

Leiðandi
vettvangur í tíu ár



Við hoppum ekki hærra en við hugsum

Ingi Björn Sigurðsson, Nýsköpunarsjóður atvinnulífsins



SJÁVARÚTVEGS
RÁÐSTEFNAN

ISI ICELAND
SEAFOOD



HAMPIÐJAN

Þvífa Örn

VIÐ HOPPUM EKKI HÆRRA EN
VIÐ HUGSUM.

INGI BJÖRN SIGURÐSSON

BACK TO THE FUTURE





Nýta styrkleika



Hrein Orka



Hreint vatn



Hrein náttúra



Hreint haf



Sköpunarkraftur





Hrein Orka

Hreint vatn

Hrein Orka

Hreint náttúra

Hreint haf

Sköpunarkraftur

Matur



The logo for LYST, featuring the letters L, Y, S, and T in a bold, black, sans-serif font. The letters are widely spaced and centered on a light blue background with a subtle gradient.

LYST

The Future of Food



TIL SJÁVAR
OG SVEITA

ICELANDIC
STARTUPS



Mataræður
Íslands



HÍ GRANDI

LANDBÚNADAR
KLÁSINN







Nýsköpunarsjóður atvinnulífsins

- 1997 – Stofnár
 - Lðnlánasjóður
 - Lðþróunarsjóður
 - Fiskveiðasjóður
 - Útflutningslánasjóður
- 4 milljarðar stofnframlag



Nýsköpunarsjóður atvinnulífsins

150 fjárfestingar

75 fjárfestingar sem hafa tapast

25 fjárfestingar í eignarsafni

25 fjárfestingar hafa borgað sig tilbaka

25 fjárfestingar í hafa gefið góða
ávöxtun



Nýsköpunarsjóður atvinnulífsins



**Can't
get enough**

We want more !

**We want
MORE !**







MADE FROM PLANTS!



