branBYTES

Makes Your Meal A Whole Grain Meal™

ADDs BACK WHATs BEEN TAKEN OUT
The Concept
The Concept
The Concept

Anatomy of a WHOLE GRAIN

Bran

Germ

Endosperm

The bran and germ are removed when whole grains are refined
The Concept

Anatomy of a WHOLE GRAIN

- Bran
- Germ
- Endosperm

The bran and germ are removed when whole grains are refined.

White Bread
Endosperm

+ branBYTES
Bran & Germ

= Complete Whole Grain Meal

Patent Pending
The Concept

A Snack that makes WHOLEGRAIN NUTRITION EASY!

Anatomy of a WHOLE GRAIN

The bran and germ are removed when whole grains are refined

White Bread Endosperm

branBYTES Bran & Germ

Complete Whole Grain Meal
Problem & Current Solutions

Not enough whole grains in American Diet!
• Only 40% people are eating recommended levels of whole grains – Wholegrains Council
Problem & Current Solutions

Not enough whole grains in American Diet!

- Only 40% people are eating recommended levels of whole grains – Wholegrains Council

Reasons:

Consumers want more whole grains... but they prefer the taste, texture and visual appeal of refined flour products – USWheat.org & Congra Mills

Whole grains are often not available in restaurants.
- Only one of eleven breads is whole grain
- Only few locations offer whole grain tortilla
- Oven baked pizza is not wholegrain!
Problem & Current Solutions

Not enough whole grains in American Diet!
• Only 40% people are eating recommended levels of whole grains – Wholegrains Council

Reasons:
Consumers want more whole grains… but they prefer the taste, texture and visual appeal of refined flour products – USWheat.org & Congra Mills

Whole grains are often not available in restaurants.
- Only one of eleven breads is whole grain
- Only few locations offer whole grain tortilla
- Oven baked pizza is not wholegrain!

Current Solutions – Nothing as good

- Eat Whole grain
  Not really a solution
- Eat Fiber Supplements
  Provides good fiber. But not the nutrition of wholegrain
- Closest Solution
  Only bran – not complete wholegrain nutrition
The Solution
The Solution

Most of our foods Pasta, Rice, Burger, Noodles are not whole grains.

branBYTES has what's been taken out from your food.

Your Meal + branBYTES is a whole grain meal.

MAKES WHOLE GRAIN NUTRITION EASY
The Solution

Most of our foods
Pasta, Rice, Burger, Noodles are not whole grains
branBYTES has what's been taken out from your food.
Your Meal + branBYTES is a whole grain meal.

MAKES WHOLE GRAIN NUTRITION EASY

Two Other important Categories

Weight Watchers:
- branBYTES is low-calorie and high fiber, suppresses hunger - appealed a lot to this group.
- On Weight-watchers points-scale, branBYTES is 1 point - which is excellent!

Diabetics and Low Carb Diets:
- branCRISPS is very low calorie (15 calories) and extremely low carb snack (5 grams)
- Very low Glycemic Index and Glycemic Load.
Product Portfolio

- **We have two form factors. And few more under market research.**
- **All form factors provide 24g of wholegrain nutrition per serving.**

<table>
<thead>
<tr>
<th>branBYTES</th>
<th>branCRISPS</th>
<th>branMEATS</th>
<th>bran’Os</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories 70, Fiber 3g, Total Carb: 13g</td>
<td>Calories 10, Fiber 2g, Total Carb: 8g</td>
<td>Still under market research. Not discussed in this document</td>
<td></td>
</tr>
</tbody>
</table>
### Revenue Projections

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Target Market making</td>
<td></td>
<td></td>
<td>0.50%</td>
<td>2%</td>
<td>5.50%</td>
</tr>
<tr>
<td>50 Meals Whole grain (with branBYTES/branCRISPS) out of 730 Meals a year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customers</td>
<td>1400</td>
<td>17500</td>
<td>70000</td>
<td>350000</td>
<td>800000</td>
</tr>
</tbody>
</table>

#### branBYTES

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenses</td>
<td>$11,000</td>
<td>$137,500</td>
<td>$400,000</td>
<td>$1,650,000</td>
<td>$7,260,000</td>
</tr>
<tr>
<td>Revenues</td>
<td>$11,000</td>
<td>$137,500</td>
<td>$560,000</td>
<td>$2,700,000</td>
<td>$11,880,000</td>
</tr>
</tbody>
</table>

