



## Executive Summary

Iyar Biotechnology, Inc. (referred to as the “Company” or “Iyar”) has perfected new products from the unique plant called **Chufa Nuggets**, the tubers of *Cyperus esculentus*—with its milk, oil, and flour. Chufa Nuggets (also known as Tiger Nuts, Zulu Nuts, and Aya from Africa) and its qualities blow away all other plant and dairy milks. We are proud of our effort, team, and work in the USA for more than ten years. We are now ready to feed millions with this heavenly, safe, food.

### Our Company Mission and Opportunity

Our mission is to bring and grow Chufa Nuggets to America for the entire population. Most Americans have never eaten or drunk Chufa (unless they are from Spain, Poland, England, China or Africa). Our mission is to give a unique, safe, healthy plant with its incredible milk, oil, and flour. These “nuggets” are known as the “superfood” of creation, and their “gold” nuggets give us remarkable medicinal properties. Chufa is the planet’s best “milk,” enjoyed for thousands of years — and will survive for future generations. It is also a safer “sugar” than cane sugar, and its “salt”: in Africa and many parts of the world, everyone loves it. Our African American ancestors from West Africa (the green lands) were raised on Chufa for generations.

While Chufa has been enjoyed for almost a century in Spain, bringing it big into the USA and growing it locally in many states will also be terrific for the growing Spanish, Hispanic, and Latina communities. Our mission is also for our heroes, Military, Police, and Firefighters.

### Business Description

The Company was established as a C Corporation at 3439 Overcreek Rd, Columbia, South Carolina 29206, expecting rapid expansion in the biotechnology, food and beverage, and agriculture industry. The Company solicits financial backing to be able to introduce its new products (described below).

The Company was formed on 08/16/2016 as C Corporation under Delaware state laws and headed by Esther Perez. Ms. Perez is the President and CPO, and Joseph Shapiro is the CEO/COO. Esther knows the product development and ability to connect what people need for Chufa foods, essential and carrier oils, teas, spices, and herbs – all combined with and without Chufa. Ms. Perez has developed her products for more than 30 years. She grew up in Morocco and Spain with Chufa as a child, and she has used Chufa’s milk for almost 55 years. She is also well known worldwide as a great oil artist and studied in France and Israel.

Joseph has a wealth of business and project management skills for the Company; and has a substantial computer-based side for Business Intelligence and data warehousing, databases, and applications running for the past 30 years. He also worked in financials for more than 25 years and, as a journalist, completed a business management and financials attachment to his original degree. He is also a Rabbi and studied the laws of Kosher, Sabbath, and more. Joseph has written over 30 books (mostly technology), hundreds of reports, and articles covering technology, herbs and spices, food, and more. He studied with universities in South Africa and New York.

The Company has assembled an experienced management team, and we are very flexible. We want to bring the best operation, investment, and financial groups on board. Our sales and marketing needs are straightforward, and we have a strong strategy.

### Our Products

1. Chufa is versatile. Its milk, oil, and flour are used for beverages, creams, milkshakes, ice cream, butter, margarine, skin creams, hair shampoo, soap, cooking, and more.
2. Chufa is very affordable and low-cost to obtain, and easy to sell. It is easy to grow, fast, and safe compared to all other plant products, especially plant milk and dairy milk. Its oil is used for many products, like essentials, and used for skin and hair issues. The oil is also used for machinery and watches and can be used for cooking. Its flour is used for many bread, cookies, and sweet recipes.
3. Chufa farms are very profitable. Chufa needs only a summer season to grow and provide its produce. It beats all other plant produce, safer, more reliable, and accessible to everyone. It can be grown from Alabama to Florida to North Carolina and even farther north. We have access to more than 100 years of training and experience from sellers and farms in Africa and Europe. When our USA products serve, the US farms will need to be in place.

Imagine Chufaland’s products in 40,000+ US stores in three to five years . . . and starting with our fist “franchise” model store, called **Chufa Bistro**.

. . . / Funding Request . . .

