



# Mediterranean algae

## Cultivating mediterranean's lung

Cultivation and extraction of bioactive compounds from macroalgae.





ocean pollution



global warming



overpopulation



# Current algae market



95% from **Asia**

There is no **standardization**

**Low quality** (pollution, heavy metals)

**Seasonal** dependence and **climatic** factors

**Shortage** in **Europe** of marine assets



## Ulva cultivation on-shore

### Rich in high added value compounds

Vegetable **protein** source


Great **biotechnological interest** (iron, omega3, ulvan...)

**Standardized** product with full **control** over nutrients

Less weather dependence, we avoid exploitation and depletion of **marine ecosystems**.

 **Own technology** that allows **efficient use of water**

 **Mitigate CO2** emissions to grow

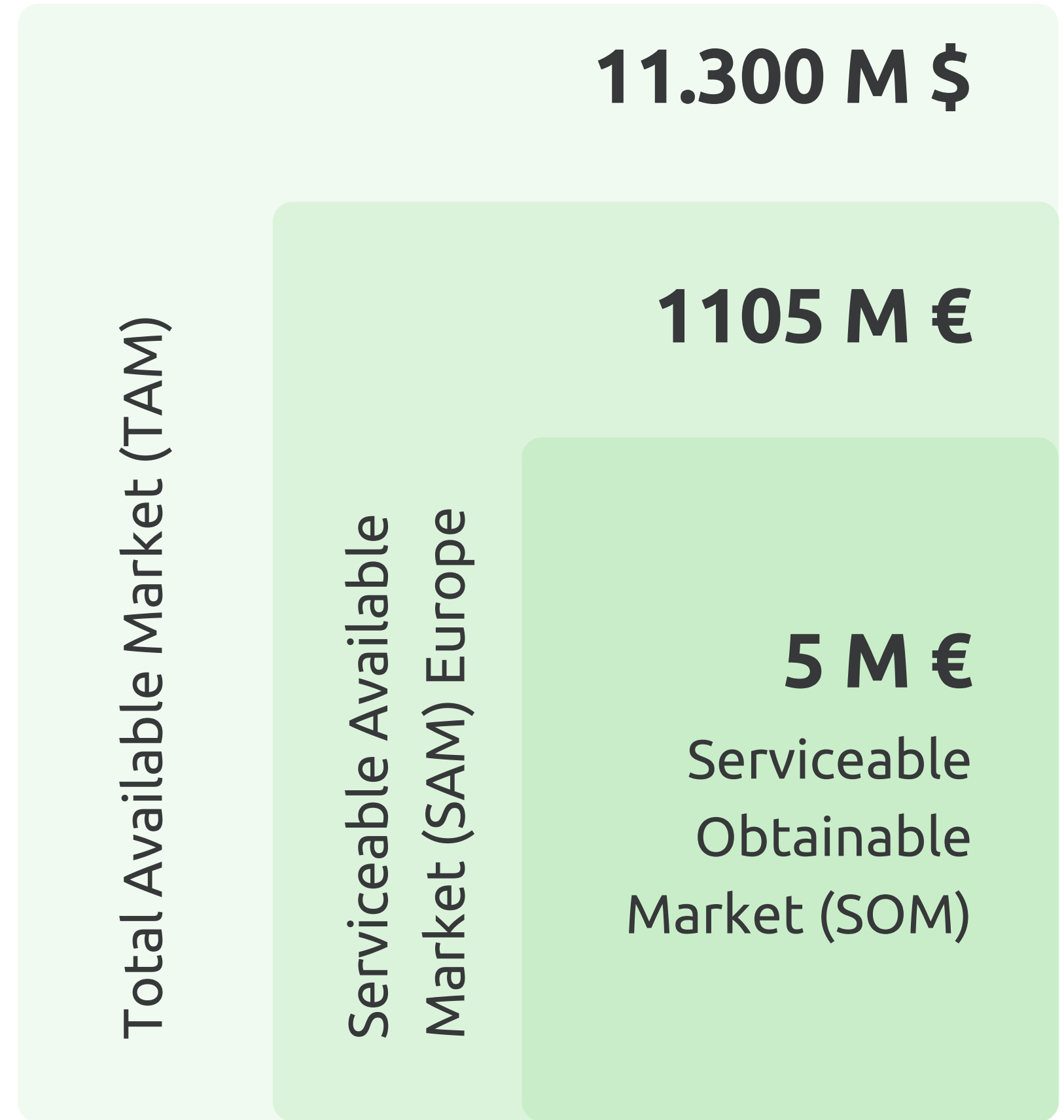
 Up to **135%** more growth than traditional crops in the **open sea**.

 **Scalable** and **replicable** in other parts of the Mediterranean



# Market size

Estimates from the European Commission point to an increase (300% to 900% SAM) in the next 5 years.





