

macacha.co



MACACHA

Natural Plant Protein
for Active Days

ABOUT ME



- ❑ **Founder and MD at MACACHA health startup**
- ❑ **Head of Health & Beauty at Whole Foods UK (2007-2014)**
 - ❑ Launched over 100 brands across the UK
 - ❑ Opened 5 stores in the UK
 - ❑ Launched natural sports nutrition category in the UK
- ❑ **MBA, London Business School (2003-2005)**



What I'm going to talk about

1. What I learnt at Whole Foods



2. What is MACACHA



3. The Journey – Behind the scenes of a startup



4. Key things that helped me



5. Startup myths



6. The future of wellness



A person is running away from the camera on a dirt path in a park. The path is surrounded by tall green grass and large, leafy trees. The scene is bright and sunny, with dappled light filtering through the leaves. The text is overlaid on the center of the image.

WHAT I LEARNT AT WHOLE FOODS

A holistic view of health

What I learnt at Whole Foods

– Quality Standards

UNACCEPTABLE INGREDIENTS FOR FOOD

There are many definitions out there for “natural food products” and many opinions on what food additives to avoid. Among other criteria, we draw a line when it comes to hydrogenated fats and artificial colors, flavors, preservatives and sweeteners. This guides us every day in choosing what to put on our shelves so you can feel confident about what you put on your plate.

Below is the list of ingredients that we find unacceptable in food. In other words, we won't sell a food product if it contains any of these. Based on new findings, the list may change, but we can proudly say that compromising our standards is also unacceptable.



WHAT IS THE PURPOSE OF RESPONSIBLY GROWN?

- ☒ Reward farmers who work hard to protect human health and the environment.
- ☒ Prohibit the most harmful chemicals; measure and reduce the rest.
- ☒ Provide shoppers with an at-a-glance view for sustainable farming practices.

What I learnt at Whole Foods

– Quality Standards

5-STEP® ANIMAL WELFARE RATING



What I learnt at Whole Foods

– Quality Standards

SUSTAINABLE WILD-CAUGHT SEAFOOD

When you shop for wild-caught seafood, you may wonder where it comes from and whether supplies are dwindling. No worries in our seafood department. Fresh or frozen, we have traceability from fishery to store. And, we only sell wild-caught seafood from fisheries that are certified sustainable by the [Marine Stewardship Council](#) (MSC) or rated either “Green” or “Yellow” by the [Monterey Bay Aquarium Seafood Watch](#) and [The Safina Center](#). We don't sell any of the red-rated seafood you might find at other grocery stores.

Wild-Caught Seafood Sustainability Logos at Whole Foods Market®



The world's leading certification program for sustainable fisheries.



From well-managed fisheries; caught in ways that cause little harm to habitats or other wildlife.



From fisheries where there are some concerns with how species are caught or managed.

What I learnt at Whole Foods

– Quality Standards

ORGANIC BODY CARE STANDARDS

Beyond Food, Organics in Whole Body

For your health—and that of the planet—we've expanded organic standards to body care, we're using "greener" packaging and we're insisting on even safer ingredients. It only makes sense that the definition of "organic" should not change substantially between the food and the non-food aisles of stores. Unfortunately, there are no mandatory government standards for the "organic" label claim on body care products.

The good news is at Whole Foods Market we're setting our own high standards. We're working to make organic mean organic in every aisle throughout our stores.

We believe that what you put on your body is as important as what you put in your body. So we're making organics in body care as reliable and straightforward as the existing standards for food.



What I learnt at Whole Foods – Quality Standards

ECO-SCALE™: GIVING NEW MEANING TO CLEANING



What I learnt at Whole Foods

– Quality Standards

365 EVERYDAY VALUE[®] EGGS

For the past several years we've been working with our farmers to develop standards for the health and wellbeing of laying hens. We're introducing these new standards with our 365 Everyday Value[®] eggs. Look for these labels.



What I learnt at Whole Foods – Store openings



Great preparation for a startup!!!



