



BIOMILQ'S ADVERTISING STRATEGY

Cultivate Tomorrow Hackathon 2022

got-MILQ
AdStrategy Team 1

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Introduction

About the company

BIOMILQ is a North Carolina-based startup aiming to provide parents and caretakers with cell-cultured human milk from mammary cells outside of the body, expanding feeding options for babies primarily under six months and beyond around the world.

Founded in 2020 by Leila Strickland and Michelle Egger, BIOMILQ's journey started after Leila's experience as a new mom struggling to produce enough breastmilk for her son Levi. Leveraging her PhD in cell biology and acquired skills from roles in pharma and biotech, Leila's proof-of-concept experiment confirmed that a molecularly complex product composed of human milk components could be obtained from culturing mammary epithelial cells in our system. BIOMILQ most recently raised \$21M in its 2021 series A round allowing them to continue investing in their lab in Research Triangle Park in Durham, NC.

BIOMILQ vision is to provide a better way to supplement breastfeeding with an alternative that offers supplemental nutrition comparable to naturally produced human milk with the convenience of formula. While breastfeeding is widely recognized as the ideal source of infant nutrition, the reality is that only 25.6%¹ of women exclusively breastfeed for six months, as recommended by the American Academy of Pediatrics and the World Health Organization. Due to the challenges facing mothers and their need for supplementation, the infant nutrition industry has become massive, worth \$67.3² billion worldwide—but infant formula falls critically short for both infant and planetary health. BIOMILQ has the unique opportunity to leverage the gaps in feeding by offering 100% human milk, with the nutrition of breastmilk and practicality of formula.

Product

Extensive evidence has shown that breast milk contains a variety of bioactive agents that modify the function of the gastrointestinal tract and the immune system of infants, as well as in brain development³. Infant formula is intended as an effective substitute to breast milk and is formulated to mimic the nutritional composition of breast milk, most commonly using bovine milk as basis. However, bovine milk

¹ Breastfeeding Among U.S. Children Born 2010-2017, CDC National Immunization Survey. https://www.cdc.gov/breastfeeding/data/nis_data/results.html

² Bedford, Emma. Dec 2020. "Global infant nutrition market size 2019 and 2027." Statista. <https://www.statista.com/statistics/249469/global-baby-food-market-size-2015>

³ Savino, F.; Bebeti, S.; Lignori, S.A.; Sorrenti, M.; Cordero, D.; Montezemolo, L. Advances on human milk hormones and protection against obesity. *Cell. Mol. Biol.* 2013, 59, 89–98.

contains higher levels of fat, minerals and protein compared to human breast milk. Therefore, cow milk must be skimmed and diluted to resemble human breast milk composition more closely⁴. Moreover, research has found that longer breastfeeding duration has lifelong effects such as protection against child infections and malocclusion, increases in intelligence, and probable reductions in overweight and diabetes⁵

Although BIOMILQ is aiming to release their first commercially viable product in 5 years, in June 2021 they announced that their product has macronutrient profiles that closely match the expected types and proportions of proteins, complex carbohydrates, fatty acids, and other bioactive lipids that are known to be abundantly present in breastmilk⁶. Unlike other breastfeeding alternatives currently available in the market, BIOMILQ is not creating a handful of components to mimic the nutritional composition of breast milk using animal or plant-based ingredients but bringing a whole milk product that maintains the integrity of its incredible evolutionary origin. BIOMILQ has shown that it can create a product that contains a comprehensive suite of human milk proteins that not only function to nourish but also protect infants. Additionally, BIOMILQ product contains polyunsaturated fatty acids (PUFAs) that are known to have anti-inflammatory qualities that promote and sustain healthy development.

