The livestock industry demands an extensive amount of environmental resources.
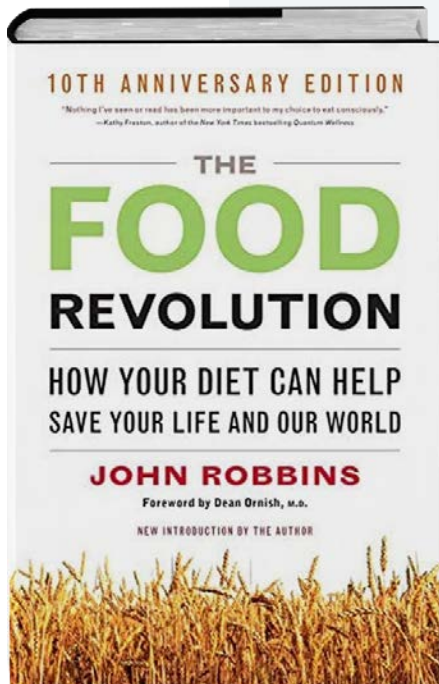
Global meat consumption, World, 1961 to 2050
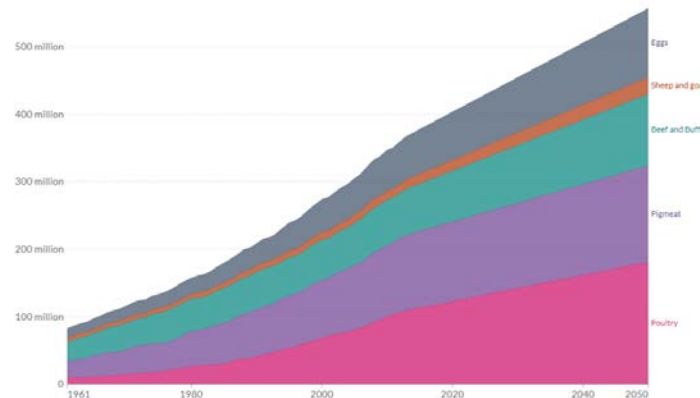Expressed in tonnes of meat. Data from 1961-2013 is based on published FAO estimates; from 2013-2050 based on FAO projections. Projections are based on future population projections and the expected impacts of regional and national economic growth trends on meat consumption.

Source: UN Food and Agriculture Organization (FAO)

Due to the growing global population and increased income in developing countries, **the Earth cannot meet the meat consumption needs which are expected to soar.**

Farmland	**75%**
Fresh water	**33%**
Loss of biodiversity	**30%**
Global greenhouse gas emissions	**14.5%**
Contribution to the farms in the destroyed Amazon rainforest	**75%**

The vegetarian market in Korea is still in its early stages.

Population

A growing population who sympathize with vegan values and adopt plant-based lifestyle

Problems that make plant-based lifestyle difficult in the early stages of market formation

