

**SUSTAINABLE TECHNOLOGIES
TO COMPLETELY REPLACE CHEMICAL COMPOUNDS THAT
THREATEN HUMANITY AND ECOSYSTEMS**

LONTRA

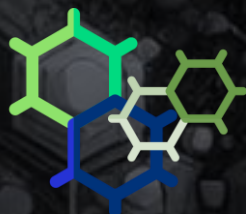
2024 INVESTOR RELATIONS

 **GEN21 MINERAL SOLUTION**



EXCLUSIVE SUMMARY

THE ONLY SOLUTION YOU'RE LOOKING FOR. LONTRA



Specialized
Mineral Synthesis Technology



The safety to drink



Stronger effects than
any others



Laundry Detergent



Soak in Bathing



Kitchen Detergent



Fruit and
vegetable cleanser



Pet care



Livestock growth
promoters



Poultry



Crop growth
promoters



Pesticide and
chemical fertilizer
alternatives



Building cleaning
detergent



Water Quality
Improvement



Food factory
equipment cleaner

The safest and most potent effects, no matter where, be it in household, in agriculture, livestock and industry

GEN21 MINERAL SOLUTION INVESTMENT POINTS

EXCLUSIVE TECHNOLOGY



- The world's only mineral synthesis technology.
- Technology secret that prevents replication of the product even through analysis.
- The only cleaning product with safety comparable to natural ingredients, safe enough to drink.
- More powerful cleaning ability than conventional synthetic detergents (pH14).

ROBUST GROWTH IN A LARGE MARKET



- Aiming for around \$3.0 billion in revenue by 2028, driven by annual sales growth exceeding 440%
- With applications ranging from household to agriculture, livestock, and industrial sectors, catering to a wide array of needs. Chemical Detergent Market: \$254 billion / Agriculture & Livestock Market: \$150.4 billion / Drinking Mineral Water Market: \$57.1 billion

TOP-TIER HUMAN RESOURCES



- Founded by a team of 7 specialists in their respective fields.
- A fully-rounded team covering production, sales, and marketing for the product.
- Possesses the capabilities in sales and marketing necessary to dominate and pioneer the global market.



TABLE OF CONTENTS

Crafted with an incomparable mineral synthesis technology,
LONTRA stands alone

- Problem & Foundation Motive
- Solution
- Technology
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- Marketing Strategy
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- Traction
- Team Member
- Investment Plan
- Business Roadmap

FOUNDATION MOTIVES TO CHANGE THE HARMFUL EXPOSURES

We have deep concerns about how much we, as humans, have sacrificed and wasted nature in the name of convenience and profit. This includes not only the everyday use of various chemical detergents and products for convenience but also indiscriminate use of chemical fertilizers and pesticides to enhance profits. What if we could achieve superior results without relying on these harmful chemical products? The solution comes from 'LONTRA'.



Chemical detergents and products

- Various chemical detergents used in households, which account for 78% of water pollution, are damaging to both humanity and ecosystems..
- Shampoo and body cleanser usage can cause significant damage to human skin, leading to increased irritation and serious effects on scalp health, including dandruff and hair loss



Pesticides & Fertilizers

- The use of chemical fertilizers acidifies the soil and leads to a decrease in human immunity and the onset of diseases.
- The mineral content in crops has decreased by more than one-fifth compared to 20 years ago, resulting in diminished taste and reduced nutritional quality..
- Pesticide components are contributing to the destruction of river, stream, and marine ecosystems..