Competitors

The Infant Formula Manufacturing industry exhibits a high level of market share concentration, with the four largest companies in the industry accounting for an expected 86.8% in 2020. Concentration has remained high over the five years to 2020, falling slightly from 93.3% in 2015. This growth has come because of the largest companies having economies of scale that enable them to maintain revenue growth despite falling demand for industry products. However, small companies have been challenged by falling demand and, in many cases, have exited the industry. Over the five years to 2020, the number of companies in the industry has fallen at an annualized rate of 2.5% to only 15 operators⁷.

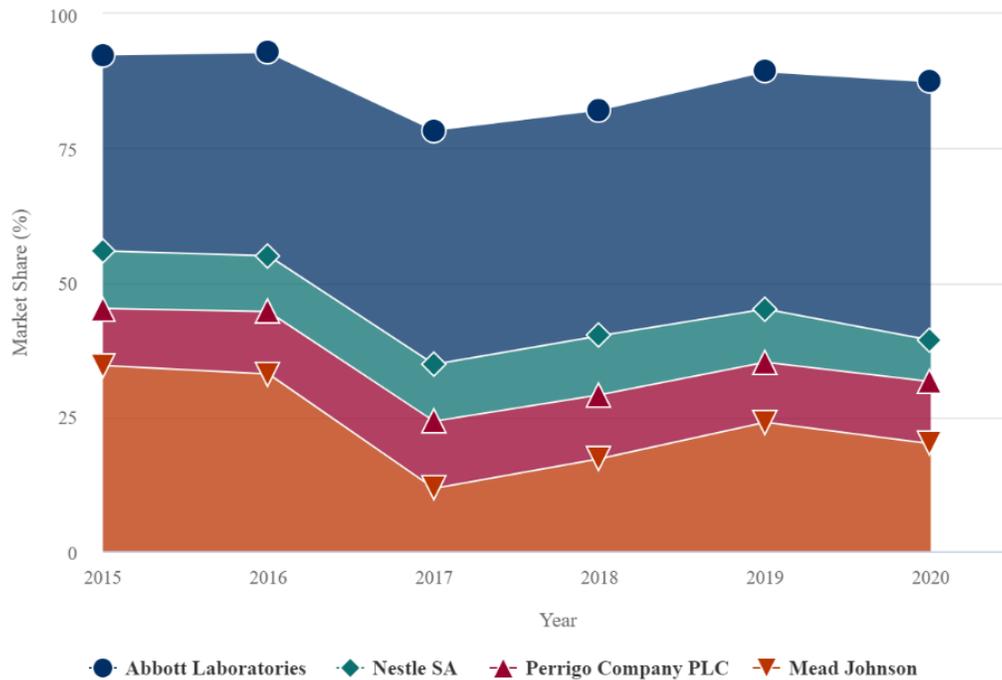
⁴ Koletzko, B.; Baker, S.; Cleghorn, G.; Nete, U.F.; Gopalan, F.; Hernall, O.; Hock, Q.S.; Jirapinyo, P.; Lonnerdal, B.; Pencharz, P. Global standard for the composition of infant formula: Recommendations of an ESPGHAN coordinated international expert group. *J. Pediatr. Gastroenterol. Nutr.* 2005, 41, 584–599.

⁵ Victora, Cesar G., et al. "Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect." *The Lancet* 387.10017 (2016): 475-490.

⁶ BIOMILQ Has Successfully Made Human Milk, BIOMILQ. <https://biomilq.medium.com/biomilq-has-successfully-made-human-milk-ae3649571e69>

⁷ Infant Formula Manufacturing. IBIS World. <https://my-ibisworld-com.turing.library.northwestern.edu/us/en/industry-specialized/od4287/competitive-landscape>