#### branCRISPS

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenses</td>
<td>$8,000</td>
<td>$75,000</td>
<td>$280,000</td>
<td>$1,250,000</td>
<td>$2,200,000</td>
</tr>
<tr>
<td>Revenues</td>
<td>$20,000</td>
<td>$250,000</td>
<td>$1,000,000</td>
<td>$5,000,000</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Marketing and Overhead Expenses</td>
<td>$25,000</td>
<td>$90,000</td>
<td>$200,000</td>
<td>$500,000</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>$31,000</td>
<td>$387,500</td>
<td>$1,560,000</td>
<td>$7,700,000</td>
<td>$21,880,000</td>
</tr>
<tr>
<td>Total Net</td>
<td>($13,000)</td>
<td>$85,000</td>
<td>$680,000</td>
<td>$4,300,000</td>
<td>$10,420,000</td>
</tr>
</tbody>
</table>

| Capital Expenses      |        |        |        |        |        |
| External Funding Requirement for Capital and Inventory | $40,000| $150,000| $500,000| $1,000,000|
Summary and The Ask!

- We got - Great Team and Disruptive Innovation!
- The Ask
  - Always Learning/Hiring: Need mentors for marketing, product development.
  - Please share your email - support our Kickstarter campaign
- Why Us?
  - Excellent risk:reward ratio
  - Rice bran comes from rice grown in Sacramento – If not us, who else will do this product?

branBYTES
Makes Your Meal A Whole Grain Meal

Patent Pending
Add Back, What’s Been Taken out

Now, It’s a Whole Grain Meal

(24g of Whole Grains)
Backup
Customer Feedback

“This is a great idea – you should go to Sharktank” – Customer

“Its low calorie, and actually keeps me going till lunch, where can I buy more” – WeightWatcher

“I would like to have my diabetic daughter try it out” – Mom

“I would love to pack this for my kids lunch. I cant get them to eat healthy” – Mom

• Once people understand – bought 20 at a time
Packaging

Future Mock Package

Current Packaging Sticker Based
Demos So Far.....

At Farmers Market

At Sac Women's Expo

At Design and Street Food Expo

At Intel Cafeteria
Tweets:

Who will clothe them?

Make your InNOut Burger Wholegrain with branBYTES

Make your Chipotle Tortilla Wholegrain with branBYTES

HOW TO
Make Eating Wholegrains Easier

#TriviaTuesday – Find out tomorrow
Marketing Strategy
Marketing Strategy

Grocery Stores like Whole foods and Kroger
In-store Demos and samples

37,000 Supermarkets
60,000 Health food stores
Marketing Strategy

Grocery Stores like Whole foods and Kroger
In-store Demos and samples

37,000 Supermarkets
60,000 Health food stores

Online sales through Amazon. With monthly subscription model.

Amazon AWS + Monthly Subscription
Marketing Strategy

Partner with cafeterias: Enable Cafeterias to provide their customers wholegrain nutrition in spite of their meal being not whole grain.

We would start with Companies like Intel, Apple, Google who are pushing for healthier options for their employees

- Grocery Stores like Whole foods and Kroger
  - In-store Demos and samples
  - 37,000 Supermarkets
  - 60,000 Health food stores

- In-store Demonstrations and samples
  - 37,000 Supermarkets
  - 60,000 Health food stores

- Online sales through Amazon
  - With monthly subscription model
  - Amazon AWS + Monthly Subscription

26,000 Cafeterias in US

branBYTES at Pizza station in Intel Café
"Make your Pizza Wholegrain"
Marketing Strategy

**Partner with restaurants:** Sell branCRISPS and branBYTES through restaurants just like potato chips are currently offered.

That first sale is NOT going to be easy. But we are offering something of value to restaurants – Makes their meal whole grain!

**Partner with cafeterias:** Enable Cafeterias to provide their customers wholegrain nutrition in spite of their meal being not whole grain.

