

## Abstract

Pawsible Foods innovatively addresses the challenge of mushroom waste in India by repurposing stems and substrate through a fermentation process to create Myco-ingredients™ for enhanced pet nutrition. Our Core Wellbeing Topper bridges the gap in the Indian dog food market, catering to vegetarian households and home-cooked pet food preferences. We are on track for a strategic product launch, benefiting from NUS support, and focusing on achieving Product-Market-Fit with a consumer-first approach. Our path is guided by securing non-dilutive grants, incubator programs, and angel investment to establish a sustainable and nutritious future for pets.

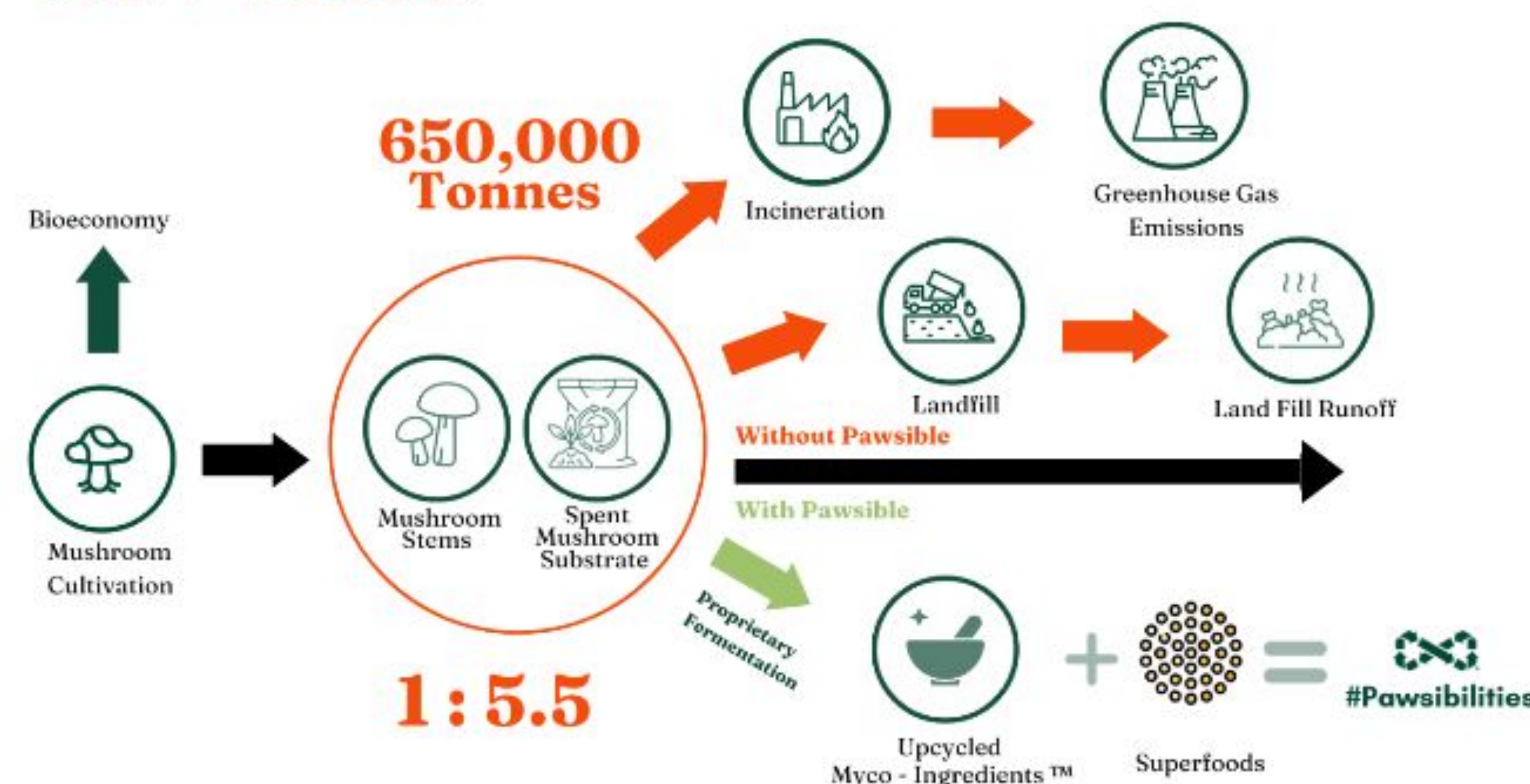
## Market Need

In mushroom cultivation, approximately 5.5 kgs of stems and substrate go to waste for 1 kg of fruiting bodies produced, totalling over 650,000 tonnes of untapped nutrition in India alone. Pawsible Foods addresses this by repurposing these neglected by-products using a fermentation process, creating valuable Myco-ingredients™ for enhanced pet nutrition. These, when combined with plant superfoods, lead to infinite pawsibilities in smarter pet nutrition.