Major Players and Their Market Share
2015–2020



Infant Formula Manufacturing
Source: IBISWorld

Competitors Advertising strategies

Formula marketing, as for other fast-moving consumer goods, starts with a detailed understanding of the customer; on this can be built long-term relationships which are strengthened with careful segmentation and targeting. Due to regulators' concerns about the effects of marketing of infant formula, in 1981 the World Health Organization published a code⁸ which required companies to acknowledge the superiority of breast milk and outlawed any advertising or promotion of breastmilk substitutes to the public. In reality, marketing remains widespread because some countries (e.g. the USA) have not adopted the Code and elsewhere industry has developed follow-on and specialist milks which they use to promote infant formula by proxy – that is, they are branded in the same way and the boundaries between infant formula and follow-on and other products are blurred. In recent years, Formula companies have widely adopted the 'breast is best' declaration required by the WHO but leveraged as a good marketing effect. First, it aligns the company with WHO and the public health establishment and secondly helps maintain a pretense that

⁸ World Health Organization. International code of Marketing of Breast-milk Substitutes. Geneva: World Health Organization; 1981.

formula milk does not compete with breast milk using complementing statements such as “unfortunately, not all mothers can breastfeed...”, and so into an overt pitch for its products.

One of the most successful formula advertising campaigns was from Abbott's Similac rebranding through the concept of “doing what’s best for baby”⁹ At its core is a video showing a group of parents arguing in a public park, criticizing each other for their choices and differences (about nappies/careers/sexuality/gender/feeding) but when one of the buggies (strollers) runs away down the hill they stop fighting and become united in their instinct to save the baby, which, with palpable relief, they succeed in doing. The strapline then appears: “no matter what our beliefs, we are parents first – welcome to the Sisterhood of Motherhood”. It “was the most successful campaign ever for Similac” resulting in increased sales and vastly improved media coverage [30]. It also succeeded in changing the narrative about infant feeding, which is no longer a matter of scientific evidence, but lifestyle choices and beliefs. Breast feeders are positioned as just one minority, with one set of beliefs.

Another advertising strategy used by the formula industry has been targeting the medical establishment. The industry takes care to keep external stimuli supportive by building strong financial and educational links with medical communities. The main vehicle for this stakeholder marketing is pitching 'specialist formula' by ensuring to professionals that these products are breast milk substitutes for specific feeding situations but end up having the wider effect of normalizing the interactions between industry and the profession. As gatekeepers and trusted experts on infant nutrition, a relationship between doctors and formula manufactures has the indirect effect of improving the trustworthiness that consumers have of formula brands.

Current advertising strategy challenges

The main challenges for BIOMILQ's marketing strategy are the regulatory hurdles related to advertising breastfeeding alternatives and the competitive landscape specially related to marketing budgets of established formula manufacturers.

BIOMILQ novelty in the market means there still is uncertainty about the categorization of the product. As Michelle Egger explained "Is this an infant nutrition product, is this a milk product? One problem is that

⁹ MSLGROUP. Abbott's Similac: The sisterhood of motherhood. SABRE Awards, Gold, North America, Marketing to women, 2016. WARC (World Advertising Resource Center) website. http://www.warc.com/SubscriberContent/article/sabre-awards/abbotts_similac_the_sisterhood_of_motherhood/120284.

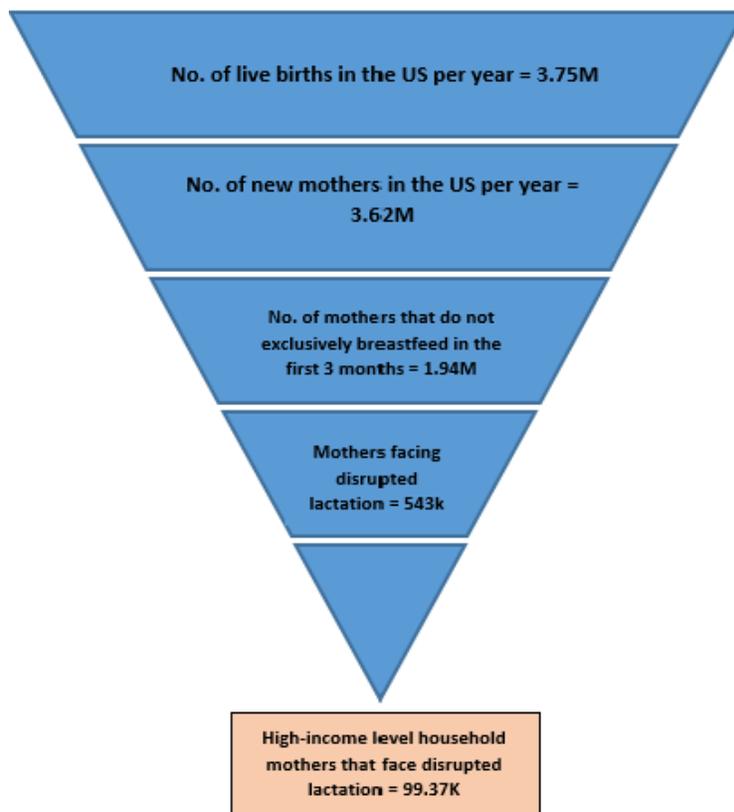
breast milk has never been characterized or defined, so we're in a place where our comparator doesn't have its own compositional limits or data point set around it"¹⁰.

