Crush Mash

Nutridense Chips
Without Fields.

Problem

In the EU, 16 out of 24 countries have ≥10% of their population unable to afford healthy diets. The cost of a healthy diet in Europe can be as high as 29% of household income (depending on the country).

Why now?

Clean label

Clean-label demand is mainstream
60% of European consumers actively read ingredient labels before purchasing (IFIC).
73% are willing to switch from familiar brands to a cleaner ingredient list (NielsenIQ).

Protein is the #1 macro on European packs
High-protein snack launches in Europe grew 4× faster than the snack category overall (Innova 2024).

Solution

Functional

Flaxseed · Chia · Green Buckwheat

Sweet

Apple · Banana · Coconut

Savory

Basil & Tomato · BBQ · Spicy

USP

Functional Benefits

• 30 g of protein per serving from mung-bean sprouts + brewers' spent grain
• Naturally low in anti-nutrients (sprouting reduces phytates)
• High dietary fiber
• Vitamin C, B-complex, GABA, iron, potassium

Cost & Scalability

• 50 g pack at €0.30 cost — retail target €1.50
• Mung-bean incubators yield 1 ton / month / m^2
• Fully automated growing & processing
• Energy: 3.5 kWh ≈ €0.30 per kg of mung beans
• Raw material 4× cheaper than potatoes for traditional chips

Why We Win

4× cheaper raw material
Mung bean + BSG at €0.30/kg vs €1.20/kg potatoes — structural cost moat in a commodity category.

Vertical integration from day 1
In-house sprouting incubators co-located with the chip line — 7-day grow cycle, 1 t/m^2/month yield.

EU regulatory shortcut
Mung bean and iBSG are not Novel Foods under EU 2015/2283 — no 18–24 month EFSA approval lag.

Negative-cost feedstock
BSG is sourced from breweries that pay to dispose of it — turning a waste stream nto protein.

Customer Validation

BIMAR

Уважаемые господа,

Я, Иванов Иван Анатольевич, являюсь владельцем компании BIMAR OÜ (Таллин, Эстония).

Наша компания более 25 лет успешно работает в сфере импорта и экспорта продуктов питания как на рынке Эстонии, так и по всей территории Европейского союза.

Мы сотрудничаем со всеми ключевыми торговыми сетями стран Балтии (Эстония, Латвия, Литва), включая Maxima International Sourcing, COOP, Rimi, Selver, Stockmann, Kaubamaja, Grossi Toidukaubad и Prisma.

Основное направление нашей деятельности — замороженные продукты питания. Дополнительно мы развиваем направление private label, размещая производство на нескольких заводах по всей Европе.

Среди наших партнёров — Oerlemans Foods, Bodex Group, Maxtop, Bidfood, Farutex, Salud Foodgroup Europe.

Оборот компании составляет около 10 000 000 евро в год.

Будем рады обсудить возможное сотрудничество.

С уважением,

OÜ BIMAR BIMAR Reg. Nr: 14492219

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CORNADO Inc.

5255 YONGE STREET SUITE 1500, TORONTO, ONTARIO, CANADA, M1N6P4

LETTER OF INTENT

CORNADO Inc
Canada
Date: 30.04.2026
To: CrushMash

Dear Aleksei,

We are pleased to confirm that our team has sampled and reviewed the snack products developed by CrushMash, specifically the vitamin- and protein-enriched snacks made from mung bean sprouts.

Following this evaluation, we see strong potential for these products in the U.S. market and would like to explore opportunities for distribution. In addition, we are open to discussing the possibility of establishing local manufacturing capabilities in the United States at a later stage, subject to commercial feasibility.

This letter reflects our preliminary interest in pursuing a potential partnership with CrushMash and serves as a foundation for further discussions.

Any future cooperation would be contingent upon, among other factors:
• Completion of internal review and approval processes.
• Alignment on commercial terms, including pricing and margins.
• Compliance with U.S. regulatory, food safety, and labeling requirements.
• Supply chain capabilities and scalability of production.
• Evaluation of long-term investment potential, including local production.

This letter is non-binding and does not represent a commitment to purchase or invest. It is intended solely to express our current interest and willingness to continue discussions.

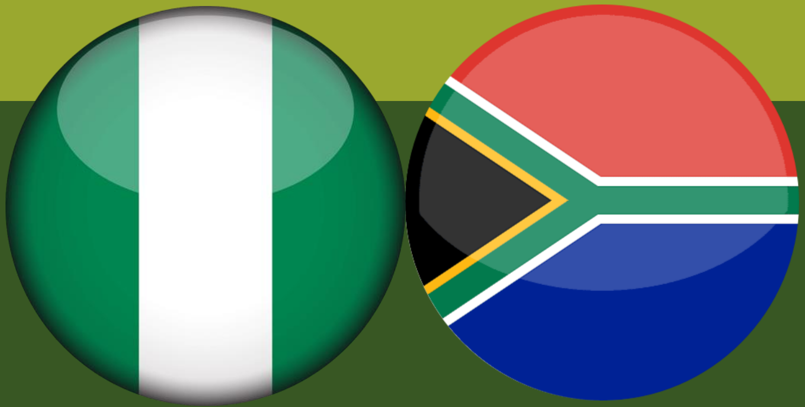
We look forward to exploring the next steps with CrushMash.

