



multus media

FEEDING THE FUTURE OF FOOD

CULTIVATED MEAT WILL BE A SUBSTANTIAL SEGMENT OF THE GROWING ALTERNATIVE MEAT MARKET

Global Market Dynamics

Based on estimates from [REDACTED]

\$630bn market size by 2040 (35% share of meat industry)



Cultivated meat CAGR 2025-2040



litres of growth media demanded in 2030



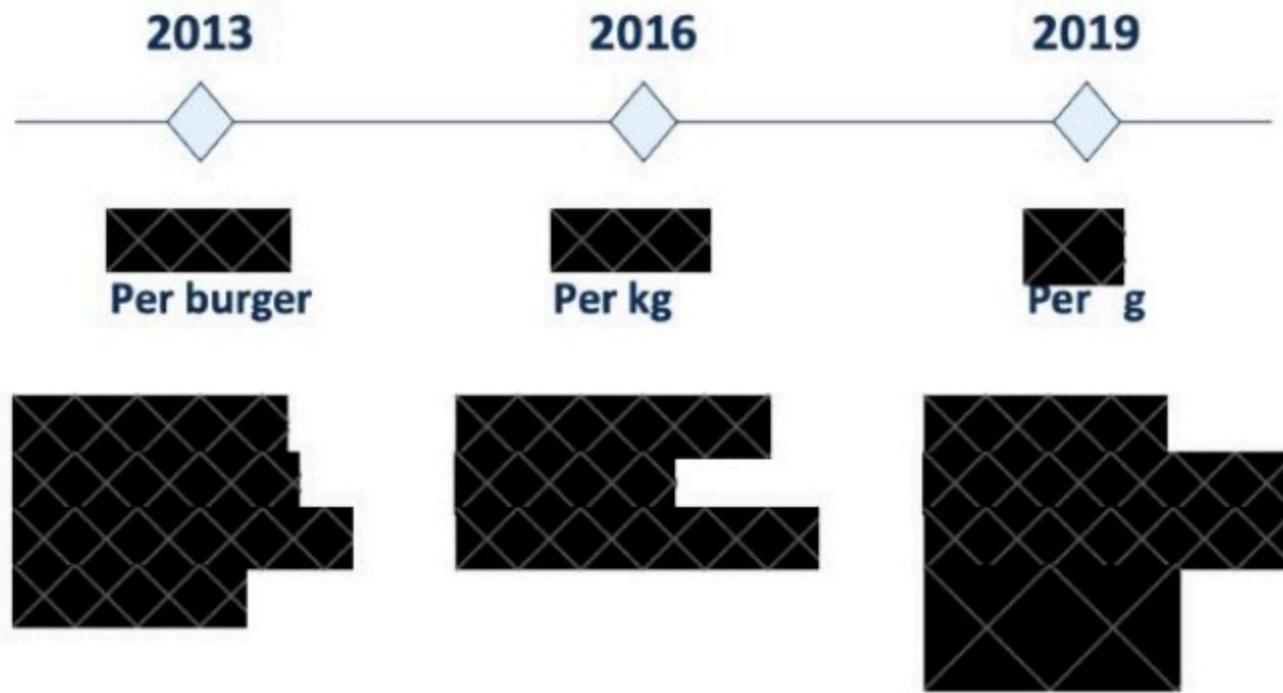
58 percent of the 193 people surveyed in 2019 said they would be prepared to **pay a 37% premium for cultured meat** relative to regular meat².

