



Beyond Animal: Advancing for Humanity

Beyond Animal's vision is to accelerate the growth of the global ethical, cruelty-free economy across all sectors

The current economic model based around **animal exploitation and destruction of natural resources** is leading to harmful impact to the **climate**, destruction of **biodiversity**, rising **healthcare** costs and stress on the global **economy**

CHALLENGES

- Cultural preferences
- Credible investment opportunities
- Lower volume and market share due to fragmented demand
- Finding the most suitable ethical products, supplies and services

OUR SOLUTION

Mobile app-based multi-purpose digital platform designed for connecting stakeholders in the ethical economy



CONNECTED COMMUNITY

- Knowledge sharing
- Events and activities
- Job board
- International and local networks



SUSTAINABLE FINTECH

- All types of crowdfunding
- Angel clubs, private investment
- Co-investment, M&A



DIGITAL SUPPLY CHAIN

- Business directory
- Marketplace
- Third-party solutions
- Business or personal needs

MAJOR SECTORS

- | | |
|-------------------------|----------------|
| Finance | Healthcare |
| Food & Beverages | Animal Testing |
| Fashion | NGO |
| Cosmetics & Accessories | Associations |



OPPORTUNITIES

- Millennials opting for sustainable choices
- Rising focus on impact investments
- Digital, blockchain and AI innovations
- Climate, water and waste targets

KEY MILESTONES AND ROADMAP



Beyond Animal is a Swiss public limited company incorporated in Dec 2018

Claire Smith | Chairwoman, Co-founder

Creator of Vegan VC fund and US Vegan ETF
34 years experience in finance and investment
Based in Geneva, Switzerland

Dhanesh Kothari | CEO, Co-founder

IT, digital and blockchain strategy expert, start-up advisor
23+ years of IT experience in global roles
Based in Lausanne, Switzerland