## **Funding Request**

Company requests \$550K to \$5M over time and specific requirements.

1. **2023:** We will create our official “shop/store,” increase our revenues, add employees and shareholders, expand production, import/export, and distribution, and perfect our evolving franchise effort. We will mainly produce Chufa Milk, Chufa Milkshakes, Chufa Ice Cream, Chufa Bread, Cookie Choices, Chufa Butter, Chufa Margarine, Chufa Flour, and Chufa Oil supplements.
2. **2024:** Increase and expand from 2023 and acquire our first farm (we are looking at farms in South Carolina and Georgia). The USA nuggets will rise in the summer of 2024 and add base produce for 2024/25. We will also add more Chufa Ice Cream, sweets, meals, and our first liquor product and open franchise shops.
3. **2025/2026:** Increasing our revenues and expanding to cities across the USA and Canada. We will also add and increase the Chufafarms part.

See more funding info in our Business Plans and with meetings with investors that emerge.

## **Industry and Market Analysis**

The Chufa market is estimated at \$800M by the end of 2030. Research by Transparency Market Research (TMR) forecasts that the current market, ex USA will expand at a CAGR of 7.6%. CAGR will be 18% by 2030 when the US takes the lead in the Chufa market. TAM, SAM, and SOM formulas of all plant milk in the USA (without Chufa) show a market size of \$13.64B. If we add Chufa, the market will be \$18B+. Chufa milk beats the risk of plant and dairy problems: bloating, stomach cramps, leaky gut syndrome, acid reflux, skin problems, nausea, diarrhea, gluten intolerance, infertility, hormone imbalance, chronic fatigue, anxiety, and depression. About 8000+ Chufa bottles are sold monthly in small towns abroad, and Chufa milk in the USA will exceed 100M by 2030.

Our products will be the cheapest and best in the USA, Europe, and worldwide. They will also be the only ones eaten throughout the year, Kosher, and even during Passover (certified by Star-K and others). With accelerated funding for viable products, we will teach many, help families, and support the USA and African countries, especially Ghana, Nigeria, Niger, and Southern Africa.

We can get enormous amounts of Chufa from Europe, Africa, and other places, but we will move fast for the USA to at least 70% provided. We can train others to join us and speed up production. We will bolt our operations, perfect for farm production facilities, grow, and package well. We will market, teach people about Chufa, and deliver to thousands of our great Chufa franchise stores.

## **Management and Operations**

We have five direct suppliers for Chufa abroad. Thereby cutting production costs and increasing profits, especially if the Chufa oil production plant and the flour and milk plant and mill are all possible in the exact location. After the second year, suppliers from USA farmers will also be able to supply. We have connections with more than 1000 small USA–Southeast–based farms interested. We require the following infrastructure for significant production and a “franchise” Chufa Bistro store to expand our operations. See more management and operations info in our Business Plan. We are very flexible . . . as long as we are based in south-east USA.

## **Implementation and Marketing**

When it comes to selling Chufa products, there is a vast wide range of available customers. Our target market cannot be restricted to just a group of people or organizations but all those who reside in our target market locations. Stay tuned to hear about arrival of Chufa Bistro. A close study of the Chufa production industry abroad reveals that the market is growing fast and has become much more competitive over the last few years. We must be highly creative, customer-centric, and proactive to survive in this industry. Even if others start (nothing available now), we know the stiffer competition throughout the USA and Canada. See more implementation and marketing info in our Business Plans.

## **Financial Plan**

If Chufa milk, oil, and flour, with our major products, reach 15,000 (low) in the USA, it brings revenues to \$2,000,000+ first years of investments. At 100,000 would be amazing. See our financial info in our Business Plan.

. . . / Conclusion . . .

## **Conclusion**

So, suppose you are keen, moving forward with us, and ready to begin supporting us as advanced investors and providing grants. In that case, we can agree under contractual terms, especially to agree to our commitments.

Please read our Pitch Deck and Business Plans.

Yours sincerely

Handwritten signatures of Esther Perez and Joseph Shapiro.

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