MACACHA

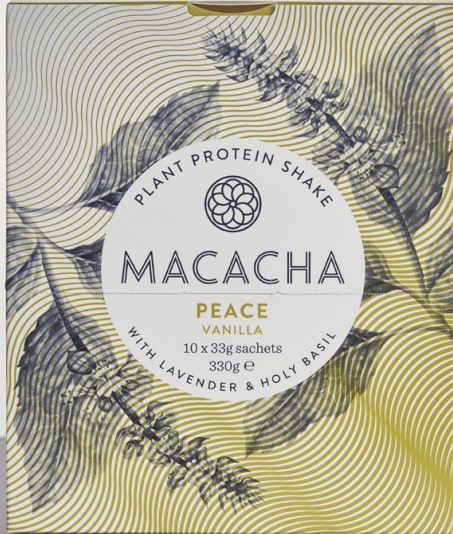
The only
COMPLETELY NATURAL PROTEIN SHAKE
for active people

Our Product Range

Plant protein blends with botanicals and adaptogens for additional benefits. Two blends: ENERGY and PEACE



PEACE Blend

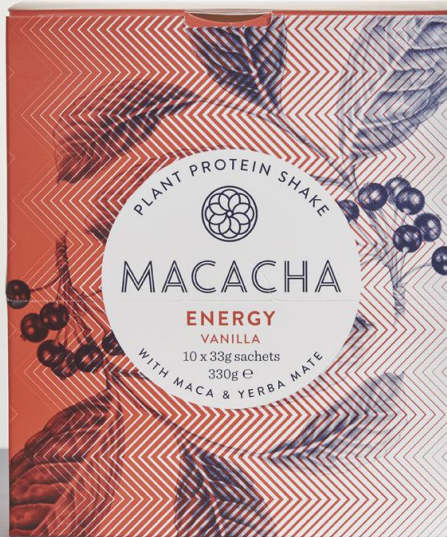


**Designed with yogis
in mind**

Key ingredients:

- **Holy basil (adaptogen)**
- **Lavender extract**
- **L-Theanine amino acid**
- **High in Iodine and Iron**

ENERGY Blend



To support a high energy lifestyle

- **Key ingredient: Yerba Mate**, a herb from South America
- Yerba Mate is rich in phytonutrients antioxidants
- Mate is the new matcha!
- High in Iodine and Iron



THE JOURNEY

Behind the scenes

Formulating

Finding the finest natural ingredients

Always organic

As local as possible

Wild harvested ideally!



Packaging

Showcase the
wonderful plants
that we use and love



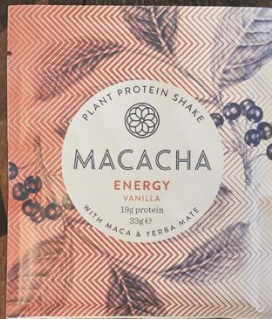
Packaging



Lots of trials for different formats
until finding the perfect one!
Recycled and
recyclable cardboard



Packaging



Our packaging is designed to blend into your kitchen



MACACHA

The delicious

NATURAL PLANT PROTEIN FOR ACTIVE DAYS

formulated with whole foods and botanicals

SHOP
NOW

STOCKIST
LIST

Building the website

Putting nature in the picture



Getting out there!



Goodies bags for events

Getting out there!



Lululemon Yoga classes!

Getting out there!



We support Laura Scott,
Ultra distance cyclist... and vegan



Getting out there!



