir of Technology @ EVERY
- Former Senior Engineer @ Impossible Foods
- Process Development and Scaleup Expert
- 20 years in sustainable foods and fuels concept to commercialization
- PhD in Bioprocessing; dozens of patents

FUDI PROTEIN



IMPOSSIBLE™

EVERY
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BEYOND MEAT™

gfi / Good Food Institute.

In addition to the most functional protein in the world, our team is our other differentiator: A PhD former Director of Protein Engineering at Impossible Foods, head of protein scale-up at Eat Just and Director of Technology at Every Co., Aniket brings greater expertise and experience to the protein space than most.

And Udi's 20+ years of experience leading supply chain, agricultural systems and CPG innovation adds to a perfect team to disrupt the challenged protein industry.

Our team is prepared to avoid past pitfalls of the alternative protein industry and successfully bring this protein to the food industry at scale.

We've seen firsthand what works and what doesn't at the world's largest, most successful and most valuable alternative protein companies, from the earliest days of the industry.

With that 1st-generation alt-protein development and market expertise, we're leading the 2nd generation of alternative protein that could blow away anything available on the market today for food and beverage manufacturers.

Future projections are not guaranteed.

FUDI PROTEIN'S RUBISCO PROTEIN HAS MANY COMPETITIVE ADVANTAGES:

1. **Pure:** Colorless (pure white), flavorless and odorless.
2. **Complete Protein:** All 9 essential amino acids, excellent nutritional profile and digestibility.
3. **Highly Functional:** Great emulsifier, gelling and foaming agent, water soluble, great water and fat retention, etc...
4. **Economical:** Low-cost existing feedstock and monetized co-product.
5. **Existing Feedstock Infrastructure:** We don't have to create the supply.
6. **Highly Sustainable:** Low CO₂ and H₂O impact, sourced from a regenerative, perennial crop.

Our unit economics make this investment a no-brainer.

- We don't have to build our own supply chain from scratch...it's already one of the most heavily produced crops on the planet, so we save A TON of money on operations.
- The alfalfa that remains after we extract FUDI Protein is valuable to farmers and to the alfalfa market; it's a highly consistent co-product that saves farmers the cost of processing it themselves (such as drying it).

That last point is super important, because...

...Because the value of the post-processed alfalfa that we give back (or in some cases, sell) to farmers is high for many reasons, farmers are lining up to provide us with vast quantities of raw alfalfa at incredibly low prices, thus allowing us to operate with **EXTREMELY LOW COST OF INPUTS (COGS)**.

90% of our Cost Of Goods Sold (COGS) is recovered by the sale of valuable biomass residue after protein extraction.

Financial projections:

We project phenomenal margins and profitability within the first 3 years of operation.



2-3x ARR

Annual Recurring Revenue Growth Projected In Yrs 2-5



75%+

Sustained Gross Margin by Year 3



Net Operating Profitability
by Year 3

A lower cost, highly functional and sustainable alternative could disrupt the \$85B+ protein market.

By Yr 5: **\$100-\$120M** annual revenue

Rapid adoption in egg replacement & expansion across high-functionality protein categories.

By Yr 8: **\$500M - \$1.5B+** annual revenue

With major strategic manufacturing partners & rapid scale-up, and a few large anchor customers

Long term: **\$5B-\$10B+** annual revenue

RuBisCO becomes a major protein category and FUDI is one of the dominant suppliers.

FUDI Protein isn't another alternative protein

FUDI Protein isn't another alternative protein — it's an entirely new functional protein category.

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FUDI
PROTEIN

Forward-looking projections cannot be guaranteed.

Like we said, it's a no-brainer.

Our supply chain sets us apart...and makes this a financial and sustainability home run.



This is Doug.

Doug is an alfalfa and dairy farmer in Wisconsin, and like many farmers, he's always looking for new ways to innovate. He grows a LOT of alfalfa, and not only is his soil rich and full of biological activity as a result, but his farm is renowned for embracing data-driven technologies that ensure optimal efficiency and minimal environmental impact.

Like thousands of farmers just like him, Doug grows alfalfa that is super rich in protein, and he knows that partnering with FUDI Protein can **maximize the value of what he already grows** for both the food industry and for agriculture.

That last point in the slide above ("... what remains after protein extraction is highly valuable to them") is super important and unlocks our no-brainer economics.

FUDI Protein adds 70-80% value over cost of feedstock.

