

Proteine Resources

Out-Innovate the Giants

Your Asset-Light Path to Market Leadership
in High-Margin Functional Pet Food

Veli 70%
of immunity
sits in the gut



The Market Opportunity

A Seismic Shift in Pet Nutrition is Here

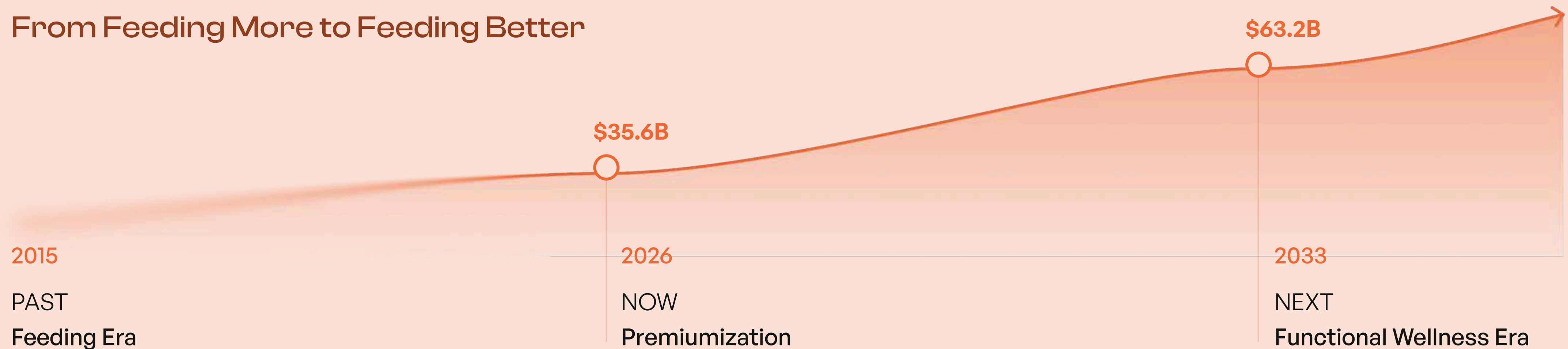
The European pet food market is shifting from volume to value, fueled by the pet humanization trend where **71% of owners see pets as family**. This has created a new consumer.

The Educated Pet Parent

They are skeptical, research ingredients, and demand foods with proven health benefits — especially gut health, the new cornerstone of wellness.



From Feeding More to Feeding Better





Your Innovator's Dilemma

Your Vision is Trapped. We Get It

You see the opportunity, but your vision is trapped behind an execution paradox — a wall built of production bottlenecks, immense financial risk, and an innovation cycle that favors multinational giants.

Key Pain Points



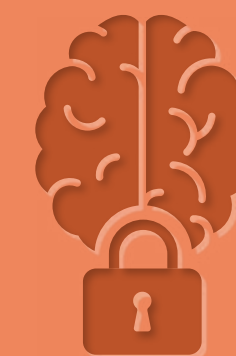
Manufacturing Lock-Out

Compete for slots at co-packers already at 85-90% capacity



Financial Strain

Crippled by high MOQs and ingredient prices swinging 25-30% in a single quarter



Innovation Barriers

Compete against \$1B R&D budgets without the resources to create scientifically validated products

The Veli Solution

Your Business. Unbottlenecked

The VELI Platform is a complete **private label solution** specializing in high-margin, gut-first functional wet pet food.

It is an integrated system designed to dismantle the barriers to your success, allowing you to focus on what you do best: **building your brand.**

Veli

Market-Proven Product Innovation

Access to a complete line of wet foods built to win in the Naturalist-Tech space.

End-to-End Specialized Manufacturing

Your dedicated manufacturing partner, expert in premium wet food production.

A De-Risked Business Model

Commercial terms that protect capital and de-risk market entry.

