

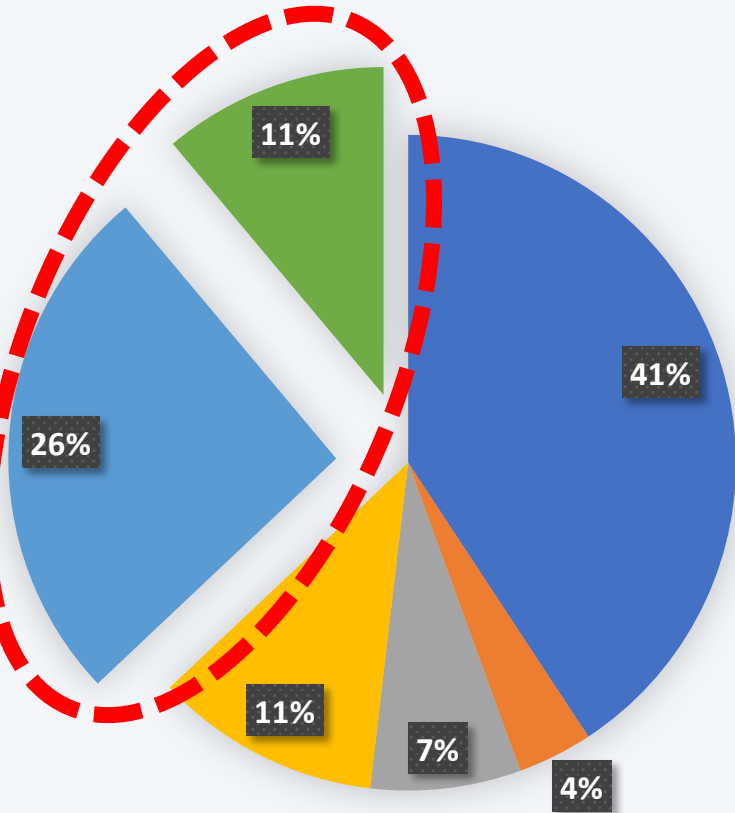


milkme

Oat milk at the push of a button

Oat Milk CO₂ Footprint (kg CO₂ emissions / litre)

- Agriculture
- Processing of Ingredients
- Transport of Ingredients
- Factory
- Packaging
- Distribution



Problem

I ❤️ oat milk, but:

Sustainability

37% of CO₂
come from
packaging &
distribution





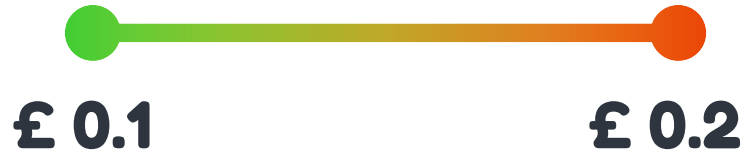
Oat Milk
(contains 100g oats)



↑
**10-20x
price
increase**



100g oats



I ❤️ oat milk, but:

Sustainability

37% of CO₂
come from
packaging &
distribution

Price

Oat Milk is
pretty
expensive
for what it
is

INGREDIENTS



We add different ingredients, depending upon the product we are manufacturing. It may be rapeseed oil, calcium and vitamins.

HEAT TREATMENT



We heat-treat the products prior to packaging - with UHT or pasteurization - to extend the shelf life.

HOMOGENIZING



Once the product has been heat-treated, the fat droplets are broken down into smaller droplets to make sure all the liquids mix properly.

I ❤️ oat milk, but:

Sustainability

37% of CO₂ come from packaging & distribution

Price

Oat Milk is pretty expensive for what it is

Quality

UHT treatment reduces nutritional value

Solution

I ❤️ oat milk food-
processing
machine

*Push button and get fresh oat milk,
straight from **oats** and **tap water***



Solution



I ❤️ oat milk food-
processing
machine

milkme

+



vs.