Overall annual advertising expenditure in 2018–19 for the two companies holding the largest portions of the global baby food and drinks market was \$944M for Nestlé USA for national advertising expenditure, and \$1,143M for Groupe Danone for traditional media advertising, direct mail, point of purchase and product samples.

¹⁰ BIOMILQ raises \$21m in series A round to accelerate production of cell-cultured human milk. Food Navigator USA. <https://www.foodnavigator-usa.com/Article/2021/10/20/BIOMILQ-raises-21m-in-series-A-round-to-accelerate-production-of-cell-cultured-human-milk>

Target Consumer

In 2009, there were 6.37M pregnancies in the US of which 4.13M were live births. In 2019, the number of live births came down to 3.75M. There were 120,291 twin births, 3,136 triplet births and 150 quadruplet or higher order births. Subtracting the multiple births from the total live births indicates the number of mothers expecting to feed their babies through 2019 and 2020. Therefore, we expect the total number of recent mothers looking to nourish their infants to be 3.62M per year. 53.7% infants were not exclusively breastfed within the first 3 months which includes the 1-5% women that are unable to produce enough milk to feed infants. Therefore, the consumers that will benefit from BIOMILQ are expected to be the 1.94M mothers that rely on breastfeeding as well as formula to provide nutrition in the first 3 months. Of these, 28% faced issues with disrupted lactation (543,000 mothers). This phenomenon is caused by various factors including inability to produce sufficient breastmilk, lack of facilities in the workplace, and work-related travel. We further narrowed our target segment to one that is like our persona profile in terms of income levels. 18.3% of US households have income levels of \$150,000 or higher. Therefore, the mothers that do not rely on breastfeeding alone and fall in this income category are 99,369.



Total Addressable Market

I.	<u>One Time Charge Data Point</u>	
Ia	Estimation of price per ounce (based on Formula pricing)	\$1.20
Ib	Number of ounces needed per infant per day	10
Ic	Number of days BIOMILQ is consumed per infant	365
Id	Annualized Revenue per infant	\$4,380
Ie	Total Annualized Revenue (20% Market Share)	\$87.05M
II.	<u>Budget Available Data Points</u>	
IIa	Current spend per infant per month	\$200
IIb	Total budget per infant per year	\$2400
III	<u>Comparables</u>	
IIIa	Who are the comparable for your business?	Baby formula
III b	What are the comparable products?	Similac, Enfamil, Bobbie
IV	<u>Interpreting the Results</u>	
IV a	Consensus on estimate of annualized revenue per infant (a range is fine)	\$2,400-\$4,380
	How did you end up at this number/range?	The segment of mothers we are targeting is expected to have a higher willingness to pay and struggling with an inability to produce or feed their infants enough breastmilk. The estimations above take into a consideration that the infant will be fed 50%-75% of their daily nutrition using alternatives to breastmilk.