We would start with Companies like Intel, Apple, Google who are pushing for healthier options for their employees

**Grocery Stores like Whole foods and Kroger**

- In-store Demos and samples
- **37,000 Supermarkets**
- **60,000 Health food stores**

**Online sales through Amazon. With monthly subscription model.**

Amazon AWS + Monthly Subscription

**Twitter, Blogger, Google Adwords**

Use twitter with hashtag references to popular restaurants to gain quick visibility

Eg: Made my @InNOutBurger #wholegrain with @branBYTES

Use health-blogging community to blog about branBYTES

**26,000 Cafeterias in US**

**37,000 Supermarkets**

**60,000 Health food stores**

**Partner with restaurants:** Sell branCRISPS and branBYTES through restaurants just like potato chips are currently offered.

That first sale is NOT going to be easy. But we are offering something of value to restaurants – Makes their meal whole grain!

**100,000 restaurants in US**
Intellectual Property

- branBYTES has a patent pending
- We also own multiple domain names, that uniquely identify this product category
  www.branbytes.com
  www.branbites.com
  www.brancrisps.com
  www.bransticks.com
  www.branstix.com
  www.brancracker.com
- On the flipside, as branBYTES being a new category, having a competitor will be beneficial. It validates the concept and more people will be educated about this new category.
Milestones

---|---|---|---|---|---|---|---|---|---|---|---

**Idea inception**
- Concept Validation with research professors, and FDA
- Prototypes Developed
- Demonstrations to Wholefoods
- Surveys and Market Research

**Prototype Product Development**
- CDHP Label approved
- Test sales at Intel Cafeteria
- Test sales at Farmers Market
- Demo to Wholefoods

**Development**
- Enhance website
- Setup pre-sales on Amazon AWS
- Have 10 blogs published
- Have 10K Twitter followers

**Concept Validation**
- Validation with research professors, and FDA
- Surveys and Market Research
- FDA

**Patent Filed**
- CDHP Label approved

**Test sales at Intel Cafeteria**
- Test sales at Farmers Market

**Sold at Elliott Health Stores**
- Sold at Elliott Health Stores

**Approved**
- Enhance website
- Setup pre-sales on Amazon AWS
- Have 10 blogs published
- Have 10K Twitter followers

**Launch with approvals**
- Have 5 Nutrition (RD) recommended our product
- Work with authors and get our product in their books – like Dr. Bernstein
- Get approval from American Diabetes Association and Weight Watchers

**Launch**
- Launch in 5 Intel Cafeterias and 10 Intel Air shuttles
- Launch in 5 other Cafeterias
- Launch Kickstarter Campaign for $20K
- Launch in 5 stores

**Sales**
- Enhance website
- Setup pre-sales on Amazon AWS
- Have 10 blogs published
- Have 10K Twitter followers

**Funding**
- Early Angel Funding
- Investigate Early Angel Funding
- Launch Kickstarter Campaign for $20K
- Early Funding will help in Marketing better

**Achieve sales targets**
- Achieve 100K Sales
- Achieve 100K Sales
- Achieve 100K Sales
- Achieve 100K Sales
- Achieve 100K Sales

**Funding**
- Raise 150K Angel Funding
- Raise 150K Angel Funding
- Raise 150K Angel Funding
- Raise 150K Angel Funding
- Raise 500K VC or CircleUp funding

**Launch**
- Launch in 3 Cafeterias
- Launch in 5 Cafeterias
- Launch in 25 Cafeterias
- Launch in 50 Cafeterias
- Launch in 3 Whole foods locations

**Marketing**
- Reach $1M Sales/year
- Reach $1M Sales/year
- Reach 30K Sales
- Reach 30K Sales
- Reach 30K Sales

**Nutritional recommendations**
- Get approval from American Diabetes Association and Weight Watchers
- Get approval from American Diabetes Association and Weight Watchers
- Reach 10K Twitter followers
- Have 10 blogs published
- Have 10 blogs published

**Marketing**
- Work with authors and get our product in their books – like Dr. Bernstein
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**Expansion**
- Reach 400K Sales
- Reach 400K Sales
- Reach 400K Sales
- Reach 400K Sales
- Reach 400K Sales

**Funding**
- Raise 500K VC or CircleUp funding
- Raise 500K VC or CircleUp funding
- Raise 500K VC or CircleUp funding
- Raise 500K VC or CircleUp funding
- Raise 500K VC or CircleUp funding