THE IMPOSSIBLE CHEESEBURGER



**Perfect
Day**

**Animal-free
Milk**

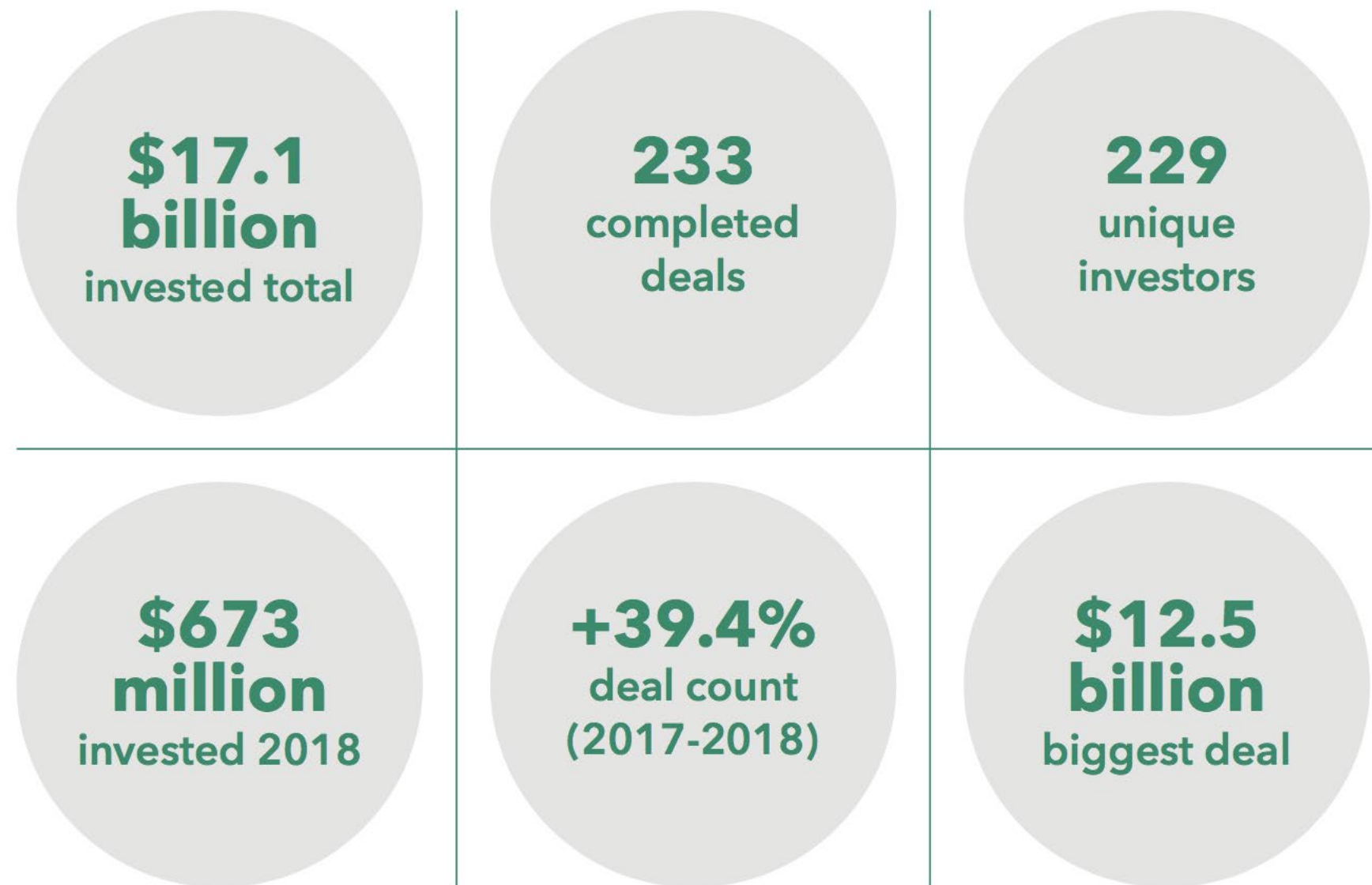
2%

Brewed with love
in San Francisco, CA

1 Liter (750 mL)



Figure 1: Plant-based Food Industry Investment Overview





BEYOND MEAT®

Case Example

If a VC firm had invested \$1M at Series A out of a \$20M fund, the entire fund would have returned an absolute minimum of 20X even if all other investments were written down to zero.