1. Emery, I. (2018). *Growing meat sustainably: the cultivated meat revolution*.
2. N. Rolland et al. (2019) *The effect of information content on acceptance of cultured meat in a tasting context*

COST OF PRODUCTION IS HIGH, BUT EXPECTED TO FALL

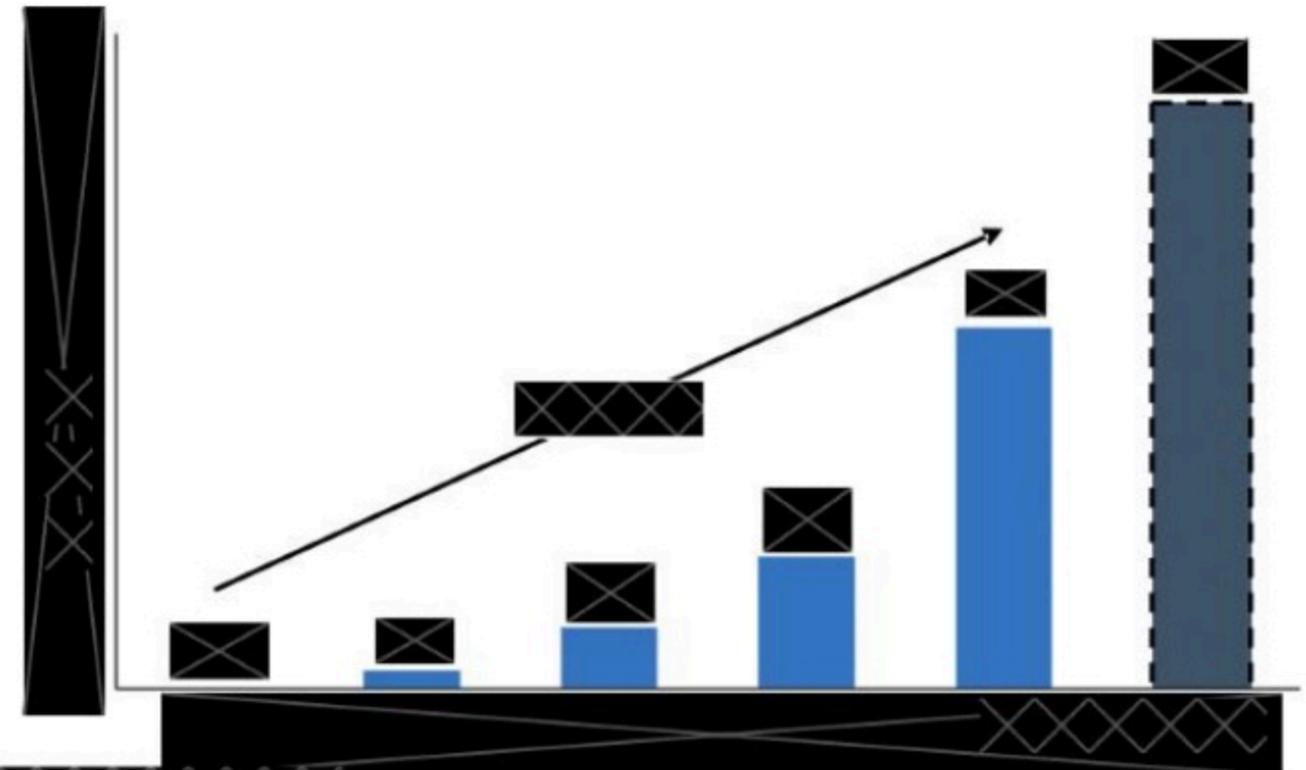
The main limiting factor is the cost of production...

Which is falling at an increasing rate even without the benefits of scale through innovation



... with increasing level of investment to bring cost to a commercially viable level

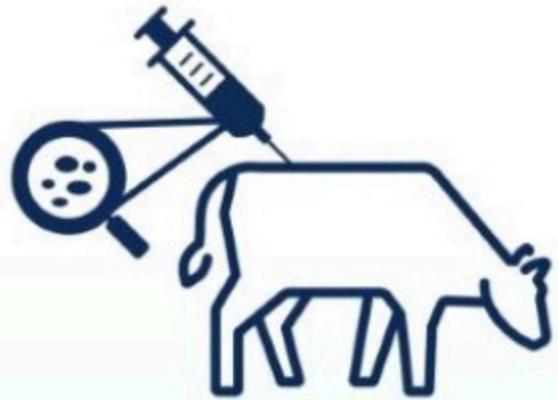
Money raised¹, \$ mn



1.

