



INVESTMENT PROJECT SUMMARY

PectIno – functional juice beverages.

“Tasty and Healthy”

Project Overview: The investment project provides for the establishment of a high-tech production of functional juice beverages PectIno enriched with soluble dietary fiber and prebiotics, based on proprietary innovative technologies for processing plant raw materials. The technology ensures efficient extraction and preservation of natural biologically active components, enabling the production of beverages with rich natural color, expressive aroma, and balanced taste.

Product: Product range:

- functional juice smoothie “PectIno” (apple, carrot, beetroot, Jerusalem artichoke, chicory);
- tomato juice “PectIno”;
- apple juice smoothie “PectIno” (direct pressed).

Functional product line:

- PectIno Classic — basic drink for daily consumption;
- PectIno Immuno — immune support;
- PectIno Detox — cleansing and antioxidant effect;
- PectIno Energy — support of vitality and activity.

Functional value:

- apple — source of pectin (soluble dietary fiber);
- chicory and Jerusalem artichoke — source of inulin (prebiotic);
- carrot — beta-carotene;
- beetroot and plant extracts — antioxidants.

Packaging: Tetra Pak (0.2 L; 0.33 L); Bag-in-Box (2–5 L).

Market and Sales: The project is focused on the fast-growing segment of functional and healthy food products.

Key sales channels:

- educational institutions (schools, kindergartens, universities);
- medical and wellness institutions;
- sports and dietary nutrition;
- industrial enterprises; retail and distribution across Ukraine.

It is planned to create a proprietary distribution network in all regional centers.

Investments and Financial Indicators:

- required investment (SEED) — €386,800, investor share — 49%;
- initiator’s contribution — €400,000;
- revenue for 5 years — ~€20 million, EBITDA — €9.89 million, net profit — €6.58 million;
- profitability (CBR) — 48.5%;
- launch period — 6 months, project horizon — 5 years;
- production capacity — up to 5,000 tons per year.

Financing Strategy: - SEED stage — attraction of a private investor;

- Stage A — debt financing (€795,700);
- Stage B — scaling through retained earnings (€456,500).

Competitive Advantages: unique product formulation (pectin + inulin); proprietary patented technology; use of natural raw materials; lower production cost compared to imported analogues; alignment with the global trend of functional & gut health products; ready production base (land, buildings, team).

Team and Resources: The project initiator has a professional team (technologist, marketer, engineer, economist, lawyer), a patent and know-how, and ready production infrastructure.

Conclusion: The PectIno project has high investment potential due to the combination of a growing functional beverage market, innovative technology, competitive cost structure, and strong financial performance. The implementation of the project will enable the creation of a scalable functional beverage brand and capture a significant share of the healthy food market in Ukraine with potential expansion into EU markets.