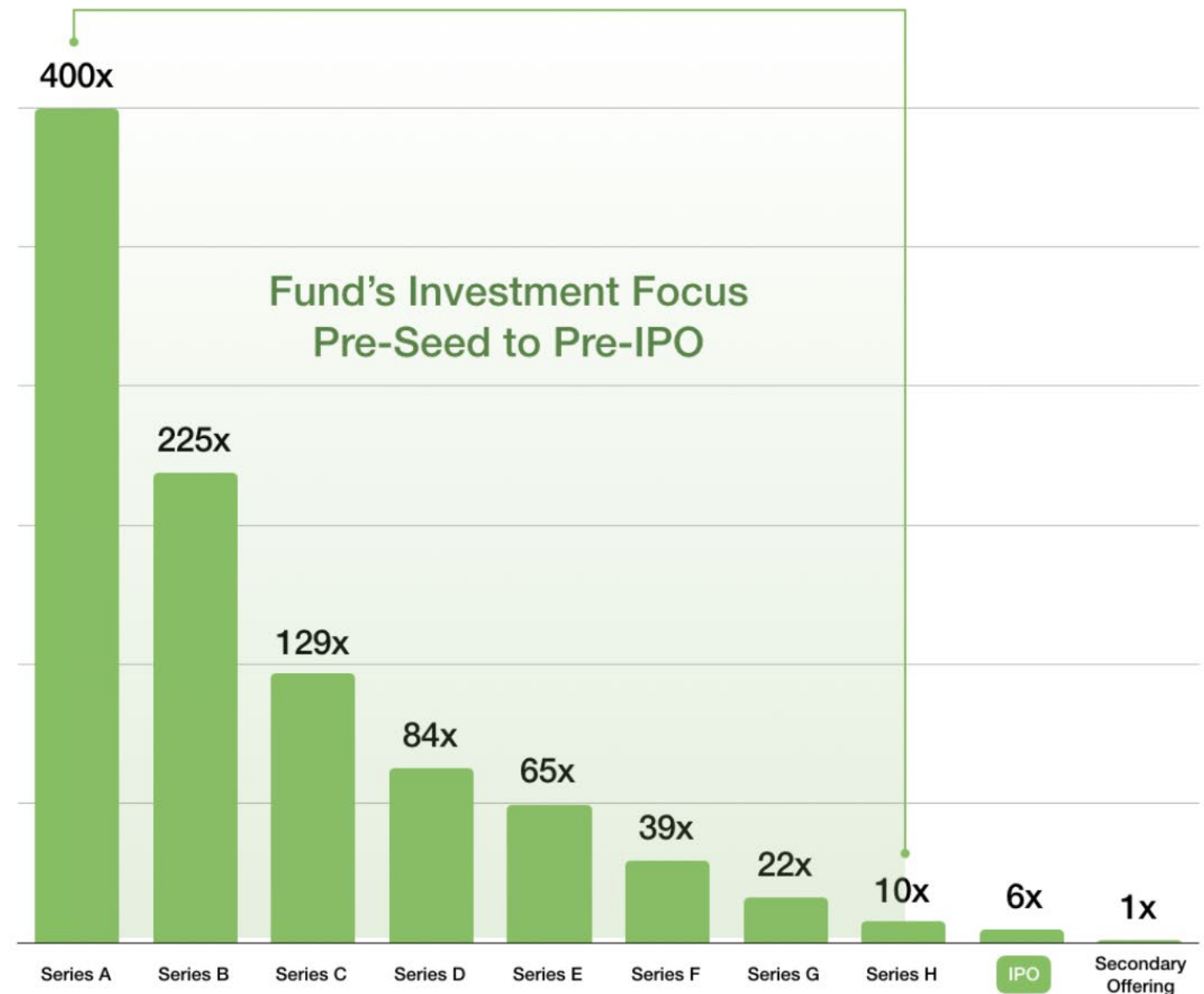
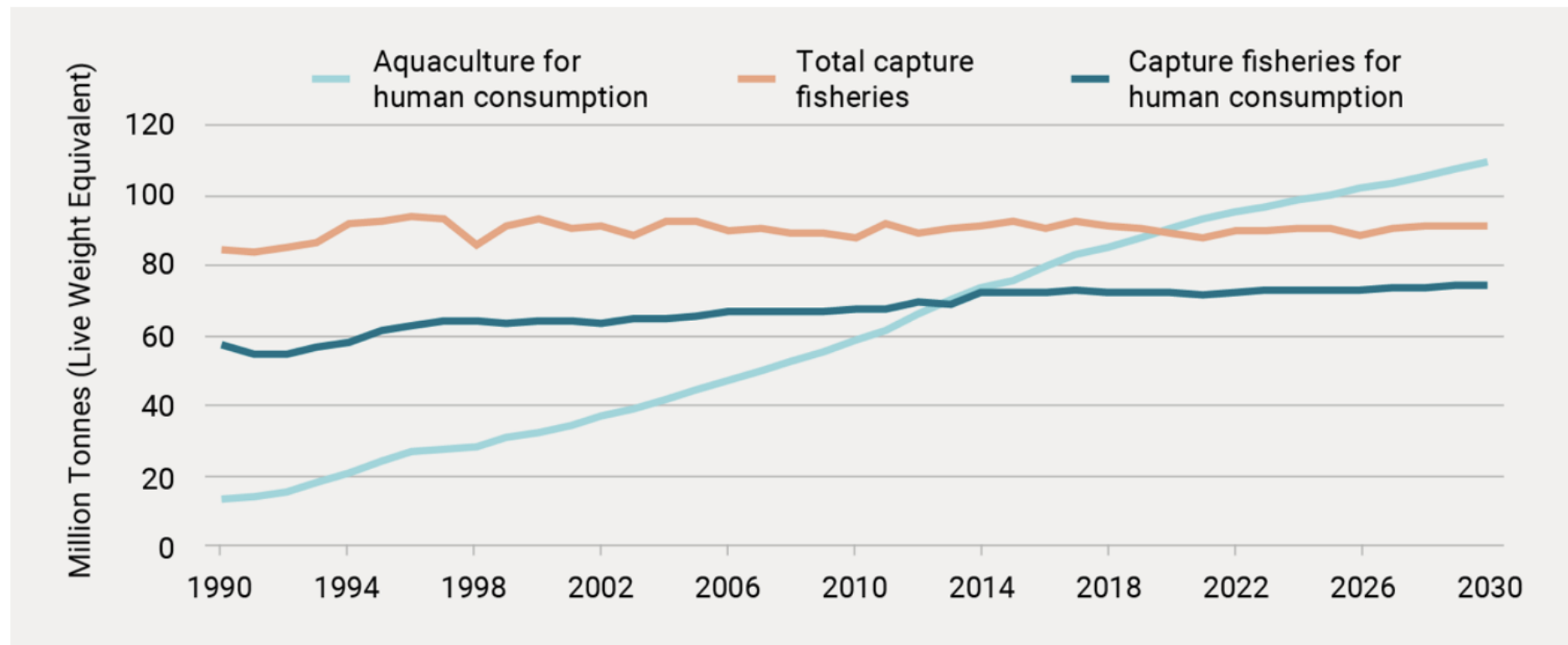


Figure 2: Global Capture Fisheries and Aquaculture Production, 1990–2030



Source: Food and Agriculture Organization of the United Nations, 2018 [10]