Sincerely,

Alexander Gelshteyn

CORNADO Inc

CORNADO INC. ONTARIO CANADA EXPORT-IMPORT



Go-To-Market — European Trade Calendar

Natural Products Expo West
Anaheim, CA — March

SupplySide West
Las Vegas — October

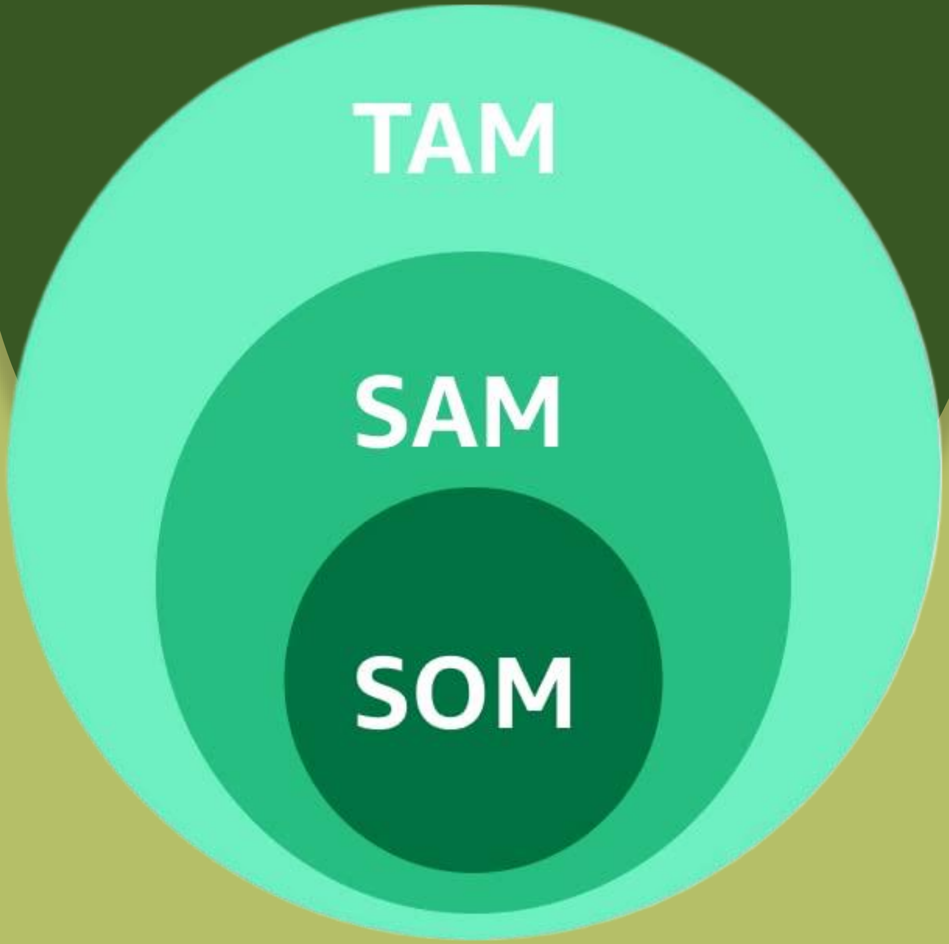
Fancy Food Show
New York / Las Vegas — Jan / Jun

Anuga
Cologne, Germany — October

SIAL Paris
Paris, France — October

Fi Europe (Food Ingredients Europe)
Frankfurt — November / December

Market Size



TAM — European savory snacks
€48.5 B in 2024, projected €62 B by 2030 (Euromonitor / Statista). Salty snacks alone €34 B.

SAM — European high-protein & better-for-you chips
€3.2 B in 2024, growing at 11.4% CAGR to ~€6.1 B by 2030 (Innova Market Insights, Mintel).
Includes lentil, chickpea, pea-protein and vegetable chips across DACH, France, UK, Benelux, Nordics.

SOM — 5-year obtainable share
€48 M ARR by Year 5 ≈ 0.8% of SAM.
Bottom-up: 1 plant = 160k packs/month × €1.50 wholesale = €2.88 M ARR. Plan: scale to 14 plants across EU by 2031.