# Production process

## Cultivation

## Product creation



### 01. Hatchery

**Selections of the best strains in laboratory.**



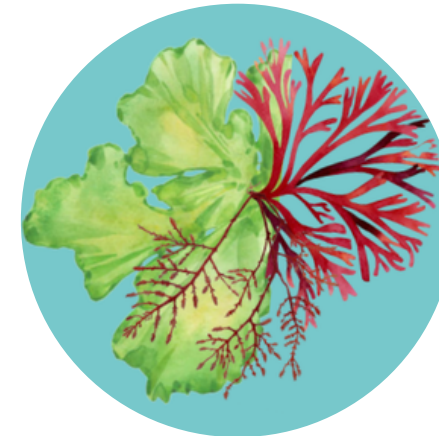
### 02. Nursery

**Acclimatization to real conditions**  
Growth Optimization



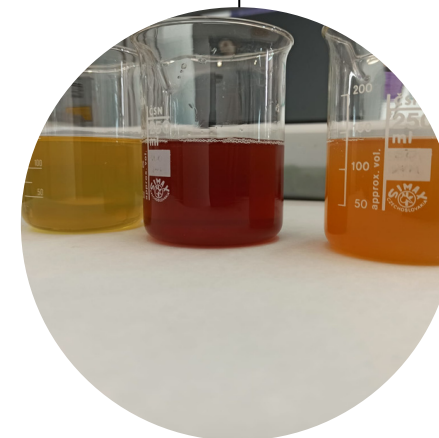
### 03. Growth

**Pilot plant production**  
Own and innovative cultivation system  
Controlled conditions



### 04. Product development

**Selection of species and protocols**  
Selection of Mediterranean red algae and optimization of protocols



### 05. Processing

**Extraction of bioactive compounds**



### 06. Commercialization

**B2C:** own cosmetic brand **SIWID**  
**B2B:** Wholesale extracts for formulation of cosmetics and agricultural products: Biostimulants and biofertilizers



# Business Model



## B2C: Product sale

## B2B (2023)



# SIWID

Product financed with **Crowdfunding**

CAC = 4€

Conversion Rate= 6%

**+250 customers**

**10k in one month (pre-sale)**

### E-commerce

6 own algae-based products.

+ Related third-party products for higher rotation.

### Distributor



Access to  
+1.200 pharmacies

### Marketplace



Sale of extracts and cosmetic assets

Industrial partner:



- **Cosmetic laboratories** to third parties
- Major **cosmetic** and **nutraceutical** brands
- **Pharmacy**
- Firm agreements with **biotechnological companies**
- Interest of **pharmaceutical** and **cosmetic companies**
- Agriculture products: **Biostimulants** and **biofertilizers**



# Team



**Yago Sierras**  
CEO & Marketing

Graduated from TADE  
Experience in project  
management.



**Guillermo del Barco**  
CFO & I+D+i

Degree and Master in  
Industrial and Environmental  
Biotechnology.



**Silvia Antón**  
Chief Sustainability Officer

Degree in Marine Sciences  
and Master in Marine  
Ecology.



**Alejandro Simón**  
Chief Technology officer

Higher technician in aquaculture  
and entrepreneur. Aquarium  
specialist.



**Tamara Terceras**  
Product Manager

Degree in Biotechnology  
and Master in Applied Blue  
Biotechnology

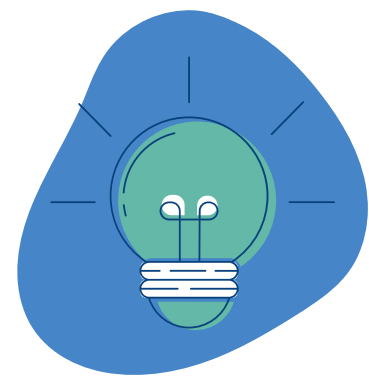




How it all  
began?  
Let's Start!