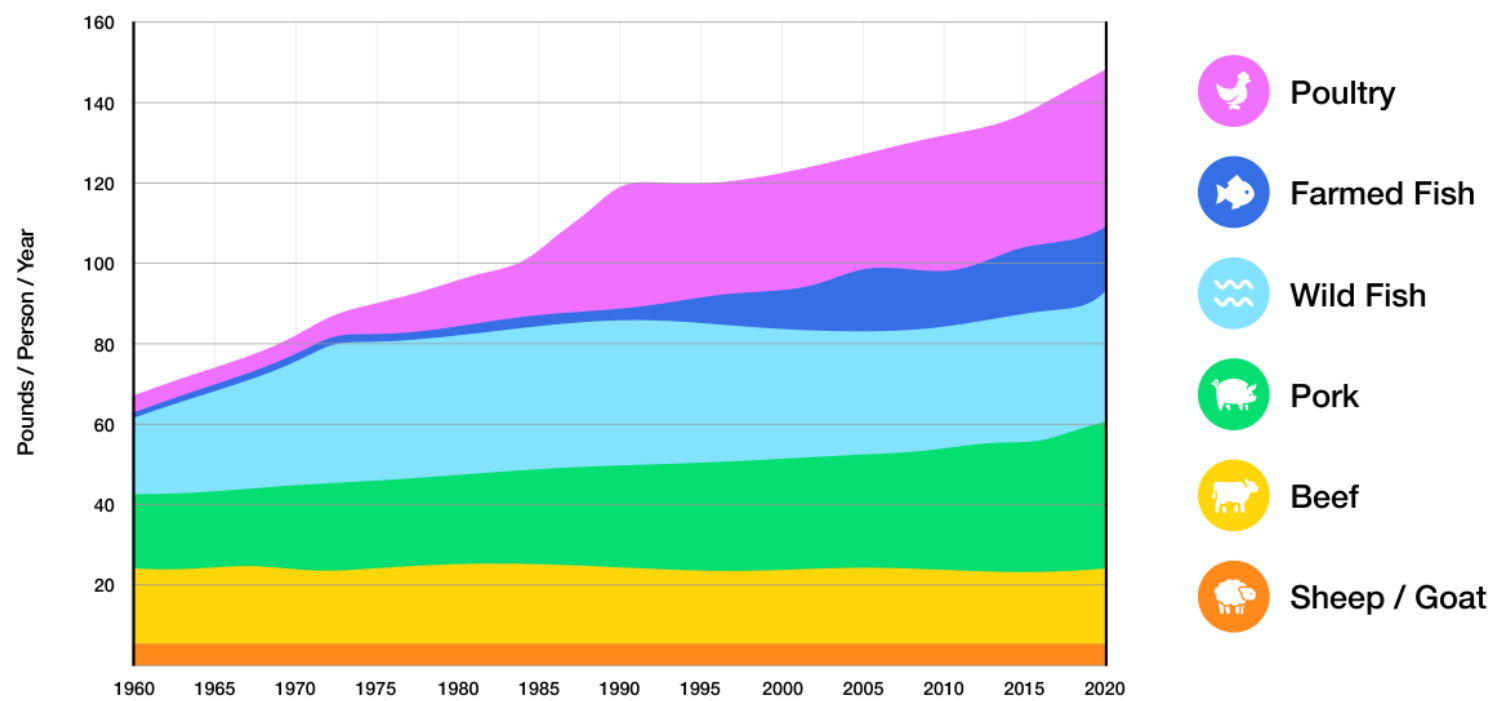


Figure 2. Global meat demand growth 1960-2020. Source: Based on data form ICM Inc.