Unit Economics

Per-Pack Economics

$0.50
Production Cost / 150g Pack

$1.50
Selling Price / Pack

$1.00
Gross Profit / Pack

66.7%
Gross Margin

Production Edge

4× Cheaper Raw Materials vs. conventional snacks

14 tons/month
Total Production Capacity

3.5 tons/month
Finished Chips Output

Cost Structure per $0.50 pack

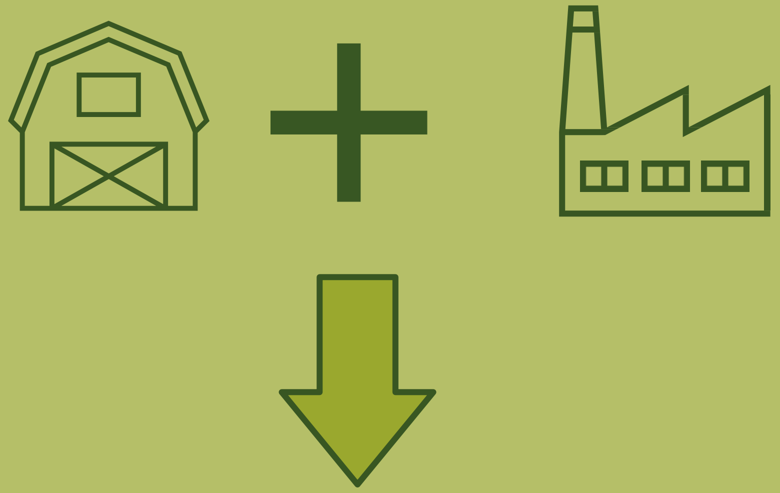
Raw Materials	Labor	Energy	Packaging

Competitive Landscape

Advantages	Crush Mash	Potato chips	Vegetable chips (beetroot, carrots, sweet potatoes)	Chickpea/Lentil Chips	Whole grain chips
Low price of raw materials	**0,3 euro.**	**0.75-1.2 euro.**	**1-3 euro.**	**1.4 euro.**	**Wheat 0,4 euro. Rice 0,6 euro.**
High protein content	**14%**	**6%**	**4%**	**13%**	**7%**
The presence of vitamins and minerals	✓	✗	✓	✓	✗
Low fat content	**5%**	**20-34%**	**17-32%**	**15%**	**2-3%**
Low levels of antinutrients	✓	✗	✓	✗	✗

Business Model

The mung bean incubation units are located directly at the chip production facility.



As a result, we produce a high-protein, vitamin-rich snack with significant benefits for both people and the environment.
Product margin up to 100%

- Entry via retail chains and distributors (EU / US)
- Private label partnerships for fast scaling
- Sustainability and high-protein positioning

Traction

10+ years operating city farms and pioneering future-of-food production.

2019-2020
Winner of the "Business Battle" startup competition. Opening of a city farm for growing salad mixes.

2022
Shortlisted for the "Dubai Agro Tech Challenger" competition.

2024
Start of construction of a kitchen factory combined with mung bean sprouting incubators. Creation of a market for high-protein ready-to-eat meals based on mung bean sprouts.

2025
Developed mung-bean chip technology, finalized recipe, lab prototype validated, engineering design started

2026
Production-line tests, tastings with major retail chains, contract manufacturing live, first sales. TOP 3 FAO 2026

Impact

Per plant, per year:

· No fertilizers used
· Closed-loop water recycling
· No field machinery required
· Minimal logistics footprint
· Frying oil cooled and reused
· Zero raw-material waste — no peeling, no storage loss

- **58 tons of brewers' spent grain upcycled / year**
- **400 tons of CO_2 avoided vs traditional potato chips**
- **57 tons of plant protein delivered to European consumers**

IP Strategy

Proprietary Technology
Developed incubation modules for mung bean sprouting
In-house sensors and automated control system
Blanching and raw material preparation modules
Trade Secrets (core protection)
Sprouting parameters and growth cycles
Product formulation and BSG integration
Raw material processing techniques
Process IP
Low-temperature dehydration method (patent in preparation)
Brand & Market Position
CrushMash trademark registration in progress

