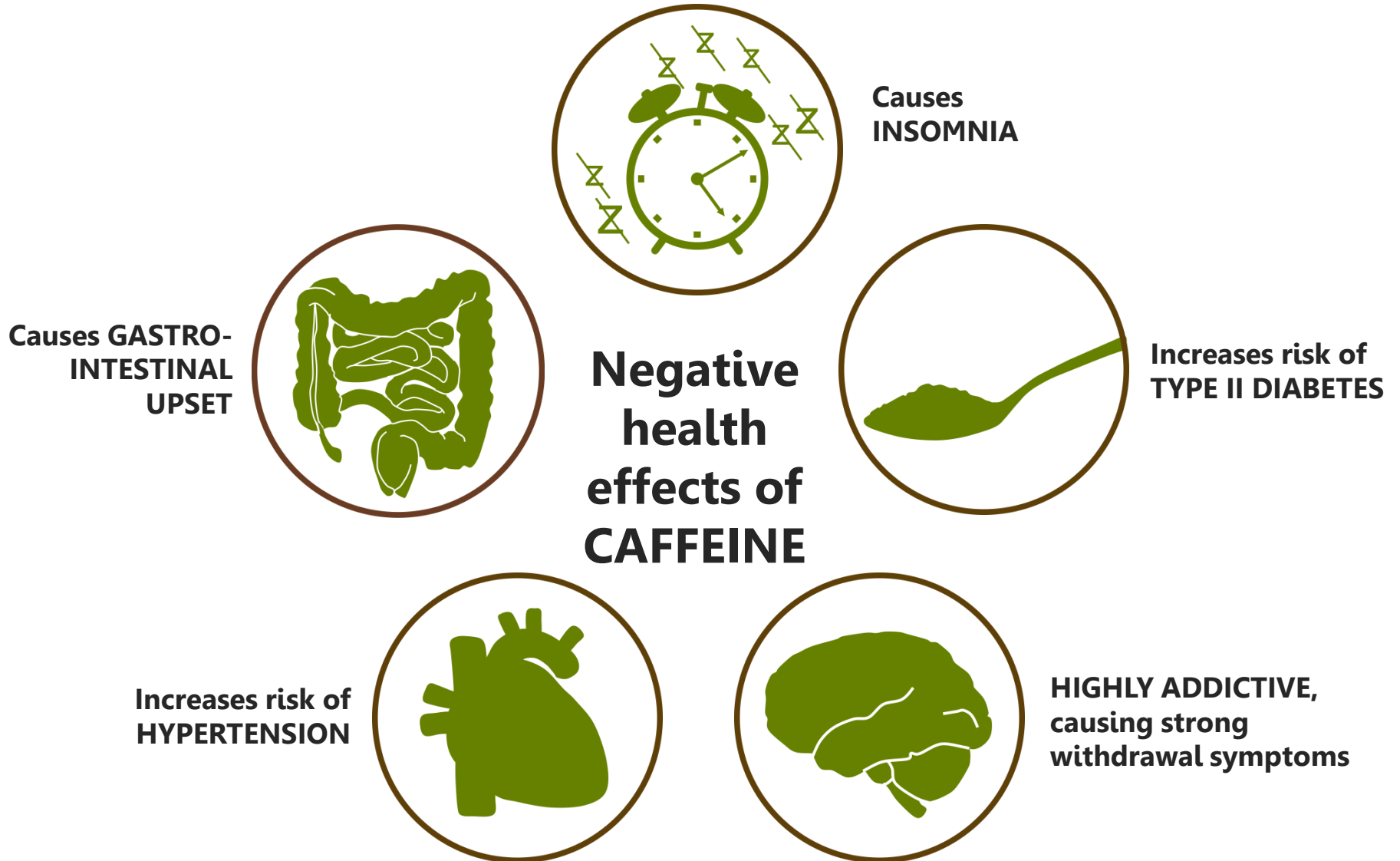






THE PROBLEM





MEET THE TEAM



Zoe Stephenson
CHIEF EXECUTIVE OFFICER

- *Business Developer at Robusta Smoothies for 7 years.*
- *Integrated six acquired companies into profitable £300 million division.*
- *Developed profitable sourcing strategies from South American and Asian producers of fruit varieties.*



Joana Branco dos Santos
MARKETING DIRECTOR

- *CMO at Lipton for 5 years*
- *Market Analyst at Lipton for 3 years*
- *Production Manager at Coca Cola for 2 years*



Ricky Trigg
CHIEF SCIENTIFIC OFFICER

- *Principal Investigator at the University of Leicester*
- *15 years of coffee research*
- *Field experience in Brazil*



Munisha Devi
OPERATIONS DIRECTOR

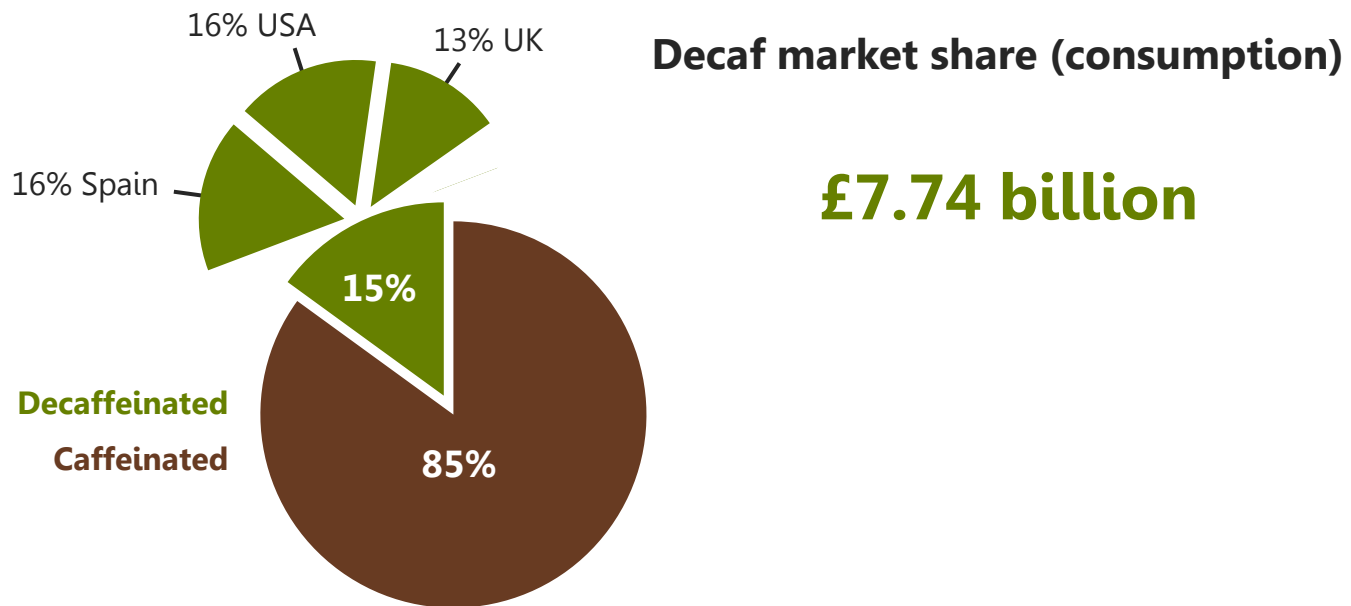
- *Operations Manager at Nestlé for 5 years*
- *Strategic planning at Monsanto for 3 years*