2 Mn

0.5 Mn

Time
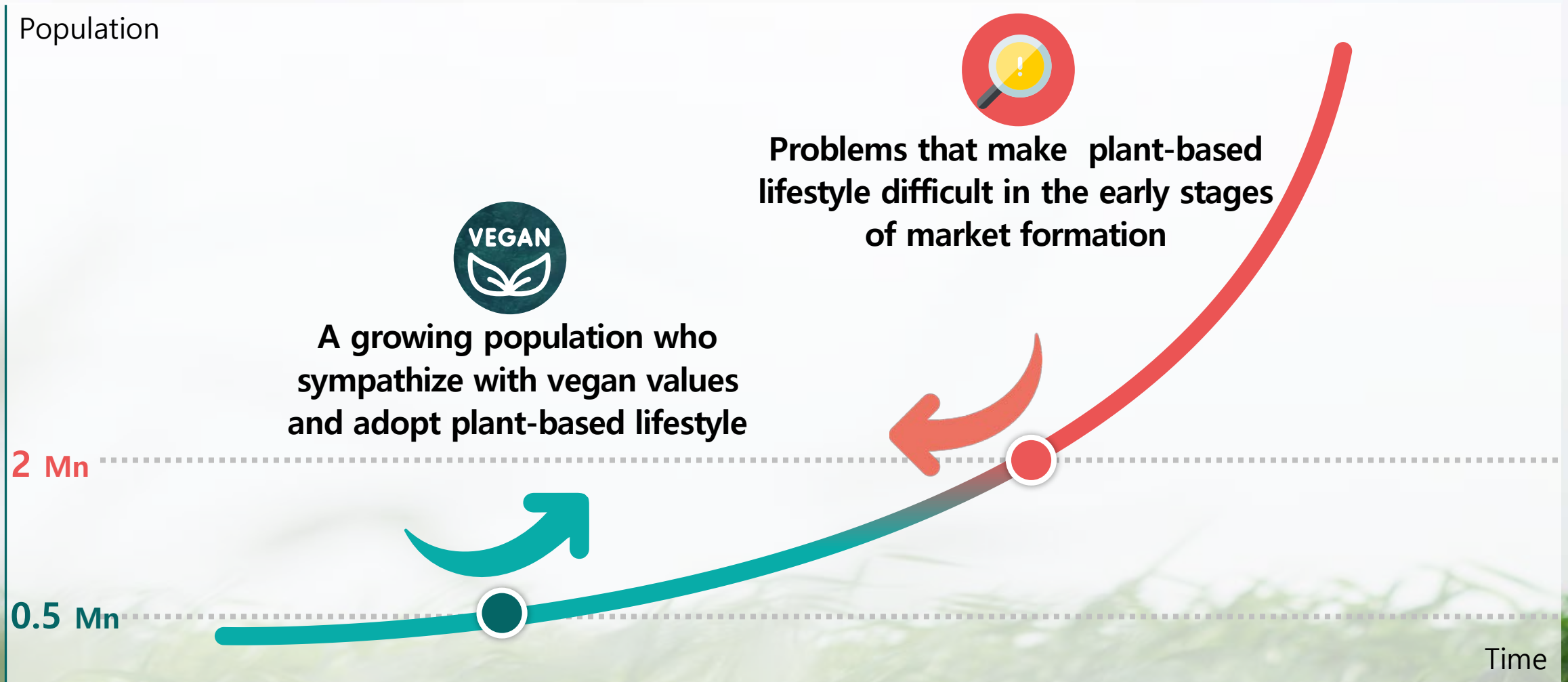
Problems in the vegan ecosystem

Very few number of vegan restaurants to eat out

Difficult to find out the ingredients when purchasing vegan products

Lack of information on vegetarianism

Vegefeed:
Vegan Lifestyle Vertical Platform Content, Community and Commerce all at once

Menu-oriented data collection

Formed specialized commerce with approved vegetarian ingredients

Vegetarian content & community formation

1. Vegan Restaurant Curation

Information curation for vegan restaurants

- ✅ We collect and provide the data on restaurants serving vegetarian dishes.

- ✅ We started a project for introducing great restaurants.

- ✅ We post food content that captivates viewers' eyes and excites their sense of taste.

- ✅ We also collaborate with restaurants on promotional events to offer discounts to patrons.
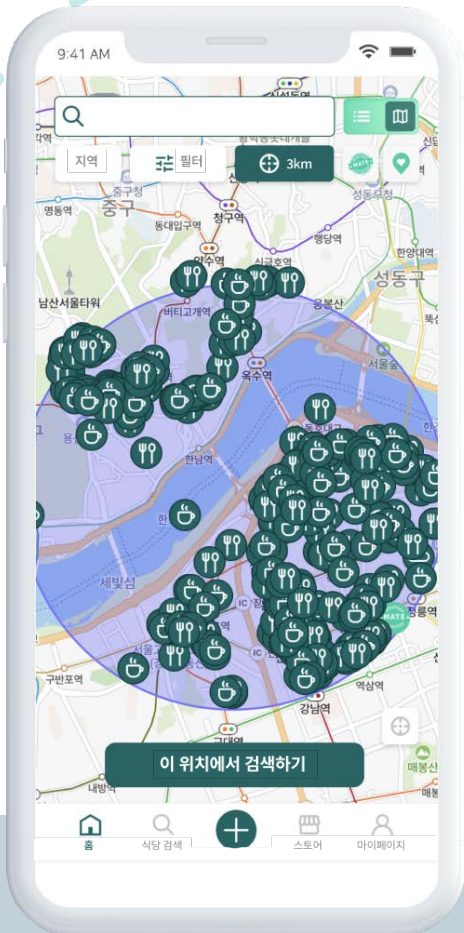
Vegan restaurant content & promotion