Same truck load + same packaging

= 10x more oat milk

Impact



Sustainability

**Cut packaging
& distribution
emissions**

**Produces
27%
less CO₂**

Price

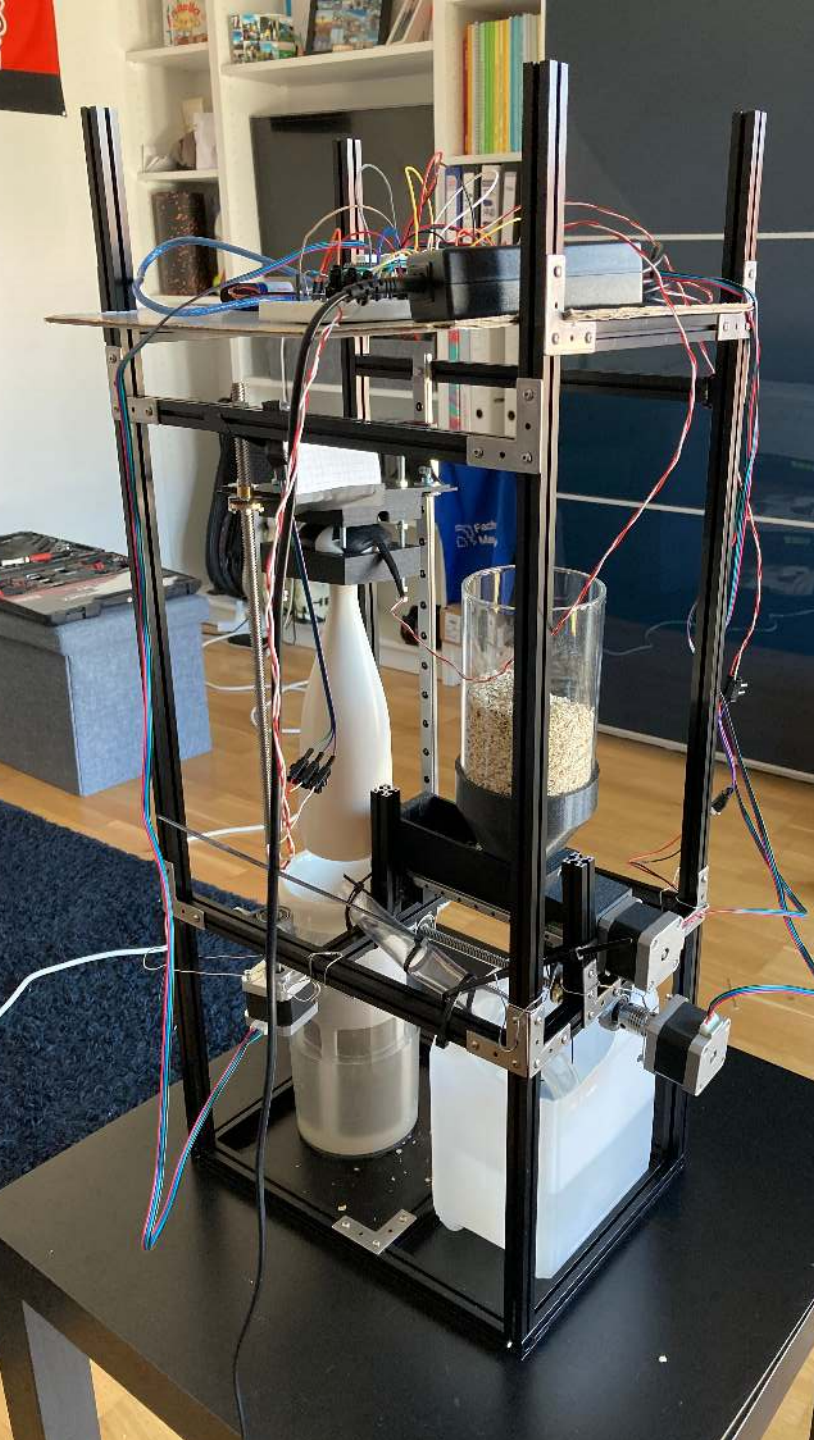
**Cut packaging
& distribution
costs**

**Costs
30%
less**

Quality

**Produced
freshly, on-
demand**

**Retains
100%
nutrients**



Feasibility

Prototype

- Result:
Produces a simple oat milk from oats and water
- Cost per unit:
€315
- Time:
1 week part-time



Traction

Feasibility & demand

Prototype

- Result:
Produces a simple oat milk from oats and water
- Cost per unit:
€315
- Time:
1 week part-time

Product-Market-Fit

- Strong interest; validated with package-free *supermarkets* and premium *cafés*
- However concerns: Needs to be small, quiet, and food-safe