Usha Aryal
CHIEF FINANCIAL OFFICER

- *Senior Asset Management Consultant at Blackrock for five years*
- *Three years experience as Financial Risk Analyst at Morgan Stanley*

Global coffee market worth **£51.6 billion** per year (ICO, 2012)



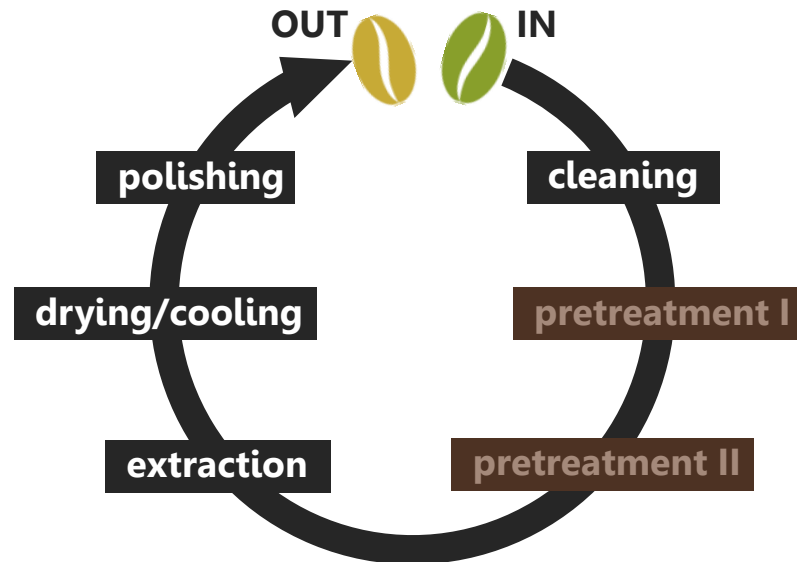
(Adapted from International Trade Centre, 2010)

Decaffeination

Caffeine content

Taste

Decaffeination is an INDUSTRIAL PROCESS



PITFALLS OF DECAF

Decaffeination

Caffeine content

Taste

Decaf is NOT caffeine-free!



Adapted from www.teecchino.com

Decaffeination

Caffeine content

Taste

"I hate decaffeinated coffee. It's useless brown water."

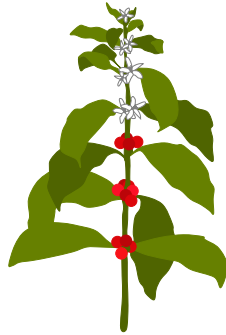
David Letterman

*"We made a grave mistake alienating decaf coffee drinkers with tons of nasty coffee [...] **people buy coffee because they like the taste.**"*

James Hoffman (2007 World Barista Champion)

"Decaf is like masturbating with an oven mitt!"

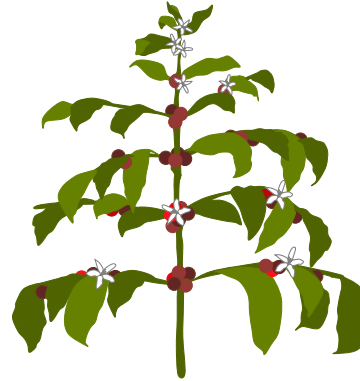
Robin Williams



Coffea arabica

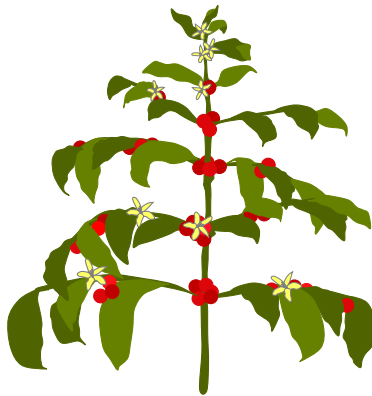
Flavoursome beans
Low yield

X



Coffea rubico

Bland beans
High yield

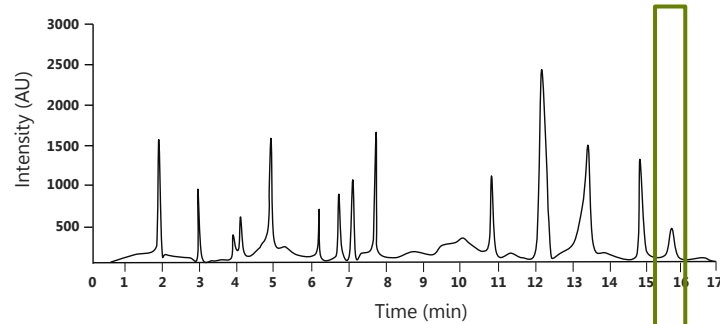


F1 hybrid

Flavoursome beans
High yield

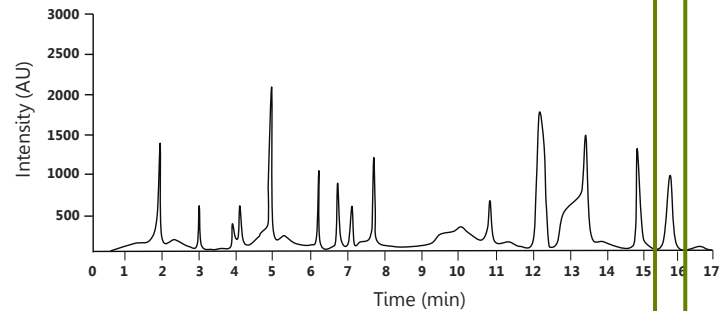
Chemical (HPLC) analysis of coffee beans