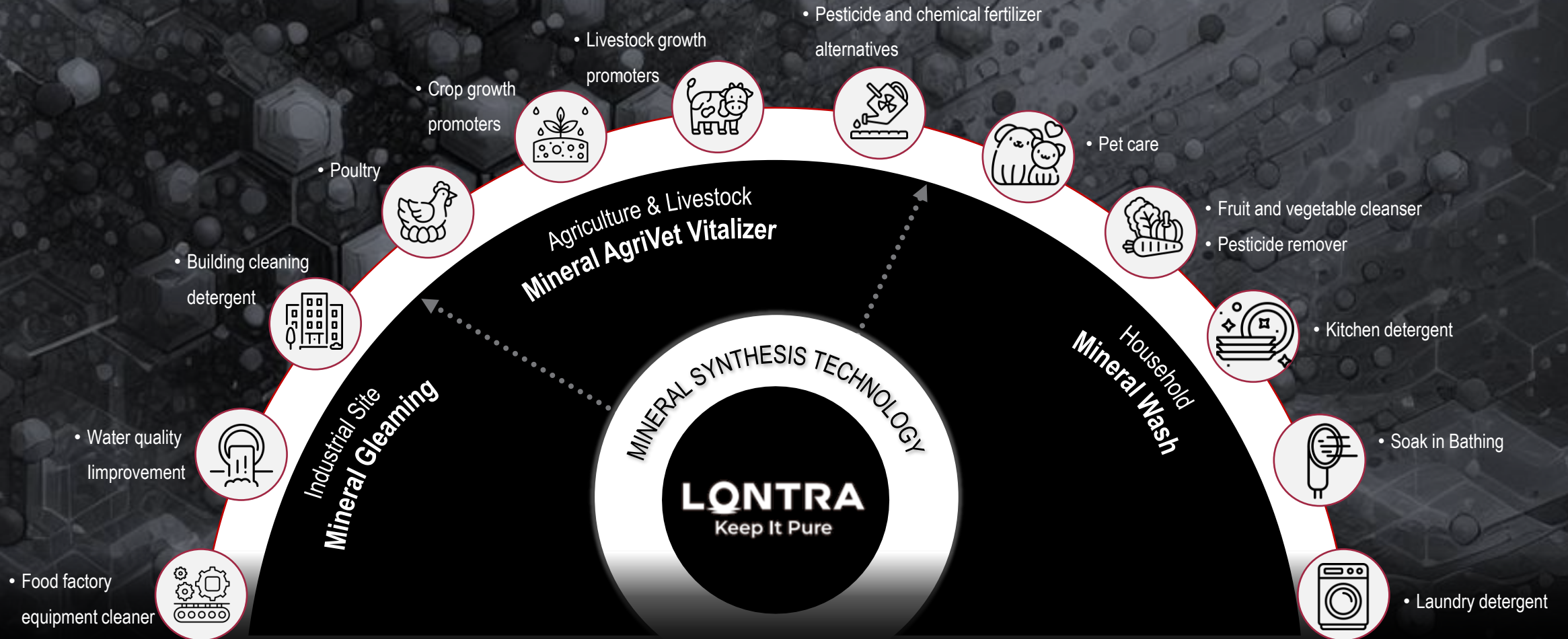


Industrial Cleaning Agents

- The use of chemical detergents in the food industry not only leads to facility corrosion but also leaves residues that can have serious impacts on consumer health.
- Furthermore, due to the high toxicity of sodium hydroxide (NaOH) and surfactants commonly found in chemical detergents, their usage is restricted..

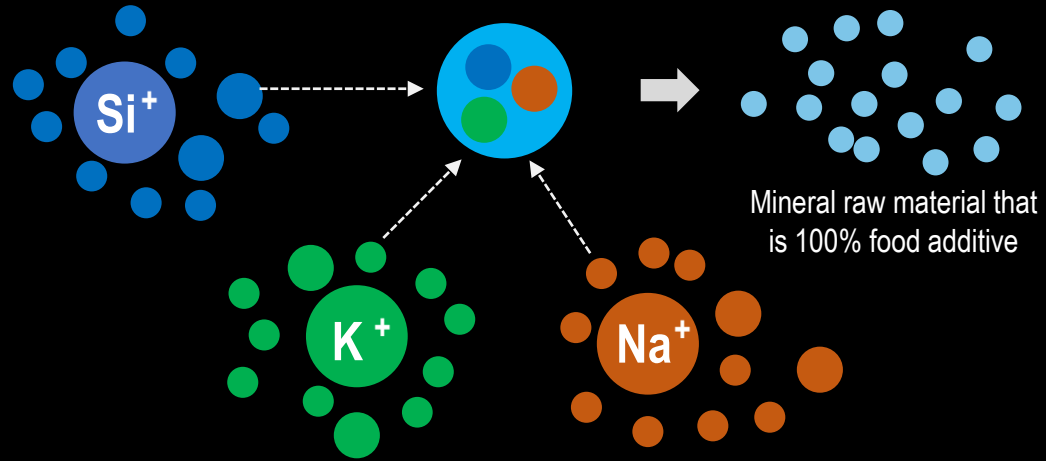
SOLUTION

Based on three distinctive patented technologies, we provide comprehensive care for industrial, agricultural, livestock, and living environments without the harmful chemical compounds, while also implementing green energy utilizing hydraulic pressure.



TECHNOLOGY

We have developed unique Mineral Synthesis Technology to enhance care and growth for the agriculture, livestock and industrial cleaning needs without the harmful chemical compounds while implementing green energy utilizing hydraulic pressure.



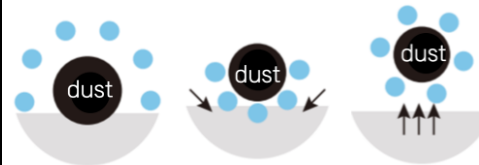
Mineral raw material that is 100% food additive

● LONTRA's Specialized Mineral Synthesis Technology

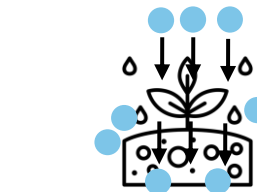
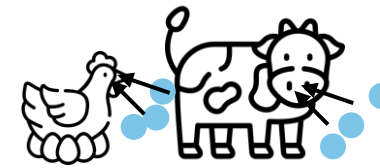
HOUSEHOLD
Mineral Wash

AGRICULTURE & LIVESTOCK
Mineral AgriVet Vitalizer

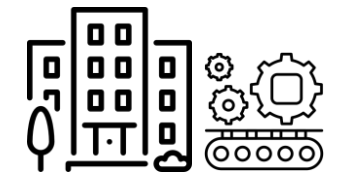
INDUSTRIAL
Mineral Gleaming



- Stronger cleaning power than conventional chemical detergents
- Powerful sterilization and deodorization



- Improved production and quality through livestock consumption
- Mineral-rich crop production through soil application



- Water Quality Improvement
- Food factory equipment cleaner
- Building cleaning detergent

TECHNOLOGY

LONTRA has not only been proven safe through skin irritation tests, but also demonstrated effectiveness through tests for sterilization, deodorization, pesticide residue removal, surfactant activity, and more.

