

*Pitch Deck*

PURE PLANT  
**BIOTECH**

# Agenda

01

## **About Us**

Presentation of our company

02

## **The Team**

The team introduces itself

03

## **The Problem**

Presentation of the problem

04

## **Our Technology**

The production process

05

## **Products & current Status**

Presentation of our products

06

## **Company Statements**

Presentation of our products

07

## **Awards & Honors**

Proof of our outstanding performance

08

## **Business Model**

Explanation of the business model

# About Us

Utilizing a pioneering technology that is both innovative and exclusive, we at Pure Plant Biotech AG specialize in producing premium, all-natural plant extracts. For us, ensuring the highest quality and delivering exemplary service are crucial. This commitment sets us apart in the industry.

The path to innovation and excellence is not just about bringing a new product to market. It's about redefining the way natural plant extracts are produced and perceived, and ensuring they are accessible in their most potent and pure form. Our goal is to revolutionize the industry and set new standards for quality and service.

We invite you to join us on this exciting journey. Let's explore the untapped potential of biotechnology and plant extracts together and give the world a sustainable boost.



# The Team

The genesis of Pure Plant Biotech AG can be traced back to the individual paths of Berkan and Bettina. Both began their careers by studying biotechnology. After completing their studies, they parted ways, only to meet again by chance two years later during their Master's studies. This gave rise to the idea of the start-up and shortly afterwards the founding of the today's Pure Plant Biotech AG.

Our passion for change drives us forward. Together we can be proud of what we have achieved. This is the only way we can make the world of tomorrow a little bit better.

# The Team

COO & CO-FOUNDER

**BETTINA LEDERGERBER**



M.Sc. Pharmaceutical  
Biotechnology



German, English



LinkedIn

<https://www.linkedin.com/in/bettinaledergerber/>



Ulrich-Röschstrasse 90

9500 Wil

Switzerland

[b.ledergerber@pureplantbiotech.com](mailto:b.ledergerber@pureplantbiotech.com)

# The Team

CEO & CO-FOUNDER

**BERKAN KEKE**



LinkedIn

<https://www.linkedin.com/in/berkankeke/>

M.Sc. Pharmaceutical  
Biotechnology



German, English, Turkish



Buechstrasse 4a

5445 Eggenwil

Switzerland

[b.keke@pureplantbiotech.com](mailto:b.keke@pureplantbiotech.com)



# The Problem

Conventional production of plant extracts takes place on large cultivation areas, which are associated with considerable challenges:

Cultivated areas are often farmed as monocultures

Monocultures lead to the use of pesticides and poisons

Pesticides are also used in greenhouses

Conventional process is time-consuming (it takes around 9.5 months from cultivation to bottling)

Harmful substances are used to stimulate the production of valuable ingredients, such as CBD, in an unnatural and accelerated manner

Numerous square meters of soil to produce the corresponding amount of extract is required

# The Problem

In summary, the manufactured extracts pose **health risks** due to the presence of pollutants that are not fully removed from the product. Additionally, the composition of the extracts is **highly inaccurate**, as plant growth depends on various factors such as weather conditions and soil quality. Plant growth is **time-consuming** and **laborious**. Conventional plant cultivation poses serious **environmental issues** due to its environmentally damaging production process.

*Upon closer examination, if we manage to make this cultivation and production more efficient, significant savings in both money and time could be achieved!*



PURE PLANT BIOTECH AG



# Our Technology

Our solution to these problems is based on a biotechnological cultivation method. This allows us to produce highly concentrated extracts containing desired valuable secondary metabolites, such as CBD, from hemp plant cultures.

With our innovative cultivation approach, where we cultivate plant cells in fully closed and controlled environment, we ensure highest efficiency. In addition, we guarantee minimal batch variations and optimal growth conditions for outstanding product quality. As a result, our extracts offer our customers a 100 % organic natural product manufactured through a sustainable process with consistently high quality.

Maximized  
Yields

Production in  
Bioreactors

Highest Extract  
Quality & Purity



*Don't Panic,  
it's organic!*





# Our Technology

## Step 1



Extract plant material from the plant of our choice and convert it into a growing cell mass.

## Step 3



To be more efficient, the solid cell culture is then transferred into a suspension culture containing individual cells. At this stage, our process is scalable, allowing us to expand our operations using bioreactors.

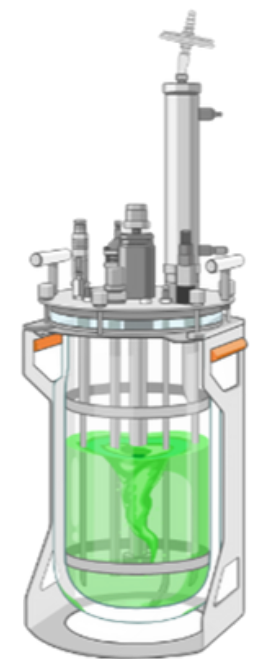
## Step 2



This cell mass serves as our initial solid cell culture (callus).

## Step 4

Once our cells are cultured, our product is ready for harvesting and processing before bottling and finishing.



# Products & current Status

## *SIBYLLUM MARIANUM*



Milk thistle is a medicinal herb that has been known since ancient times for its positive effects on the gastrointestinal tract, the liver and the skin. In particular, the flavanoid derivative mixture silymarin is obtained from milk thistle and shows antiperoxide effects in the liver.