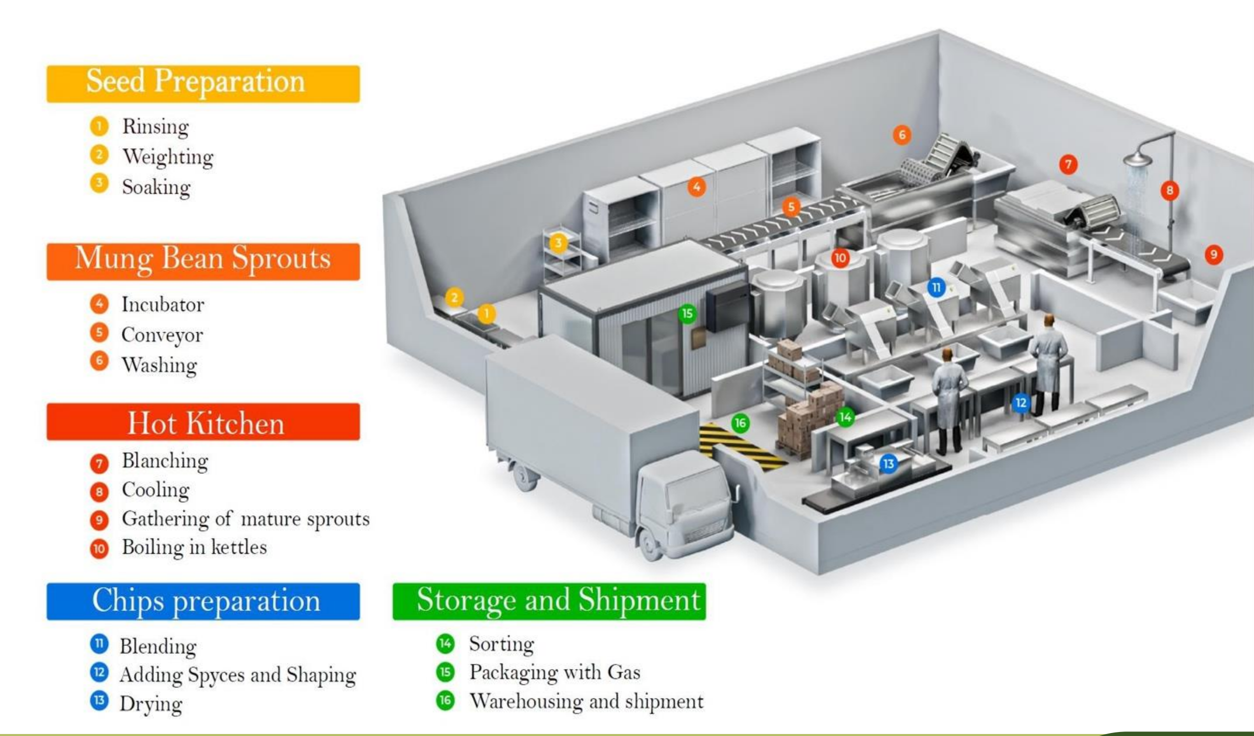
Legislation

EFSA-compliant food production
Not Novel Food: no additional EU approval needed
EU food hygiene (HACCP / ISO 22000)
Nutrition & health claims compliant (EC 1924/2006)
Traceability & by-product upcycling regulations met
Supports EU Green Deal & Circular Economy goals

Current Stage & 5-Year Roadmap

Today

Production area: 300 m²
Capacity: 14 t of mung-bean sprouts / month



Product readiness

Stable recipe, validated shelf life, low-temperature drying preserves nutrients.

Scalable technology

Integrated sprouting + processing — modular plant design.

Commercial progress

Tastings with EU retail chains, pilot shipments planne 2026, contract manufacturing initiated.

Roadmap

Year 1 — China compliance, patents, retail negotiation
Year 2 — Pilot plant 15–20 t / month
Year 3 — B2B entry into 5+ EU countries
Year 4 — Tech export, plants in MENA & Africa
Year 5 — Market leadership, 100+ t / month, export to Americas & Asia

Team

Aleksei Polishchuk
CEO & Founder

10 years in food industry, 15 years as a city farmer. Launched 3 food-production facilities including mung-bean snacks. Author of a book on the future of food. MBA & Finance.

Dr. Ilia Lashkov
Co-Founder

First employee & core team at Flexora GmbH (€20M cap). PhD Physics — Semiconductors & Sensors. Lead Partner & Manag of European Project. MBA, Mannheim Business School.

Linkedin.com/in/ilia-lashkov

Dr. Angelika Wrzesinska
Head of R&D / Compliance

PhD Organic Chemistry. Management experience and food-certification specialist for EU markets.

Linkedin.com/in/dr-angelika-wrzesinska-lashkova

Angelina Pankina
Head of Marketing & Brand Strategy

Marketing and brand strategy specialist with experience developing advertising campaigns for major FMCG brands, including Snickers and Nestlé.

Linkedin.com/in/angelina-lyushnin

Adviser

Adviser

Senior EU food-retail executive — 25+ years working with European retail chains and product development. Direct relationships with 6+ European retailers.

[Name to be disclosed under NDA]

The Ask

To commission Plant #1 in China in 6 months:

- 160,000 packs / month capacity
- €2.88 M ARR run-rate per plant
- 67% gross margin at €1.50 wholesale
- ~€100,000 monthly contribution profit

Use of funds

60% Plant build & equipment · 20% Working capital & inventory · 15% EU retail GTM & sales · 5% IP, EFSA & compliance

Contact: acb.alexpol@gmail.com· Telegram: @aleosha39

https://crushmash.lovable.app