Powerful effectiveness and safety have been proven by an accredited institutions.

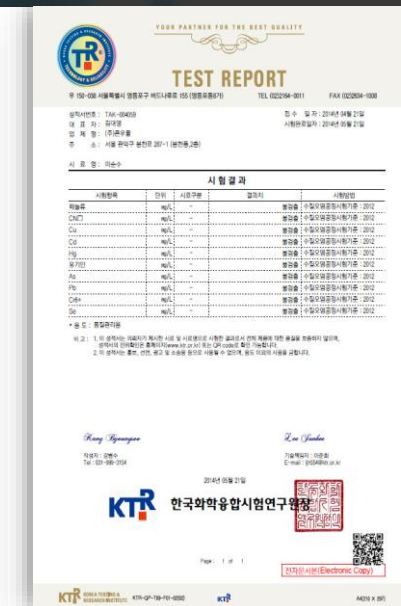
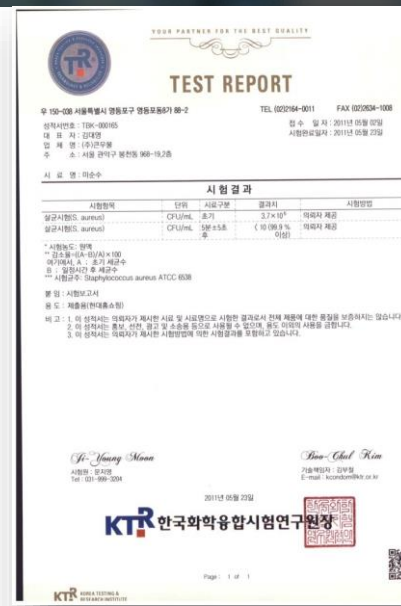
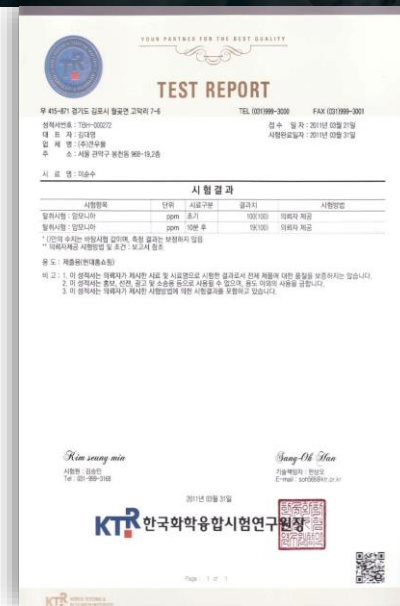
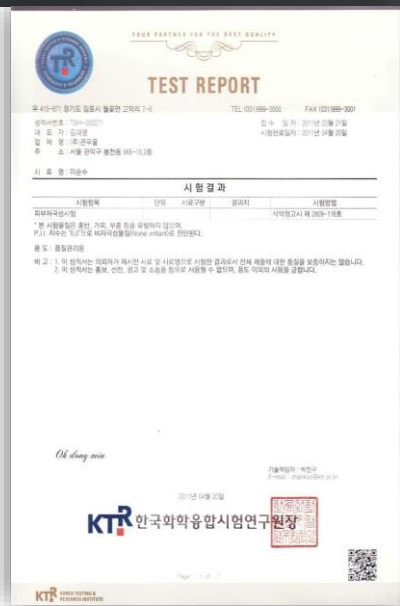
Skin irritation test

Ammonia deodorization

E. coli sterilization

Salmonella sterilization

Top 10 harmful substances



- Test subject: Rabbit
- Results: No occurrence of erythema, alopecia, or edema.
- P.I.I. Index: 0.0 (Determined as non-irritating substance)

Ammonia: 81% removed after 10 minutes (from 100 to 19)

E. coli: 99.9% eradicated after 1 minute

Salmonella: 99.9% eradicated after 5 minutes

All 10 indicators of water pollution were undetectable

TECHNOLOGY

LONTRA is an innovative product that effectively replaces various chemical products used in households, industries, and agriculture without the need for any chemical ingredients.

Distinctive Features and Advantages of LONTRA MINERAL PRODUCTS



100% chemical-free, harmless to both human health and the environment



Excellent safety with zero active alkaline concentration



Superior cleaning power, over 16% stronger than regular detergents



Promotes the growth of flora and fauna with natural minerals



Residue pesticide decomposition
Pesticide and fertilizer alternatives



E. coli, Salmonella, etc.: 99.9% sterilization power



Powerful deodorizing capability:
81% removal of ammonia within 10 minutes

LONTRA



Replacement for harmful substances like NaOH and bleach









Improvement of environmental pollution through negative ions and dissolved oxygen

