

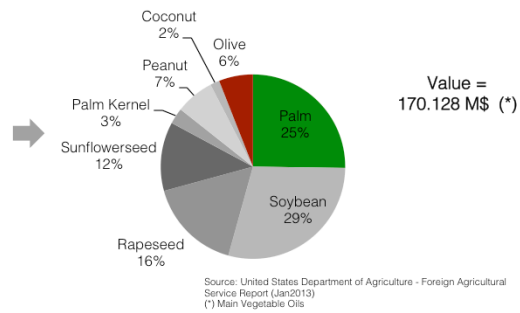


The Opportunity



To generate a superior economic value from the winemaking.

We intend to produce virgin cooking oil from grape seeds to compete in a high dimension market.



We want to address a market that we assume 0.5% of the total edible oil market → 850 million\$ (but growing)

Who we are?



José Antão

Ph.D. Biochemical and Molecular
Biology (Harvard Medical School)
Interested in the area of biodiversity and its
possible economic use.

António Vieira

MBA (U. Católica), MSc Engineering (U.
Coimbra)
Interested in Agriculture and with large
experience in Business Development and
Strategy.



Product Examples Competition

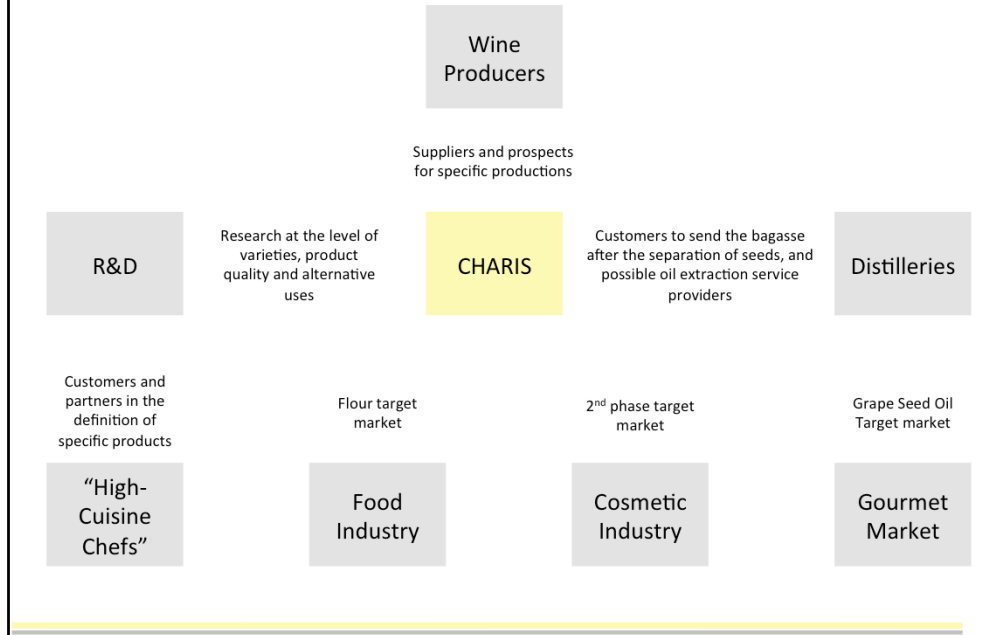


Grape Seed Oil (1L):	€49,90 - €79,90
Grape Seed Oil Bio (1L):	€75,96 – €109,90
Grape Seed Flour (1Kg):	€13,16
Grape Seed Flour Bio (1Kg):	€17,16



Grape Seed Oil (1L):	\$24
Cold Pressed Grape Seed Oil (1L):	\$100
Grape Seed Flour (1Kg):	\$33

Environment and Business Model



Challenges



Raw Material available only in 2 to 3 months during the year. We must use the same type of logistics distilleries: Storing at the time of harvest to process during the year.

Seasonal raw materials

The grape seeds must be separated as soon as possible from the rest of bagasse to prevent fermentation. This limitation affects the firm's location in proximity to producers.

Quick Processing

Although it is used with food purposes and health / cosmetic, products of this type is still very little known. However it has aroused the interest of various sectors and there is an increasing amount of studies and even government interests (e.g. Australia.)

Market

This is an industrial process (especially the separation and drying) in which there is little information, it is not possible to buy in an "one-stop-shop". A deep interaction is needed with the manufacturers.

Industrial Process

Go-to Market & Traction



The Charis in partnership with the INOVISA is setting a research project with the participation of the ISA (Institute of Agronomy), Wine Producers, Metalogonde (metalworking), PORVID (The Portuguese Association for Diversity Vine) and INIAV (Institute national Agricultural and Veterinary Research)

R&D

The Managers have complementary knowledge in the management, research and innovation and have devoted much of the past two years to this project having contacted and received input from several producers (wine and flour), distilleries, equipment manufacturers, chefs and researchers.

Management team

Experimental quantities of oil and flour of various castes have been produced and tasting sessions were organized.

Prototype

This project aroused the interest of several possible partners, from researchers, wine producers, flour producers, organic producers, distilleries by chefs. Was a finalist in this year of the Agricultural Credit award for Business Innovation.

Recognition

The oil is rich in polyunsaturated fatty acids and is very popular in Asian countries (US \$ 60 million of imports / year in South Korea)

Flour is a product without gluten, rich in natural antioxidants, which may be incorporated into processed food (bread, processed meats)

Business case



Initial Investment
(Rampup)

Assuming 1% of yearly produced
Grape seeds in Portugal

20.000 L Virgin Oil
250 T Flour

Average price of 20€/L for Oil →
400K€
Average price of 3€/Kg for Flour →
750K€

Estimated investment value (20.000 Liters/year)
500K€

5x times more

100.000 L Virgin Oil
1250 T de Flour

Average price of 20€/L for Oil →
2M€
Average price of 3€/Kg for Flour →
3,75M€

Estimated investment value (100.000 Liters/year)
2M€