Coffea arabica



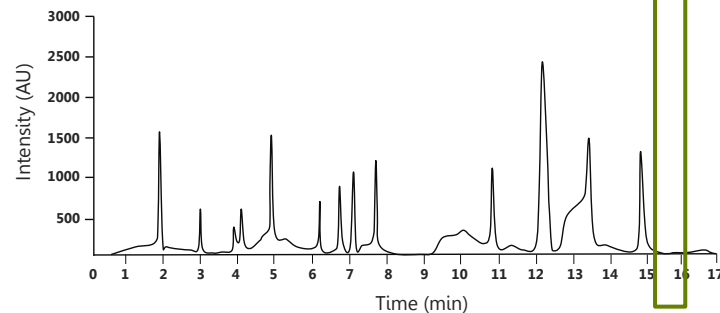
LOWER caffeine content

Coffea rubico



HIGHER caffeine content

F1 hybrid



NO caffeine

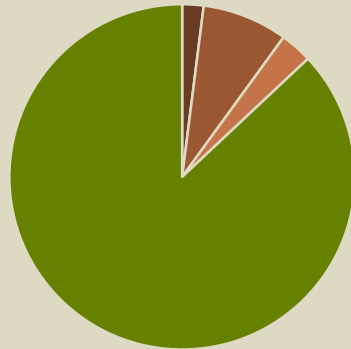
Consumer taste tests – **noca[®]** (D) vs leading decaf brands (A, B, C)