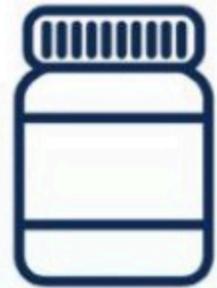
Source: [Redacted]

MEAT WITHOUT THE ANIMAL



STEM CELLS

Stem cells are taken from the animal and are used to grow the muscle and fat tissue of meat.



NUTRIENTS

A liquid growth medium provides the nutrients for cell growth – proteins, fats, sugars and salts.



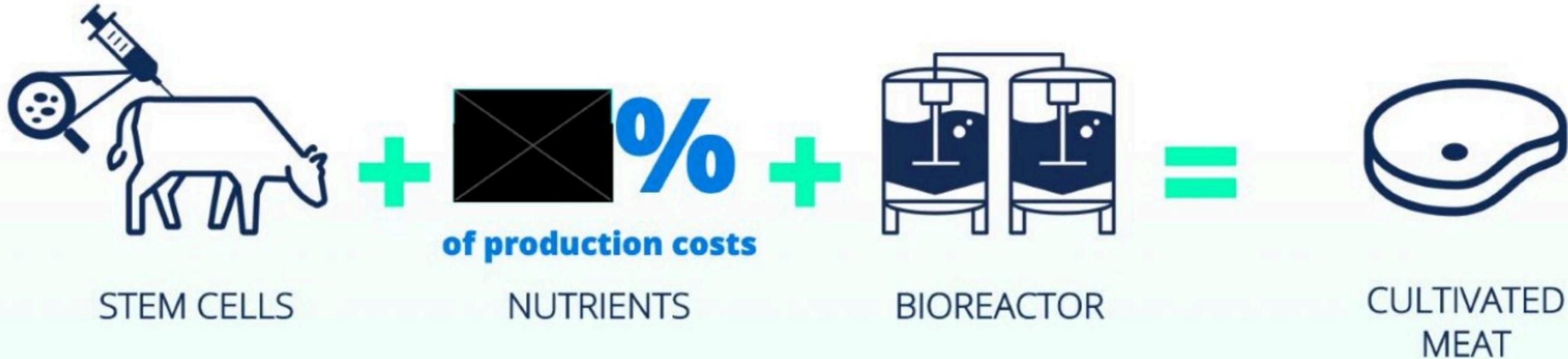
BIOREACTOR

Bioreactors mix the cells and provide the right environment for cell growth, just as they do in the brewing industry.



CULTIVATED MEAT

GROWTH MEDIA IS THE KEY TO AFFORDABLE SCALABLE CULTIVATED MEAT PRODUCTION



Growth media makes up > % of production costs and is the key bottleneck preventing innovation, scaleup and commercialisation.

Existing solutions often use **animal-derived blood serum** to supply key nutrients and were **never designed for the food industry**.

OUR SOLUTION

1

High performance.