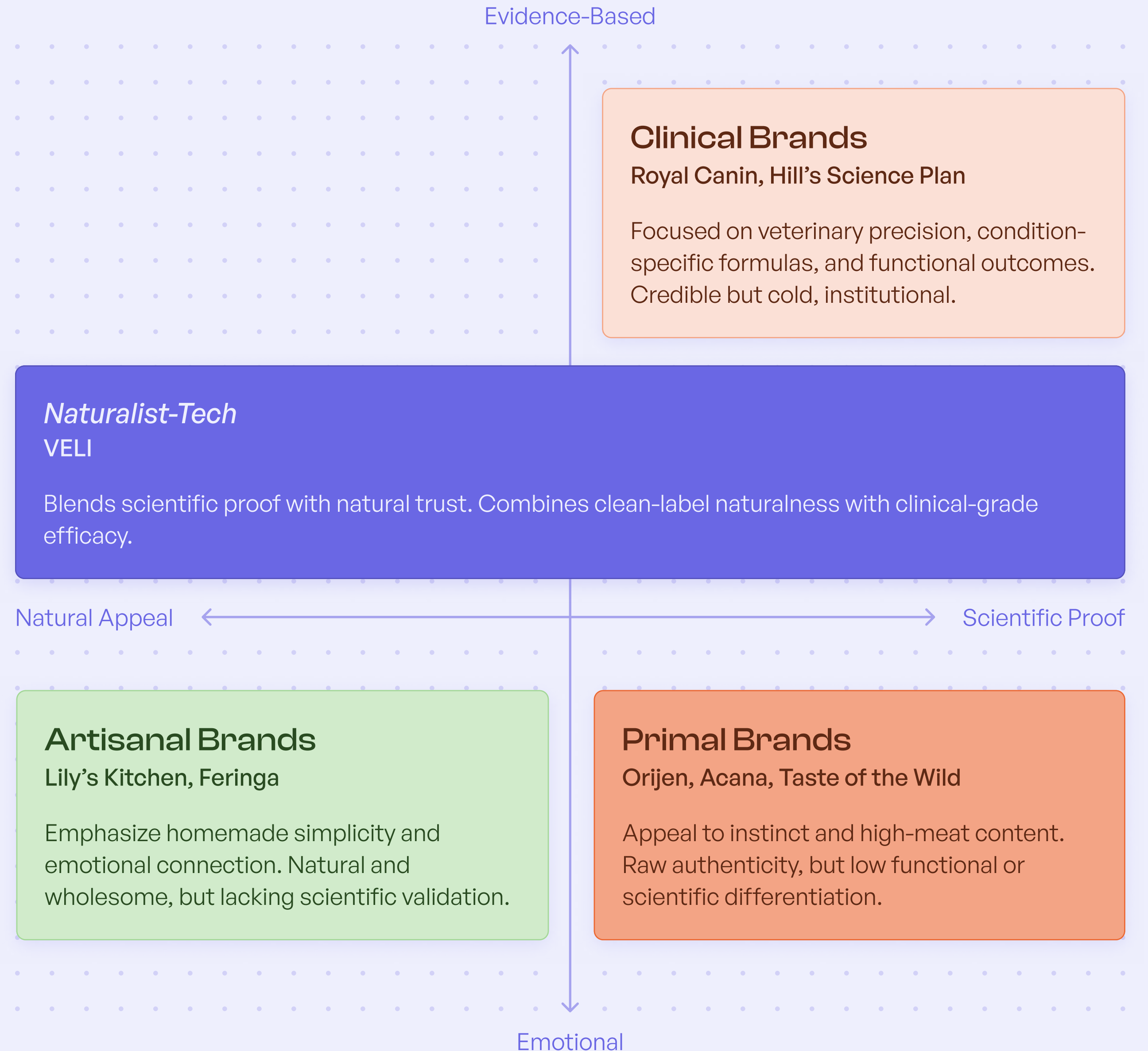
The Naturalist-Tech White Space

We Don't Compete. We Create a New Category

The premium shelf is crowded with Primal, Clinical, and Artisanal brands.

VELI was designed to occupy the strategic white space between them, pioneering the *Naturalist-Tech* category.

It blends scientific proof with natural appeal, the perfect positioning for today's Educated Pet Parent.



Our Formulation Philosophy

A Complete Gut-First System

Modern pet wellness starts in the gut, where **70% of the immune system resides.**

Our formulas are built around our proprietary **Dual-Action Gut Health Core** to restore gut health as the foundation for whole-body vitality.