Least acidic taste

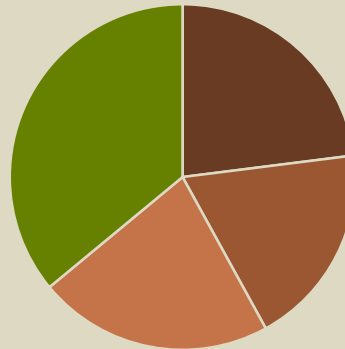
Best aroma

Best overall taste

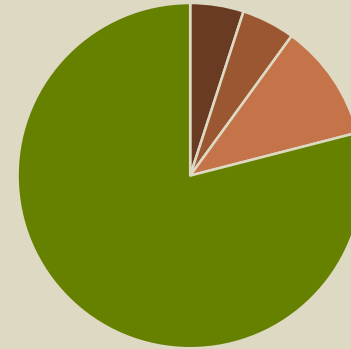
The London Coffee Festival 2012



A – 2%
B – 8%
C – 3%
D – 87%

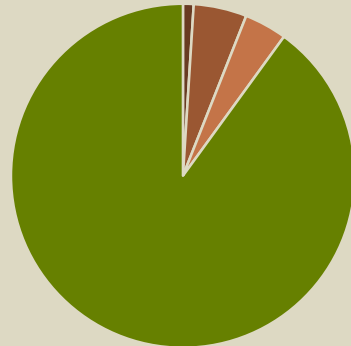


A – 23%
B – 19%
C – 22%
D – 36%

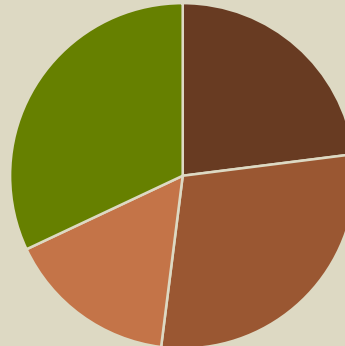


A – 5%
B – 5%
C – 11%
D – 79%

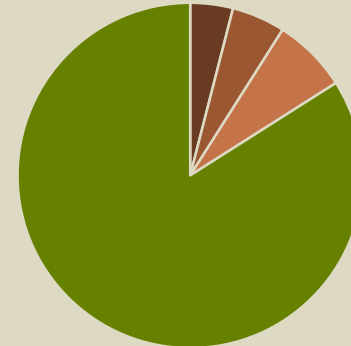
The Chorlton Coffee Festival 2012



A – 1%
B – 5%
C – 4%
D – 90%



A – 23%
B – 29%
C – 16%
D – 32%



A – 4%
B – 5%
C – 7%
D – 84%

Professional taste tests – Q Graders



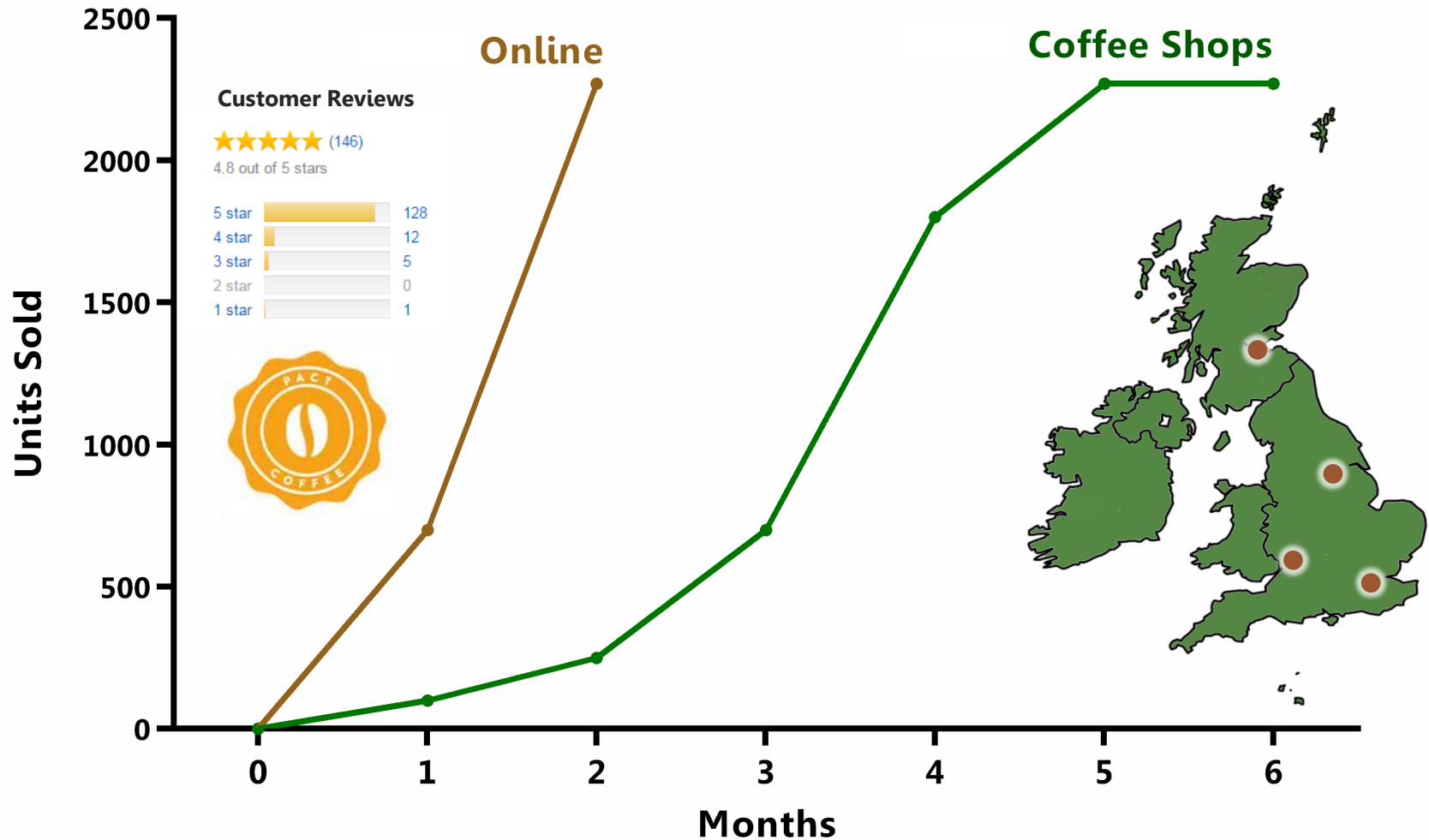
Kerstin Mercer

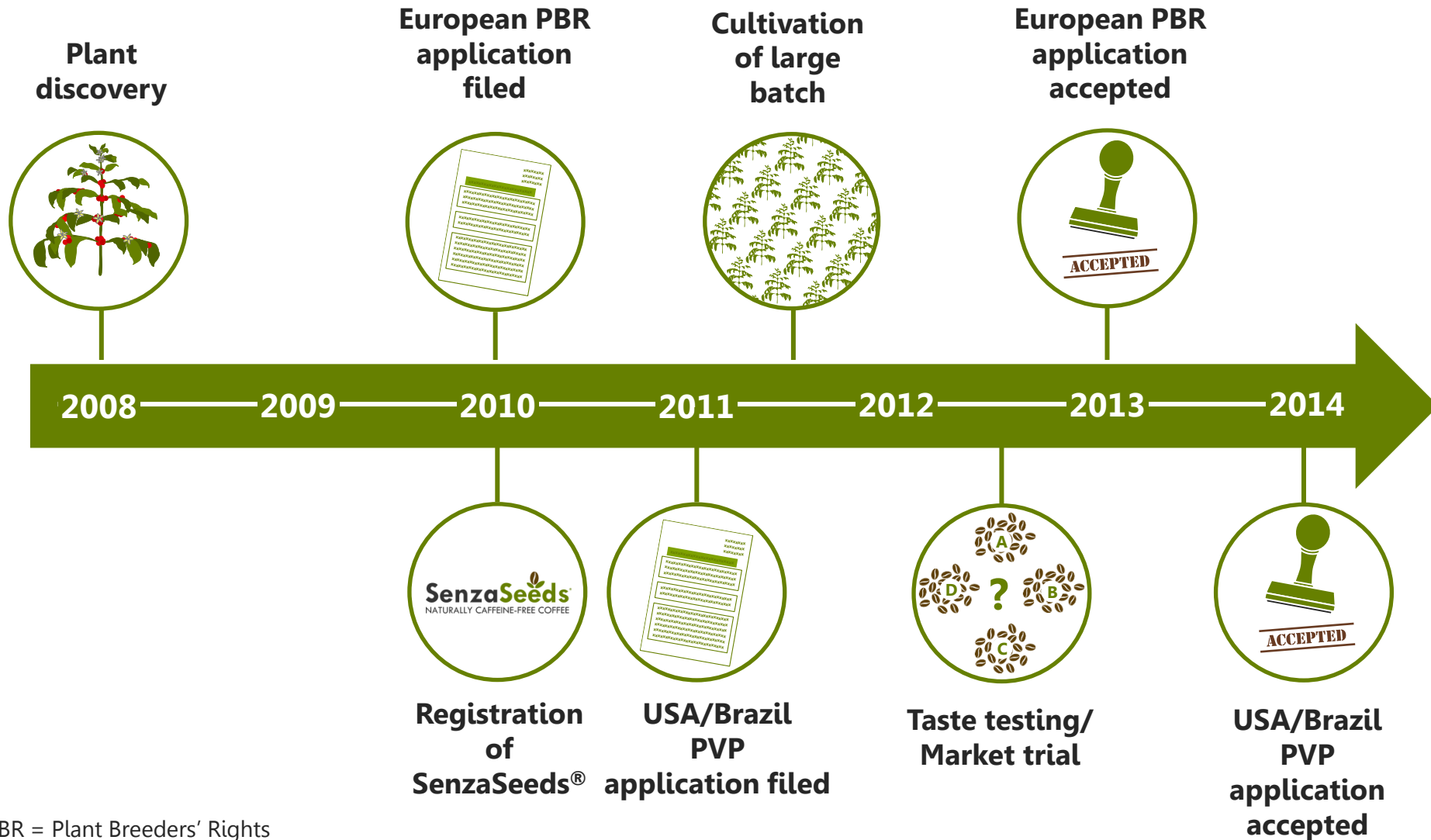
"Who'd believe this coffee was caffeine-free?! The perfect balance of aroma, body and acidity puts noca[®] in a league of its own."