2

Scalable and efficient

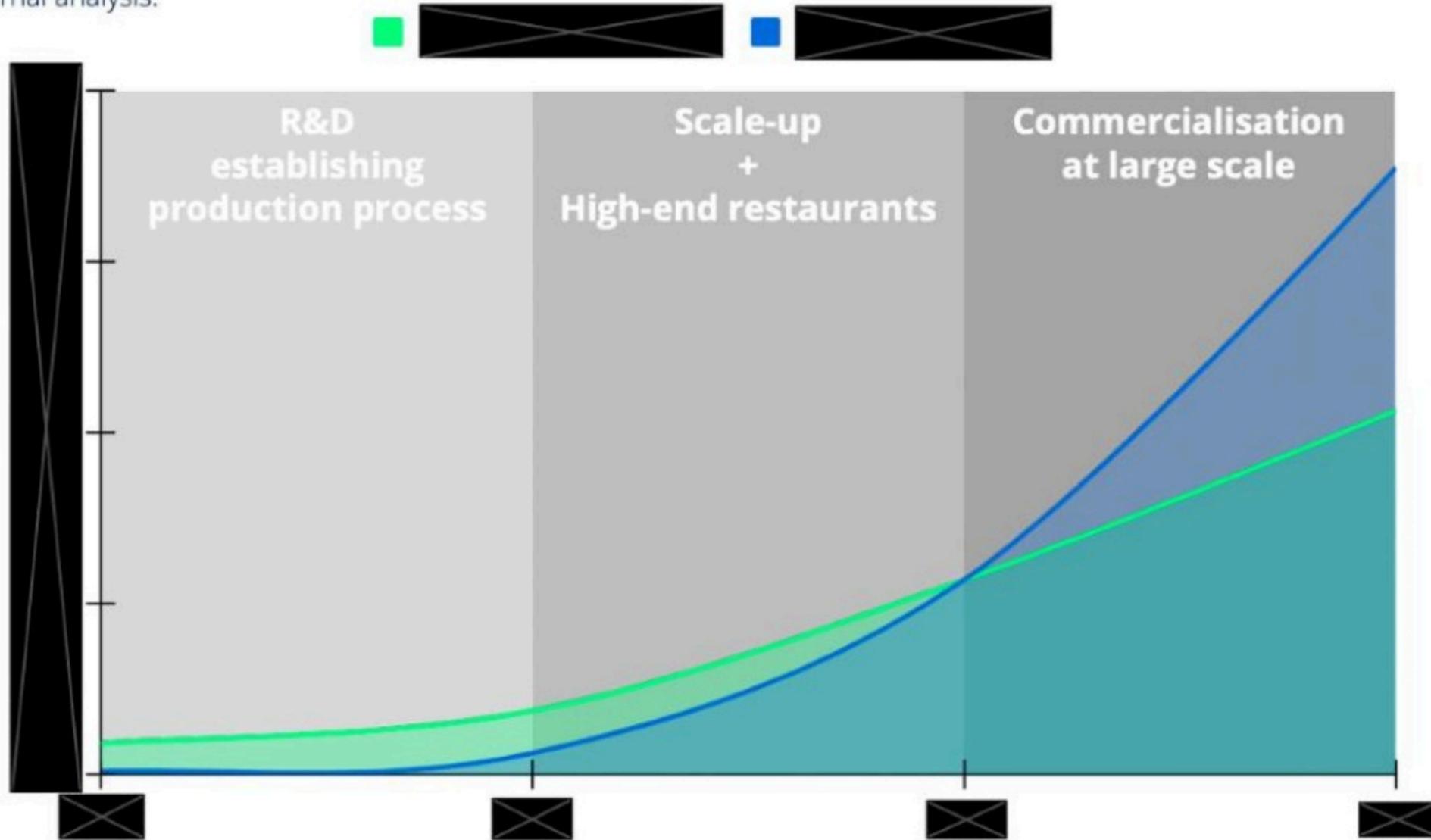
3

Economically viable



DEMAND FOR GROWTH MEDIA IS GROWING

Internal analysis:



Cultivated meat is set to explode onto the market in 2024. Estimated CAGR: 150%.

Existing demand for growth media as companies scale core technologies.

Early cultivated meat sold to high-end restaurants.