The Dual-Action Gut Health Core

- ◆ Prebiotic foundation from EntoPro™ insect protein, nourishes beneficial bacteria
- ◆ Postbiotic boost, strengthens gut barrier & immune system



Premium Partner Proteins

- ◆ Novel proteins from lamb, rabbit and deer
- ◆ High digestibility + low allergenicity



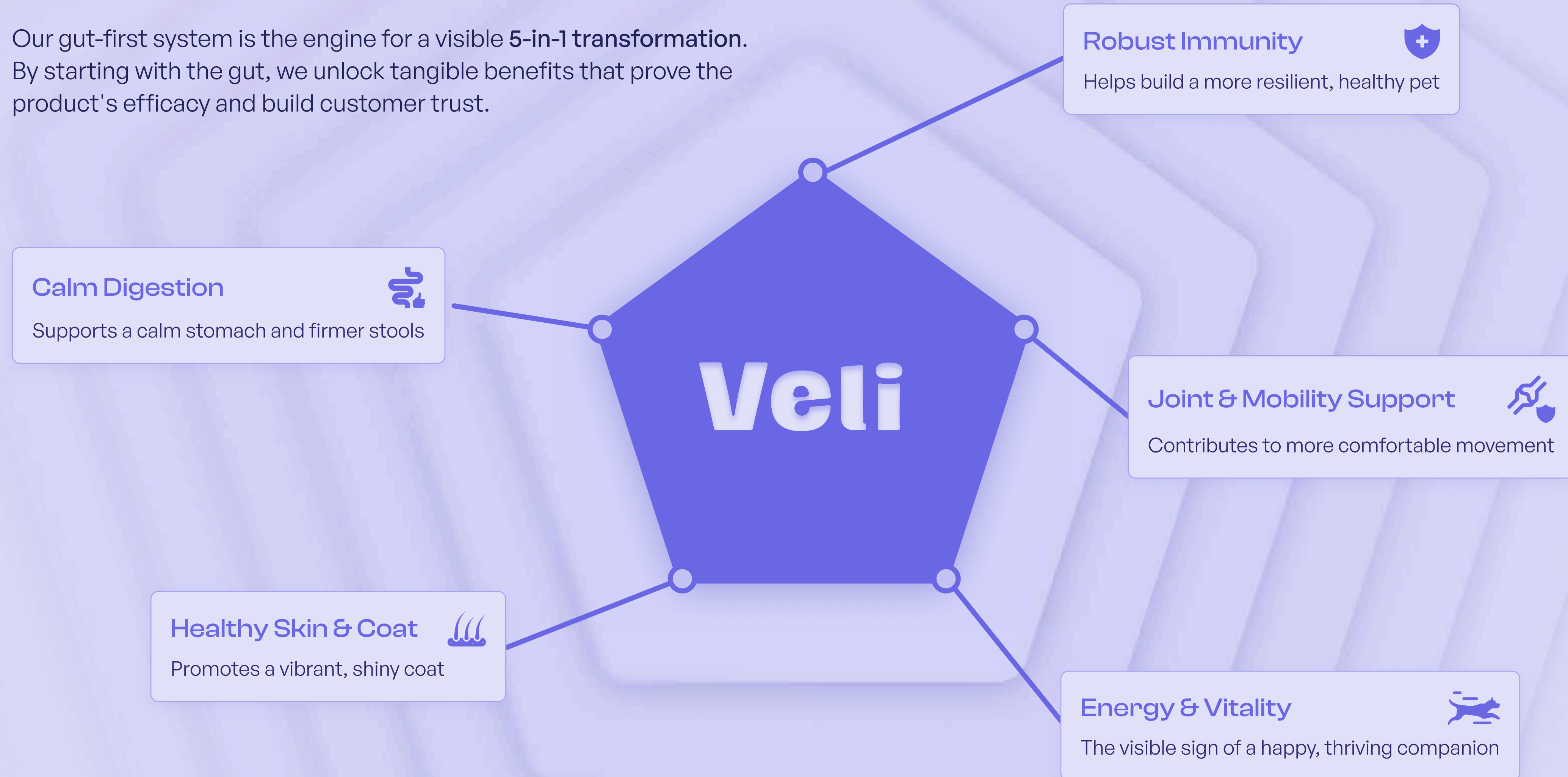
Gentle, Functional Botanicals

- ◆ Pumpkin, cranberry, chamomile, banana
- ◆ Targeted support for digestion and wellness

The Visible 5-in-1 Transformation

Wellness Pet Parents Can See

Our gut-first system is the engine for a visible **5-in-1 transformation**. By starting with the gut, we unlock tangible benefits that prove the product's efficacy and build customer trust.