- ✅ Providing detailed informational content on vegan restaurants

- ✅ Promotional events such as discounts and complimentary dishes

7
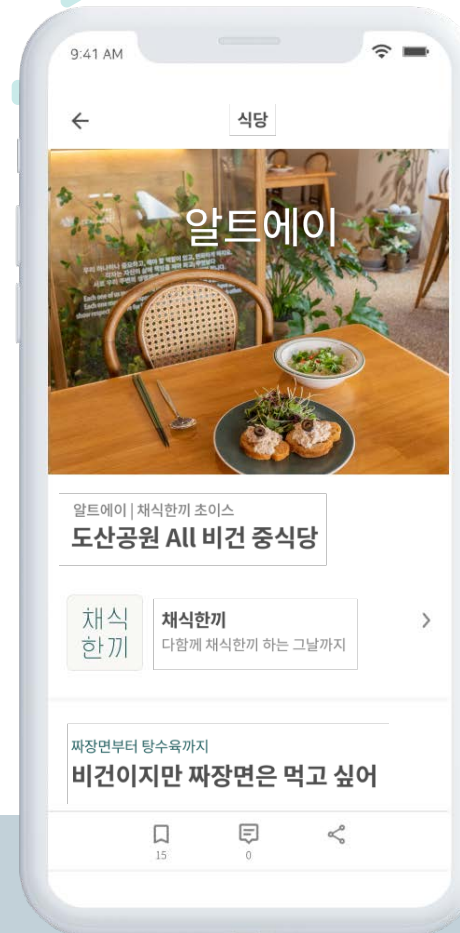
2. Vegan Shopping Mall
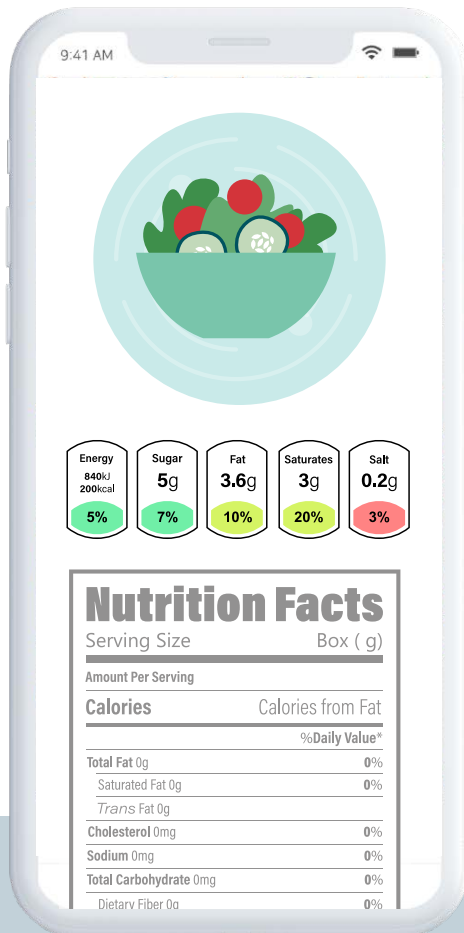
Process for checking vegan ingredients

