

## MAF's Reporting of Financials (2020)

*This document contains responses written by the charity. ACE has made no content changes other than the removal of confidential information.*

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### Program 1

**Program name:** Alternative Proteins IL 2020 Technology Seminar

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**Program expenses (2019):**

0

**Proportion of expenses that go to non-staff costs (2019):**

N/A

**Program expenses (first 6 months of 2020):**

USD 4000

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

0

**Approximate number of staff hours invested (2019):**

0

**Approximate number of staff hours invested (first 6 months of 2020):**

400

**Approximate number of volunteer hours invested (2019):**

0

**Approximate number of volunteer hours invested (first 6 months of 2020):**

40-50

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

We are in advanced stages of planning the Alternative Proteins IL 2020 technology seminar, addressing mostly professionals from outside the realms of alternative Protein space - 350 people will join online. This Seminar will take place on November 26th 2020.

The goal of the Alternative Proteins IL 2020 seminar is to bring together professionals from worlds of Alternative Protein and classical Life Sciences, to foster future collaborations and develop the industry.

In preparation for AP IL 2020, we have already carried out highly effective meetings with people from both sectors and have generated working collaborations between food engineers and consultants. One example for such collaboration is RS-NESS - one of our event sponsors, RS-NESS is a company which had no previous connection to the AP industry and today, after our efforts, is deeply involved in several active projects in the field and will present in the seminar. A second example is a discussion we had together with GFI and Merck/Sigma on ways to reduce the cell media components cost. This will hopefully turn into a new project inside Merck. We plan to continue doing similar activities until the seminar takes place, and to fuel collaborations created by it later on.

We also launched a WhatsApp group dedicated only to alternative protein updates (WhatsApp is the most used social messaging app in Israel, with over 90% of the population using it, on a daily basis). Group content includes investment opportunities, benchmark developments, webinar and conference invitations, etc. As of November 12th 2020, the group has over 230 members. The goal of the group is to create a pool of professionals and enthusiasts, and serve as an easy channel to advertise the seminar and future events, as well as engage and interest members in volunteering, collaborating or contributing further to the event and, in general, in promoting the AP space.

We have secured a production company, keynote speakers, various sessions and panel discussions, as well as sponsorships – all, thanks to this preparation work.

**How, if at all, do you plan to expand/shrink this program?**

We believe this seminar, as it is a manifestation of a greater cause of ours, and we see it turning out to be a great success. If it does reach our goals of attendance, crowd interest and connections formed because of it, we plan on making it an annual event, thus expanding it.

**What do you expect the total expenses for this program to be in 2021?**

USD 17000 - 20% higher than 2020's expenses

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Program 2

**Program name:** Detailed Mapping of Israel's Alternative Protein Landscape

**Program expenses (2019):**

0

**Proportion of expenses that go to non-staff costs (2019):**

N/A

**Program expenses (first 6 months of 2020):**

USD 1000

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

0

**Approximate number of staff hours invested (2019):**

0

**Approximate number of staff hours invested (first 6 months of 2020):**

100

**Approximate number of volunteer hours invested (2019):**

0

**Approximate number of volunteer hours invested (first 6 months of 2020):**

20-30

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

Our goal for this mapping project is to make information about the Israeli Alternative Protein landscape, and the many service and ingredients providers available, more accessible: both for those outside of the AP industry, who are interested in learning more about it and get a well-informed sense of understanding about it; for those already within the AP industry, may they be entrepreneurs, service providers, or researchers .In addition, this database could help investors who are looking to invest in an Israeli start-up. We are in contact with several such potential investors.