The Business Model

A Shared-Success Partnership to De-Risk Your Growth

Our commercial terms are built to protect your capital and enable agility, eliminating the primary financial risks that stifle growing brands.

Ultra-Low MOQs

Protect your cash flow and stay agile

#StartSmall

Full Right of Return

We eliminate your inventory risk on unsold goods

#ZeroRisk

Fixed Pricing

6-month fixed ingredient pricing for stable margins

#StableMargins

All-Inclusive Price

Includes packaging and labeling, simplifying your cost structure

#OneSimpleCost

Our Portfolio

The VELI Canine



Clinically aligned canine formulations targeting digestive balance, immune defense, skin health, and hypoallergenic care.

Product Name	Tier	EntoPro	Primary Protein	Key Functional Ingredients	Core Benefits	Ideal For
VELI Canine Daily Balance	Daily	✓	Lamb	Fennel, Krill Oil	Gentle Digestion, Skin & Coat Health	Healthy adult dogs, including those with minor
VELI Canine Immune Shield	Functional	✓	Deer (Venison)	Pumpkin, Berries	Immune System Support, Antioxidant Protection	Active dogs, dogs in urban environments, or those needing extra immune defense
VELI Canine Beauty Plus	Functional	✓	Trout	Krill Oil, Dandelion	Radiant Skin & Coat, Joint Support	Show dogs, dogs with dull coats or dry skin, and breeds prone to joint issues
VELI Canine Pure Therapy	Therapeutic	✓	Rabbit	Dandelion, Pear	Hypoallergenic Nutrition, Gut Restoration	Dogs with severe food allergies, IBD, or requiring an elimination diet

Our Portfolio

The VELI Feline



Scientifically designed formulas supporting digestive balance, urinary health, and visible vitality in cats.

Product Name	Tier	EntoPro	Primary Protein	Key Functional Ingredients	Core Benefits	Ideal For
VELI Feline Daily Wellness	Daily	✓	Trout	Cranberry, Chamomile	Urinary Health, Natural Hydration, Heart Health	Healthy adult cats, particularly those prone to urinary issues
VELI Feline Digestive Flow	Functional	✓	Quail	Psyllium Husk, Apple	Hairball Prevention, Digestive Motility	Long-haired cats, excessive groomers, or cats with mild hairball issues
VELI Feline Gut Restore	Therapeutic	✓	Rabbit	Psyllium Husk, Pumpkin	Intensive Gut Repair, Therapeutic Hairball Elimination	Cats with severe hairball problems, digestive sensitivities, or food allergies

The Path to Launch

Your Simple 3-Step Path to Market

We simplify the path from agreement to first delivery through a clear, guided process.

STEP 1

Order Samples & Validate

- ◆ Begin with a low-commitment step
- ◆ Order samples for internal reviews and palatability tests

STEP 2

Launch Small & Test the Market

- ◆ Use our ultra-low MOQs to place a small test order
- ◆ Gather real-world sales data without significant financial exposure

STEP 3

Expand & Customize

- ◆ With market validation, scale with confidence
- ◆ Expand your product line and create differentiated products

Why Partner with Us

A Credible, Stable Platform for Your Growth

We are built on a foundation of proven market success, defensible IP, and experienced leadership.



Market-Validated at Scale

Established EU business collaborating with top industry players

#Credibility

Backed by Leading Institutions

An EIC Accelerator-backed solution supported by top EU and North American venture funds

#Trust

Defensible, Patented Technology

5 patents across the EU, US, and Canada protect the core technology

#Protection

Experienced and Proven Leadership

Led by a Y Combinator alum with 18+ years of experience and a background in large-scale manufacturing.

#Expertise

A small white dog and a tabby cat are looking at their food bowls in a grassy field under a blue sky. The dog is on the left, and the cat is on the right. Both bowls are filled with kibble. The background is a bright, sunny day with some clouds.

Proteine Resources

Let's Build the Future of Pet Wellness

The question isn't whether functional nutrition will define the future of the pet food market; it's which brands will lead it. The VELI platform is the foundation for that leadership.

Contact us to discuss how the VELI platform can unbundle your brand's potential.

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