BUSINESS AREA

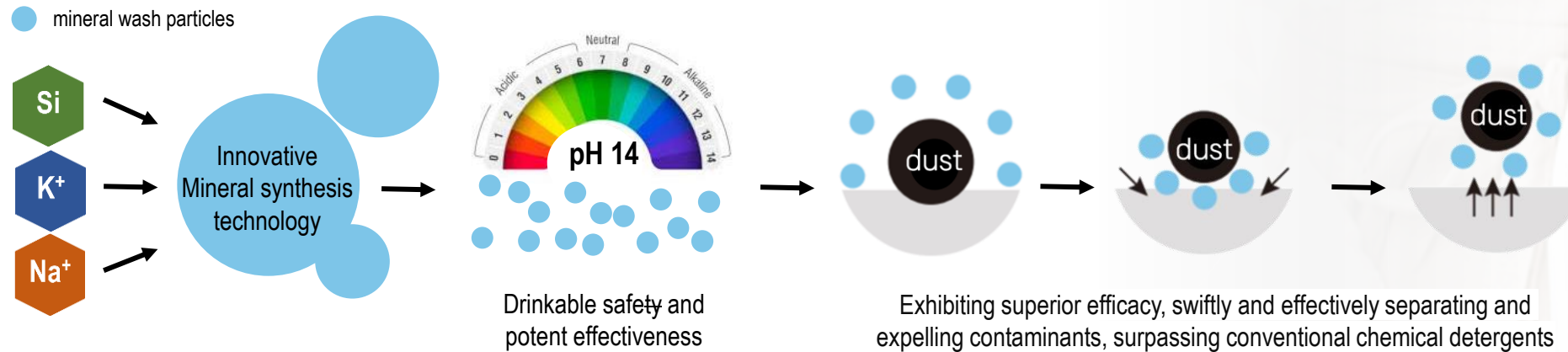
We have developed unique Mineral Synthesis Technology to enhance care and growth for the agriculture, livestock and industrial cleaning needs without the harmful chemical compounds while implementing green energy utilizing hydraulic pressure.

LQNTRA

Mineral PureWash	Mineral AgriVet Vitalizer				Mineral Clear-Pro
Household	Environment	Agriculture	Livestock Industry	Fisheries Industry	Industrial Field
<ul style="list-style-type: none"> • Laundry Detergent • Fruit and Vegetable Cleaning Solution • Pet Odor Remover • Bathing Water • Toy Cleaning Solution • Stubborn Stain Remover • Odor Eliminator • Kitchen Cleaner 	<ul style="list-style-type: none"> • Prevention of Sick Building Syndrome • Deodorizers • Water Quality Improvement • Soil Quality Improvement 	<ul style="list-style-type: none"> • Pesticide Residue Removal • Acidic Soil Improvement • Substitution of Fertilizers and Pesticides (for vegetables, fruit trees, flowers) • Promotion of Growth 	<ul style="list-style-type: none"> • Growth Promotion • Disease Prevention (for poultry, beef cattle, swine) • Disinfection (for foot-and-mouth disease, wastewater treatment, brucellosis, avian influenza) • Water Quality Improvement • Alternative to Antibiotics 	<ul style="list-style-type: none"> • Water Quality Improvement • Prevention and Control of Algal Blooms • Vibrio Sterilization • Disease Prevention • Alternative to Antibiotics 	<ul style="list-style-type: none"> • Food Factory Facility Cleaning • Air Purification • Wastewater Treatment • Deodorization 

B2C BUSINESS AREA MINERAL PUREWASH_HOUSEHOLD

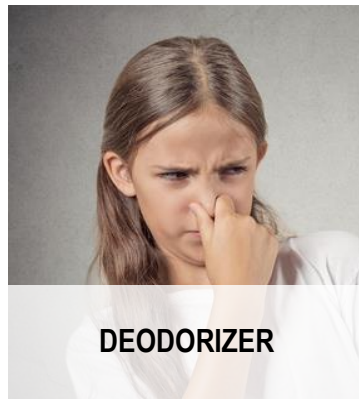
Even without surfactants (foam), mineral particles smaller than water particles penetrate between contaminants and remove only the contaminants before returning to nature. MINERAL WASH is a non-foaming detergent that is good for both people and the planet.



LAUNDRY DETERGENT



PET ODOR ELIMINATOR



DEODORIZER



FRUIT & VEGETABLE
CLEANSER



STUBBORN STAIN
CLEANSER



KITCHENWARE
STERILIZATION WATER

B2B BUSINESS AREA MINERAL AGRIVET VITALIZER_AGRICULTURAL & LIVESTOCK

LONTRA mineral ion not only has effects such as sterilization and deodorization but also, when used as drinking water for animals, promotes metabolism, increases immune cells, reduces mortality rates, and supplies sufficient minerals to crops, thereby enhancing their growth.



