

PIGMENTUM Ltd

- Pigmentum offers a highly sustainable and efficient solution for production of a wide range of natural compounds for the food, cosmetics and life science industries. Pigmentum has developed a proprietary molecular technology platform for hyper expression of different compounds in several plants, fitting hydroponic and vertical growing. Following a \$1M seed funding by FreshStart Incubator, Pigmentum has achieved a successful field pilot showing significantly higher concentration compared to alternatives. Pigmentum was co-founded by Professor Alexander Vainstein, an expert in metabolic engineering, Amir Tiroler & Tal Lutzky.

- Business Strategy -Short term- Depending on the final products' value, costumers' requirements and platform competitive advantage, Pigmentum will move between licensing\royalties-based business model (lower value compounds- e.g food commodities) and final products' sales (higher value products- research functional proteins e.g). In the long term- expanding final compounds production and using it for advanced products.

- The technology enables gene activation in plants upon implementation of an activator via irrigation system. This results in the specific chosen compound entering a hyper expression cascade. The mechanism allows the plant high growth rates, turning it resources to create the set metabolites only when the mechanism is activated, enabling co-expression of genetic elements, resulting in increased efficiency and the highest concentrations of desired metabolites from biomass. Technology enables production of metabolites that otherwise cannot be produced in plants such as cytotoxic & unstable molecules.

- Pigmentum have proven platform production abilities on 5 different compounds needed by different industries and have additional pipeline targets from big market players. Pigmentum is engaged with several leading compounds producers for customized developments of compounds production using our platform.

- Pigmentum is approaching round A of \$6M. Milestones to achieve within 2 years investment period:
 - Moving out from the incubator in terms of infrastructures and activity
 - 2 products for research market
 - 1st product in the Food\cosmetics market after pilot & regulation
 - 2 customized developments projects
 - Expanding leading team in business and technology
 - Additional inducible systems
 - 3 additional Patents