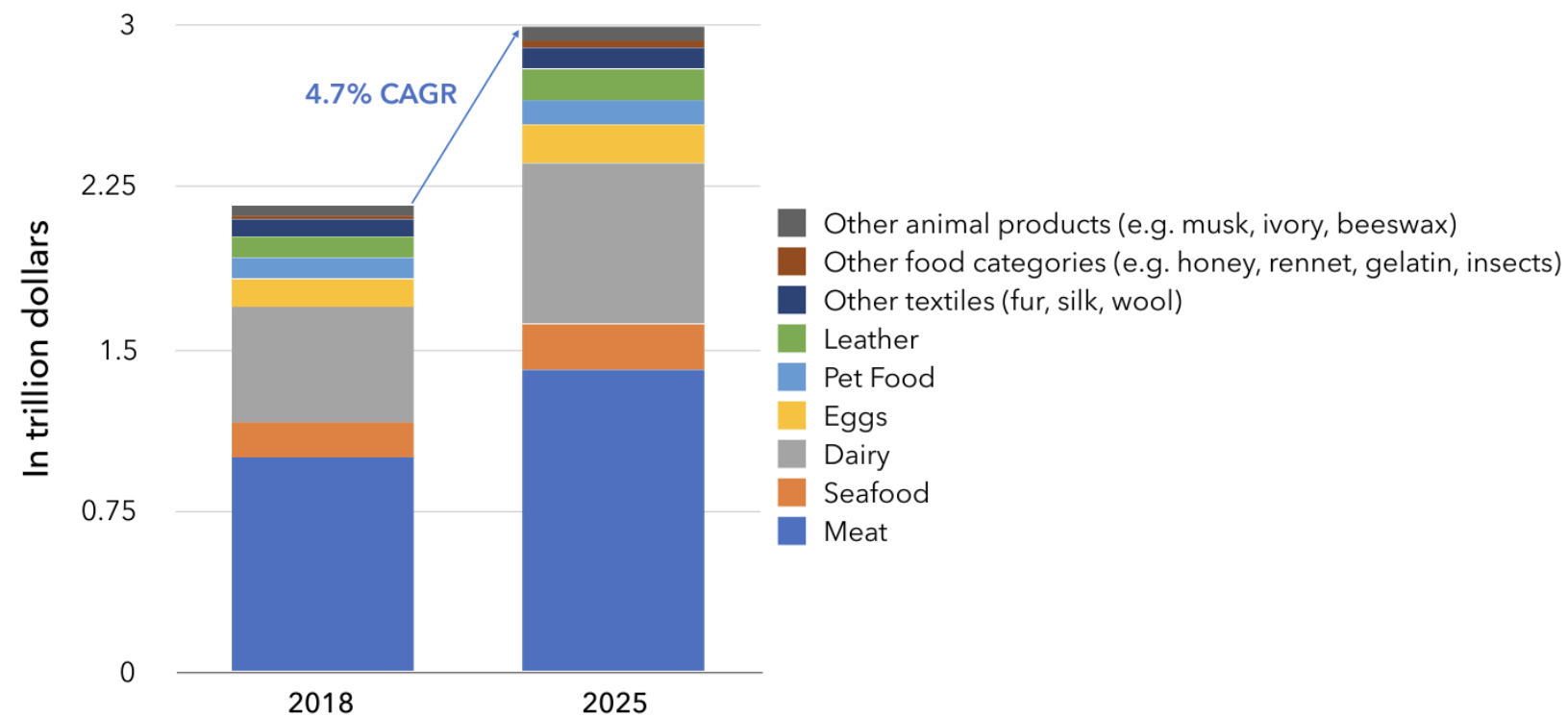
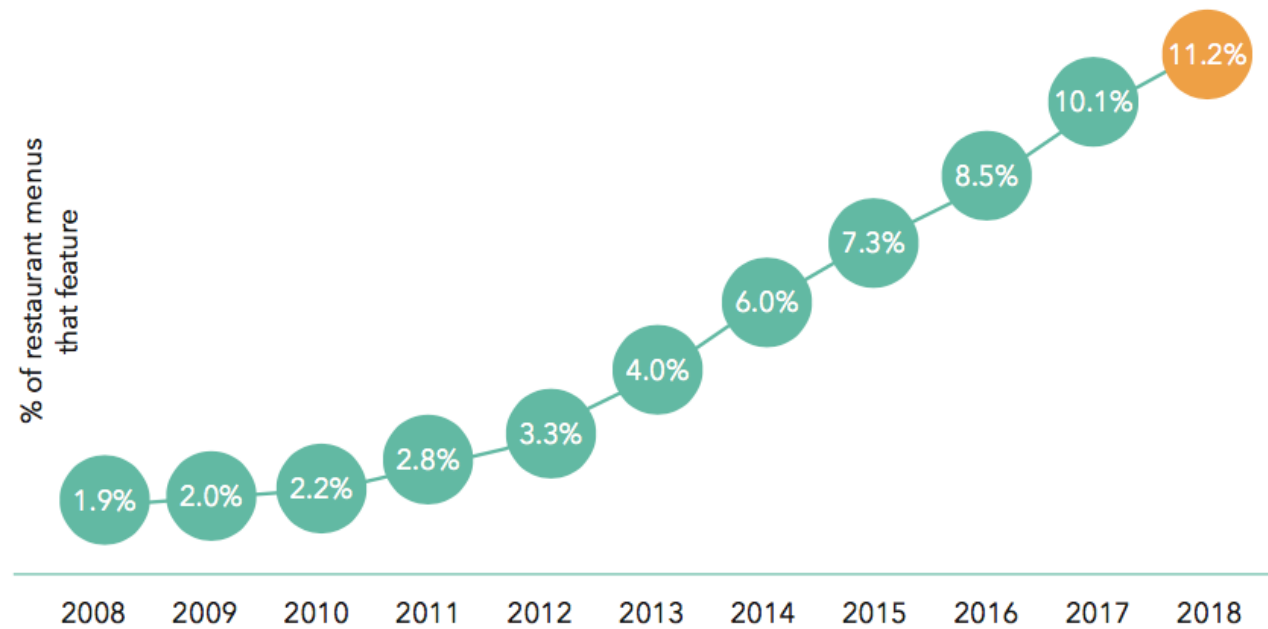


Figure 4. The total animal products industry was valued at \$2.17 trillion in 2018 and is expected to grow to \$2.96 trillion by 2025. Source: AgFunder analysis based on data from Modor Intelligence, The Business Research Company, Euromonitor International Goldstein Research, A.T. Kearney, APLF, Statista, BCC Research, Market Expertz, TechSci Research, Market Reports World, Grand View Research, International Fur Federation, Persistence Market Research