**Sales**
- Reach 400K Sales
- Reach 400K Sales
- Reach 400K Sales
- Reach 400K Sales
- Reach 400K Sales

**Additional locations**
- Reach university cafeteria
- Reach university cafeteria
- Reach university cafeteria
- Reach university cafeteria
- Reach university cafeteria

**Total sales**
- Reach 1M Sales/year
- Reach 1M Sales/year
- Reach 1M Sales/year
- Reach 1M Sales/year
- Reach 1M Sales/year
Milestones

Q2 2014: Idea inception
Q3 2014: Concept validation with research professors, and FDA
Q4 2014: Test sales at Farmers Market & Intel Cafes
Q1 2015: CDHP Label approved
Q2 2015: Launch in 5 Intel cafeterias
Q3 2015: Launch Kickstarter campaign for $20K
Q4 2015: Launch in 3 Whole foods locations
Q1 2016: Achieve 100K Sales
Q2 2016: Raise 150K Angel funding
Q3 2016: Reach $1M Sales/year
Q4 2016: Q1 2017: Achieve $1M Sales/year
Business Model

Revenue Model

- **branBYTES need to be consumed twice a day, 365 days a year.**
  - makes branBYTES a recurrent purchase – not a one time purchase.

Pricing Structure

<table>
<thead>
<tr>
<th>branBYTES (each)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Manufacturing</td>
<td>$1.10</td>
<td></td>
</tr>
<tr>
<td>Store Price</td>
<td>$0.55</td>
<td></td>
</tr>
<tr>
<td>Customer Price</td>
<td>$0.77</td>
<td></td>
</tr>
<tr>
<td><strong>Year 3</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Manufacturing</td>
<td>$0.40</td>
<td></td>
</tr>
<tr>
<td>Store Price</td>
<td>$0.56</td>
<td></td>
</tr>
<tr>
<td>Customer Price</td>
<td>$0.78</td>
<td></td>
</tr>
</tbody>
</table>

- Year 1&2 at low volumes. Copacking/Packaging/Manufacturing costs are high.
- Year 3 and beyond, costs will come down drastically
## Raising Capital and Use of Proceeds

Below are our projections for the funding and proposals for raising funds:

<table>
<thead>
<tr>
<th>Years</th>
<th>Funding Amount Needed</th>
<th>Plan for funding</th>
</tr>
</thead>
</table>
| Year 1 | $40,000               | $20K Founders and Family & Friends  
$40K Kickstarter for Marketing expenses. |
| Year 2 | $150,000              | $150 Angel Funding  
Used for inventory, Salaries and Marketing expenses  
This funding is really crucial to take off. |
| Year 3 | $500,000              | Plan to raise through crowd funding website Circle-Up or VC funding.  
Used for capital expenses besides marketing expenses |
Exit Strategy

- We could like to expand to other developed countries like Europe, Canada, Australia.
- We could sell the company to a competitor who makes nutrition bars like Cliff Bars, Odwalla.
- The branCRISPS could be sold to a cracker company.
- If branMEATS takes off, we could sell it to seasoning company. (Note currently we are not planning on making the patty. We are thinking of supplying the bran and germ mix.) – This is still an idea – more research is warranted.
Summary and Closing Statement

Customer comments from demo sales:
- “This is a great idea – you should go to Sharktank”
- “It’s low calorie, and actually keeps me going till lunch, I want 20 more” – WeightWatcher
- “I would like to have my diabetic daughter try it out” – Mom

Feedback from Big Bang Round 1 Judges:
- You are creating a brand, so you will need a marketing strategy and dollars to put behind it. Twitter is not the answer.
- They are right on. We learnt this from our demos and talking to customers.
- We believe the potential is huge, as we are creating completely new product category that does not exist.

- While a meal costs $9 - and provides 10% of the nutrition. branBYTES costs $1
  - branBYTES is 10% of the meal cost - and provides 90% of the nutrition.

brianBYTES is wholegrain boost to a regular meal, Just as Whey is a protein boost for Jamba Juice!
The Concept

- Most common foods we eat are: Pizza, Pasta, Rice, Burger and Noodles.
- These foods may not be WHOLE GRAIN!
- Nutritious components have been taken out from them, so our food tastes better.
- What's been taken out, we have added them into branBYTES.
- Now, branBYTES and your meal together provide complete nutrition of whole grains.