Market Segmentation

	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
Segment Name	Mom who mainly breastfeed	Mom who heavily rely on formula to feed	Gay Parents	Adoptive Parents	Non milk producing guardian
End User	Average mom	Average mom	Male couples (can't give birth)	heterosexual couples (can't give birth)	Single dad / grandparents caring for newborn
Benefit	Have some extra supply just in case	Supplement insufficient milk supply with alternative	Provide main source of milk	Provide main source of milk	Provide main source of milk
Urgency	low to medium	medium to high	high	high	high
Willingness to Change	Low	Medium	High	Medium	Low
Frequency of Buying	Low	Medium	High	High	High
Other relevant considerations	various demographic/psychographic characters	various demographic/psychographic characters	highly educated, mid-upper class	highly educated, mid-upper class	various demographic/psychographic characters
Size of Market (# of end users)	6.25M	1.25M	61k	27k	n/a
Justification	25M children under 6-month X 25% full breastfeed	25M children under 6-month X 5% mom with insufficient milk supply	1.1 million same sex couple with kids under 18 divided by 18	135000 children under 5 adopted each year divided by 5	n/a

We first brainstormed over 10 initial market segmentations, then narrowed the list down to 5 for a deep dive to identify the “beachhead market”, which is the initial market segment BIOMILQ should target and gain dominant market share within then will have strength to expand and attack adjacent markets with its product. Among the 5 beachhead market shortlists in above table, we chose mother who heavily rely on formula to feed as the beachhead market for the following reasons:

1. Although the market size of this segment is not the largest, this segment has the most compelling and urgent reason to purchase formula milk to subsidize lack of naturally produced milk.
2. The subset of this segment that BIOMILQ should directly target is well-funded and often well educated. They also share consistent values of sustainability with BIOMILQ
3. Once BIOMILQ wins this segment, it gains leverage to enter other segments such as mom who can naturally produce but would like to keep some formulas as back-up plan.

Persona Profile for Beachhead Market



Average rookie mom with low-to-no milk production who rely on formula to feed newborn baby

Name	Sarah Lau
Address	Naperville, IL
Title	Accountant manager
Demographics:	
Gender	Female
Age	32
Income	155K
Education level	Master’s degree
Education specifics (schools, majors, awards, etc.)	MS Accounting at University of Illinois Urbana Champion, BS Environmental Science at University of Illinois Urbana Champion
Employment History (companies, jobs, awards, etc.)	KPMG Chicago Accounting Manager 7 years
Marital Status	Married
Kids & other family info	Live in South Loop Chicago with her newborn Andrew, and her husband Jason Lau

Ethnicity	Asian American
Political beliefs	Slightly progressive, liberal
Other Demographic 1:	Bi-sexual
Other Demographic 2:	First generation American
<u>Psychographics:</u>	
Why do they do this job or live the life they do	Parents influenced Sarah's career choice of accounting. She wanted to be an environmental scientist back in undergraduate. She earned her CPA in graduate school. She is good at what she does but is not passionate about accounting.
Hobbies	Fashion/cosmetics/beauty Youtube channels; Growing house plants; International travels; Trying out new food; Learn about new technology gadget; SoulCycle;
Heroes	Michelle Obama
Aspirations in life	Family; joy; validation by her parents
Fears in life	Losing family (lost her father in cancer 2 years ago); height
Personality Traits	Extrovert; friendly; empathetic;
Interesting habits	Recently diagnosed with postpartum depression
<u>Proxy Products (Which products have the highest correlation with your Persona)</u>	
Is there a product or products that the Persona needs to have in order to get benefit from yours?	A smartphone/laptop to access online shopping site; Oculus to access Metaverse shopping channel
Are there products the Persona uses that embody the psychographics & demographics from the end user profile?	Lomi – home compost Peloton bike
Any other unusual or interesting products of note that the Persona has?	Sarah collects a lot of books. As an environmentally conscious person, we expect her to use electronic book such as Kindle but she loves the smell of a paper book
<u>Watering Holes (Real or virtual places where the Persona interacts with others like herself):</u>	
Favorite sources for news (e.g., which newspapers, TV shows, websites, blogs, etc.)	Influencers: Jenn IM; Amy Song; Kylie Jenner; Gigi Hadid; Sarah's Day Podcast: NY Times Daily; Naval Ravikant; Serial Mainstream Netflix shows: Bridgerton; Emily in Paris; She finds American Horror Stories a little disturbing especially the episodes with evil kids Blogs: Rookie moms, Home with Grey
Places where they congregate with other similar people	Office and after work social (i.e. happy hours); workout studios (i.e. SoulCycle); Oculus meetup
Associations they belong to and the importance of each	Chicago Paws – she started to volunteer at local animal shelter since she started working 8 years ago