Drinking water for livestock	Spraying within livestock barns	Applying to the soil (as a substitute for fertilizers)	Spraying on crops (as a substitute for pesticides)
<ul style="list-style-type: none"> Enhanced nutrient absorption and digestion efficiency Reduction in ammonia emissions leading to odor reduction Promotion of metabolism and increase in immune response Improvement in meat quality and enhancement of taste Reduction in antibiotic usage due to antibacterial action Thickening of eggshells and decrease in cracked egg count (by approximately 30%) Increase in the quantity of large and extra-large eggs compared to regular eggs 	<ul style="list-style-type: none"> Reduction of various odors and ammonia gas in all livestock barns when sprayed indoors Disinfection and antibacterial action within the barn Decrease in mortality rates due to environmental improvement 	<ul style="list-style-type: none"> Strengthening of vitality as roots penetrate deeply into the soil in crops Prevention of diseases and pests leading to a doubled harvest yield Extension of harvest periods with the possibility of prolonged harvesting 	<ul style="list-style-type: none"> Direct supply of lacking minerals to crops, enhancing sweetness Ability to implement bee-friendly farming methods without pesticide spraying Firm tissue in crops, preventing softening symptoms and allowing for long-term storage Protection against various diseases and pests, serving as a pesticide alternative

B2B BUSINESS AREA MINERAL CLEAR-PRO INDUSTRIAL SITE

LONTRA Mineral boasts powerful cleansing abilities without foam and is a perfect industrial detergent, known for its inherent safety derived from natural minerals

A powerful and safe industrial cleaning agent enhanced with natural minerals.



FOOD WASTE FACILITY ODOR CONTROL



FACTORY AND OFFICE CLEANING

LONTRA Mineral's distinctive advantage



FACILITY & MACHINERY PARTS CLEANING



FOOD COMPANY FACILITY CLEANING

- Additive-free: no surfactants, brighteners, preservatives, or bleaches
- Exceptional stability: colorless, odorless, non-irritating, non-toxic
- Powerful cleaning efficacy
- Formaldehyde removal capability: 89.8% within 30 minutes
- Residual pesticide degradation: effectively decomposes highly toxic pesticides
- Exceptional germicidal efficacy: 99.9% elimination of Escherichia coli and Staphylococcus aureus
- Exceptional deodorizing ability: 81% removal of ammonia within 10 minutes
- Substitution of harmful substances - Safely prevents accidents by replacing caustic soda, bleach, and the like
- Eco-friendly - Improvement in environmental pollution through anion and dissolved oxygen

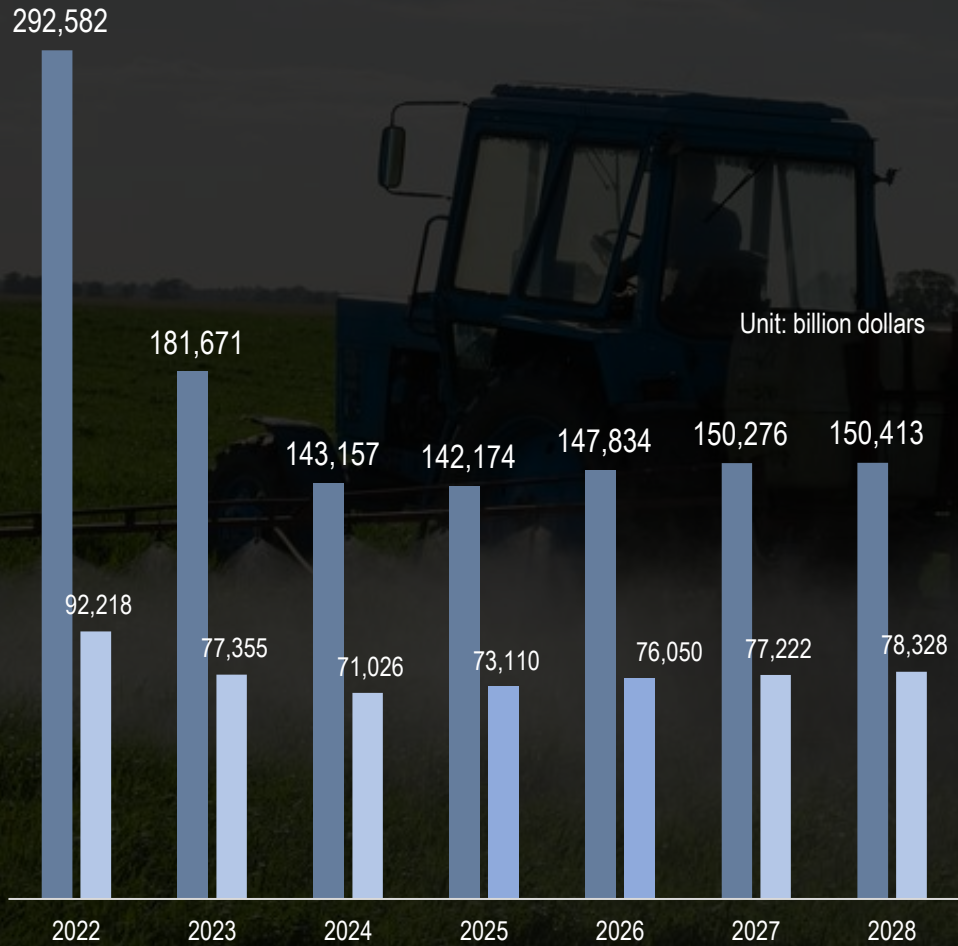
- Chemical Detergent Market
- Eco-Friendly Detergent Market



MARKET SIZE Detergent Sector

- The global chemical detergent market size is projected to reach \$254 billion with an average annual growth rate of 8.83%
- The size of the laundry detergent market in the United States, the world's largest user of chemical detergents, experienced significant growth at an average annual rate of 6.8%, reaching \$9.25 billion in 2020
- With the expansion of the chemical detergent market, the global number of atopic dermatitis patients is anticipated to reach 1 billion, with 41.6% of them being under 9 years of age.
- The eco-friendly detergent market is anticipated to experience rapid growth, with an annual average rate of 30.5%
- In the era of carbon neutrality and ESG, green consumers make up 53% of the total consumer goods market.