The + Organic Pharmacy

Let us introduce you to **Macacha**

oud to host Macacha's founder, Inés Hermida for a talk and Q&A a Protein Shakes can power your workout and stretch the benefits c

Join us from 06:30-08:30pm on Thursday 15th September at The Organic Pharmacy 396 Kings Road, London SW10 0LN

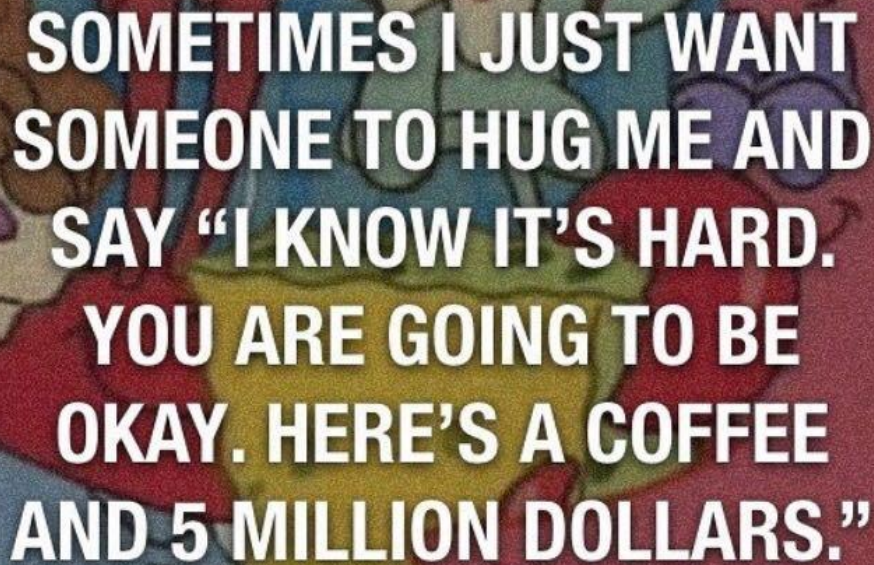


Please RSVP to The Organic Pharmacy by 11th September
Macacha is available exclusively at The Organic Pharmacy Stores
Email: pr@theorganicpharmacy.com Tel: 0207 225 0524

Team

People who believe in you
from the beginning



The image is a meme with a background of a cartoon character, likely from the anime 'One Piece', who is wearing a red shirt and has a yellow sash. The character is looking down with a sad expression. Overlaid on this image is white, bold, sans-serif text that reads: "SOMETIMES I JUST WANT SOMEONE TO HUG ME AND SAY 'I KNOW IT'S HARD. YOU ARE GOING TO BE OKAY. HERE'S A COFFEE AND 5 MILLION DOLLARS.'" The text is arranged in six lines, centered horizontally.

**SOMETIMES I JUST WANT
SOMEONE TO HUG ME AND
SAY "I KNOW IT'S HARD.
YOU ARE GOING TO BE
OKAY. HERE'S A COFFEE
AND 5 MILLION DOLLARS."**

Funding

START UP FUND (the "Investors")

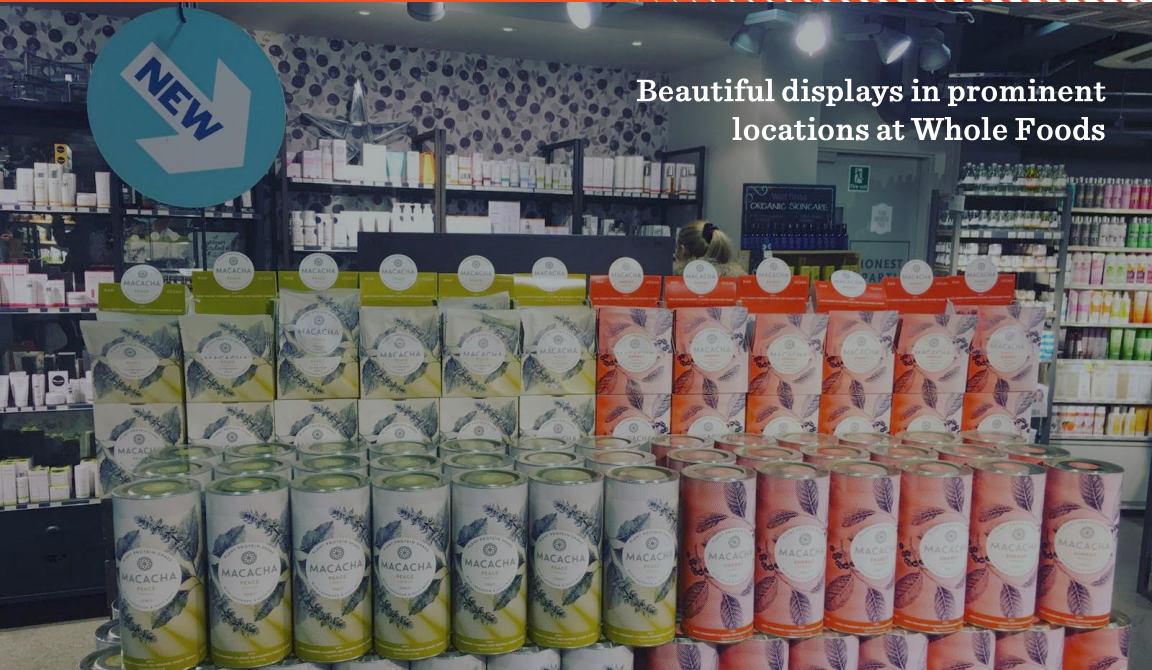
(3) INNVOTEC LIMITED
("Innvotec")