	Company diversity group – She is passionate about promoting inclusion and equity for young female professionals
Where does the Persona go for expert advice and/or to get questions answered?	Sarah’s mom and mother-in-law offer a lot of advice, but she mostly relies on blogs and “mom-fluencers” for baby related questions. She always does her own research to understand and validate her findings.
Day in the Life (describe a day in the life of the end user and what is going on in her head):	
What are the typical tasks the Persona does each day with the amount of time associated with each?	Now that Sarah is on maternity leave, she spent majority of her day caring for her baby. Between baby care and sleeping, she doesn’t have much time left.
Which of these typical tasks are habits?	Baby care routine is becoming the new habit
Which require the most effort?	<ul style="list-style-type: none"> - Feed the baby – Since Sarah needs to feed newborn baby every 3 hours. She spent almost 5 hours daily in breastfeeding (when she can produce), preparing formulas and feeding the baby - Bath the baby – since Sarah is a new mom, she is experienced with bathing Andrew. This task sometimes takes her 2 hours. - Outdoor walk with baby – she spent one – two hours daily to go outside and enjoy some fresh air.
Which does the Persona enjoy?	She enjoys watching her baby sleeping peacefully and she enjoys a nap whenever she can get one
Which does the Persona not enjoy?	As much as Sarah loves being a mom, it is exhausting! She must cut some of her favorite food including her morning coffee, and her red wine at dinner since she’s breastfeeding.
What makes it a good day for the Persona?	A perfect day for Sarah is when baby Andrew eats well and naps well. They enjoy a long sunny afternoon walk to the North Avenue Beach. If Baby Andrew lets her read couple chapters of her book, it’d be even better!
What makes it a bad day?	In most days, Sarah won’t be so lucky. She struggles with low milk production even she follows all strict diets. She feels guilty not being able to breastfeed Andrew, especially when baby Andrew has digestion issues with formula milk.
Who is the Persona trying to please the most?	Her newborn baby
Priorities:	
Priorities (what are your Persona’s priorities – focus first on biggest fears, then biggest motivations – and assign a weighting to each so that it adds up to 100)	<ol style="list-style-type: none"> 1. Health (child and family) Weighting: 50% 2. Career goals Weighting: 25% 3. Life style (wine, coffee, diet) Weighting: 10% 4. Convenience Weighting: 5% 5. Social perception/acceptance Weighting: 10%

Advertising Strategy

Messaging/ Positioning

A priority in messaging BIOMILQ is to reinforce the choice and options parents have when feeding their babies. We strive to avoid framing this product in a “breast is best” light to prevent alienating the large demographic of families that rely on formula. In this instance, we want to promote a “fed is best” mentality and position BIOMILQ as another option for feeding your infant. The existing infant formula on the market should still be the frame of reference for BIOMILQ. This product should be made available where infant formula is stocked so that parents will associate BIOMILQ as another option available to them. When thinking about the demographic of mothers who are unable to provide enough breast milk and mothers who want to supplement their breast milk production, BIOMILQ has a stark point of difference from other infant formulas in that its nutritional properties will mimic that of breast milk. The breast milk properties are especially important to highlight for these demographics because these mothers are more likely to prioritize breast milk as their preferred option for feeding their child. Given these considerations, we have crafted the following positioning statement:

For parents who want to naturally breastfeed their babies but have difficulty producing sufficient amounts, BIOMILQ is an alternative to infant formula, but is safely and sustainably produced with breast tissue to ensure all babies can receive the nutrient profile of breast milk.