Source: Global Info Research, Information Research, 2022



MARKET SIZE Livestock & Agricultural Sector

- In 2028, the global pesticide market size is \$78.3 billion, and the fertilizer market size is \$150.4 billion.
- In 2028, global fertilizer sales volume is 240 million tons, while pesticide sales volume is 5.4 million tons.
- In 2028, the anticipated selling price for fertilizer is \$14,511 per ton, and for pesticides, it is \$627 per ton.
- The ongoing issue of increasing food production on a country-by-country basis has led to continuous growth in the pesticide and fertilizer industries.
- Environmental and safety concerns have gained global attention, leading to the implementation of increasingly stringent regulations and policy standards. These factors serve as constraints on pesticide companies, hindering the production and sale of agrochemical products.

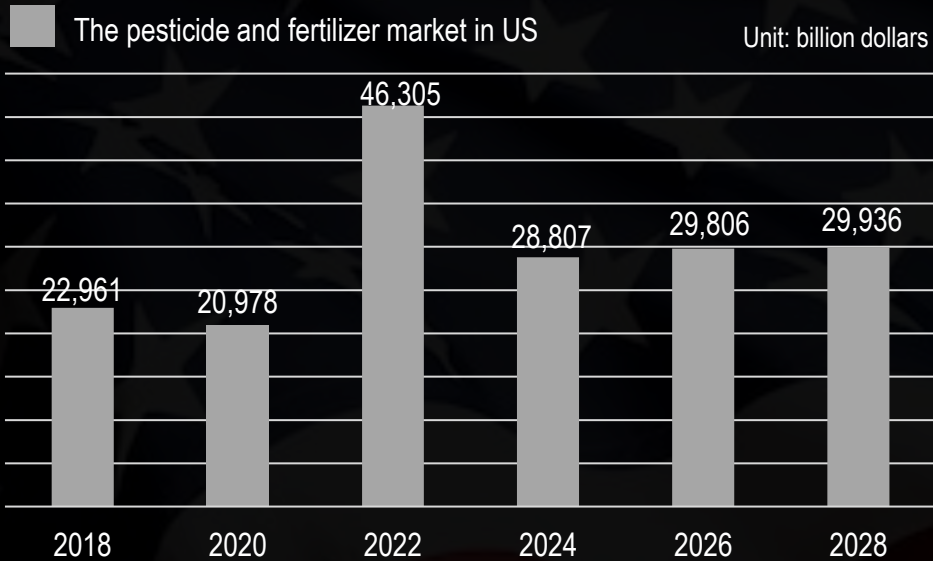
Source: Global Info Research, Information Research, 2022

MARKET SIZE

Livestock & Agricultural & Mineral Water Sector in US

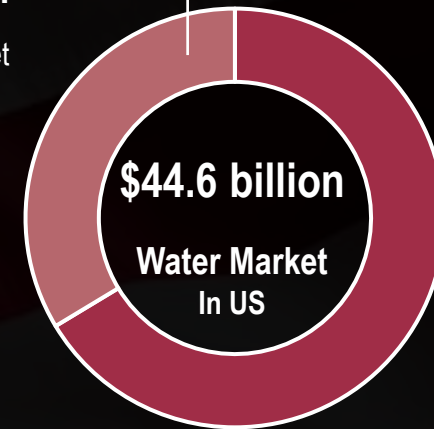
The pesticide and fertilizer market in the United States is expected to approach \$30 billion by 2028

The natural elegance of the mineral water market in the US shines through its \$15 billion valuation, accounting for 13.7% of the global market



- The pesticide and fertilizer market in the United States is expected to approach \$30 billion by 2028.
- Continued supply instability of key agrochemical products has led to a 9.9% growth in the pesticide market compared to 2021.
- Prices for Liberty, one of the herbicides, have surged from \$32 to \$100 per gallon.

\$15 billion
Mineral Water Market



- The water brand market in the US grows annually at 5.8%, poised to reach a \$44.6 billion in market size by 2023, with mineral water accounting for approximately \$15 billion of it
- Driven by increasing interest in health and wellness, the mineral water market is experiencing significant growth
- The water market in the United States holds the largest share globally, accounting for approximately 13.7% of the overall mineral water market

Source: Global Info Research, Information Research, 2022

MARKET SIZE Target Market

The water industry, often referred to as "blue gold," stands as the largest growth industry in the 21st century.