and

MACACHA HEALTH LIMITED
(the "Company")

SHARE INVESTMENT AGREEMENT

Launching the product



Beautiful displays in prominent locations at Whole Foods

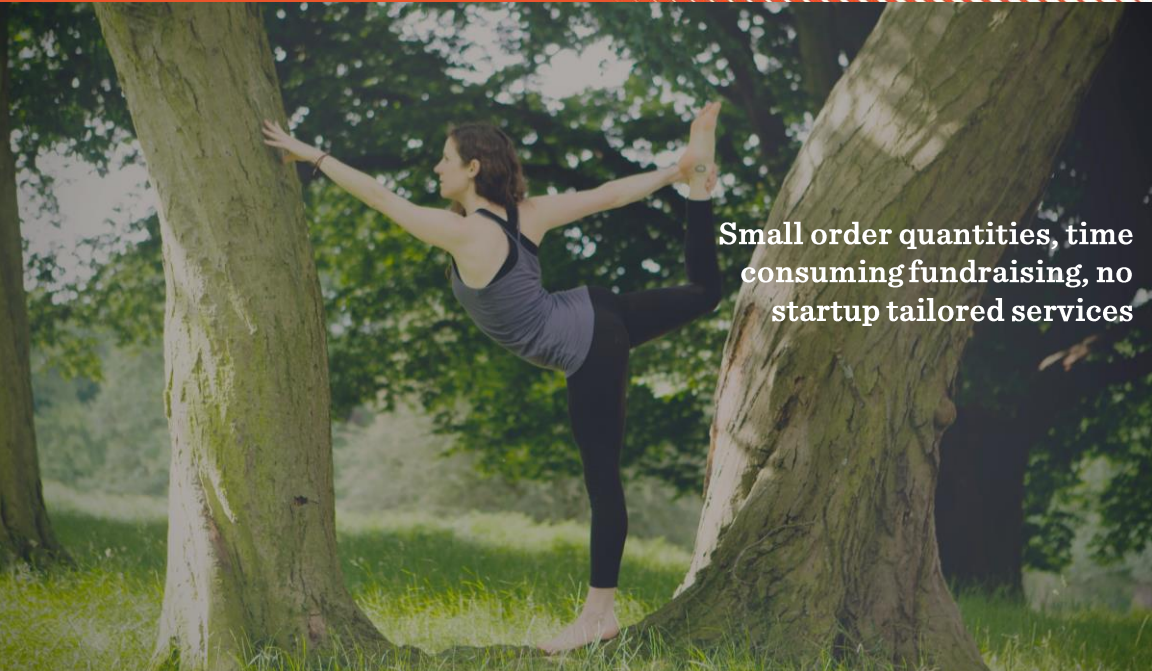
Launching the product



**Learning so much
from speaking to
customers!**

**We have done more
than 3000 tastings
since mid January**

Some obstacles along the way

A woman with long brown hair, wearing a grey tank top and black leggings, is performing a yoga pose in a forest. She is standing on her right leg, with her left leg raised high and bent at the knee, holding her foot with her right hand. Her left arm is extended upwards, touching the trunk of a large tree. The background shows lush green trees and grass, with sunlight filtering through the leaves. The image is partially covered by a red and white geometric pattern in the top right corner.