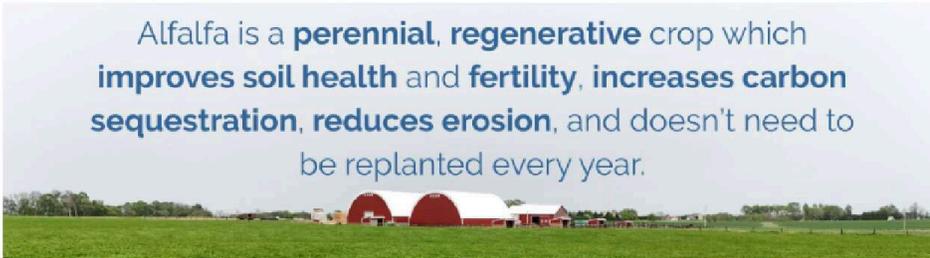
Avg. Cost of 2,200 lbs

FUDI Protein +
Sidestream
Value from
1 MT Alfalfa

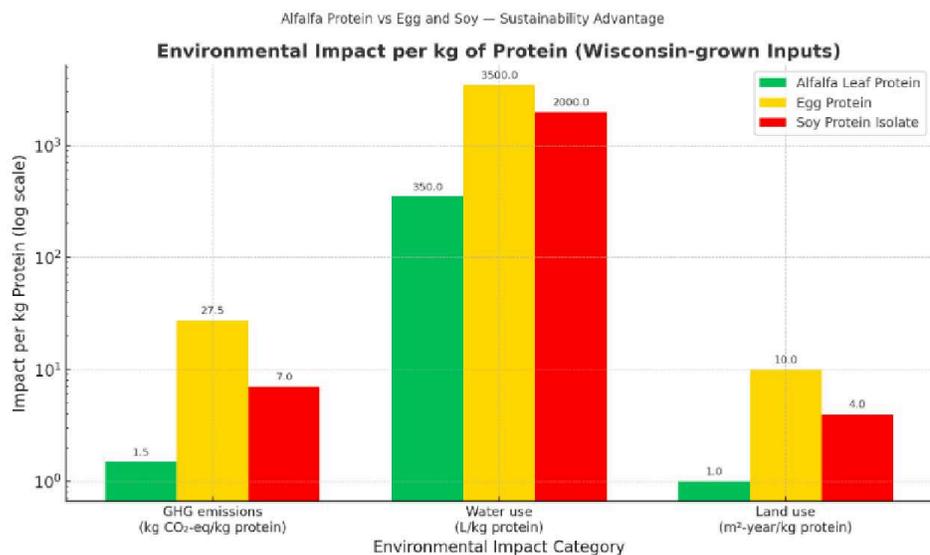
FUDI Protein Value from 2,200
lbs of Alfalfa: >**\$720**



Highly sustainable and regenerative



FUDI Protein's alfalfa-derived, functional RuBisCO protein is far more sustainable than egg protein or soy protein, emitting far less GHG's, using less water, and requiring less land to produce an equivalent amount of protein.



We have strong early market traction

Major players in baking, beverages, ingredients and proteins are already expressing strong interest in commercial partnership.

Our B2B go to market strategy is built on our strong relationships with many of the world's largest food manufacturers, which can make a huge beneficial environmental impact by transitioning to using FUDI Protein.

We have multiple target industries that we are already talking to:

B2B distributors and manufacturers using egg

and dairy protein are our initial target market.

Now is the perfect time due to recent egg supply disruption.

Example Representative B2B TARGET Partners

INGREDIENT DISTRIBUTORS

PROTEIN INGREDIENT DISTRIBUTORS



BAKING AND CONFECTIONARY INDUSTRY

BREAD, SNACKS, CAKES, CONFECTION MANUFACTURERS



MEAT ANALOGUES

PLANT-BASED & CONVENTIONAL MEAT MANUFACTURERS



DAIRY ANALOGUES

CHEESE, MILK, YOGURT & ICE-CREAM



EMULSION INDUSTRY

MAYO, SAUCES, DRESSINGS, ETC...



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And many startups that have raised tens of millions of dollars in the last 12-18 months are knocking on our door to get access to our protein which can make their products succeed (functionally and economically).

We're profitably poised to disrupt the \$100B+ ingredient industry, starting with the \$60B+ protein market.

AI tools help us rapidly identify the most appropriate applications for our protein...and the companies that can greatly benefit from using it.