According to Japan's Ministry of Economy, Trade, and Industry, water-related industries are projected to constitute a market worth \$865 billion by 2025

SOM

\$2,919,200,000

- 4% of the US laundry detergent market
- 7% of the US pesticide and fertilizer market
- 3% of the US Mineral water market

SAM

\$28,821,000,000

- 4% of the global chemical detergent market
- 5% of the global pesticide and fertilizer market
- 3% of the global mineral water market

TAM

\$104,200,000,000

- 12% of the global chemical detergent market
- 18% of the global pesticide and fertilizer market
- 10% of the global mineral water market

MARKETING STRATEGY

Expanding from Business-to-Business (B2B) to Business-to-Government (B2G), entering the atopic dermatitis-related market, as well as all fields requiring carbon neutrality and ESG practices

Business to Customer



Home Shopping Channel
(Marketing & Promotional effectiveness)



Entry into the subscription
Service market



Collaboration with large
Retail companies



Engaging in influencer
marketing across multiple
languages



Selling products in
prominent online
marketplaces



Supplying PB products to
multi-level marketing
companies

Business to Business | Business to Government



Participating in major
exhibitions worldwide



Seeking entry into public
procurement markets in Korea,
the Middle East, and US



Collaboration with coin
Laundry franchise
companies



Collaborating with KOHLER
in the sales network post
Proof of Concept (PoC)

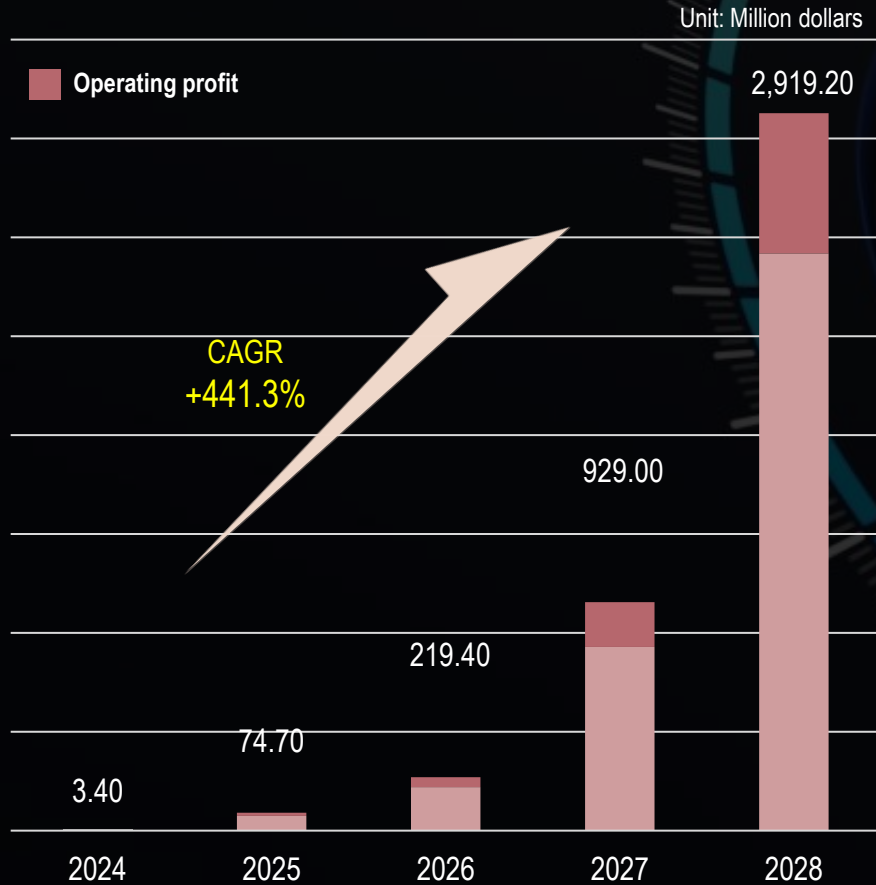


Expanding water-related
businesses to countries facing
water shortages

SALES PROJECTION

The pesticide and fertilizer market in the United States is expected to approach \$30 billion by 2028

The mineral water market in the US boasts a staggering \$15 billion valuation, commanding a significant 13.7% share of the global market.



- Establishing a corporation and production facility in the United States in 2024 to enter the US market.
- Establishing five production facilities across the United States in 2025 and expanding to Europe, the Middle East, and Asia to commence full-scale global operations.
- Continual business expansion aiming for \$2,919.2 million in revenue by 2028.

Unit: Million dollars, %

Item		2024	2025	2026	2027	2028
Sector	Household	1.1	22.9	63.7	223.2	860.0
	Agricultural & Livestock	2.3	45.6	122.4	342.9	920.0
	Industrial Site	-	6.3	21.8	56.1	185.0
	Drinking Mineral Water	-	-	11.5	306.8	954.2
Revenue		3.4	74.7	219.4	929.0	2,919.2
Operating profit		18.4%	21.5%	23.2	24.3%	24.3%
OPP		0.6	16.1	50.9	225.7	709.4

TRACTION

2023-2024: Confirmed Global Demand for the Chemical-Free Detergent Market

BATCHO»E

Europe Sales Partner

Signed MOU with partners across Europe for market entry, marketing, and sales.



Global PoC

Advancing with Proof of Concept (PoC) to explore potential applications as fundamental raw materials for Chanel cosmetics

KOHLER

Global PoC

Completed Global Proof of Concept with KOHLER. Vendor registration completed

P&G

Global PoC

Business collaboration with P&G is scheduled following the Proof of Concept (PoC)



ALSANCAK GRUP

Turkey Sales Partner

Completion of sales contract for all products in the Turkish region



Built a Network of Buyers

Established connections with buyers from over 15 countries through participation in WETEX 2023 and CES 2024



Built a Network of Investors

Established connections with over 20 Venture Capitalists (VCs) in Europe, Dubai, USA, etc.