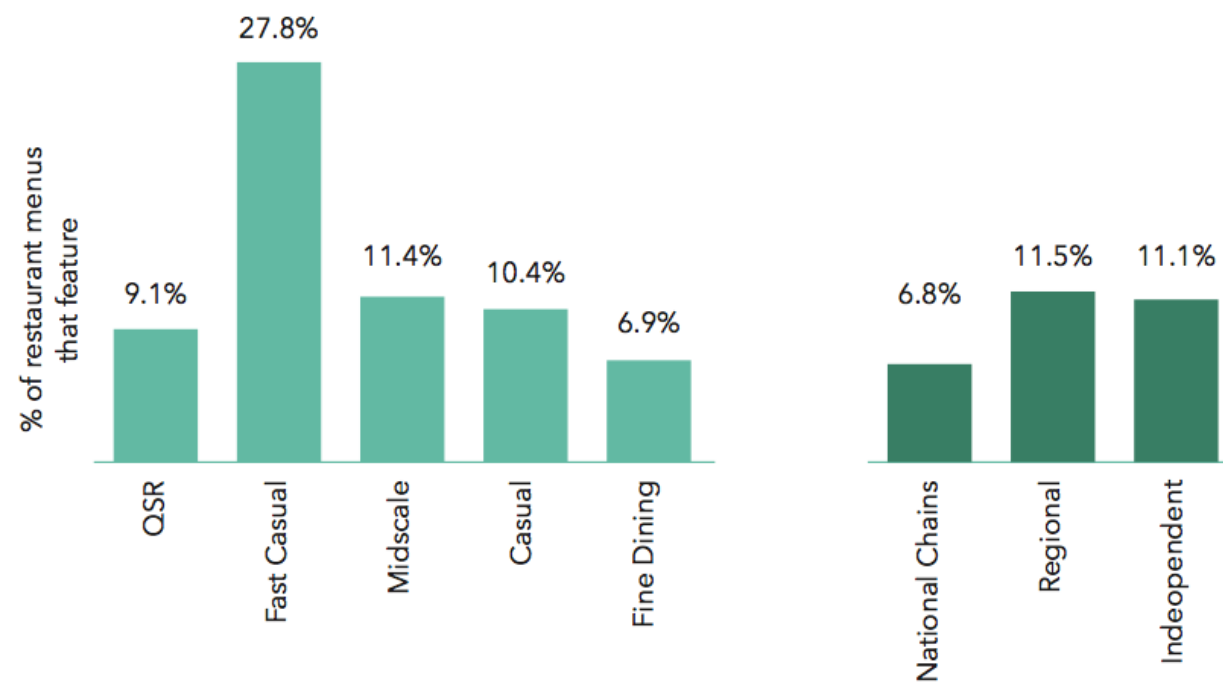
Historic Menu Penetration



Menu Growth Rate



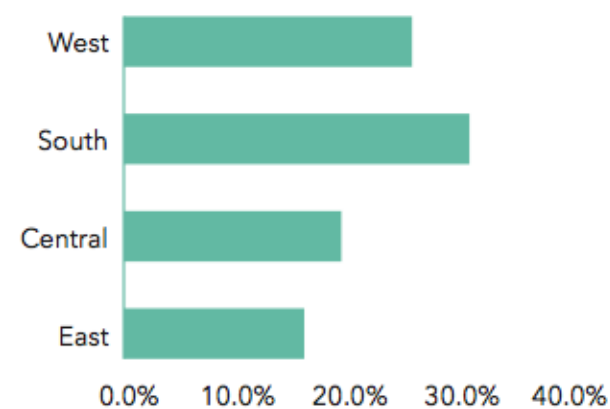
Restaurant Type



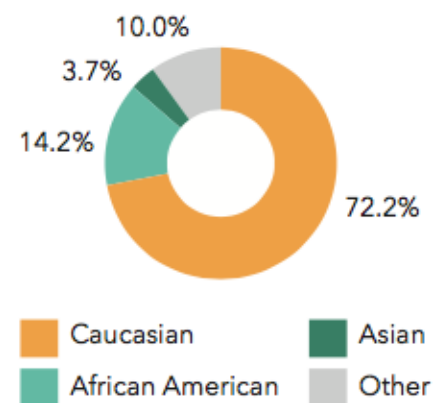
Source: Datassential's MenuTrends Database

