Session	**Start-ups/SMEs looking for Finance: pre-seed/angel/seed funding**
Title	The world's first bio-identical, truly functional plant collagen
Company	LeafyColl Ltd
Speaker	Dr Ejaz Hussain, Co-founder & CEO
Keywords feedstock (max. 2)	Plant leaves, Plant biomass
Keywords technology (max 2)	Plant engineering, Plant based alternative protein
Keywords End-Product (max 2)	Lyophilised powder, collagen protein

Abstract:

Why Plant-Based Collagen Matters

Sustainability – >95% collagen is animal sourced, high carbon emissions 43 kg of CO_2e-, and low quality supply shocks.

Consumer Demand – Beauty brands and consumers are calling for authentic, ethical, BSE-free collagen-not "plant extracts/Gums" falsely marketed as collagen.

Performance – Only bioidentical, hydroxyproline-rich collagen delivers the safety and efficacy premium brands require which microbe collagen cannot deliver.

How LeafyColl Delivers

Patented Tech – 25x Higher expression system in edible plants. We grow collagen from entire plan biomass instead of cell lines or plant cell culture which limits scalability.

Expert Team – Founders backed PhDs from **Imperial College London** and **The University of Edinburgh** synthetic biology and plant genome engineering, scale-up expertise in alternative proteins. Female lead tech.

Why Clients Win

Superior Ingredient – 100% Bioidentical collagen with traceable and 10x higher bio activity.

Market Differentiation – Beauty brands can claim true plant collagen, enables them meet regulatory requirements and consumers demands. They can charge more and grow their sales. Consistent supply chain makes clients enables meet SDG goals and Net Zero goals.

Our Market Survey: Consumers are willing to pay 20% premium price for plant-based collagen over microbial or other biotech collagen sources. They say that this feels "More natural and 100% safe product".

Why Investors Should Join Us

£23B Market by 2032 with growing B2B demand. cosmetics alon demand is £1 with 15% CGAR. The UK colalgen Market value is £24m, 70-80% collagen supply is imported. £15-£18m spent each year for UK collagen imports. We can capture this market by 2030 and go beyond.