



**Developing natural sustainable products through Plant Cell Culture Technology**

**Vision**

Green Bioactives is improving lives by revolutionising the way that plant-derived natural ingredients are sourced, using sustainable methods of production without the need to destroy trees or degrade natural habitats.

**Team**

**Dr David McElroy**

**CEO.** David has a PhD in Plant Mol. Biol. from Cornell as a Fulbright Scholar. He was a co-founder of agbio start-ups *Verdia* and *Sustainable Oils* as well as natural gas-to-feed start-up *Calysta* and an advisor to AI protein design company *Arzeda*.

**Dr Gary Loake**

**Founder & CSO.** Gary is Prof. of Mol. Plant Sci, Uni. of Edinburgh. PhD Durham and Postdoc. Fellow at the Noble Foundation and Salk Inst. Significant experience in the regulation, biosynthesis and production of plant natural products.

**Thomas Nagy**

**Chairman.** Advisor/Dir. for *NovoNutrients*, *Pando Nutrition*, *Flow Robotics*, *EuropaBio*, *GlycoSpot* and *EVERY* (Clara Foods) and Founder of the *BioInnovation Inst.* A Chemical Engineer he previously managed production for *Novozymes*.

**Opportunity**

Green Bioactives produces and sells bioactive ingredients made using our proprietary plant cell culture-based biomanufacturing platform initially for applications in the high growth/high value natural and sustainable plant derived cosmetics and nutraceuticals spaces. Green Bioactives sells product to its B2B customers either through territory-specific distributor relationships or directly to larger “blue chip” multinationals. Green Bioactive’s initial sales focus will be on Europe and North America. Within Europe the key territories are UK, France, Germany, Italy, Poland and Spain. Green Bioactives has a pipeline portfolio comprising products GBL-Memory<sup>1</sup>, GBL-Skin<sup>1</sup> and GLB-Skin<sup>2</sup>.



**GBL-Memory<sup>1</sup>**

A patented complex containing Fructooligosaccharides and L-theanine proven to improve total memory to be launched in Q3/23.



**GBL-Skin<sup>1</sup>**

A liquorice (*Glycyrrhiza glabra*) extract used used in highly sustainable skincare products to be launched in Q4/23.



**GBL-Skin<sup>2</sup>**

Saponin (*Quillaja saponaria*) is a natural emulsifier use in cosmetic formulation to be launched in Q2/24.

**Context**

The world's plants are a natural source of a vast array of chemical compounds used in applications essential to our daily lives, ranging from the active ingredients in cosmetics and pharmaceuticals, to food ingredients, nutraceuticals and crop protection products. Global businesses are constantly searching for more economical, sustainable and reliable ways to source these compounds to better mitigate the impact of climate change on the natural environment. At the same time, consumers are becoming ever more inclined to purchase natural products and increasingly concerned with the sustainability of the sourcing of their products.



**Uneconomical**

Many native plants have low yields of target products and/or they take decades to reach maturity for harvest.



**Unsustainable**

Harvesting plant natural products in the wild at scale is resource intensive and destructive to environments.



**Unreliable**

Seasons, adverse weather, crop diseases, land and water shortages can all compromise plant product supply chains

**Impacts**



**Technology**

Current competitor plant cell culture technologies depend on using hormonally induced dedifferentiated plant cells. These cells have a low yield and are vulnerable to stresses during the manufacturing process. These are challenges which Green Bioactives' proprietary plant primary vascular stem cell technology overcomes.

**Fundraising**

**2022 Seed Fundraise: £2.6M**

(Ascension, Eos Advisory, Milltrust Ventures, Regenerate Ventures, Scottish Enterprise)

**Current Convertible Note offering: £1.25M**

**Use of Funds**

Funds will be used to expand Green Bioactives' production capacity from 100L/Mo. to >2,500L/Mo. Expansion premises adjacent to the Green Bioactives' current facility has been identified. This expansion is needed to meet accelerated B2B customer demand for GBL-Skin<sup>1</sup> as well allowing small scale sample production of GBL-Skin<sup>2</sup> and two customer led products.

## About Milltrust International

With its mantra of “Sustainable Prosperity”, Milltrust International Group is a global investment organisation making sustainable impact investments in the biggest themes of our generation: climate change, the demand for food and protein, the future of medical technology, and the rise of the developing world.

Over the past decade, Milltrust has assembled a highly experienced team of leading industry professionals focused exclusively on providing investment management expertise on both public and private markets.

Milltrust’s private investments consist of a plethora of science-backed early-stage disruptive companies in the space of climate impact, healthcare, and agriculture. By drawing on the experience of investment bankers, asset managers, healthcare professionals, and agronomists, our diversified assets have pioneered breakthrough technology in environmental management, medical diagnostics, and animal genetics and welfare with the aim of delivering sustainable solutions an ever-growing and increasingly ageing global population.

## About The British Innovation Fund II

The British Innovation Fund II follows on from the success of The British Innovation Fund I, investing into high potential companies with a focus on agri-tech, the future of healthcare, climate impact, and alternative protein, where incontrovertible science is at the core of the commercial proposition.

## More Information

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