Figure 12: Plant-based Meat Consumer Demographics

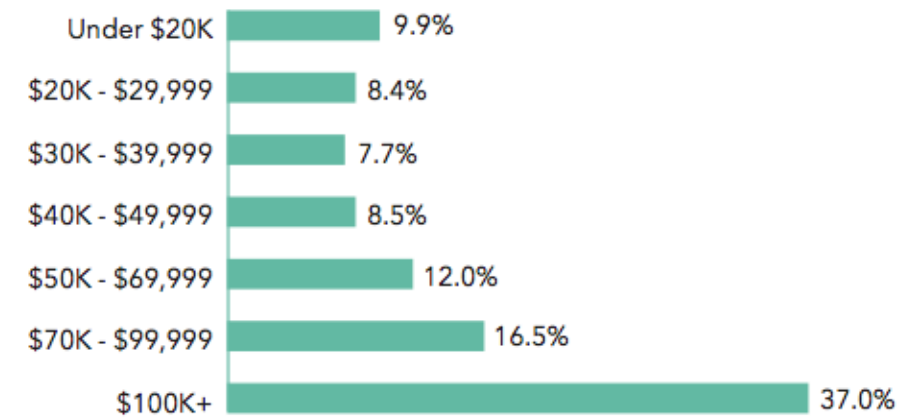
Region



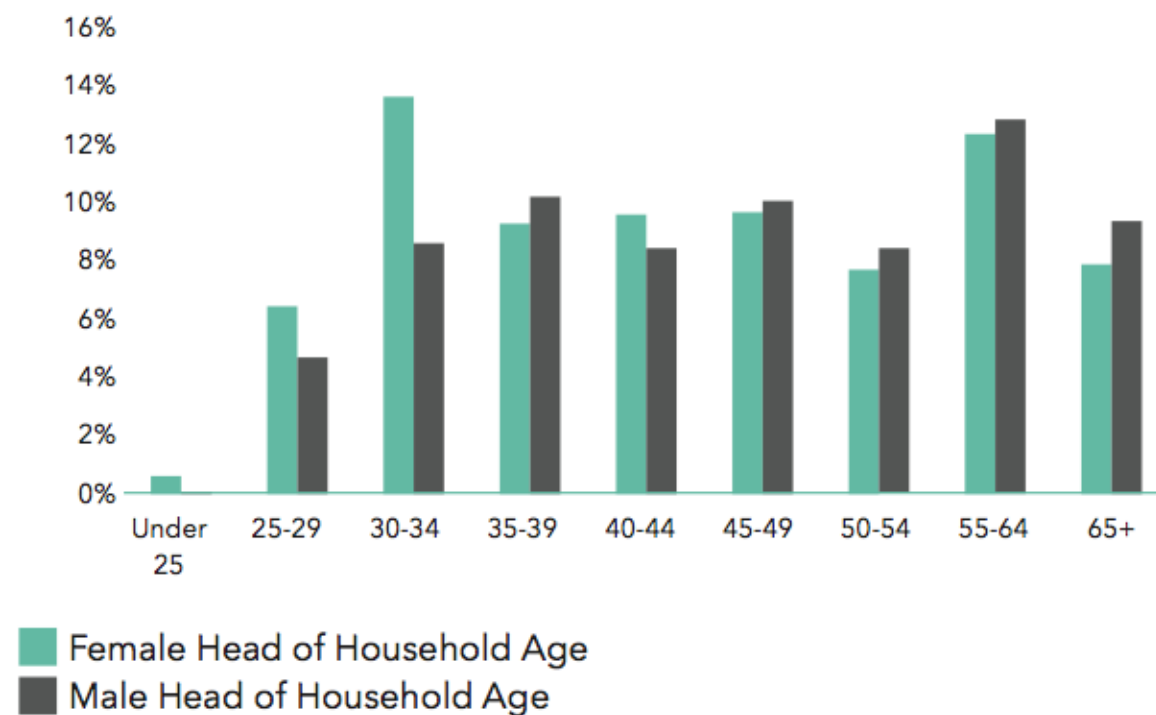
Race



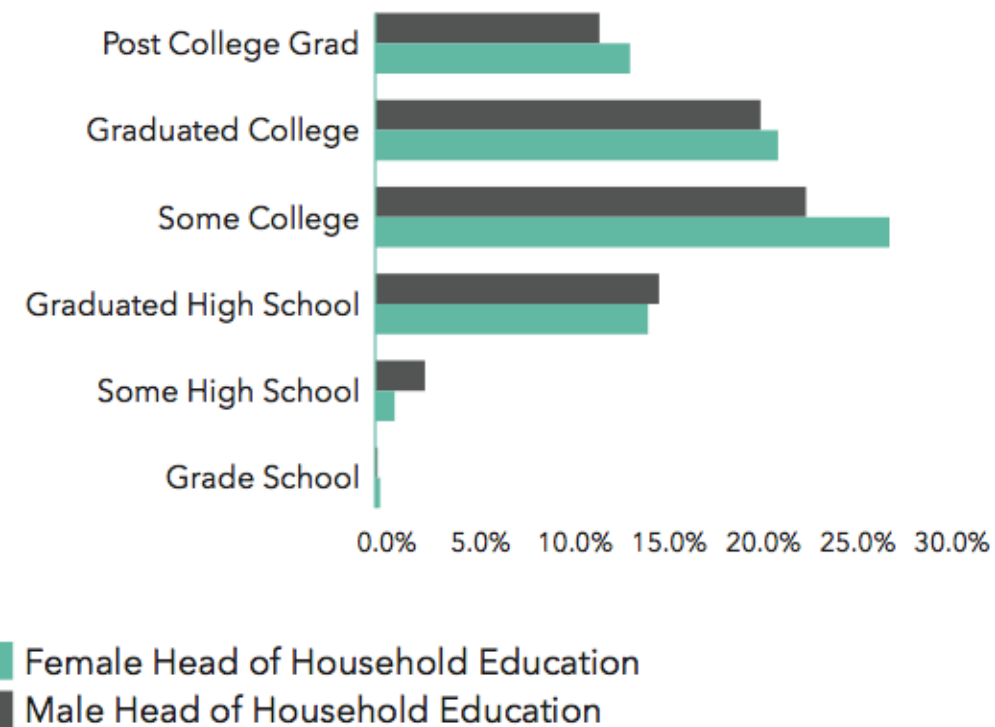
Income



Age



Education