Surendra Kotecha

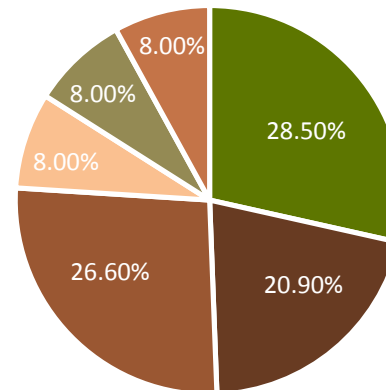
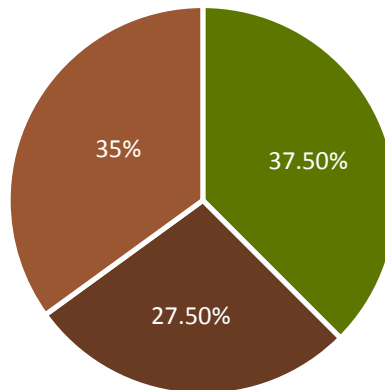
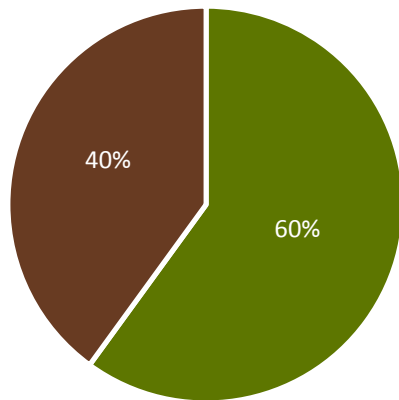
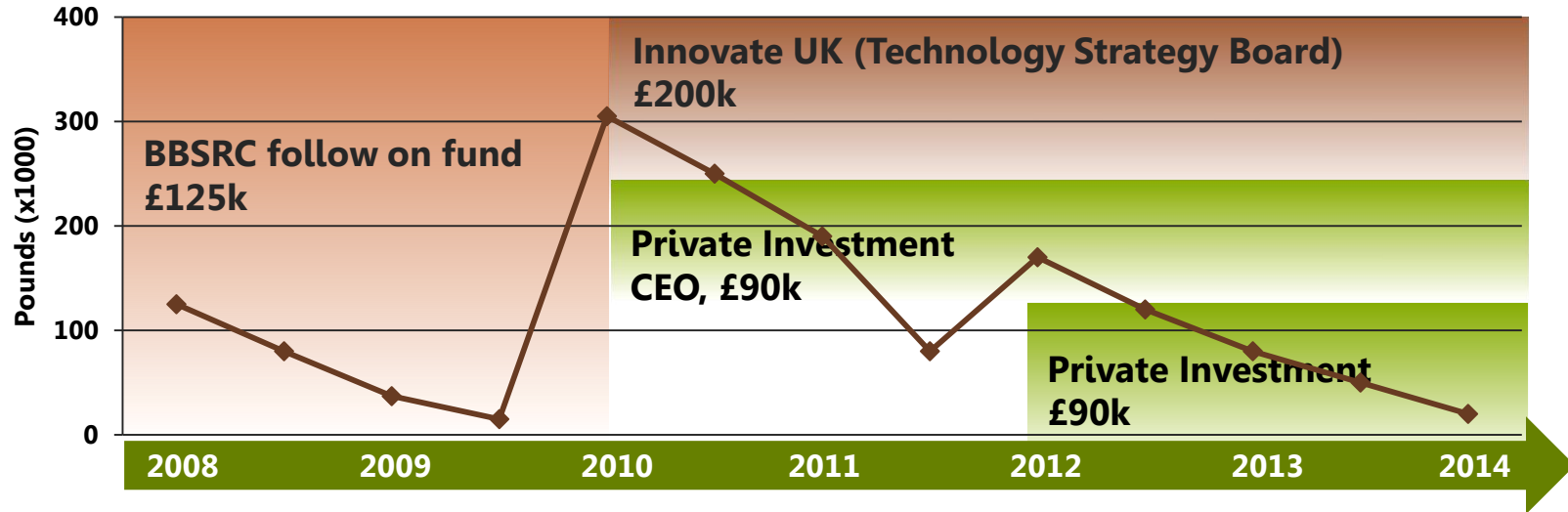
"In short, noca[®] is superior to decaffeinated blends in every way."







PAST INCOME FLOW



- University of Leicester
- Inventor
- Private Investor (CEO)
- Private Investor (CFO)
- Private Investor (Marketing Director)
- Private Investor (Operations Director)

- SenzaSeeds[®] is a registered company (2010)
- Plant Breeders' Rights (PBRs) in consumer markets:
 - Europe
 - USA
- PBRs in the top five *C. arabica* bean-producing countries:
 - Brazil, Vietnam, Colombia, Indonesia, Ethiopia

PBRs mean only we can:

- Produce noca[®] beans for propagation;
- Sell and market noca[®] seeds;
- Export and import noca[®] seeds

COFFEE SUPPLY CHAIN



Decaffeinated Coffee



Coffee Substitutes





Roaster

- Time-saving
- Simple and conventional roasting process

Retailer

- Unique
- New market potential



Consumer

- Full flavour guaranteed
- 100% natural (non-GM)
- 0% caffeine

Field trial and production set-up



Royalties



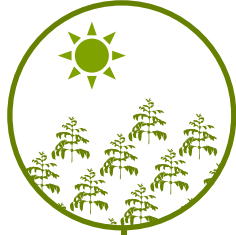
— 2015 — 2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022 — 2023 — 2024 — 2025



Licensing

EXIT STRATEGY

**Field trial and
production set-up**



Exit A



Royalties



—2015—2016—2017—2018—2019—2020—2021—2022—2023—2024—2025



Exit B

Licensing

Conditional Agreement

This document is drawn up between **Starbucks** and **SenzaSeeds Ltd.**



Nestlé S.A.
Avenue Nestlé 55,
1800 Vevey,
Switzerland
+41 21 924 21 11

15th June 2014

Dear Sirs,

This letter should serve as proof of commercial interest from Nestlé Ltd with regards to the acquisition of SenzaSeeds® Ltd, subject to the following conditions:

- SenzaSeeds® Ltd must successfully conduct a field trial in the coffee-growing region of Brazil, demonstrating that growth of noca® beans can be reproduced on a large scale and remain stable, fulfilling criteria of the Plant Breeders' Rights
- Using noca® beans grown in the field trial, taste tests must be conducted, both with consumers and Q graders, and the characteristics of aroma, taste and acidity must all be regarded as superior to current leading decaffeinated coffee brands
- Overall seed yield must reach at least 0.7 tonnes (dried weight) per hectare

UNCAFFEINATED MARKET VALUE

**£ 1.7
billion**

Nestlé Decaf Market

**New market
value:
> £3.69 billion**

**20% of decaf drinkers
would switch to noca[®]**

**£1.55
billion**

**£0.44
billion**

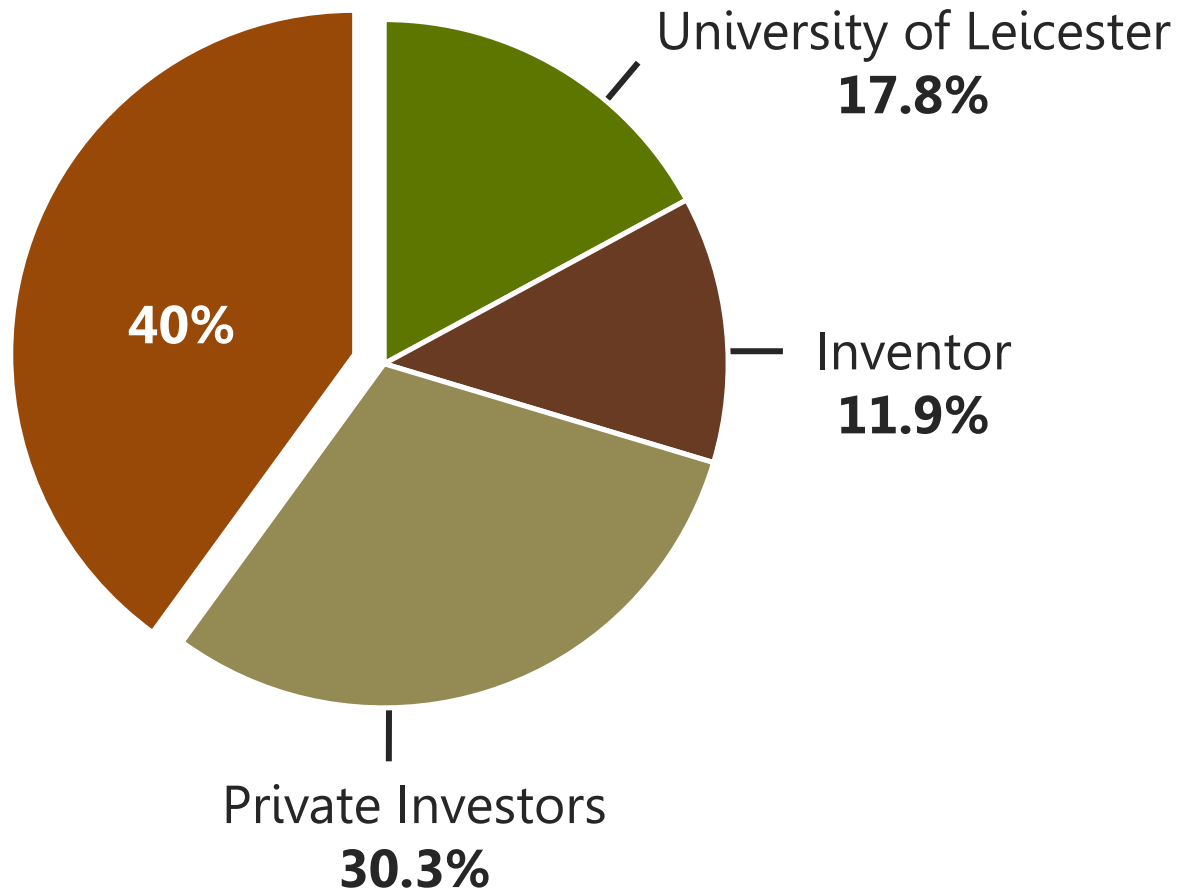
**1% of coffee drinkers
would like to drink
decaf but dislike the
taste**

?