## *ARTEMISIA ANNUALE*



The composite plant "mugwort" is one of the oldest known spices in the world. It is mainly taken as a tea for menstrual cramps, but can also be used as a Christmas spice in the kitchen at Christmas time.

# Products & current Status

## *MALVA SYLVESTRIS*



Malva sylvestris, also known as wild mallow, is also a well-known medicinal plant and is used in particular for irritation of the mucous membranes, both in the mouth and throat area and in the gastrointestinal tract.

## *CANNABIS SATIVA*



Fiber or industrial hemp is rich in valuable secondary metabolites such as terpenes, flavonoids and cannabinoids. These metabolites can be used in a variety of ways, either as individual molecules or as a mixture. The proportion of the psychoactive substance THC (tetrahydrocannabinol) in industrial hemp is minimal (<0.2%).



# Products & current Status

In early 2023, Pure Plant Biotech AG established its research operations at the laboratory located in Wädenswil, Zurich, Switzerland. Subsequent to this strategic move, the team initiated the foundational laboratory and analytical work. This phase involved the careful selection and cultivation of mother plants. Each plant project was meticulously planned, with objectives set in alignment with comprehensive market analyses to ensure the relevance and potential impact of our research.

Our scientific methodology encompasses a systematic approach to plant cultivation, starting from the propagation of various tissue samples. This process is instrumental in identifying the most viable plant material for further development.



**The start-up is currently in an intensive phase of research and development.**

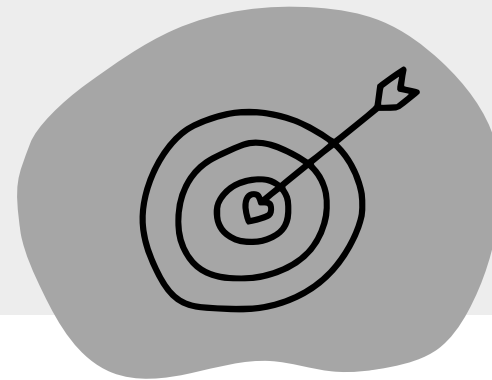


# Company Statements



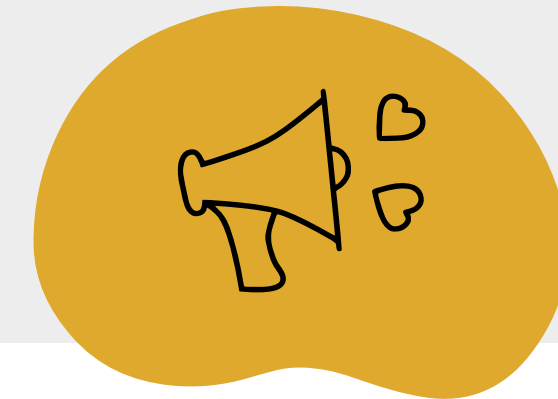
## Vision

Our vision is to create better everyday skincare products by providing valuable and sustainably produced plant extracts. We aspire to set new industry standards for effectiveness, quality, and sustainability, inspiring positive change in the cosmetics industry and beyond.



## Mission

Our mission is to produce 100 % natural plant extracts. Leveraging our platform technology, we have the capability to create any extract upon request, ensuring versatility and tailored solutions for our customers. Through innovative production methods, we prioritize environmental sustainability and product excellence, aiming to improve lives and promote sustainability.



## Values

**Unique** - we not only produce valuable plant extracts, but also make a contribution to a sustainable environment

**Make the difference** - we want to achieve our mission by making a difference with our products and making the world a little more sustainable

**Curiosity** - our curiosity to constantly discover new products drives us to conduct new research

**Creativity** - Better and more innovative products result from the creativity of our technical experts

# Business Model

Pure Plant Biotech AG revolutionizes plant-based extract production by addressing the critical inefficiencies and ecological footprint of traditional agriculture. The market for natural and sustainable products is continuously expanding and we observe a growing demand for premium plant extracts. We have developed a platform technology that allows us to produce specific plant cell cultures from virtually any plant.

Our business model focuses on the B2B market, whereby the benefit for the customer (value proposition) is always at the forefront. Transitioning from traditional cultivation to our bioreactor-based model significantly accelerates the supply chain, improves scalability and meets the demands of a fast growing market seeking high-quality, sustainable ingredients.

PURE PLANT  
**BIOTECH**

## Hemp Extract

CHF 3'600.- / L

- 25% CBD
- 1 / 10 L

## Mauve Extract

CHF 1'900.- / L

- 70% whole cell
- 1 / 10 L

## Milk Thistle Extract

CHF 950.- / L

- 6% Silymarin
- 1 / 10 L

## Mugwort Extract

CHF 500.- / L

- 30% whole cell
- 1 / 10 L

# Awards & Honors



*2 out of 2*

Potential customers find our services interesting and want to work with us



*Startup Challenge*

In May 2021, we seized the opportunity and took third place out of 16 at the startup challenge of the ZHAW at the first attempt




*CB Expo*

The nomination at the Cannabis Expo Zurich prompted us to present our idea in a two-minute pitch


*Thank you!*



## Contact

 [www.pureplantbiotech.com](http://www.pureplantbiotech.com)

 [info@pureplantbiotech.com](mailto:info@pureplantbiotech.com)

 Einsiedlerstrasse 34, 8820 Wädenswil

MANY THANKS FOR YOUR  
*Bettina & Benkan*  
INTEREST!