

Willem van Eelen

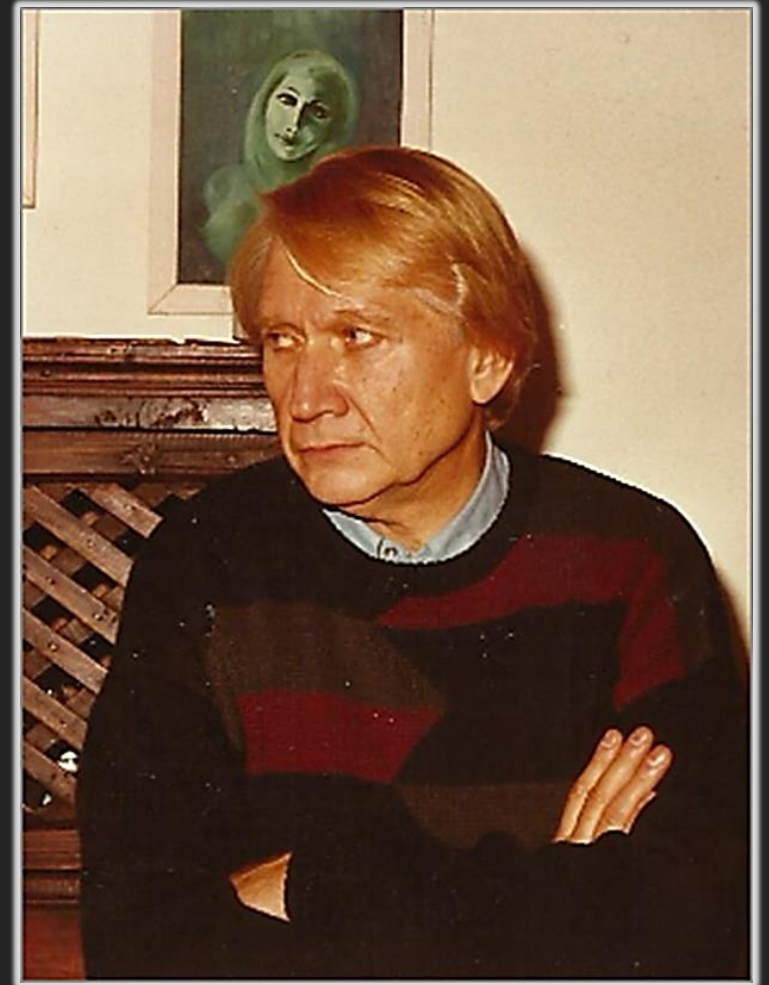
A man on a mission in 1980

To make meat from cells, not animals

First proof of concept 1993

First patents 1997-1999

First government funding 2002



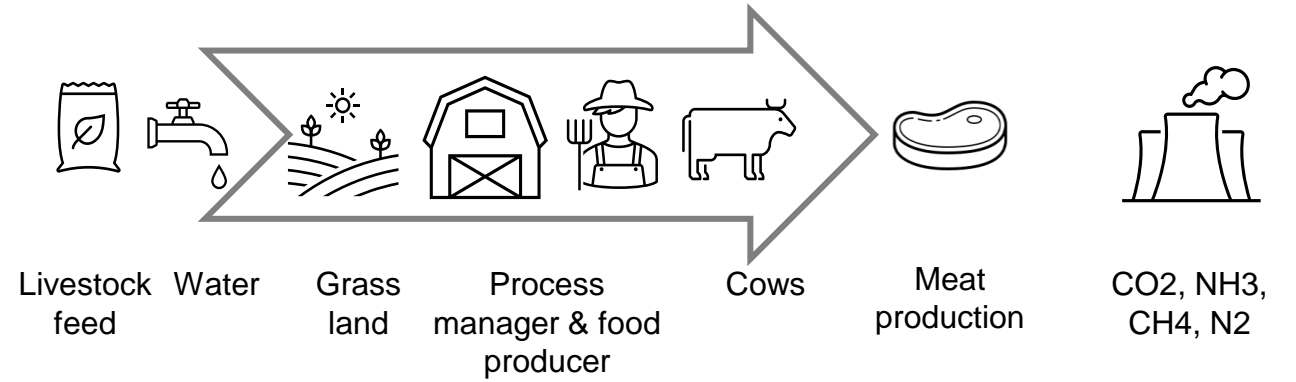


RESPECTfarms

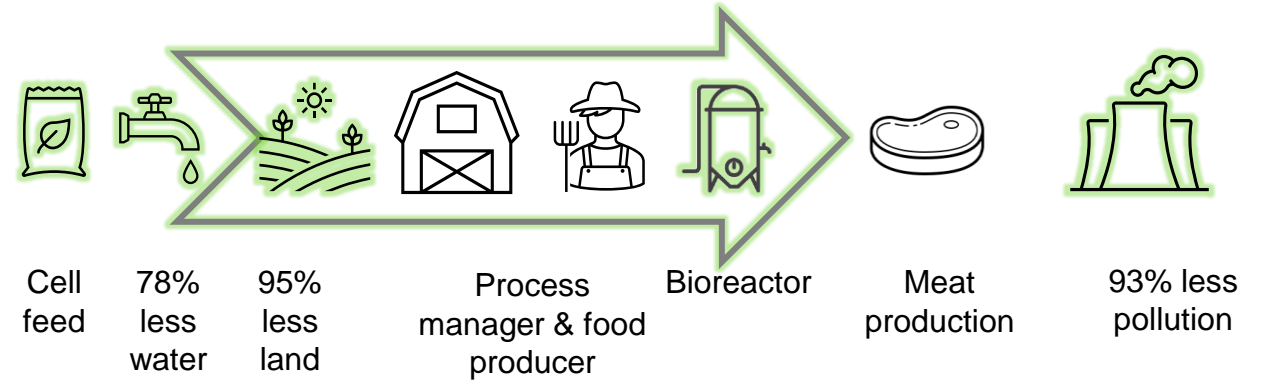
Reuse of infrastructure...