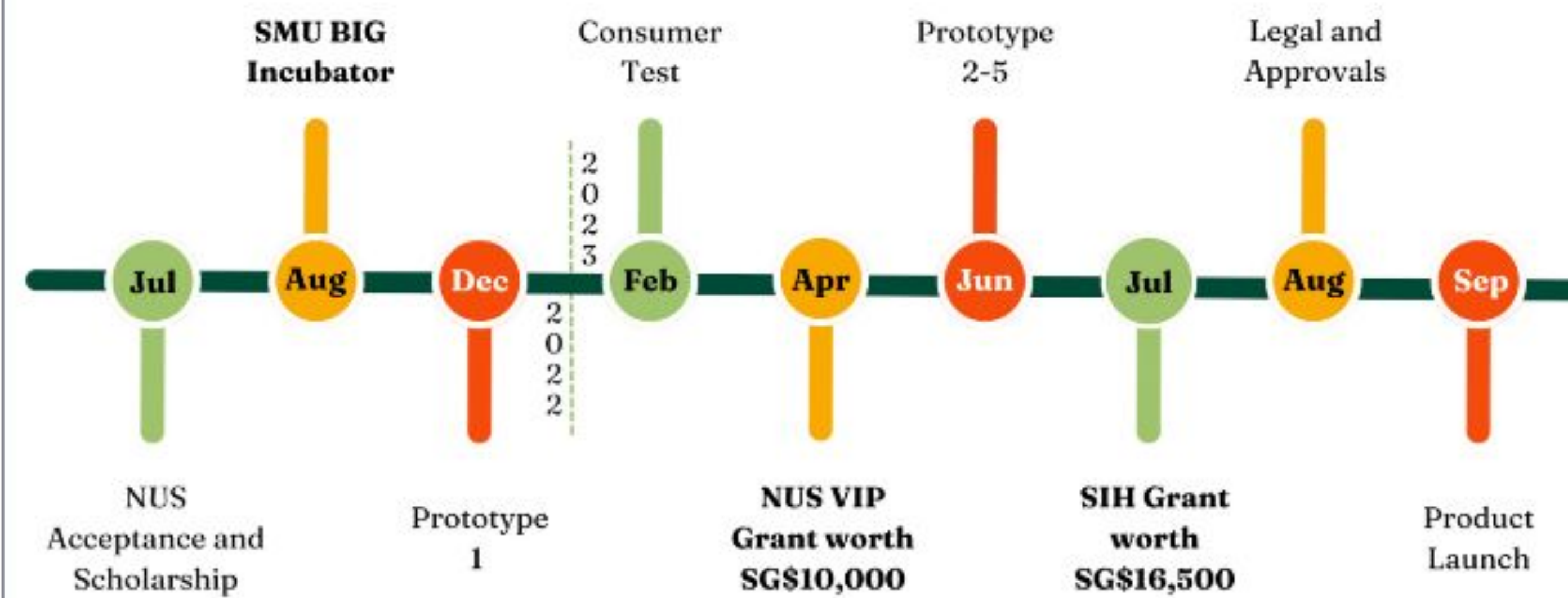
In India, where cultural and ethical values drive dietary choices, a significant portion of households is vegetarian. This presents a unique challenge for pet owners - they must either compromise their beliefs by introducing meat or settle for subpar soy-based alternatives. Pawsible Foods first product - our Core Wellbeing Topper - not only bridges nutritional gaps but also elevates the palatability of both home-cooked and kibble-based diets.

Our mission is to revolutionise the pet nutrition industry by respecting values, reducing waste, and offering a healthier, tastier choice.

## Our Process



## Timeline and Milestones



## Consumer-First Approach

Growing negatively gravitropic mycelium in a clean room sounds fancy and futuristic. While it's technically feasible, it would have pushed us into becoming manufacturers, contrary to our commitment to the capital-efficient ethos of consumer-first brands. We tried prototypes with mycelium but surprisingly our four-legged companions didn't like the aroma and taste. We had to find something.

It was fortunate that we chanced upon mushroom stems. The umami nature of the mushroom stems and SMS was loved by our furry friends. Mushroom stem constitutes ~50% of the consumable biomass of the fruiting body. Though they have the same nutrition as fruiting bodies, stems aren't consumed in India due to cosmetic reasons. Local populace convert it into pickles and farmers feed it to their livestock as feed. These mushroom stems now play a pivotal role in our fermentation process, serving as the substrate for crafting our innovative Myco-ingredients™.

## Unique Indian Insights - Why Topper?

Sustainability alone doesn't drive the Indian dog food market. Over 30% of Indian households are entirely vegetarian due to deeply rooted religious, ethical, and cultural beliefs. There's a dual dilemma - the guilt of bringing meat into the house or the guilt of feeding subpar soy-based products to their furry friend.

Over 90% of households in India feed home-cooked food due to convenience, traditional knowledge and concerns about low meat quality in kibble.

Our nutritional topper bridges nutritional gaps and improves the palatability of home-cooked food (and kibble). Our innovation boasts an extended shelf life, eliminating the need for refrigeration, and requires just a small ~5g serving to provide substantial benefits without causing any discomfort to pets. Our innovation ensures both your dog's health and respects your values.

## Current Status and Next Steps

We are on-track to launch our first product on 19th September in India on our website (see QR) and other D2C platforms. We don't intend to enter conventional retail as product awareness is low. Our goal is to achieve Product-Market-Fit (PMF) for this one product line. Rather than ramping up batch sizes or splurging on extensive marketing campaigns prematurely, our approach focuses on fine-tuning the product and identifying our ideal customer persona. We are confident that there's been a lot of design thinking applied and now only the market can teach us.



## NUS' Support

NUS has exceeded our expectations as student entrepreneurs. Not only did they become our initial financial supporters and provide us with on-campus incubation space, but they also recognized our work at Pawsible as credit-bearing modules. What's truly remarkable is that our bachelor's thesis can now seamlessly intertwine with our startup journey, and all of it accounting for about 30% of our formal degree. Beyond these strategic advantages, we enjoy access to Asia's top talent and the expertise of highly qualified professors. With Singapore's ambitious 30-by-30 vision in mind, we anticipate robust policy support and increased funding opportunities. Who knows, we might pioneer something truly unconventional and revolutionary!

## Needs

Our strategic focus revolves around non-dilutive grants, incubator programs, and competitive pitching events. This approach ensures greater independence in our daily operations. In our next phase, we plan to raise a small angel round to establish Product-Market-Fit for the Core Wellbeing topper.

## Our Supporters