✓ Eliminated customers' time to check ingredients through our own process
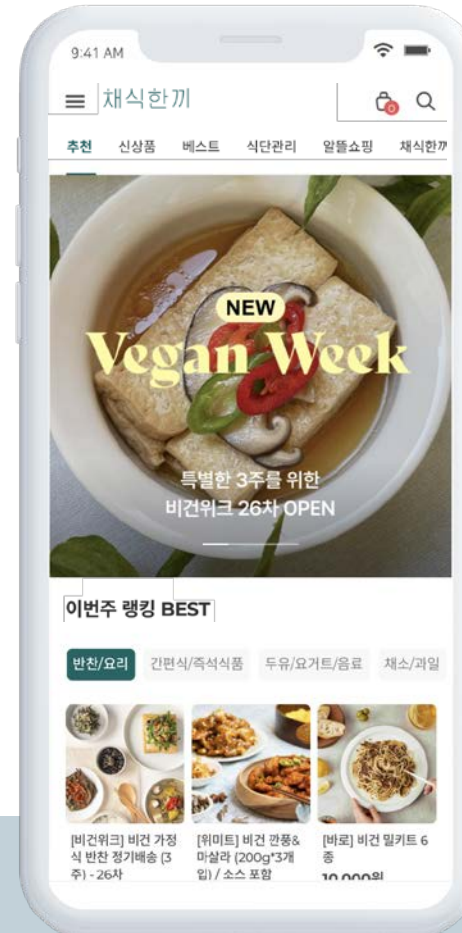
Formation of specialized commerce for vegan products

✓ Shortened customers' time to search for vegan products through specialized commerce

8

3. Contents and Communities
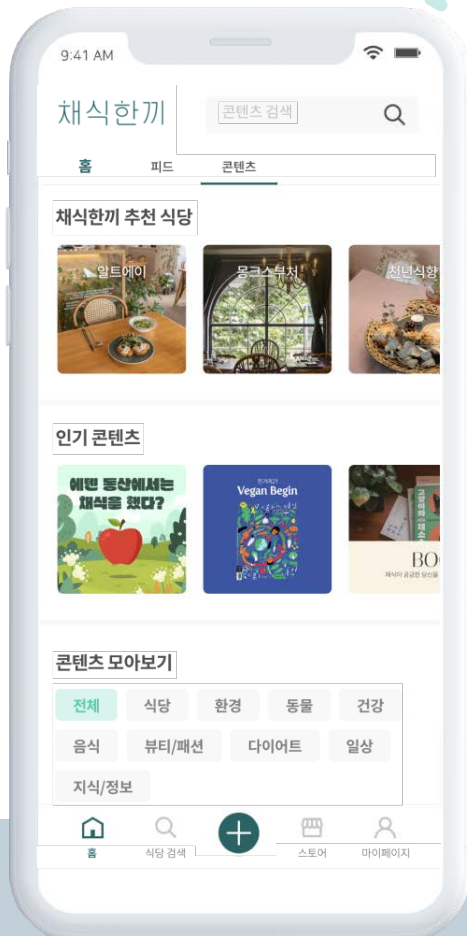
Publishing content related to recipes, health, and lifestyle