Small order quantities, time
consuming fundraising, no
startup tailored services

A woman with long dark hair is performing a yoga pose, likely a lunge or warrior variation, in a room with a rustic, stone-walled background and a large window. She is wearing a dark tank top and leggings, and is barefoot. Her hands are clasped in front of her chest, and her gaze is directed towards the right. The room is filled with warm, golden light from the window, creating long shadows on the wooden floor. The text "KEY THINGS THAT HELPED ME" is overlaid in the center of the image in a bold, white, sans-serif font.

KEY THINGS THAT HELPED ME

Got comfortable pitching



Attended one pitch event per week in the beginning

Took care of financials early on



Our amazing Finance
Director came on
board early on
Here we were
pitching at a hotel!



Team on the same wave length



My previous job!



Understanding the
commercial aspect
of wellness

Living in the Present

Everything is in flux



A woman with dark hair, wearing a black long-sleeved top and black leggings, is performing a handstand in a lush green field. She is barefoot and her body is arched, with one leg extended upwards and the other bent. The background is filled with dense green foliage and trees, creating a soft, natural setting. The text "STARTUP MYTHS" is overlaid in white, bold, sans-serif capital letters at the bottom of the image.

STARTUP MYTHS

“You need a thick skin”



“Sleeping under your desk”

*I really need
a day between
SATURDAY
and
SUNDAY*

A photograph of two women running away from the camera on a grassy path in a park. The sun is high in the sky, creating a strong lens flare and illuminating the scene. The women are wearing athletic wear; the one on the left has a pink waistband visible. The background is filled with lush green trees.

THE FUTURE OF WELLNESS

Let me introduce you to “Wellwashing”

It will become important to distinguish between real
wellness initiatives from “wellwash”

1. Fluffy language

Words or terms with no clear meaning,
e.g. 'eco-friendly'



2. Green products v dirty company

Such as efficient light bulbs made in a factory
which pollutes rivers



3. Suggestive pictures

Green images that indicate a (un-justified) green
impact e.g. flowers blooming from exhaust pipes

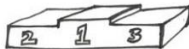
4. Irrelevant claims

Emphasising one tiny green attribute when
everything else is un-green



5. Best in class?

Declaring you are slightly greener than the rest,
... if the rest are pretty terrible



6. Just not credible

'Eco friendly' cigarettes anyone? 'Greening'
a dangerous product doesn't make it safe



7. Gobbledygook

Jargon and information that
only a scientist could check or understand



8. Imaginary friends

A 'label' that looks like third party endorsement ...
except it's made up



9. No proof

It could be right, but where's the
evidence?



10. Out-right lying

Totally fabricated claims or data



Nevertheless, many good changes have been happening

CNN Health • FDA orders food manufacturers to stop using trans fat within three years International Edition

FDA orders food manufacturers to stop using trans fat within three years

By **Jen Christensen**, CNN
Updated 1947 GMT (0347 HKT) June 16, 2015

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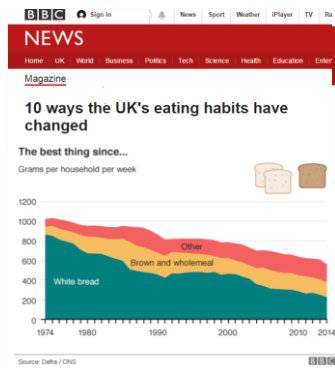
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3 September 2016 | UK

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Number of smokers in England drops to all-time low

Just one in six adults now smokes, according to figures from Public Health England, with record numbers giving up last year



good
vibes
only

Thank you!!!