Selected for 20 government-supported projects in Korea

Selected for the initial startup package and planning to transition to the Fast Track and Leap Package



Established a worldwide sales network

Currently in the process of finalizing contracts with overseas distributors in Japan, China, India, Middle East, etc.

TEAM MEMBERS

GEN21 Mineral Solution boasts a team of six founding members, carefully selected for their natural expertise and refined approach, perfectly suited for the establishment and growth of the company



DOSEUNG CHOI

President | CDO | Founder

Experienced new business planning expert with over 20 years of industry knowledge
Operated a nationwide franchise company for 6 years



STEVEN HONG

Vice President

30 years of international business experience
Trade business between Korea and the United States



ANNIE KIM

CTO | CEO of GEN21 KOREA

Served as the Korea Branch Manager for Klair Labs, USA
Engaged in global business for over 10 years



HAKAN KOSTEPEN

CIO | Managing Director

Previously Strategy & Innovation Executive director at Panasonic
Director at H&K Ventures



DAEYOUNG KIM

Technical Advisor

25 years of experience in the detergent field,
Inventor of Mineral Wash detergent



Dr.ESWAR VISWANATH

VP of sales and Marketing

30+ years of experience in Sales, Presales, Marketing, Business Development, Distribution Management, Product Development, Promotion & Team Management.

INVESTMENT PLAN

Through a relative valuation approach comparing it to the acquisition of Seventh Generation by Unilever in 2016, the current enterprise value of GEN21 Mineral Solution is estimated to be over \$100 million.



\$100,000,000

The Valuation at the time of Series A Funding

- Chemical-Free Detergent
- Agriculture & Livestock: Chemical-Free pesticide and fertilizer
- Mineral Drinking Water

- Chemical Detergent Market: \$254 billion
- Pesticide & Fertilizer Market: \$238 billion
- Mineral drinking Water Market: \$57.2 billion

\$219,400,000 per year in 2026

440%
(Average annual growth rate until 2028)



\$700,000,000

The amount Unilever acquired Seventh Generation for in 2016

Valuation

Business Model

- Eco-Friendly Detergent
- Eco-Friendly Baby products

Market Size

- Chemical Detergent Market: \$254 billion
- Baby diaper Market: \$57.47 billion

Sales Volume

\$200,000,000 per year in 2015

CAGR

Over 10%
(Double-digit growth for the past 10 years)

INVESTMENT PLAN

In a natural and sophisticated approach, GEN21 Mineral Solution aims to establish its headquarters and factory in the United States by the second half of 2024, with a planned investment of \$13.4 million for a poised market entry.



\$5,230,000

The cost of establishing a GEN21 MINERAL corporation and setting up a production facility in the USA, including funding for automating a mineral production facility in Korea



\$1,000,000

Labor and operating costs, including projections for labor costs for both new and existing personnel in 2024



\$650,000

MINERAL series production costs, encompassing raw materials and production-related expenses



\$1,400,000

Costs associated with new product development in 2024



\$1,300,000

Content production and marketing expenses, including model fees and operating expenses



\$860,000

Expenditures for international tests and certifications, as well as IP registration and PCT (Patent Cooperation Treaty) costs



\$3,000,000

The acquisition funding for GEN21, including patents, trademarks, and other intellectual property rights



BUSINESS ROADMAP

In the first half of 2024, we are slated to establish GEN21 Mineral Inc. and finalize the construction of production facilities by the latter half of the year, paving the way for our concerted entry into the U.S. market. This strategic move positions us to achieve continued revenue growth

2024

Second half

Establishment of a corporation and construction of factories.

- Establishment of GEN21 Mineral Solution Inc. in the United States.
- Setting up the first production facility in the United States. (Implementing automation in the production line in Korea)

Certification and testing.

- Completion of certifications and testing in the United States, Europe, and other regions for entry into the global market.

Building a sales network.

- Building a sales organization within the United States.
- Establishing sales networks in Europe, Asia, and the Middle East.

2025

The first half

Full-fledged sales operations.

- Launching of LONTRA Mineral product.
- Selling products for household, agricultural, livestock, and industrial sites.
- Sales through online platforms such as Hyper and offline channels like TV home shopping.

Certification and testing.

- Conducting key country-specific certifications and tests to expand into the global market.

2025

Second half

Expanding production facilities.

- Constructing additional production facilities in the four major regions of the United States.
- Expanding production facilities in Europe, the Middle East, and Asia.

Certification and testing.

- Conducting tests and certifications for entry into the drinking mineral water market.

2026

Establishment of a corporation and construction of factories.

- Establishment of branches in eight countries worldwide and construction of 16 production facilities.

Expanding business operations.

- Entry into the drinking mineral water market.

Building a sales network.

- Establishing a global sales network.
- Building global online and offline sales channel lines.

**SUSTAINABLE TECHNOLOGIES
TO COMPLETELY REPLACE CHEMICAL COMPOUNDS THAT
THREATEN HUMANITY AND ECOSYSTEMS**

GEN21 MINERAL SOLUTION Inc

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LinkedIn



WhatsApp