A Snack that makes WHOLEGRAIN NUTRITION EASY!
Product Portfolio

- **We have two form factors. And few more under market research.**
- All form factors provide 24g of wholegrain nutrition per serving.
- Great by themselves as a snack.
- With your meal, it provides complete nutrition of whole grains.

**branBYTES**
Nutrition bar form factor. Around 25g. Mixed in Dry Fruit and Nut flours, Flavors and Brown Rice Syrup.
Calories 70, Fiber 3g. Total Carb: 13g

**branCRISPS**
Cracker form factor. Mixed in binding flour and flavor.
Calories 10, Fiber 2g. Total Carb: 8g

**branMEATS**
Bran and germ mixed in burger patty. branMEATS with white burger bread is a wholegrain burger
Still under market research. Not discussed in this document
Eating Peeled Apple + Apple Peel = Eating Whole Apple?

branBYTES does that to your grains.

www.branBYTES.com

branBYTES MAKES YOUR MEAL WHOLE GRAIN
FDA Regulation


Question: What factors should be considered in determining whether a food is a whole grain?

Answer: Cereal grains that consist of the intact, ground, cracked or flaked caryopsis, whose principal anatomical components - the starchy endosperm, germ and bran - are present in the same relative proportions as they exist in the intact caryopsis - should be considered a whole grain food.
FDA Regulation

- Sec. 137.200 Whole wheat flour.
- (a) Whole wheat flour, graham flour, entire wheat flour is the food prepared by so grinding cleaned wheat, other than durum wheat and red durum wheat, that when tested by the method prescribed in paragraph (c)(2) of this section, not less than 90 percent passes through a 2.36 mm (No. 8) sieve and not less than 50 percent passes through a 850 [micro]m (No. 20) sieve. The proportions of the natural constituents of such wheat, other than moisture, remain unaltered. To compensate for any natural deficiency of enzymes, malted wheat, malted wheat flour, malted barley flour, or any combination of two or more of these, may be used;
Benefits of Wheat Germ

- **Wheat germ** come from the heart of the wheat kernel and is packed full of goodness.

- Wheat germ is a nutrition standout. It’s one of the best sources of folic acid. Wheat germ also contains a phytonutrient called L-ergothioneine, which is a powerful antioxidant that is not destroyed by cooking.

- Wonderful source of thiamine, rich source of phosphorus, pyridoxine, B6, folic acid, paraminobenzoic acid (PABA), vitamin E, vitamin K, iron, magnesium, manganese, zinc, selenium and omega 3.

- **Health Benefits of Wheat Germ**
  - help lower high cholesterol, reduce the risk of heart disease, can help with weight loss (burn abdominal fat), help the body fight cancers, help fight Rheumatoid Arthritis, prevent constipation.
Rice Bran + Germ Nutrient Profile

- **Rice Bran next Superfood**
  - Natural source of >100 vital nutrients
  - Includes all 7 components of Vitamin E Complex, CoQ-10, Alpha Lipoic Acid, Glutathione, Vitamin B Complex, Antioxidants, Carotenoids, Essential Amino Acids, Essential Fatty Acids, Phospholipids, Polysaccharides and more.
  - Rice Bran Super nutrients and antioxidants Rice Bran is a great tasting, 100% natural superfood with an amazing number of live-source nutrients and antioxidants which help maintain overall health. 
  - Over 100 antioxidants & co-factors
  - Essential vitamins and minerals
  - Sterols, polysaccharides,
  - Fiber

No Vitamin Pill can Replace Rice Bran
branBYTES (Rice)

- Ingredients: Black Turkey Figs, Stabilized Rice Bran and Germ Mix (In Natural Proportion), Agave Syrup, Unsweetened Cherries, Natural Cherry Flavor
- Calories: 56, Fiber 2.5g (10%)
- One Bar + White Rice Meal = Nutrients of 24g of Whole Grain Rice.
- One and half Fig in every BYTE
- Bran that tastes good
- Makes it easy to consume whole grain meal anytime/anywhere
- Tasty and Nutritious in one small package
- Local – Rice Bran from Sacramento, Figs from Fresno

24g of WHOLE GRAIN NUTRITION

MAKES YOUR MEAL WHOLE GRAIN
bran CRISPS (Wheat)

- Ingredients: Stabilized Wheat Bran and Germ Mix (In Natural Proportion), Rye Flour, Guar Gum, Salt, Pepper

- Calories: 15, Fiber 2.4g (~3%)

- One krea bran CRISPS + White Flour (Meal) = Nutrients of 24g of Whole Grain Wheat (1 big slices of bread, Med-Small Pizza Slice).