FUDI uses AI tools to match our protein's powerful functionality to companies, products and tailor protein functionality to customer needs, fast-tracking R&D, formulation, and go-to-market strategies with major food companies.

Early, discounted investment opportunity:

FUDI is raising funds to:

- Scale production
- Complete commercial trials with major food players
- Bring FUDI Protein to market

WITH SPACE RESERVED IN THIS ROUND FOR NEW INVESTORS.

Specifically:

This round's investments will be used for

This round's investments will be used for:



THANK YOU FOR JOINING US AND PARTICIPATING IN THE GROWTH OF THE FUTURE OF FOOD!

FREQUENTLY ASKED QUESTIONS (FAQ):

Product and Technology

1. What is RuBisCO, and how is it different from other plant proteins (pea, soy, rice)?

RuBisCO (Ribulose-1,5-bisphosphate carboxylase/oxygenase) is the most abundant and highly functional protein on Earth, found in every green plant leaf. Unlike other plant proteins (pea, soy, rice), RuBisCO is completely flavorless, colorless, and odorless, making it ideal for clean-label food applications. Our experience is that it offers superior functionality, including high solubility, gelling, foaming, emulsification, and water retention, making it a true 1:1 replacement for egg white protein. Our RuBisCO protein is derived from protein-rich alfalfa using a proprietary, scalable extraction process designed to maximize purity and performance.

RuBisCO is a complete protein, with all 9 essential amino acids and is highly functional in food applications (emulsification, binding, gelling, foaming, high solubility, etc...). This is not true for other seed-based proteins, such as soy, pea, chickpea, fava, lupin, etc... The seed proteins have various types of storage proteins, specifically various globulins, with various functional "abilities", but none has it all. RuBisCO does. Working at Eat Just for 7 years (and my co-founder at Impossible Foods, JUST and

Every Co), it was clear that these seed proteins simply suck at doing things we use eggs for. But RuBisCO is a 1:1 egg white protein replacement, as it mimics albumin in functionality. We're not competing with other plant proteins....we're competing with eggs, whey, casein, etc...

2. How does FUDI's RuBisCO match the functionality of egg white protein (gelling, foaming, emulsification)?

FUDI's RuBisCO has been scientifically validated to offer the same key functional properties as egg white protein due to its unique protein structure. These properties have been tested and confirmed through internal R&D, pilot trials, and third-party evaluations. Our protein demonstrates superior performance in baking, beverages, dairy alternatives, and plant-based meats, offering a reliable 1:1 replacement.

3. What makes FUDI Protein's RuBisCO unique?

The primary differentiator is that **our unique extraction tech, which allows us to make a protein that is pure - colorless, flavorless, odorless.** The biggest ingredient companies are asking for something better than what they've sampled so far from other sources. And our protein has a great nutritional profile and very high PDCASS score.

However, the other unique element is in the supply chain. We're:

- **Cheap** because our feedstock is super cheap due to the proximity to existing supply and the valorization of the coproduct/post-extraction biomass (farmers are giving us the alfalfa at first for free because it's so abundant and they get value from what's left after we extract some of the protein).
- **Fast** because we plug directly into an existing supply chain of protein-rich alfalfa
- **Fresh** because we process biomass in the field directly from harvest
- **Low carbon and water impact** because we don't have to grow our own feedstock for the protein, our crop is **regenerative and perennial**, we don't have to transport it far distances, and we rely primarily on rain-fed irrigation in the Midwest.
- **Efficient** because we use the most protein-rich commercial

crop cultivated on Earth.

4. Is the technology patented? What is your IP strategy?

FUDI Protein's extraction process is protected by proprietary technology and is currently patent-pending. Our IP strategy includes securing method patents on our extraction process, formulations, and unique applications of RuBisCO in food and beverage products. We prioritize strong IP protection to maintain a competitive advantage.

5. Do you use discarded biomass for protein production, or is it material that is commercially grown for market?

NO, we do not use discarded or residual biomass for protein production. Our business model relies on working with farmers to plug into their commercial alfalfa production supply chain, utilizing the alfalfa that they grow specifically for us and for feed.

6. How does the mobile processing model work? Are you developing this technology in-house or partnering with a manufacturer?

FUDI's mobile processing units are designed to operate directly at alfalfa farming sites, reducing transportation costs and maintaining protein quality by processing fresh biomass immediately. We have developed a prototype in-house and are refining the model with engineering partners. Our scalable approach allows for efficient decentralized production.

