



ICI&LA LE BOUCHER VERT

One line pitch:

ICI&LA is a Food-Tech start-up whose purpose is to produce natural tasty, organic, environment friendly meat alternative products made from pulses.

Market Analysis:

There is a growing need / emergency to find new alternative protein sources to feed the world population for the next decades, while remaining sound and environment friendly. world population is about to hit 9 billion people in 2050, and our protein production habits damages dramatically our planet. It is urgent now to find new solutions. There is a growing percentage of the world population who intend to reduce their meat consumption, for health, animal welfare or even environmental reasons. This is the target Ici&La wishes to obtain, by developping and producing and offering new vegetal alternatives, made from pulses, remaining environment friendly natural and tasty.

Value proposition:

ICI&LA offers meat alternative products healthy, environment friendly, organic while remaining tasty. The idea is to revive pulses in the heart of our plates. Pulses are reknowned around the globe and familiar to almost every civilisation, as they have been part of their everyday food habits in the past centuries.

Business Model:

Developping product diffusion in France and abroad, on various markets, Food services, catering, school and company restaurants. but also on the retail markets with an offer in small packagings.

IP and Regulatory situation:

We comply with all the vegetarian, vegan certifications. We are Organic certified. Trademark registration at french level. World trademark registration is being considered.



COMPANY PROFILE

- **Website:**
www.lebouchervert.fr
- **Field:**
- **Contact:**
Lionel RAVOUX
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- **Location:**
213, Rue de Gerland Les
jardins d'entreprise Bat. B
69007 LYON
France
- **Founded in:** //2014
- **Employees:** 14
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
1200000
 - **Monthly burn rate:**
 - **Capital seeking and date:**
- **Investors:**
Private