Additional earning model for the farmer.

Livestock farming



Cultured meat farming





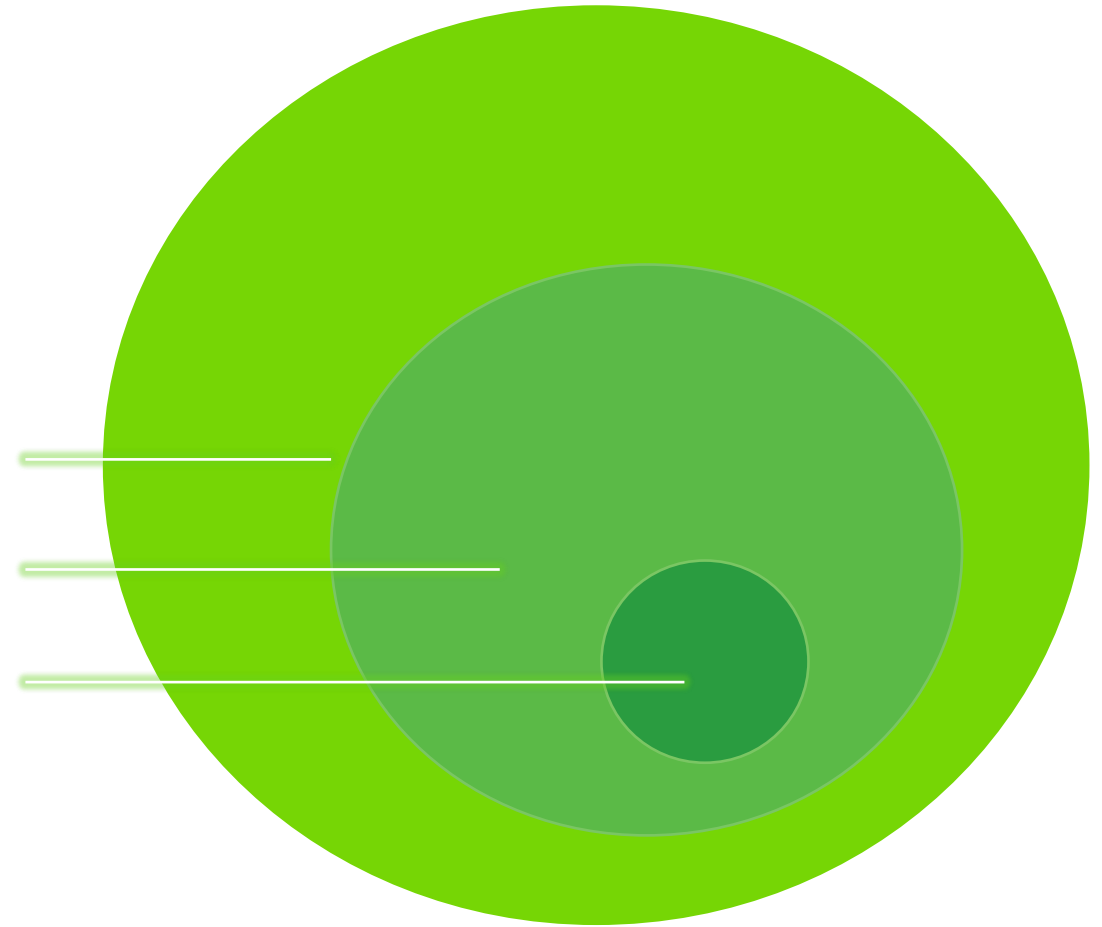
Market

EC research shows that 5% of farmers could be cell-farmers in 2040

570 mln livestock farms
(all animals)

70 mln mid sized
(more then 2ha)

3,5 mln addressable
(cell farmers = 5%)



Stage-gated approach

