



Antithesis Foods Company Profile

Industry: Food Technology

Founded: June 2017

Location: Ithaca, NY

Team: 2 employees & 4 contractors

Fundraising: Seed stage
\$430K raised to date
\$225K granted through the National Science Foundation [SBIR program](#).

Sales: \$36k revenue in 2020.

Vertical: Design, build, and brand healthy great tasting crunchy snacks. First product is a crunchy chocolate with more protein, fiber, and fewer calories than competitors.

Traction: Selling in 40 active retail locations across 12 states and online sales via [grabanzos.com](#).

IP: Proprietary formulation and manufacturing process to make crunchy food and ingredients.

Executive Team: [Jason Goodman](#) CEO (jason@antithesisfoods.com)
[Ashton Yoon](#) COO (ashton@antithesisfoods.com)

Advisory Board: [Manoj Thomas](#), [Susan Fleming](#), [Steve Leous](#)
Consultants: [Casey Plachek](#), [Catapult](#)

Website: [antithesisfoods.com](#)

Instagram: @grabanzos

Facebook:

www.facebook.com/grabanzos

Tagline: Better Food Through Science.

Summary: Antithesis makes better food through science. We have developed a novel chickpea-based ingredient platform, funded by the National Science Foundation, that makes crunchy snacks with more protein, fiber, and fewer calories. Our pilot brand from this technology is [Grabanzos](#), a crunchy chocolate coated snack.

Problem: Most crunchy snacks use wheat, potatoes, rice, or corn to get their crunch, so they lack high quality starch, protein, or fiber. When health-conscious consumers eat these snacks, they feel guilty.

Solution: Snacks built from our platform provide the satisfying crunch you get from commodity ingredients with great nutrition, so customers can eat the whole bag and feel good about it. Think Halo-Top, but for crunchy snacks.

Target Market: She is typically a 45+ woman who has a high degree of food knowledge, cooking most of her meals, and generally leads a health-conscious lifestyle. She is looking for a way to indulge in sweet or savory snacks but adhere to a disciplined diet.

Competitive Advantage: Most crunchy snacks are nutrient poor, relying on sugars and starches for great texture. As the market shifts toward products with more protein, fiber, and fewer calories, our novel dough technology is positioned to capture new health-conscious customers across all eating occasions. Our dough can be customized in shape, flavor, and texture for rapid line extensions off of a standard supply chain. The ingredient platform can also be leveraged to make and provide ingredients for large CPG companies in the future. Further, much of our fiber is prebiotic fiber, which supports a healthy microbiome, a trend we expect to grow in awareness.

Business Model: We sell packages wholesale to retailers (coffee shops, grocery stores, breweries), direct to consumer (our website, amazon, farmers markets), and business to business (online marketplaces like Faire.com).

As we advance our ingredient technology platform, an opportunity exists to sell crunchy ingredients in multiple shapes and formats to other companies.

Fundraising Needs: We aim to raise \$500,000 by Q3 2021 to add a Director of Marketing, scale sales to \$25K MRR, win a \$1,000,000 Phase II NSF grant, and add 500 retail doors by EOY 2022.

Why now?

New production facility that can support \$1 million run-rate.

A reformulation to achieve >50% GM.

New chocolate manufacturer that can package and support seasonal flavor variation.

Post Covid, sampling will be allowed which is key to building new brand awareness.