unsustainable  
food industry

High  
potential

Off-shore mediterranean  
seaweed farming

Increasing  
trend

Biodiversity  
regeneration

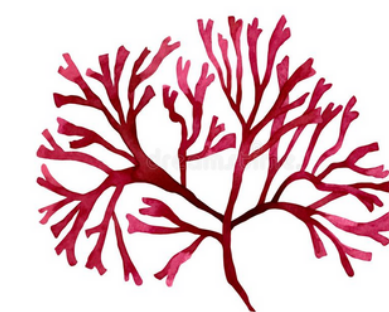
Mediterranean  
algae



Bibliographic research

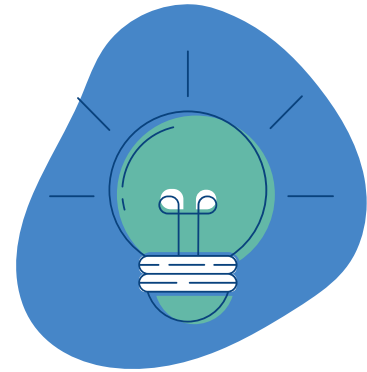


*Ulva*



*Gracilaria*



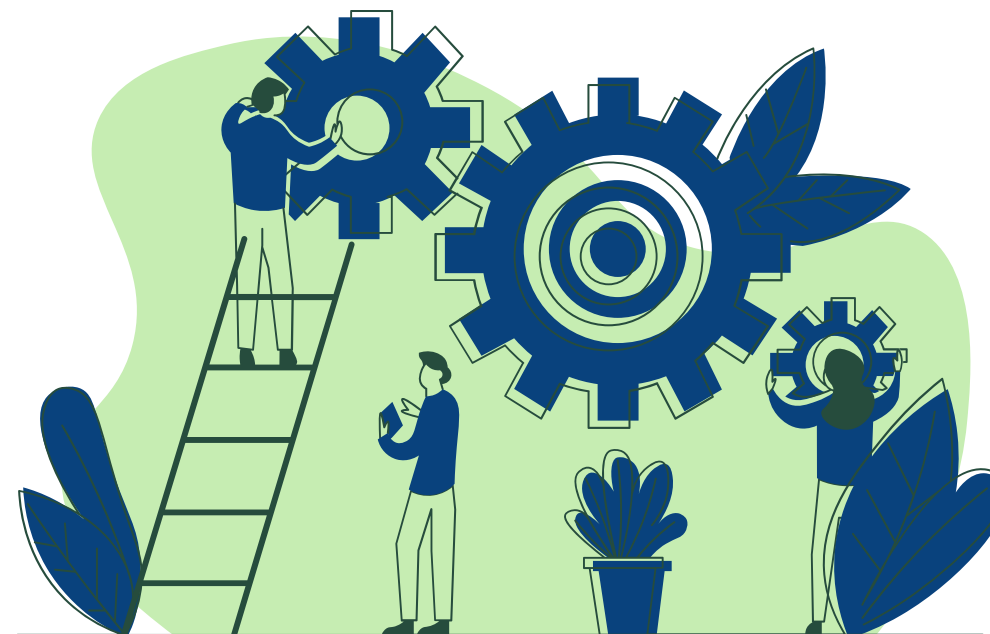
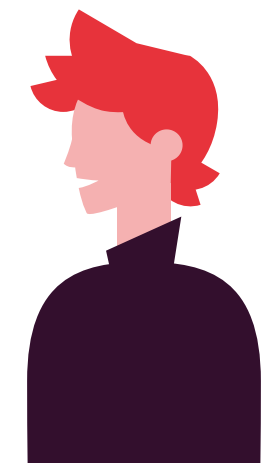


