

Amai Proteins: Designer Proteins for the Mass Food & Beverage Market; Starting with the first Healthy, Tasty, Sustainable and Cost-Effective Sweetener

Questions for categories: Bio Food

- **Investment Rational**

Amai ('sweet' in Japanese) applies Pro-cube platform presents novel designer proteins for the food and beverage market. The first product is the world's sweetest and most stable sweetener, enabling up to 70% sugar reduction without compromising taste and cost. With numerous collaborations (PepsiCo, Danone, Mars-Wrigley, Ocean Spray, to name a few), Amai is disrupting the market and helping to solve the world's heaviest non-communicable disease health challenge.

- **Business Strategy**

Amai has a detailed international go-to-market strategy which follows the regulatory landscape and other factors. Market launch is expected in less than a year in the USA followed by other countries. Amai has a funnel of recurring Joint Development Agreements in which companies already embed the Amai sweetener to their pilot production and market launch detailed plans.

- **Core Technology**

Amai's Pro-cube platform includes a synergy between Agile-Integrative Computational Protein Design, precision fermentation biotechnology and food technology. As an example, the first frontrunner product, a hyper-sweet designer protein is 50 degrees more stable than a similar protein found in the wild, has a better sensory profile, a long shelf life and a cost-effective and sustainable production.

- **What's Next?**

Amai is currently at the production R&D and scale-up phase, moving to large scale-production and sales in less than a year. This includes partnerships for large scale production and product-integration in consumer-packaged goods. In addition, Amai is working on additional sweet and non-sweet designer alternative proteins that are long needed in the market.