We are specifically avoiding calling out mothers in our positioning statement, as the responsibility to feed a child fall on any type of parent or guardian. We also highlight that we are targeting parents who prefer breast milk, but they are still empowered to choose how they want to feed their baby. After describing the target demographic, we want to focus on some of their concerns with existing solutions. With current formulas stemming from cow milk, BIOMILQ can be differentiated in that it does not rely on the dairy farming process which can lead to greenhouse gas emissions. We also want to help demystify skepticism around cell-cultured products, especially when the consumer is your child. We focus on the safety of production in this product and highlight the nutritional benefits that BIOMILQ provides, so that parents who prefer breast milk can feel fully confident in this product’s benefits. Examples of ad campaign messaging we want to highlight can be found in the appendix.

Because we are aiming to advertise BIOMILQ long before the product will be on the market, our primary goal is to educate our target audience about this product in the infant formula industry. This education should be aligned with developing brand recognition. To grow awareness for BIOMILQ, we recommend

partnering with advocacy groups that the Gen Z parent is focused on and ensure that promotional advertising speaks to these issues.

Our first recommendation is to focus on sustainability and environmentally friendly activism. BIOMILQ is a unique formula substitute in that it does not rely on cow's milk. The current infant formula production process has led to increased concerns about impact to the environment that is in line with unsustainable dairy farming practices. One organization that advocates for sustainable food practices is Greenpeace. They have recently launched their "less is more" campaign that calls for a 50% reduction in meat and dairy consumption by 2050. Partnering with this organization can show that BIOMILQ is actively working to support these initiatives and will attract the attention of soon to be parents that are focused on their environmental impact in the products they purchase.

Another option for advocacy partnership is highlighting awareness of undernourished children. There are several foundations focused on supporting children and families around the world that do not have access to a nutritional diet, such as The Sumba Foundation or the Children's Investment Fund Foundation. By supporting foundations that advocate for nutrition accessibility to children, this can help promote the image that BIOMILQ prioritizes healthy babies, and the "fed is best" mentality. On top of advertising and advocacy, a donation of a percentage of profits to one of these foundations will help to reinforce support. Not only will the target audience recognize this contribution, but the supported organization may also help with promotion of BIOMILQ and educating on this brand.

Channels

As we think through our target demographic of moms who may or may not be able to breastfeed their children, we want to put focus on the group of people who will be future parents: Gen Z. It is important that we grow awareness for this product that is a new concept within the baby formula market. As Gen Z is starting to think about having children, we want to ensure we are prioritizing the channels that will be the most impactful for communicating education on cellular cultured breast milk. Below we have identified a few key channels and ways to be the most effective in each of these channels.

- **Social Media - Brand Awareness**

Social media should be thought of as the channel that brings awareness to the brand. The current influencers that are a part of the Gen Z demographic may not be thinking about having children, and thus should not be the focus of partnerships for social media. Rather, many millennial influencers are currently starting families and have a large following of both millennials and Gen

Z across platforms like Instagram and TikTok. In 2021, TikTok released information indicating that 1 out of every 4 users is a mom, with 1 billion total active users. The potential to reach the primary demographic of moms is huge on this platform. A potential influencer to partner with is Jennifer Anderson (@kids.eat.in.color, 152K followers on TikTok). Anderson is a children's dietitian and focuses on finding ways to encourage nutritious eating for kids. Her platform would help to encourage trust in the nutritional profile of BIOMILQ, and advocate for nutritious feeding. YouTube is another platform to tap into given that videos on this platform can be more educational and help inform people about BIOMILQ's benefits. Potential influencers to partner with here are Sarah's Day (1.53M subscribers) and Jenn Im (3.15M subscribers). Both of these influencers are lifestyle influencers that have a loyal following and are receptive to the products they promote.

