

## Nutropy

### Project Definition

Nutropy is creating the next generation of animal-free dairy, starting with cheese. The company was founded in Paris by Nathalie Rolland and Maya Bendifallah, PhD, mission-driven alternative protein pioneers and technology specialists who are dedicated to providing consumers with what we know and love in cheese — melt, flavor, familiarity — through a more sustainable and animal-friendly process than traditional dairy. Nutropy leverages innovative precision fermentation technology and ancestral savoir-faire to create distinct animal-free dairy products, with a French touch.

Nutropy produces dairy proteins and fatty acids through yeast fermentation to provide a more sustainable, healthier and animal-free generation of dairy products. Nutropy has two poles, the first focused on ingredient production and the second on ingredient formulation. The company is B2B, selling formulated ingredients to industrial dairy producers to have a greater impact. These ingredients being subject to market authorization, the first markets of sale are limited to geographies with shorter regulations, such as the United States, Canada, Singapore and Hong Kong.

Learn more about Nutropy here: <https://nutropy.com>

### **Project Purpose**

Nutropy wants NGC consultants to help them work on a deep dive into companies working on plant-based proteins for cheese. They want to have a full, in-depth understanding of the industry, the competitors, the methodologies being used and more. Essentially, consultants need to provide them with any relevant information and data to help Nutropy have a database which is as all thorough as possible.

### **Scope**

**Geography:** Worldwide, but preference for USA and EU.

#### **1. Market Research:**

**Please keep all the following items in mind when conducting research:**

- Technology for plant-based protein for cheese.
- What the main proteins being used are.
- Why some are being used over others.
- Which other companies are working on a similar area, what are they doing? How do they work? What specific methods are they using?
- Focus on companies of all sizes, including big and small.
- Essentially, an overall benchmark of the industry, the players, and what they are doing.

## 2. Recommendations:

- Remember to keep focus strictly on cheese-based applications.
- Some items of particular interest to them are isolates, concentrates, and flours.
- Another particular area of interest is the different extraction, isolation, enzyme or fermentation approaches being used in the industry and by competitors.
- Give sources for as much as possible, they want to be able to trace anything back and back any research they have with evidence

### **Specifications**

#### **Estimated workload and group size**

*Workload: 4-5 hours/week (per person)*

*Team size: 4-5 people in the team*

#### **Preferred Consultant Profile**

*Interest in sustainable food industry*

*Experience in volunteering, working with non-profits*

*Knowledge about vegan products is nice to have*

*Experience in Market Research & Business*

*Development is an advantage*

#### **Project duration**

*Duration: 10-12 weeks*

*Start: February 2024*

*End: June 2024*

#### **Deliverables**

Make an excel with as much information as possible from all areas I have mentioned, as well as those we think will be relevant, so that they simply have an excel database with which they can use for their project.