CO-FOUNDERS



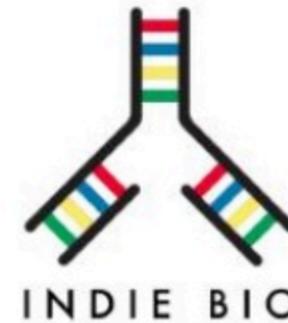
Reka Tron
COO

Cai Linton
CEO

Kevin Pan
CTO

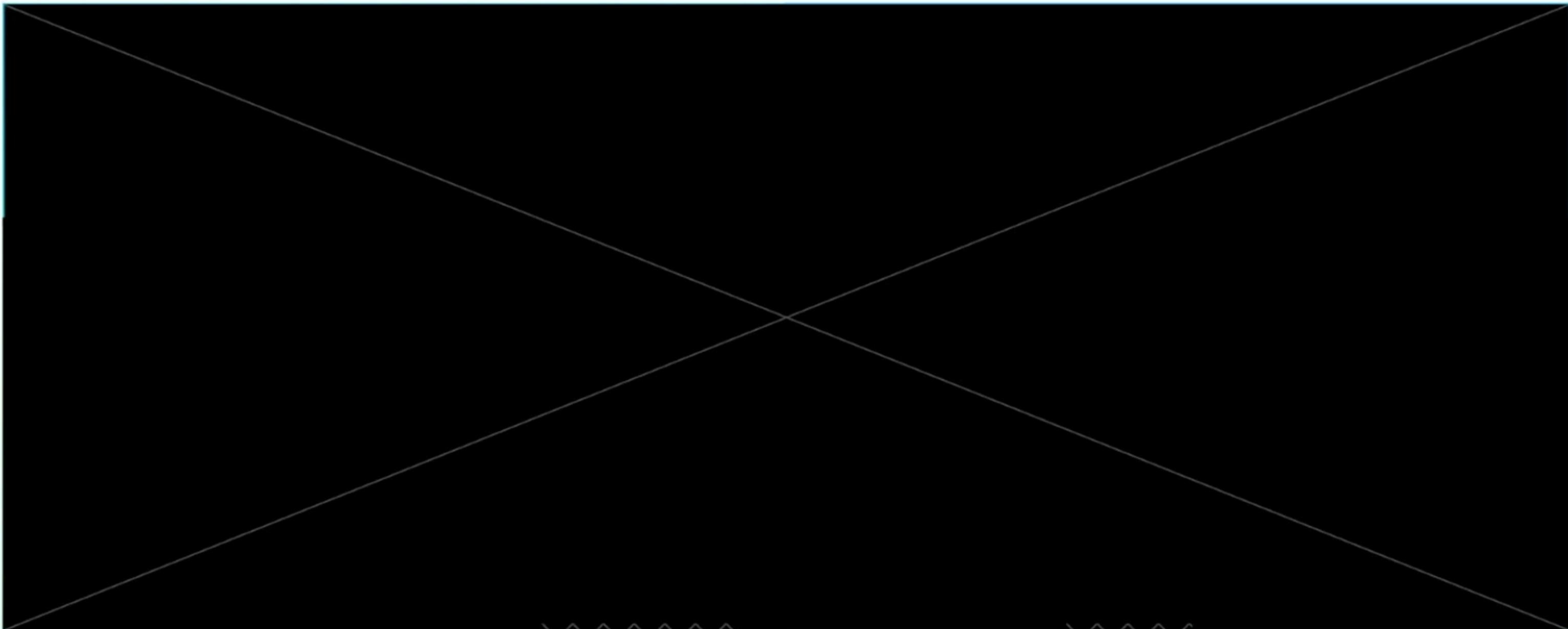
In collaboration with...

**Imperial College
London**



*Consulting support as part of the McKinsey & Co.
Venture Academy*

TEAM: ADVISORY BOARD





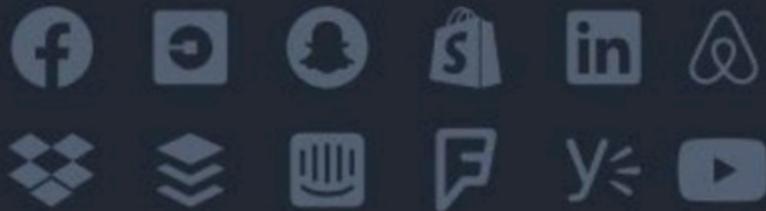
Get in touch!

 www.multus.co.uk

 info@multus.media

 [@multusmedia](https://twitter.com/multusmedia)

 [multus-media](https://www.linkedin.com/company/multus-media)



Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