Managing online & offline communities

Inducing behavioral changes in users by forming a platform and through data

Post vegetarian feed

**Collect environmental impact points
Earn points for Vegefeed Mall**

Purchase products using Vegefeed mall points

10
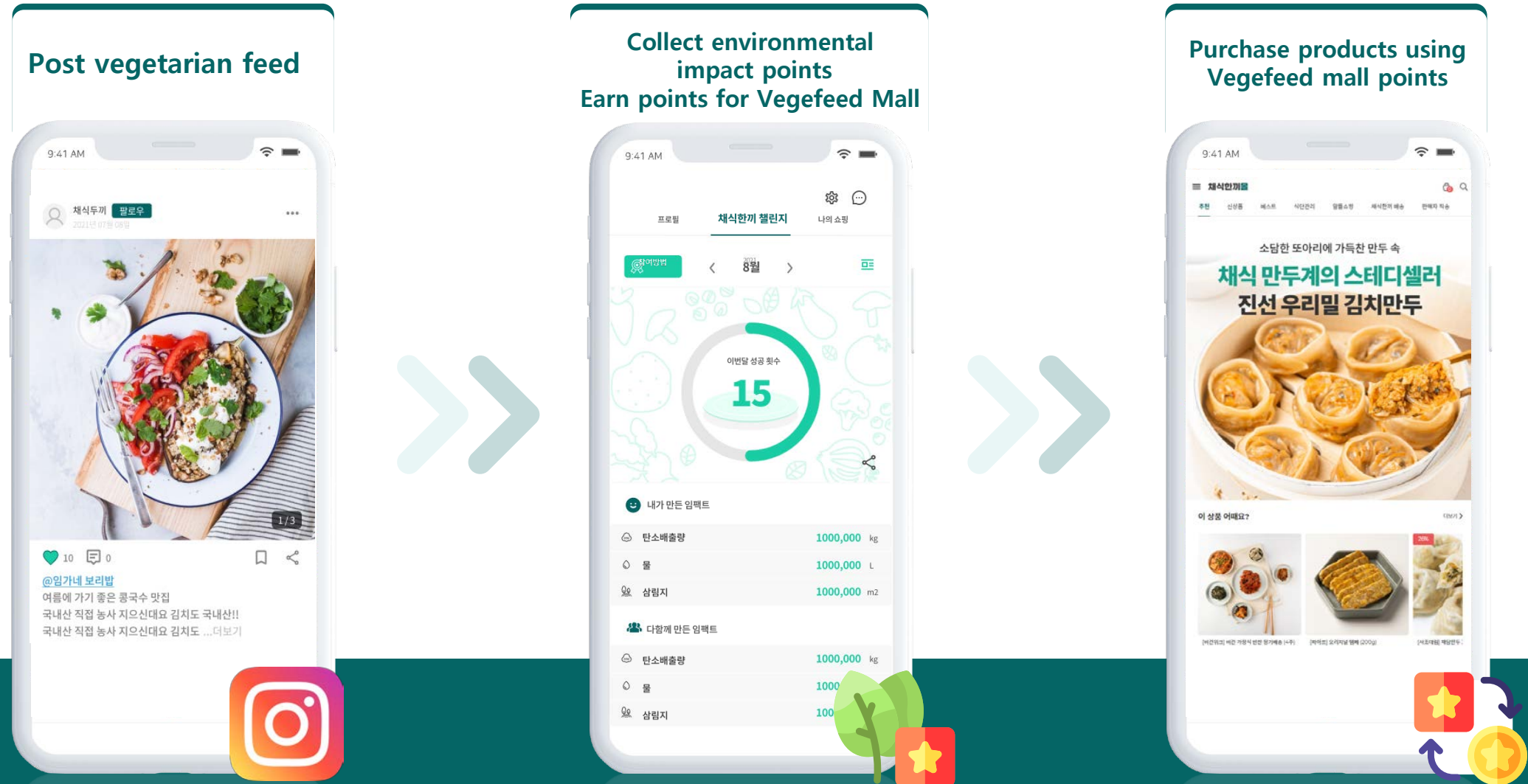
Commerce, advertisement, and data

Acquire information/
Purchase products/
Purchase restaurant coupons

Provide information/
Form communities

Consumer

Restaurant
information (PR)

