



**A Startup created by Tibério Melo Barbeito and
Leon Biermann**

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PROBLEM



Isolated market; local banana farmers have no possibility to export fresh bananas



Waste of bananas > 100 t/year only on Terceira Island)

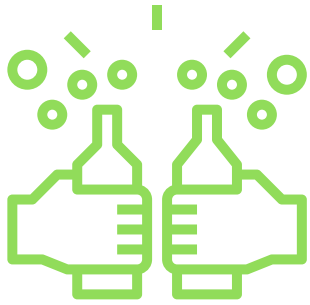
SOLUTION

- Beverage based on the **fermentation of bananas**
- Refreshing drink, gasified, **easy to drink**
- Slightly sweet with a mild **fruity banana flavour**
- **5-7% alcohol**
- Beverage from the **Azores**





OPPORTUNITY



Segment of Portuguese Millennials ignored; light alcohol, sweet and easy to drink



- **13,1 million EUR**
- **4,5 million liters of cider**

(Nielsen 2017)



Cider consumption in Portugal grew 56% between 2015-17
→ **Top 3 FMCG**
(TGI/Marktest 2017)

MARKET

3 “Personas”:

- Millennials: **32% of the active population in Portugal** (Deloitte 2018)

→ In 2020 responsible for **30%** of the **value spent on consumer goods** (Nielsen 2017)

Employed females



Curious discoverers

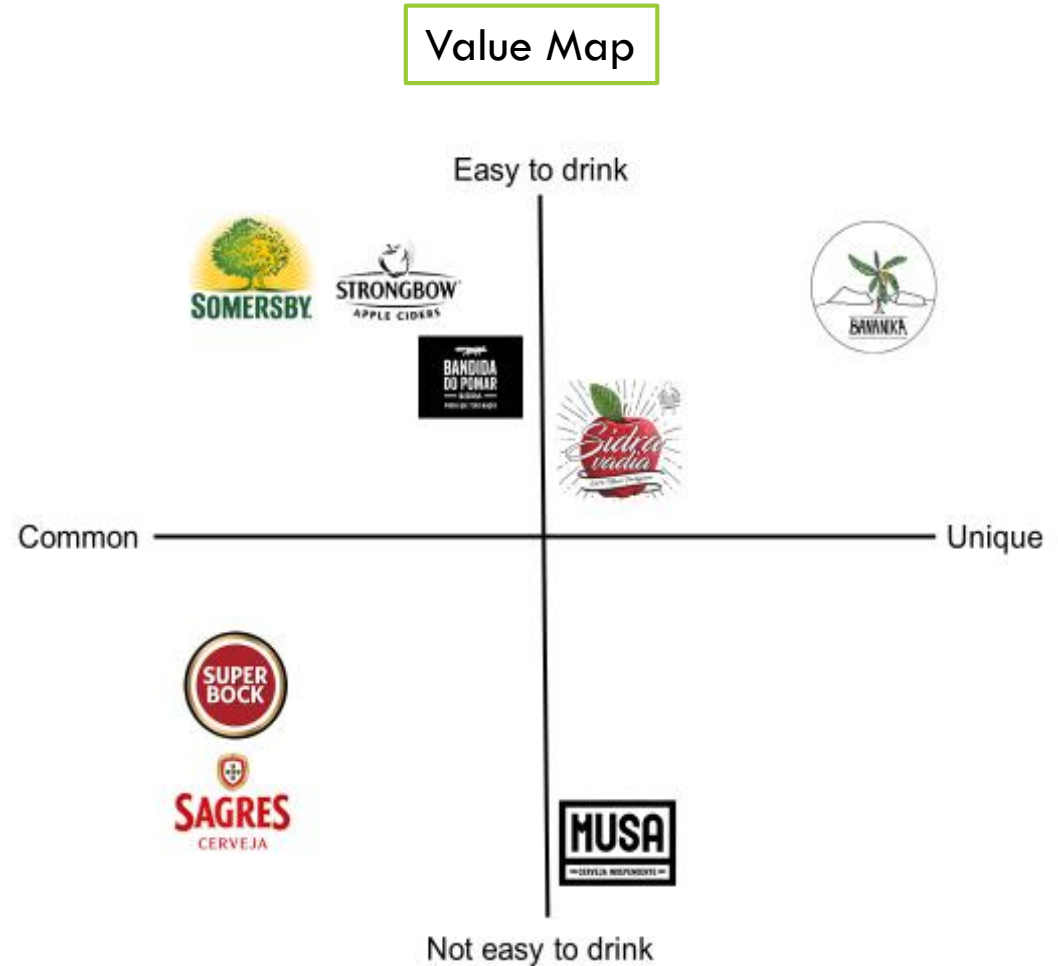


Conscious consumer



POINT OF DIFFERENCE

- **Innovative** drink that does not exist in the market
- **Sustainable; circular economy**
- **Strong technical partner**
(Biermann Technologies GmbH)



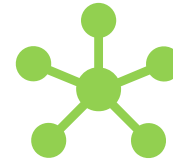
DISTRIBUTION



On- and off-trade;
2,49 € RP bottle
(0,33l) or barrel



12% of sales
invested in
Marketing



Strong presence
in **Social Media**



Organizing
targeted **events**

TEAM / PARTNERSHIPS



Tiberio Barbeito



- Strong entrepreneurial spirit
- Sales technician/Farmer
- Quinta dos Cedros (2012)

Leon Biermann



- Strong relation to agriculture
- Masterstudent in Business (UCP)
- Thesis: Bananika
- Câmara de Comércio Luso-Alemã (CCILA)

Parcerias:

BIERMANN Technologies

- Strong technological partner
- Leading in branch
- 30 years of experience



- Winner "Ready to Start Angra"
- Innovation platform



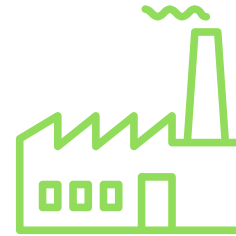
MILESTONES



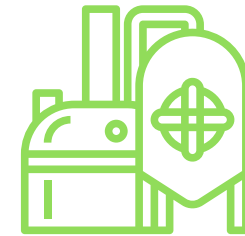
Two years of development of a **Prototype**



Registered brand on national level



Licensed factory HACCP/NCV



Technical planing done



LETS GO AND DRINK SUSTAINABLE!



- Pilot production line
→ **17.195 €**
- Provide Terceira and "Banana Cafe" kiosks in Lisbon
→ **Market test including a new study**
- Production and sale of strawberry sparkling wine at regional level
→ **Monetize first production line**

CONTACT US!

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