SOLAR FOODS

.TD.

protein from CO2 using renewable electricity



Figure 8: Cell-based meat production schematic for seafood

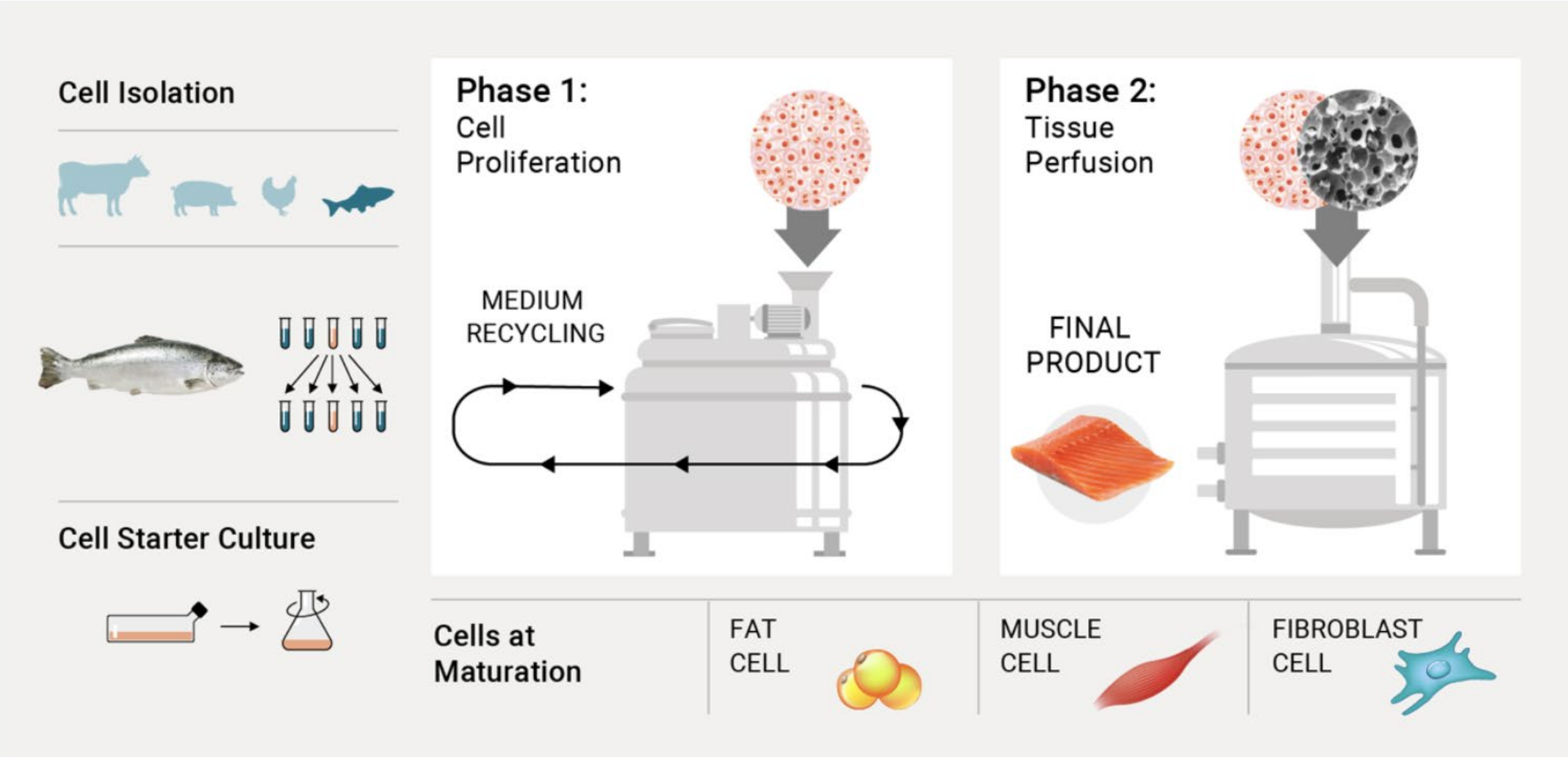


Figure 5: Established and emerging plant-based seafood brands