Visit
restaurants

Join

Purchase

**Product
manufacturer**

Community

Information

Content

Commerce

Purchase B2B products

Provide information
Register restaurant
menu coupons
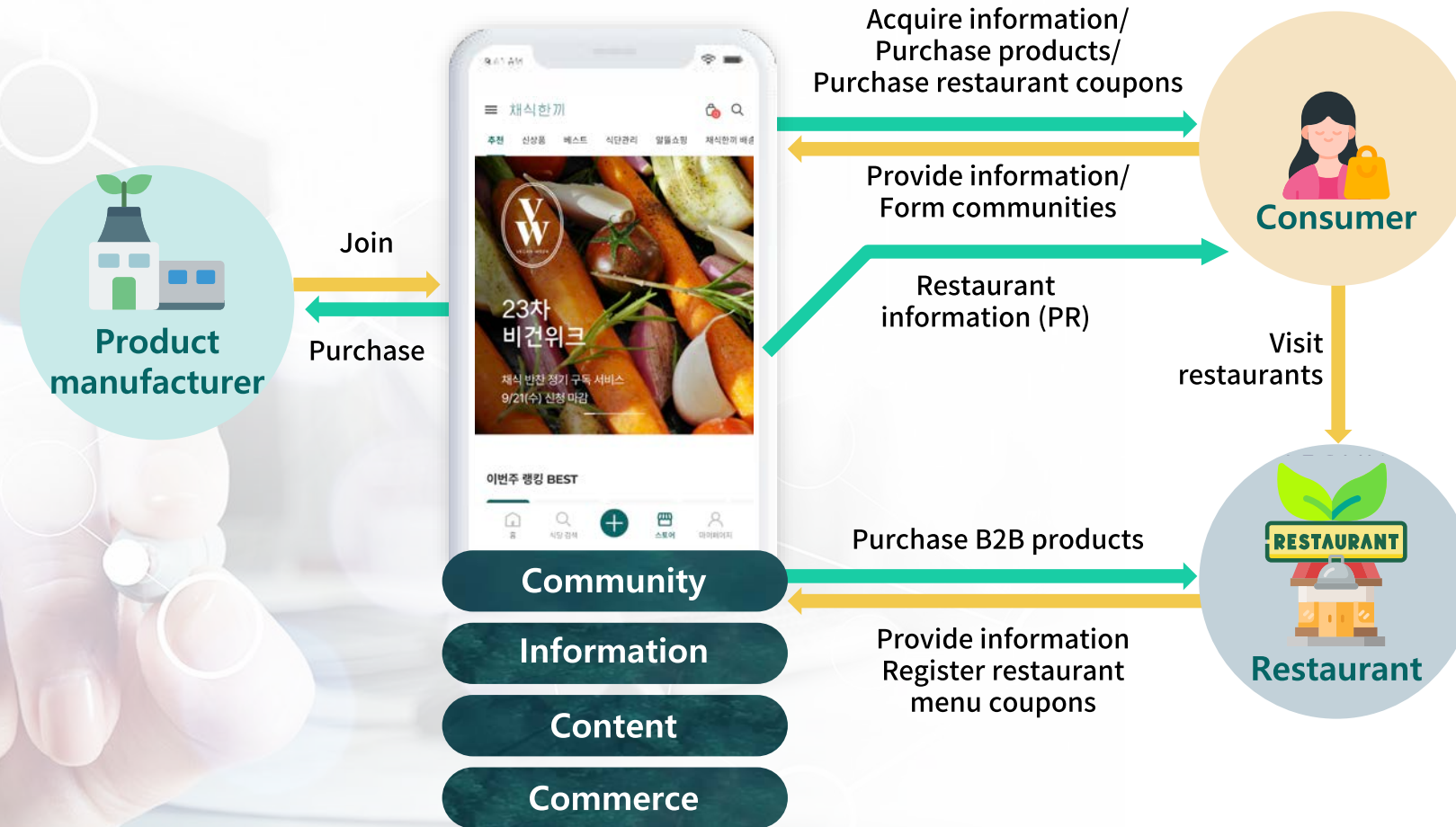
Restaurant

1 Advertising
(restaurants/vegetarian product manufacturers

:Publicize restaurants/products
on the platform

2 Commerce
(B2C consumers, B2B restaurants/zero-waste
shops/enterprises)

: Sell vegetarian products to
consumers (distribution, product PB
production)

3 Data (B2G institutions)

: Provide information on
vegetarian restaurants to public
institutions and distribute the
content to the public

Differentiation
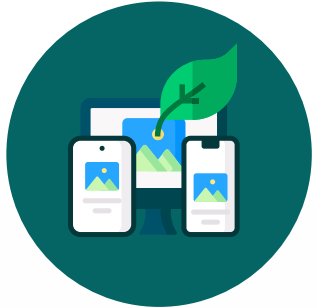
One-stop solution
Only integrated solution in Korea that solved the vegan lifestyle problems through one platform

Big data collection ecosystem
With the largest number of users in Korea, many reviews are quickly accumulated on vegan restaurants and products

Community-based Network Effect
Establishing a network effect based on online/offline communities

채식한끼

Brand
Brand focusing solely on vegetarianism to solve problems and deliver values

We expand our target market in order of vegetarians, flexitarians, and the general public.