So far, as part of our mapping project, as well as in preparation for our upcoming AP IL 2020 technology seminar, we met with companies, incubators, researchers and service providers, in order to understand their processes and objectives for the future. We have conducted around 100 hours of online research and mapped the cultured and novel meat, plant-based meat, dairy & eggs, plant-based ingredients, services, materials, incubators and supporting organizations, foundations and VCs fields. More work is still ahead of us to complete the mapping - it is expected to be finalized by September 2020

**How, if at all, do you plan to expand/shrink this program?**

As the mapping and design work is not yet concluded, the project will continue at its current volume until the first AP IL Booklet is issued - at the AP IL 2020 seminar (due October). After that its scope will shrink, and will include periodical maintenance of our database (by online research and physical meetings and talks with new forces joining the local landscape), an annual issue of new e-booklet and printing of new editions for big events, annually or once every two years.

**What do you expect the total expenses for this program to be in 2021?**

USD 1000-2000, including staff costs and physical issues of the booklet

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Program 3

**Program name:** Planning and Promoting the Creation of the World's First Dedicated Industrial Scale AP Products Manufacturing Site

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**Program expenses (2019):**

0

**Proportion of expenses that go to non-staff costs (2019) :**

N/A

**Program expenses (first 6 months of 2020):**

USD 500

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

0

**Approximate number of staff hours invested (2019):**

0

**Approximate number of staff hours invested (first 6 months of 2020):**

50

**Approximate number of volunteer hours invested (2019):**

0

**Approximate number of volunteer hours invested (first 6 months of 2020):**

0

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

Israel is becoming a global alternative protein power. Its dominance in the field of research and development will continue to grow in the coming years and, with it, the demand for industrial production infrastructure for new and existing developments.

In order to advance the creation of the first AP-dedicated industrial scale manufacturing site, we have hired a professional strategic consultant firm and laid the groundwork foundations for the creation of a business model and presentation for this project. We have visited Kiryat Shmona, a city in the Northern District of the country where such a site can be built, and met with local key players and governmental organizations such as the Ministry of Economy and the Israeli Innovation Authority, to drive our plan forward.

The final business model, as well as some of the most important meetings and landmarks of this program, are planned for the next few months - thus most of this program's accomplishments will take place in the last 6 months of 2020.

**How, if at all, do you plan to expand/shrink this program?**

As the business model is yet to be written, and we still have very crucial meetings ahead of us, this program will expand during the last 6 months of 2020.

The expansion or shrinking of the program in the longer run will be in accordance to the local market's needs.

**What do you expect the total expenses for this program to be in 2021?**

USD 5000

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Program 4

**Program name:** Creating a New Alternative Protein Start-Up

**Program expenses (2019):**

0

**Proportion of expenses that go to non-staff costs (2019):**

N/A

**Program expenses (first 6 months of 2020):**

USD 1000

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

0

**Approximate number of staff hours invested (2019):**

0

**Approximate number of staff hours invested (first 6 months of 2020):**

100

**Approximate number of volunteer hours invested (2019):**

0

**Approximate number of volunteer hours invested (first 6 months of 2020):**

20

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

MAF is currently identifying new unmet needs of the alternative protein sector with entrepreneurs and food entities to create a new initiative in the field of alternative proteins, as we have done in the past with SuperMeat.

We have presented our analysis of white spaces and ideas to a variety of players in the field of alternative proteins in Israel, such as local incubators (The Kitchen Hub, Fresh Start, and others), who were enthusiastic about collaboration with us, in order to form a new start-up that could obtain funding and guidance from the incubator.

**How, if at all, do you plan to expand/shrink this program?**

We plan to expand this program, including hiring contractors for POC stages and training the future CEO of the company, until the start-up initiative is officially established at Q4 2020 to Q2 2021. Once it's an independent entity, we plan to provide occasional consultations meetings for its team.