- **Blogs – In the Moment Questions**

Blogs are an important channel to provide detailed reviews and information on products but can be time consuming to read. This channel may not be as important to spread brand awareness to Gen Z soon to be parents. However, there are sure to be new moms who find out that they struggle to breastfeed after giving birth, or have already experienced low milk supply after their first birth and want to do proactive research. On top of relying heavily on pediatrician recommendations, they will likely be doing their own research through Google and looking up blogs from people who have gone through similar experiences. One blog called "Living with Low Milk Supply" is written by Rina who helps new moms navigate breastfeeding. This hits the demographic of parents who want to breastfeed, but are struggling with the process. Another blog called "The Formula Mom" is written by Mallory who promotes a "no guilt" mentality around formula feeding. Placing BIOMILQ in a blog like this would help readers associate BIOMILQ with formula options.

- **Metaverse - The Future**

The metaverse should be the long-term future goal. However, many companies are currently planning ways to become relevant in the metaverse. Creating content that is both immersive and educational can help people to become much more familiar with a concept like cell-cultured milk. This can help to remove some of the stigma currently associated with cell-cultured food. Because people are less likely to test unfamiliar products with their babies, it is critical to become a familiar

product through an immersive experience. While the metaverse experience is not fully built out yet, it is critical to be ready to engage with the future generation that is seeking to have a deeper connection with the products they use and the experiences they have.

Placement and Distribution

Direct-to-consumer subscription: Direct-to-consumer strategy is well suited for BIOMILQ because BIOLMIQ would not have to rely on anyone else to present your products, especially in big retailers who already have a relationship with large infant formula manufacturers. On the other hand, we would own the relationship with our customers allowing us to deliver the interactive relationship consumers, especially crucial to create word-of-mouth marketing related to baby products. Finally, the subscription model is well suited for time-efficient customers who need a constant supply of products.

Moms' clubs: Leverage the only-in-market characteristics of BIOMILQ to place itself as a new option for moms around the world. Support groups such as Moms 'clubs are centered around the idea of empowering the different choices for the special needs of each child and being proud of their choices. The novelty of BIOMILQ as a new revolutionary choice fits well with this core principle.

Regulatory Considerations

The FDA has requirements for nutrients in infant formulas (section 412(i) of the FFDCa and 21 CFR 107.100). These nutrient specifications include minimum amounts for 29 nutrients and maximum amounts for 9 of those nutrients. If an infant formula does not contain these nutrients at or above the minimum level or within the specified range, it is considered an adulterated product. All formulas marketed in the United States must meet federal nutrient requirements.

It is unclear whether these regulations apply to cell-cultured breast milk due to ambiguity around BIOMILQ's product being an infant nutrition product or a milk product. The USDA and FDA have recently agreed to provide regulatory guidelines for food made with animal cells, but it remains to be seen if these regulations will apply to BIOMILQ.

Therefore, we expect BIOMILQ to not face regulatory risks in the short to medium term. Brand and product perception instead will be a bigger factor to consider when launching in a marketplace.

Appendix: Graphics



**EMPOWERING
CHOICE
NOURISHING
MINDS**

-  Scientifically developed nutrition for baby development
-  Benefits of breast milk
-  Convenience of infant formula
-  Sustainable production
-  Peace of mind in your choice of feeding

 **BIOMILQ**TM
HUMAN MILK FOR BABIES

BREASTFEEDING IS DANG HARD!

Your *baby*
deserves to feel good,
and so do *you!*



You're not alone, you've got this!



REDUCING OUR CARBON FOOTPRINT

SO YOUR BABY CAN LEAVE THEIR FOOTPRINT

Cell-cultured breast milk
Good for your baby
Good for the environment