3rd target market

(51 mil people/21.216 trillion KRW)

2nd target market

(4 mil people/11.68 trillion KRW)

1st target market

(120,000 people / 700 billion KRW)

TAM
General public

SAM
Flexitarians
(pesco, etc.)

SOM
Vegetarians
(Vegan, lacto,
lacto-ovo, etc.)

＊See Appendix 1 | Vegan Market
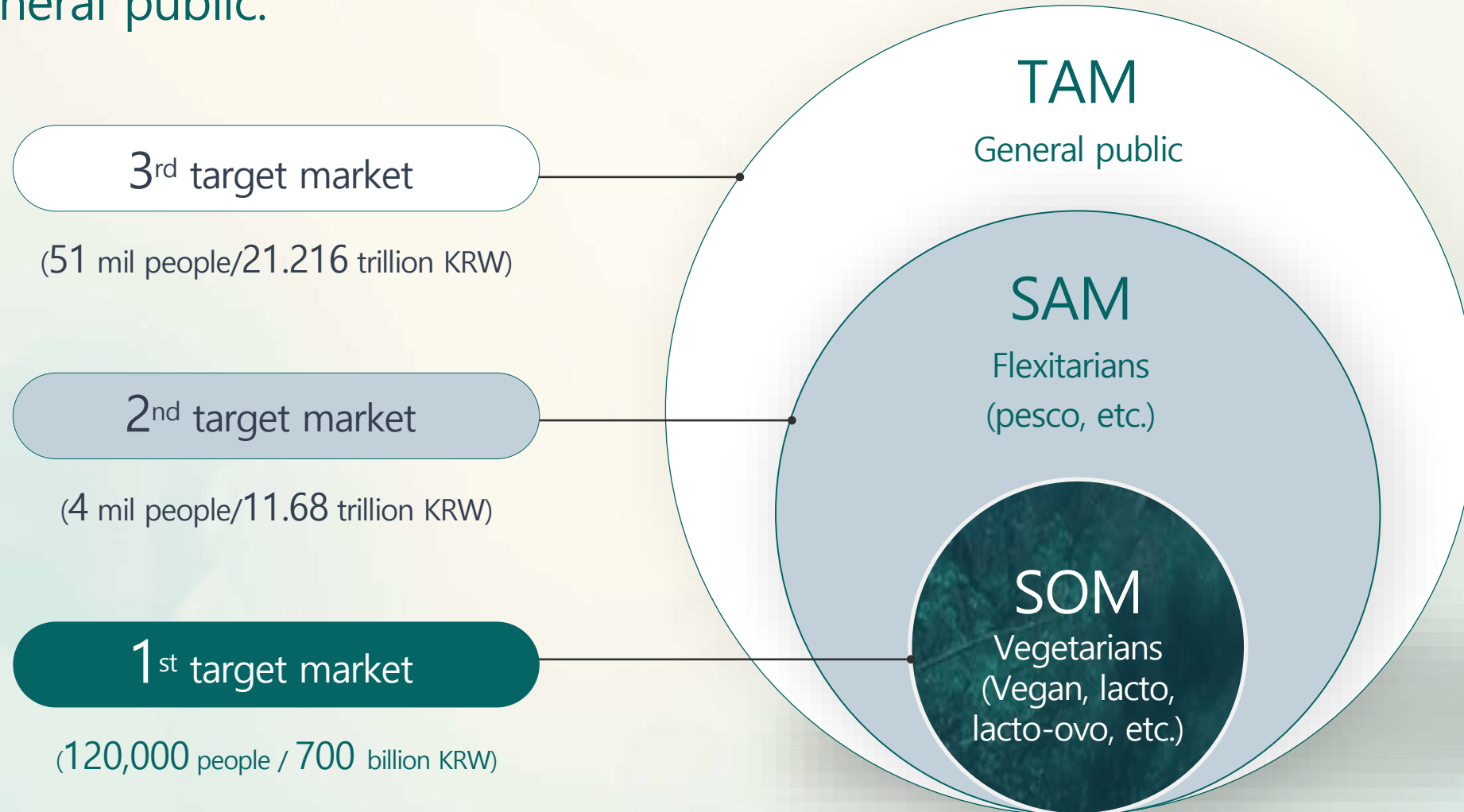
We plan on entering a global market through the platform by creating our own PB brand.

