



Session	Start-ups/SMEs looking for Finance: Series A and Series B/C Funding – Proteins & Food Ingredients
Title	Margaret Rising: scaling animal-free casein into a next-generation protein platform
Company	Those Vegan Cowboys
Speaker	Hille van der Kaa
TRL	TRL 4-7
Keywords feedstock (max 2)	Agricultural feedstocks
Keywords technology (max 2)	Precision fermentation
Keywords End-Product (max 2)	Casein, protein
Abstract:	
Those Vegan Cowboys is replacing cows with stainless-steel cows. Using precision fermentation, we produce animal-free casein proteins that match or exceed the functionality of their dairy counterparts while significantly reducing land use, water consumption and greenhouse gas emissions. Having successfully demonstrated production at pilot scale and secured commercial validation with leading food companies, we have now entered the scale-up phase. In this presentation, we will share the key milestones that are preparing us for industrial deployment, including regulatory progress, commercial partnerships, manufacturing strategy and product validation across multiple applications. While cheese remains our primary focus and the largest market opportunity for casein, we are increasingly evolving into a broader protein platform company. Through strategic partnerships, we are exploring adjacent markets where highly functional proteins can create value, including chocolate, sports nutrition, medical nutrition, coatings and other specialty applications. These collaborations allow us to accelerate market learning while maintaining a clear focus on our core mission: enabling the next generation of sustainable cheese. Together, these milestones form the foundation of our upcoming Series A financing round. At Tech Tour Food & Bioeconomy, we will present for the first time how we intend to scale from successful pilot operations to industrial production and become a leading supplier.	