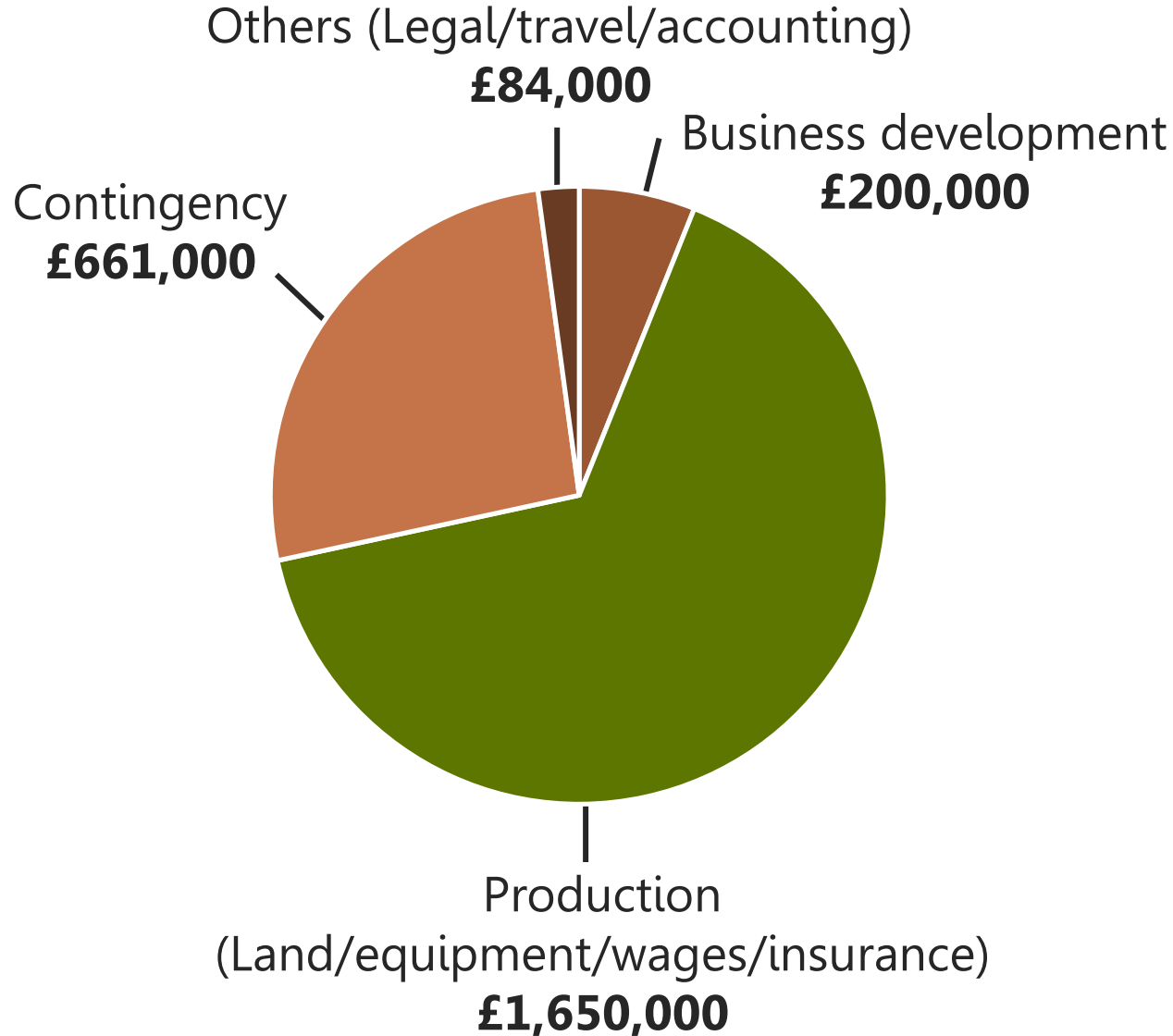
**Additional market:
Consumers intolerant to caffeine**

EQUITY OFFER

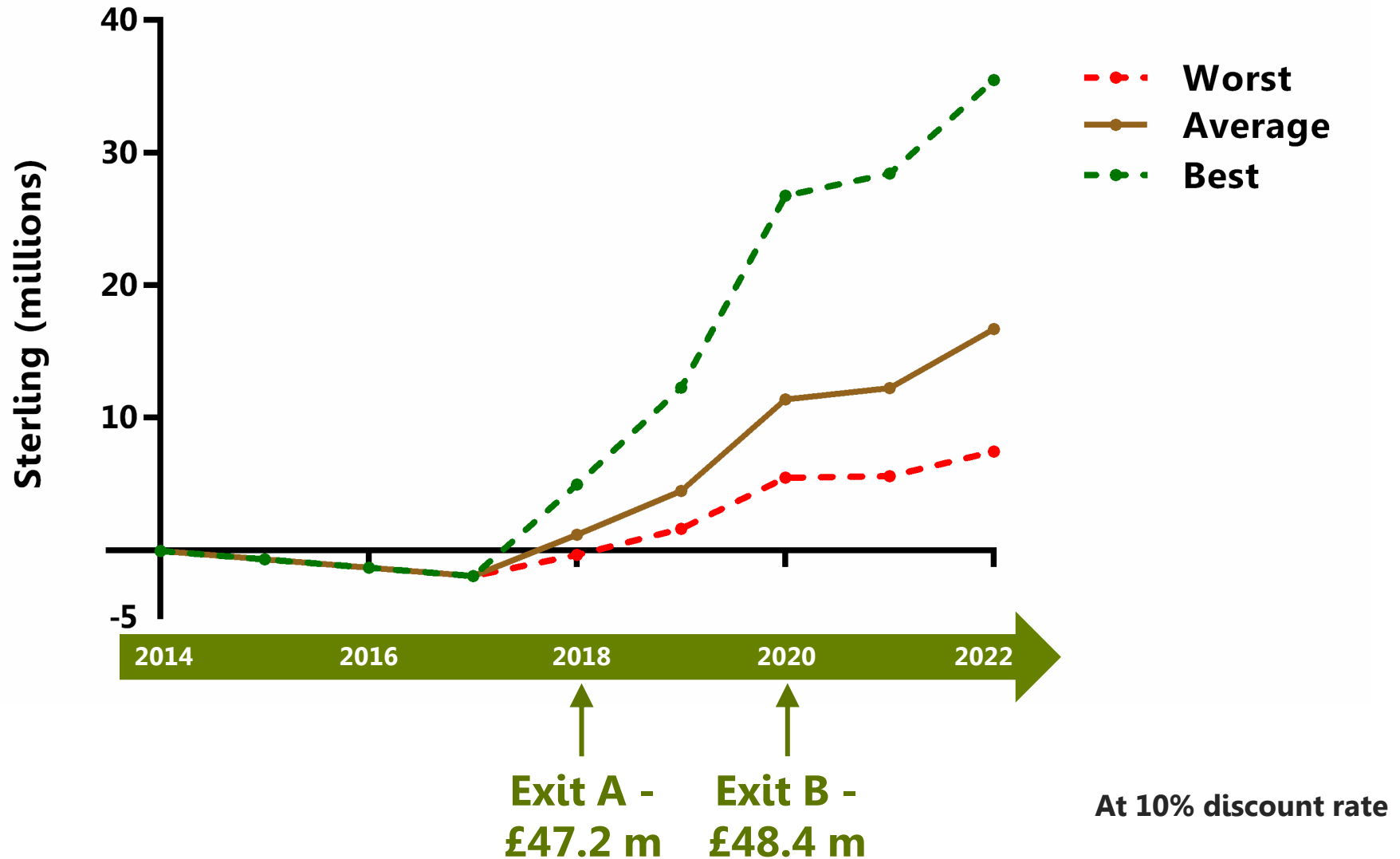
**£2.5 million
For
40% Equity**



INVESTMENT STRATEGY



PROFIT AND LOSS FORECAST



SWOT ANALYSIS

	Helpful	Harmful
Internal Origin	<ul style="list-style-type: none"> • Clear value propositions at all stages of supply chain • IP established • Firm interest from market leaders in two market segments • Positive consumer feedback 	<ul style="list-style-type: none"> • Novel method of distribution • Well-established supply chain – thus, we aim to license to existing market leaders
External Origin	<ul style="list-style-type: none"> • Growing market • Growing consumer focus on health and natural products • Untapped market with no direct competition 	<ul style="list-style-type: none"> • Competition developing a different uncaf variety • Natural production variability – thus, we will implement preventative measures