7. What are the environmental benefits of your protein compared to traditional plant and animal proteins?

FUDI's RuBisCO is derived from alfalfa, a perennial, nitrogen-fixing crop that regenerates soil, requires no chemical fertilizers, and is highly water-efficient. Our mobile processing model further reduces carbon emissions by eliminating long-distance transport of raw biomass. Compared to animal proteins, RuBisCO has a dramatically lower carbon footprint, water usage, and land use.

8. What is the co-product produced during your process? What are its potential uses and value?

Our process generates a highly consistent alfalfa co-product with customizable moisture levels, optimized nutritional content, and flexible formats (pellets, powder, flakes). This co-product can be used as a high-value feed ingredient for livestock, a soil conditioner, or even a natural fertilizer, creating a circular value chain for alfalfa producers.

9. Which farmers are you partnering with? Are these partnerships secured by contracts?

FUDI has established relationships with leading alfalfa growers in the United States, including renowned sustainable farms from California to Wisconsin. We are in the process of formalizing supply agreements with these partners to ensure a secure, scalable supply chain.

Market Traction and Commercial Strategy

10. How much are you raising in this round, and what is the target valuation?

FUDI Protein is raising up to \$1.2M in this pre-seed round at a \$3 million valuation cap. These funds will be used to scale pilot production, complete commercial trials with major food partners, and accelerate market adoption.

11. What will the funds be used for?

Funds will be allocated to pilot production expansion, technology optimization, regulatory approvals, customer acquisition, and team growth. Our focus is on proving commercial viability and scaling production.

12. Have you secured any commercial partners or LOIs? Can you name them?

We are in active discussions with leading baking, beverage, and protein companies, with several NDAs in place and LOIs on the way. Names can be disclosed under NDA.

13. How will you scale production to meet customer demand?

We will scale by expanding our network of mobile processing units at alfalfa farms, coupled with a centralized processing facility for final refinement and packaging. Our scalable model reduces logistics costs and maximizes production efficiency.

14. Are there any safety or regulatory certifications

for FUDI Protein (FDA, GRAS status, etc.)?

FUDI Protein is pursuing GRAS (Generally Recognized As Safe) status with the FDA and conducting extensive safety and allergen testing to ensure compliance with U.S. and international regulatory standards.

15. How do you ensure consistent quality and performance of RuBisCO across different batches?

We maintain strict quality control protocols, including standardized processing parameters, regular batch testing, and customer feedback monitoring. Our decentralized mobile processing model also ensures freshness and consistency.

16. Who are your direct competitors in the plant protein space, and how do you stand out?

Competitors include pea, soy, and other plant protein suppliers, as well as emerging next-gen proteins (microbial, precision fermentation). FUDI stands out with a unique RuBisCO protein offering superior functionality, flavor neutrality, and a scalable, regenerative production model.

However, it's important to point out that our primary target is the egg and other animal protein ingredient industry.

17. What are your projected financials (revenue, margins, and profitability timeline)?

We project achieving gross margins of 60% by Year 3, with \$10 million in revenue by Year 5, driven by scalable production, strong customer demand, and optimized cost structure. *Future projections are not guaranteed.*

18. Compared to Soy, how can alfalfa have the most protein per acre?

When considering the entire plant, including leaves, stems and seeds, alfalfa has more protein than soy, peas, or other legumes. See the Journal of Economic Botany:

<https://link.springer.com/article/10.1007/BF02904274>

Protein per hectare vs soya and peas

Soya: 29.5% protein, 14.5% moisture; 50 bushels (3000 lbs) per acre: **935 lbs protein per acre**

Alfalfa: 20% protein, 5 MT (11,000 lbs) dry matter per acre =

2,000 lbs protein per acre

Alfalfa:

- Alfalfa's high protein content, combined with its yield, makes it a leading protein source for animal feed. A good yield of 5 tons of dry matter per acre, with a 20% protein content, translates to 2,000 pounds of protein per acre.

Soybeans:

- Soybeans also produce protein, but not at the same rate as alfalfa. A soybean yield of 50 bushels per acre results in approximately 935 pounds of protein per acre.

**PLEASE SEND US ANY ADDITIONAL
QUESTIONS!**

Downloads

 [FREQUENTLY ASKED QUESTIONS FAQ .pdf](#)