



## LONGER LASTING FRUIT – NATURALLY!

G-Lab 2017 | Santiago, Chile

Alex Yee, Jayesh Kannan, Tom Dao, Yishi Zuo

### Overview

PolyNatural is committed to an agricultural ecosystem without synthetic chemicals. It has developed a patent-pending technology called Shel-Life which is a 100% natural and organic edible fruit coating. PolyNatural currently has a three-person technical team & we helped them transform from a technology venture to a business enterprise

### Approach

**BUILD** Financial model to understand operating expenses and cash burn

**DEMONSTRATE** Substantial savings for PolyNatural's customers by using Shel-Life over traditional competition

**PRIORITIZE** Sales efforts; Advised on best practices in customer acquisition; Created CRM trackers

**CONNECT** PolyNatural with lawyers, investors, consultants, incubators & academics

### Recommendations

- **Sales:** Dedicate resources and prioritize around seasonal fruit cycles
- **Regulatory:** Prepare and submit applications for FDA GRAS and OMRI filings
- **Fund-raising:** Use investor deck and financial model to engage VC investors
- **Communication:** Use and expand CRM trackers for sales and customer acquisition