- **Novel and unique product – the only *uncaffeinated* coffee on the market**
- **Positive response from consumers and experts**
- **Interest from large coffee retailers**
- **Growing market for uncaffeinated coffee**
- **Experienced and passionate team with an excellent track record**

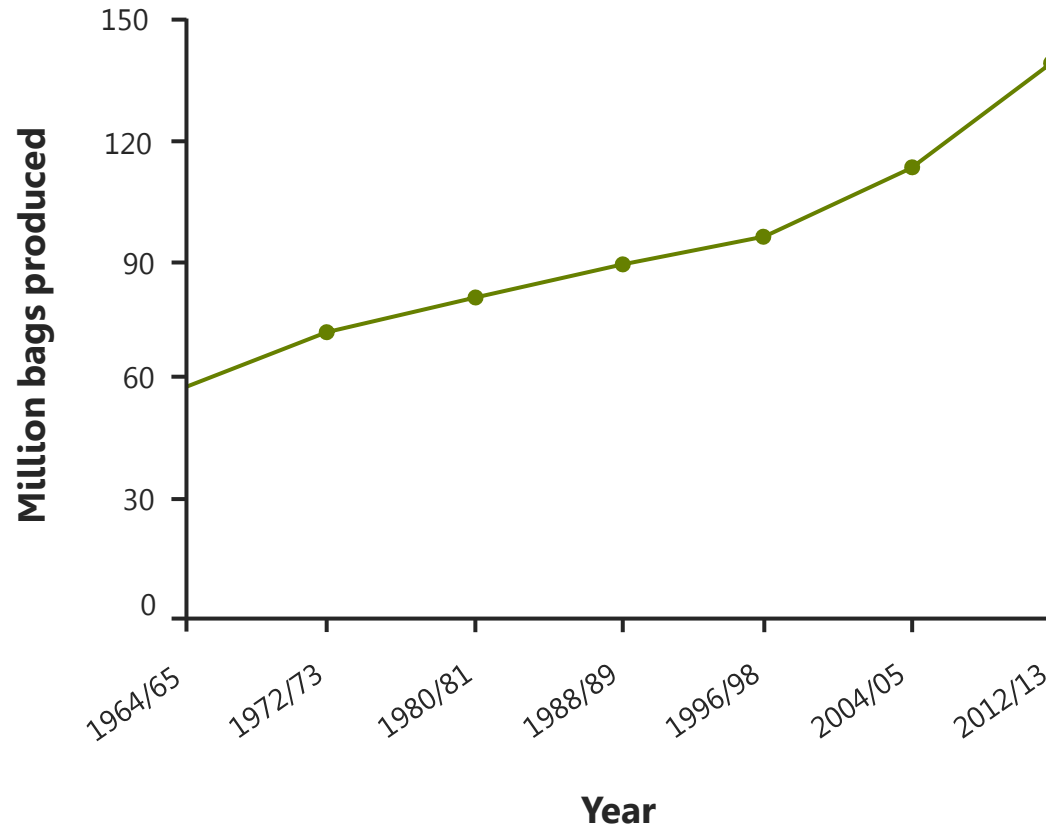


1. Global coffee consumption over time
2. European plant breeder rights
3. Licensing plan
4. Profit and loss forecast table
5. Profit and loss forecast graph (2014-2025)

£2.5 million for 40% Equity

1. Global coffee consumption over time

Global coffee consumption



(Adapted from ICO, 2014)

2. Plant Breeders' Rights Criteria

Must be Distinct

C. arabica sincaffeinus has yellow flowers distinct from any other existing variety of coffee plant

Must be Uniform & Stable

Distinct characteristics of *C. arabica sincaffeinus* are retained consistently upon crossing the two parent varieties

Must be Novel

C. arabica sincaffeinus had not been sold or exploited prior to submission of PBR application

3. Licensing plan

- Upfront license fee which covers:
 - ☐ A percentage of our harvest (which the companies can use for product development and consumer tests, initial marketing) – optional and amount subject to negotiation
 - ☐ Permission to grow plants from seeds (price dependent on amount of seeds requested)

We then receive royalties on final products sold.

For 6 years

4. Profit and loss forecast table

		2015				2016				2017					2018		
	TOTALS	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC
CASH INFLOW	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
Total sales		2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.4	2182.5	2182.5	2182.5	2182.5	2182.5
TOTAL INFLOW	17460	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.5	2182.4	2182.5	2182.5	2182.5	2182.5	2182.5
Production Costs																	
Business Development	204000	12750	12750	12750	12750	12750	12750	12750	12750	12750	12750	12750	12750	12750	12750	12750	12750
Salary	408000	25500	25500	25500	25500	25500	25500	25500	25500	25500	25500	25500	25500	25500	25500	25500	25500
Production (land, wages, equipement, pa	1408000	352000	0	0	0	352000	0	0	0	352000	0	0	0	352000	0	0	0
Miscellaneous (bills, insurance etc)	384000	24000	24000	24000	24000	24000	24000	24000	24000	24000	24000	24000	24000	24000	24000	24000	24000
Adminsitration																	
Legal	54000	3000	0	0	0	3000	0	0	0	3000	0	0	0	11250	11250	11250	11250
Accounting	12800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800
Travel expenses	48000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
Total Costs (not including Tax)	2518800	421050	66050	66050	66050	421050	66050	66050	66050	421050	66050	66050	66050	429300	77300	77300	77300
Gross Profit	-2501340	-418868	-63868	-63868	-63868	-418868	-63868	-63868	-63868	-418868	-63868	-63868	-63868	-427118	-75118	-75118	-75118

5. Profit and loss forecast graph