**What do you expect the total expenses for this program to be in 2021?**

USD 5000\*

(\*Another initiative is planned for 2021 and will require USD 20k more)

Program 1: 17k

2: 2k

3: 5k

4: 4k

Another initiative is planned for 2021 and will require USD 20k more

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**What was your charity's total revenue in 2019?**

48700

**What was your charity's total revenue in the first six months of 2020?**

12439

**What were your charity's total expenditures in 2019?**

6908

**What were your charity's total expenditures in the first six months of 2020?**

5581

**What were your charity's financial assets (i.e., cash, savings, investments, etc.) in 2019?**

69186

**What were your charity's financial assets (i.e., cash, savings, investments, etc.) in the first six months of 2020?**

75713

**What were your charity's liabilities (if any) in 2019?**

0

**What were your charity's liabilities (if any) in the first six months of 2020?**

0

**Did your charity receive any large (>20% of your budget) grants in the past two years? If so, specify the amount and (expected) date of disbursement if possible.**

Yes, we received a grant of 20K USD at the beginning of 2019

**If your charity receives any restricted donations, approximately how much did it receive in the past year, and what programs did that support?**

No, we haven't received any restricted donations

**If your charity has any revenue-generating programs, how much revenue did they generate in 2019 and the first six months of 2020?**

No, we did not have any revenue generating programs at that time

**Did you set a fundraising goal in 2019? If so, what was the fundraising goal and did you meet it?**

Our goal in 2019 was to raise 50K USD and we met it

**How many full-time staff are currently employed by your organization? Please specify by country.**

1 - Israel

**How many part-time staff are currently employed by your organization? Please specify by country.**

1 - Israel

**Is there anything else you'd like us to know about your charity's funding situation?**

As you probably know, we received a 15K USD grant from ACE in the last days and we thank you for that.

**Do you expect your funding situation in 2021 to differ significantly from the situation in the past few years? If so, how?**

As our high impact project list expanded in the last few months, we expect our foundation to raise more funding in 2021 and we are currently working to achieve that goal.

**Do you make a projection of your financial situation in 2021? If so, what do you expect your revenue, expenses, and assets to be?**

We have not yet initiated the projection for 2021

**As an organization, what are your most important goals for 2021? If we've previously evaluated your organization, have your goals changed since then?**

1. Promote and establish a multidisciplinary field in Israel between pharma, biotech, food and chemical industries which promotes alternative proteins and is characterized by an abundance of international cooperation.

2. Promote Israeli governmental recognition and substantial financial support for the alternative protein space. We would target promoting alternative proteins as an object of Israeli national flagship project, by reaching out to interested politicians and other prominent figures, and seeking governmental funding and cooperation, for Israel to be the leading force in creating the "next beyond meat", a combination of cellular agriculture and plant-based meat, or the first commercial cultivated meat.

3. Develop and promote unique technologies in Israel, that will serve as an alternative to the current methods of meat analogues production: for example, current methods of 3D printing and the scaffold method for the creation of three dimensions products will lack efficiency in large scale production batches. Identifying new production methods with higher efficiency and scalability will be one of our focal points in the coming years.

**Do you have plans to start any new programs? If so, please elaborate and include the expected costs of these programs.**

In addition to the current on going programs, we will work together with Merck and other ingredient suppliers to reduce the cost of the growth media for cultured meat.  
Estimated annual cost - 2000 USD.

**Do you have plans to start any new expansions to other countries? If so, please elaborate and include the expected costs of these expansions.**

No

**How many new staff members would you like to—and realistically be able to—hire within the next year if you had sufficient funds? Please specify for what roles or programs.**

We would like to hire 1-2 additional staff members in the coming year:

1. Fund raising expert
2. Project manager / director of engagement

**If you raised 1.5x your fundraising goal next year, what would you spend the additional funding on?**

We would use the funds to hire the above mentioned staff members.

The additional project manager / director of engagement will meet researchers, entrepreneurs and investors in order to promote a company that will develop a meat equivalent from genetically modified plants. The work will include carrying out a professional conference inside an academic institute devoted to the high potential of genetically modified plants being used as meat equivalents, and a series of meetings with scientists and government representatives to promote this idea.

**Does your organization have a strategic plan? If so, please provide a link here or email it to us.**

<https://animalcharityevaluators.org/wp-content/uploads/2020/11/modern-agriculture-foundation-strategic-outlook.pdf>