- Makes it easy to consume whole grain meal anytime/anywhere
  - Enjoy European breads, sourdough bread without guilt

- Very low Glycemic Index – Great for diabetics

- Nutrients of the grain – even for low carb diets
  - Benefits of Wheat Germ and Wheat Bran with out carbs.
White Flour Nutrition Loss

When whole wheat flour is refined to make white flour, the bran and the germ are discarded. And the following is the percentage of nutrients are lost:

- Protein: 25% lost
- Fiber: 95% lost
- Calcium: 56% lost
- Iron: 84% lost
- Phosphorus: 69% lost
- Potassium: 74% lost
- Zinc: 76% lost
- Copper: 62% lost
- Manganese: 82% lost
- Selenium: 52% lost
- Thiamin (B-1): 73% lost
- Riboflavin (B-2): 81% lost
- Niacin (B-3): 80% lost
- Pantothenic acid (B-5): 56% lost
- Vitamin B-6: 87% lost
- Folate: 59% lost
- Vitamin E: 95% lost
# Rice Bran + Germ Antioxidant Profile

<table>
<thead>
<tr>
<th>Phytosterols 2230-4400 ppm</th>
</tr>
</thead>
<tbody>
<tr>
<td>β-Sitosterol</td>
</tr>
<tr>
<td>Campesterol</td>
</tr>
<tr>
<td>Stigmasterol</td>
</tr>
<tr>
<td>Δ5 Avenasterol</td>
</tr>
<tr>
<td>Δ7 Stigmasterol</td>
</tr>
<tr>
<td>Sterol glucoside</td>
</tr>
<tr>
<td>Acyl sterol glycoside</td>
</tr>
<tr>
<td>Olegoglycosyl sterol</td>
</tr>
<tr>
<td>Monoglycosyl sterol</td>
</tr>
<tr>
<td>Cellotetraosylsitossterol</td>
</tr>
<tr>
<td>Methyl sterol</td>
</tr>
<tr>
<td>Dimethyl sterol</td>
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<td>Gramisterol</td>
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<tr>
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<tr>
<td>Citrostadienol</td>
</tr>
<tr>
<td>Obtusifoliol</td>
</tr>
<tr>
<td>Branosterol</td>
</tr>
<tr>
<td>28-Homotyphasterol</td>
</tr>
<tr>
<td>28-Homosteasteronic acid</td>
</tr>
<tr>
<td>6-Deoxycastasterone</td>
</tr>
<tr>
<td>β-Amyrin</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Tocopherols/Tocotrienols 220 – 320 ppm</th>
</tr>
</thead>
<tbody>
<tr>
<td>α – Tocopherol</td>
</tr>
<tr>
<td>β – Tocopherol</td>
</tr>
<tr>
<td>γ – Tocopherol</td>
</tr>
<tr>
<td>δ – Tocopherol</td>
</tr>
<tr>
<td>α – Tocotrienol</td>
</tr>
<tr>
<td>γ – Tocotrienol</td>
</tr>
<tr>
<td>β – Tocotrienol</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Flavonoids/Polyphenols</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferulic acid</td>
</tr>
<tr>
<td>α-Lipoic acid</td>
</tr>
<tr>
<td>Methyl ferulate</td>
</tr>
<tr>
<td>β-Coumaric acid</td>
</tr>
<tr>
<td>β-Sinapic acid</td>
</tr>
<tr>
<td>Isovitexin</td>
</tr>
<tr>
<td>Proanthocyanidins</td>
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<thead>
<tr>
<th>γ-Oryzanol 2200–3000 ppm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycloartenyl Ferulate</td>
</tr>
<tr>
<td>24-Methylene cycloartenyl Ferulate</td>
</tr>
<tr>
<td>Campesterol ferulate</td>
</tr>
<tr>
<td>β-Sitosteryl ferulate</td>
</tr>
<tr>
<td>Stigmasteryl ferulate</td>
</tr>
<tr>
<td>Δ7 Stigmasteryl ferulate</td>
</tr>
<tr>
<td>Δ7 Campesterol ferulate</td>
</tr>
<tr>
<td>Sitosteryl ferulate</td>
</tr>
<tr>
<td>Cycloleucalenol ferulate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Carotenoids 0.9 – 1.6 ppm</th>
</tr>
</thead>
<tbody>
<tr>
<td>α – Carotene</td>
</tr>
<tr>
<td>β – Carotene</td>
</tr>
<tr>
<td>Lycopene</td>
</tr>
<tr>
<td>Lutein</td>
</tr>
<tr>
<td>Zeaxanthine</td>
</tr>
<tr>
<td>Cryptoxanthin</td>
</tr>
</tbody>
</table>
### Rice Bran + Germ Co-factor Profile