2024
- ✔ Platform: Automated system of report-registration
- ✔ Commerce: Develop/launch 10 PB products

2026
- ✔ Platform: Global launching
- ✔ Commerce: Global launching of PB products

2023
- ✔ Platform: Multi-language process
- ✔ Commerce: PB product R&D, branding

2025
- ✔ Platform: Motivation system (gamification)
- ✔ Commerce: Develop/launch 20 PB products

2027
- ✔ Platform: Global marketing
- ✔ Commerce: Global marketing

We have created the platform by collecting data, and sales are generated through platform users.

Data		User		Sales performance (in USD)	
No. of registered restaurants	6,000+	Cum. number of users	130,000+	2017	0
No. of registered menus	19,000+	Monthly active users	16,000+	2018	15,680
No. of registered reviews	15,000+	No. of commerce members	10,000+	2019	23,814
No. cumulative suggestions	8,500+	Social media followers	40,000	2020	239,700
No. restaurants (mates) that have signed MoU	60+	Avg. time spent using the app	11 min.	2021	365,313
		No. of sold products	250+		

Platform growth and sales target

We aim to achieve the sales of 15 billion KRW over the next five years.

		2022	2023	2024	2025	2026	2027
Cum. number	Commerce users	130,000	260,000	520,000	1,040,000	2,080,000	4,160,000
	MAU (10% of cum. users)	13,000	26,000	52,000	104,000	208,000	416,000
	CVR (5%)	0.05	0.05	0.05	0.05	0.05	0.05
	Monthly customer transaction	60,000	60,000	60,000	60,000	60,000	60,000
	Monthly sales (in USD)	29,492	58,984	117,969	235,938	471,876	943,752
	Annual sales (in USD)	353,907	707,814	1,415,629	2,831,258	5,662,517	11,325,035

Impact

Vegefeed has been contributing to the Korea began ecosystem by providing information and materials for vegan life and by consistently purchasing the vegan materials and promoting vegan restaurants.

SDGs Impact

Practicing and spreading vegan culture for responding to climate changes and encouraging sustainable dietary life

Sustaining consumption/production

Respond to climate changes

Outcome

Carbon emission reduction	Spread vegan culture

Output

180,000 kg carbon emission reduction: The effect of 18,700 automobiles not driven for a day*

Carbon emission reduction	No. of vegan meals	Cum. transaction amount of vegan products	No. of vegan food reviews	No. of communities
180,000 kg/year	93%	1.2 billion KRW	15,000	8

No. of vegan restaurants provided	No. of registered dishes	Cum. number of app users	Cum. number of shopping mall users	No. of vegan products sold	No. of professional contents
6,000	20,000	130,000	13,000	230	228

App ranking in relevant field	Social media followers
No. 1	40,000

- Approx. 180,000 kg of carbon emission is reduced through the Vegefeed platform
  1) 3 kg of carbon emission reduced per meal
  2) 60,000 meals per year provided
- Effect of 4 km driven by an automobile per 1 kg or carbon
  Avg. distance driven by one automobile: 38.5km

People living a vegetarian lifestyle

Sangjin Park, CEO

- Startup management (7 yrs.)
- NEXON Korea marketer (3 yrs.)
- KAIST Social Entrepreneurship MBA
- Sungkyunkwan, Bachelor of Business Administration/Law
- Vegetarian (14 yrs.)

Haram Kim, CMO

- Branding company management (8 yrs.)
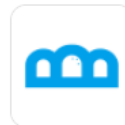- Hanyang University, BA in Journalism and Public Relations

1 MD   1 Marketer   1 Designer

Product supply partners

The Bread Blue	Veggie Garden	EAT's Better	Zero Meat
Gogidaesin	Unlimeat	Fxng	Intake
Chaejayeon	VEGEFOOD	Nuldam	Garumaster
WEMEET	KraftHeinz Korea Inc.		

Institutional investors

농심

futureplay

sopoong
the impact capital and accelerator

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Thank you

Contact : hello@beyondnext.net