# Pivot

Off-shore mediterranean seaweed farming



On-land mediterranean seaweed farming







# Seaking for institucional support



## Salinas

Controlled environment with sea-like conditions



Business\_model.ppt

Business\_model\_v2.ppt

Ultimate\_business\_model.ppt

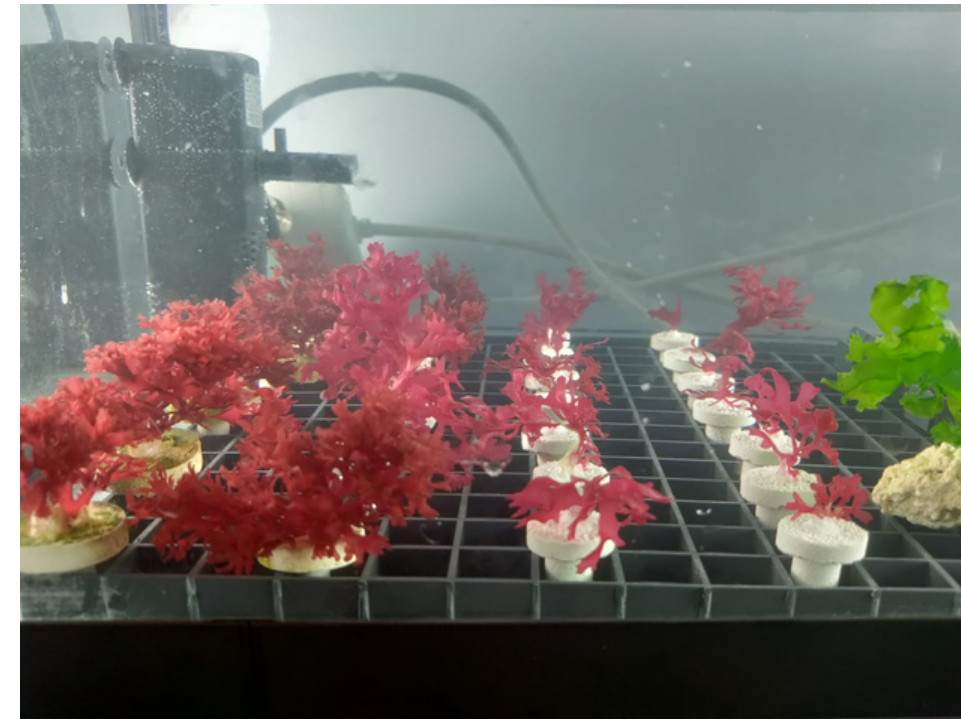
True\_ultimate\_business\_model.ppt







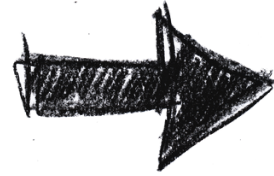
# Laboratory cultivation tests







# Pilot plant







# Prizes



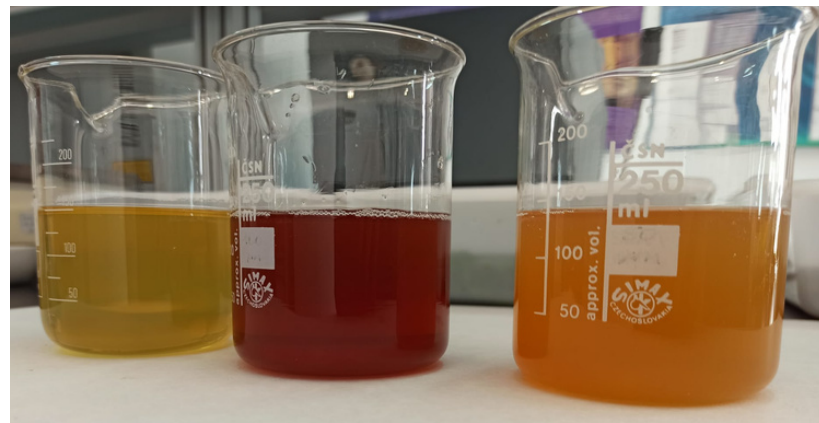
fundeun  
FUNDACIÓN  
EMPRESA UNIVERSIDAD  
DE ALICANTE







# Crowdfunding-MVP



UN PROYECTO DE **mediterraneanalgae**

CATEGORÍA **Alimentación / #8m, Impacto positivo**

CREADO EN **Alicante (Alacant)**

187%

Proyecto crowdfundado el 22 Marzo 2022 🇪🇸

0	257	9.340€
SEGUNDOS	APORTACIONES	DE 5.000€

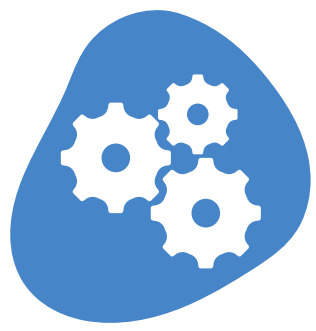
siwid.cosmetics | mediterraneanalgae



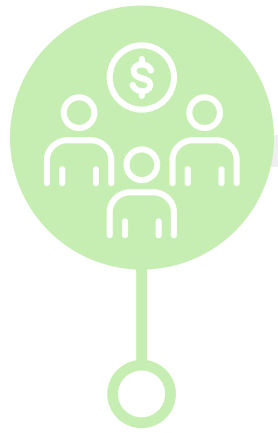
Mediterranean Algae





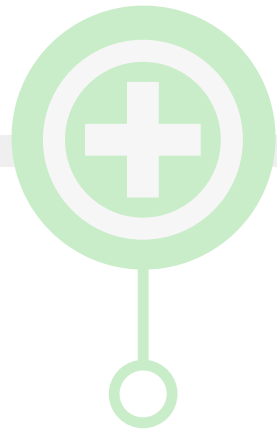


# Roadmap



**JUN22**

Investment Round  
(100k)  
SIWID e-commerce  
launch



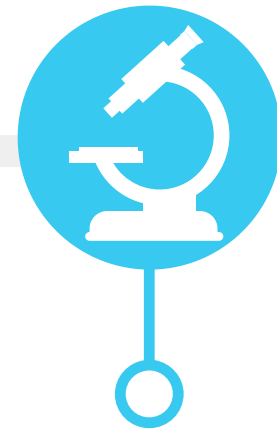
**OCT 22**

Pharmaceutical  
distributor and sale  
of B2B extract



**DEC 22**

Construction Pilot  
Plant for cultivation



**2023**

R&D bioactive  
compounds  
nutraceuticals,  
pharmacy and  
biostimulants



**2024**

Pilot Plant Expansion



**2025**

II Investment Round  
Industrial Production  
Plant





**Mediterranean**  
**algae**

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