<table>
<thead>
<tr>
<th>B – Vitamins (ppm)</th>
<th>Essential Amino Acids (ppm)</th>
<th>Phospholipids</th>
<th>Polysaccharides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thiamin B&lt;sub&gt;1&lt;/sub&gt; (22-31)</td>
<td>Tryptophan (2100)</td>
<td>Phosphatidylserine</td>
<td>Cycloartenol Ferulic acid-glycoside</td>
</tr>
<tr>
<td>Riboflavin B&lt;sub&gt;2&lt;/sub&gt; (2.2 – 3.5)</td>
<td>Histidine (3800)</td>
<td>Phosphatidylcholine</td>
<td>Diferulic-acid complex</td>
</tr>
<tr>
<td>Niacin B&lt;sub&gt;3&lt;/sub&gt; (370 – 660)</td>
<td>Methionine (2500)</td>
<td>Phosphatidylethanolamine</td>
<td>Diferulic-acid+3Glucose+2calcium complex</td>
</tr>
<tr>
<td>Pantothenic acid B&lt;sub&gt;5&lt;/sub&gt; (36 – 50)</td>
<td>Phenylalanine (5500)</td>
<td>Lysophosphatidylcholine</td>
<td>Hemicellulose</td>
</tr>
<tr>
<td>Pyridoxin B&lt;sub&gt;6&lt;/sub&gt; (29 – 42)</td>
<td>Lysine (6800)</td>
<td>Lysophosphatidylethanolamine</td>
<td>Arabinogalactan</td>
</tr>
<tr>
<td>Betaine (Trimethyl Glycine)</td>
<td>Threonine (3600)</td>
<td></td>
<td>Arabinoxylan</td>
</tr>
<tr>
<td>Dimethyl Glycine</td>
<td>Valine (5600)</td>
<td></td>
<td>Xyloglucan</td>
</tr>
<tr>
<td>Inositol/myoinositol (12,000-18,000)</td>
<td>Isoleucine (3400)</td>
<td></td>
<td>Proteoglycan</td>
</tr>
<tr>
<td>Biotin (0.1-0.22)</td>
<td>Leucine (9100)</td>
<td></td>
<td>Glycoprotein</td>
</tr>
<tr>
<td>Folic Acid (0.26)</td>
<td></td>
<td></td>
<td>Arabinofuranoside</td>
</tr>
<tr>
<td>Phylic Acid – IP 6 (10,800-16,200)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choline (1040)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Minerals (ppm)**

- Magnesium (6250-8440)
- Manganese (256)
- Phosphorous (14700-17000)
- Potassium (15600-16400)
- Gluthathione peroxidase
- Methionine reductase
- Superoxidase dismutase (SOD)
- Polyphenol oxidase
- Aspartate amino transferase
- Isozymes AAT-1, AAT-2
- Coenzyme Q10

*Note: Patent Pending*
Blood Glucose Experiment

- On a healthy non diabetic person
- After 12hour fasting, in the morning
- Wheat bread, and White bread = Same calories, Same weight
- Equipment is home based – blood drop - glucometer
- Fig used is same weight as used in the bar. Agave is not used, when fig is eaten with Wheat bread
Our Story
Our Story
Our Story
Our Story