

Squee

**MOVING
MASSES TO
BETTER EATING**

The Second Wave Alternative Protein Technology

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www.squee.fi



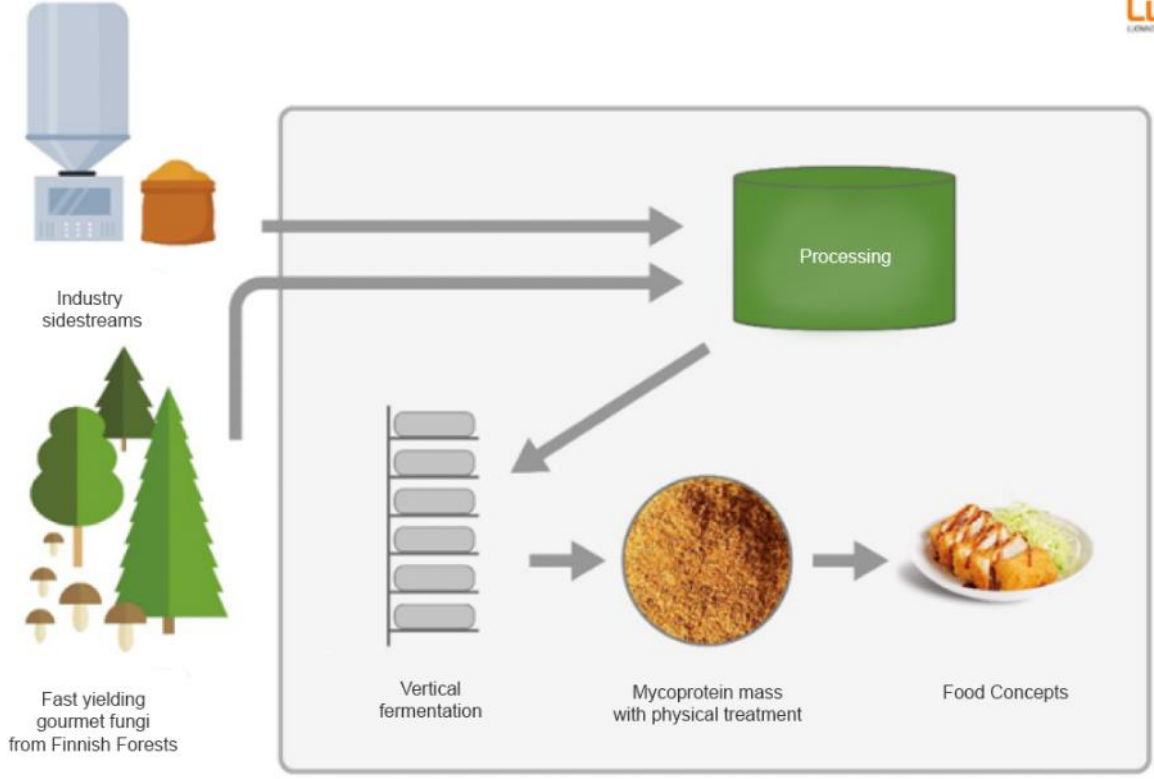
Plant-based
foods are now in
53%
of households.



34% percent of meat-
eating Millennials eat
4+
plant-based dinners
each week.

Squee Technology

PATENT PENDING



3 GOOD HEALTH AND WELL-BEING

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Health and Nutrition – Squee mass

	Squee	
Carbohydrates	59 %	<i>High fibre content!</i>
from which Beta-glucan	5.1 %	<i>Maintainance of cholesterol levels</i>
Protein	28 %	<i>High protein meal!</i>
Fat	3.6 %	<i>Low fat concepts!</i>
Minerals & Trace Elements	9.3 %	

Of dry weight

Our product concepts – Nordic cuisine

旨味と食感 | 健康的 | 高い栄養価 | 環境にやさしい

Makes you Squee

Squee
Kerkkä
トウヒの新芽ナゲット

250g 高タンパク質

100%
植物由来



DELICIOUS TASTE AND TEXTURE | HEALTHY | NUTRITIOUS | SUSTAINABLE

Protein for the Wild Taste

Protein for the Wild Taste

Protein for the Wild Taste

DELICIOUS TASTE AND TEXTURE | HEALTHY | NUTRITIOUS | SUSTAINABLE

Makes you Squee

Squee
Reinbeer Sticks
REINDEER FLAVOURED
PLANT-BASED STICKS

250g RICH IN PROTEIN



Protein for the Wild Taste

Protein for the Wild Taste

Protein for the Wild Taste

DELICIOUS TASTE AND TEXTURE | HEALTHY | NUTRITIOUS | SUSTAINABLE

Makes you Squee

Squee
Kerkkä
SPRUCE SPROUT
NUGGETS

250g RICH IN PROTEIN

100%
VEGAN



Protein for the Vegan taste

Protein for the Vegan taste

Protein for the Vegan taste

Traction? Yes!

- 500+ consumer samples tested in Central Europe, Japan & US
 - "Vegan non-meat taste"
 - "<1% of meat"
 - **90% good or excellent**
- Industry interest from manufacturing, wholesale, and retail
 - **several discussions ongoing**



What's Next?

- Spinning off from Luke
- Pre-seed Round



TEAM



**Henri
Vanhanen**

Team Lead
Biology

15+ years of
topical research

Entrepreneur



Janne Saarikko

Biz Dev
Marketing

30+ years in
global business

2 x Founder

Founder Institute
Global Food
Ecosystems
Accelerator



**Marta Cortina
Escibano**

Fungal Expert

Ph.D. in Functional
Compounds
ongoing

Entrepreneur



**Jarkko
Hellström**

Food Science

20+ years of
food science
experience

Entrepreneur



**Petri
Kilpeläinen**

Production

20+ years of
food
production
experience

Entrepreneur



**Juho Haveri-
Heikkilä**

Gastronomy

International
Fine Dining Chef

Food Concept
Developer

Entrepreneur



TBH

Sales

Looking for future business partners and investors for our spin-off

- moving the masses to better eating-

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