



DyeConverterTM

CleanLabelOS for deep
ingredient intelligence

INVESTOR DECK

Big Food



The FDA has given big food a final warning:

Reformulate from artificial dyes to natural ones -
or face regulatory mandates.



Source: U.S. FDA, Apr. 22, 2025; FDA/CBA announcement, July 22, 2025. The current federal transition is voluntary; future mandates are a regulatory risk, not an existing federal requirement.

DyeConverter™

Big brands are calling.

\$57.8B

This is why we've already had inbound calls from Kraft Heinz, PepsiCo and Frito-Lay - because **\$57.8 billion** worth of U.S. food and beverage sales containing FD&C colorants needs reformulating.



Source: RTI International/NCA, July 2026. Products containing one or more of six certified FD&C colorants represented \$57.8B, or 7.1%, of 2025 U.S. food and beverage dollar sales. Inbound-interest claims: DyeConverter internal CRM, Aug. 2026; logos do not imply contracts or endorsements.

Switching from
artificial dyes to
natural dyes
is not a
simple swap



↑
artificial



↑
natural

Natural colors may fade, burn, or curdle under production conditions -
matching hue alone is not enough.

Natural M&M's launch *without* *blue + brown.*

After millions in R&D.

Even well-funded reformulation efforts can miss launch targets.
Mars spent millions to reformulate M&Ms with natural colors and still
shipped without blue and brown colors.



Traditional Reformulation

6-18 months

12 months avg.

4-8 person

R&D team

Up to \$100K

per SKU

\$360K

each week
not on shelf

Sources: RTI International, Recoloring the U.S. Food Industry's Future, 2026 (timeline, team size, reformulation cost); Circana, cited in management notes (weekly sales-at-risk estimate).





15+ years in food R&D

from concept to production reality

Nestlé

IMPOSSIBLE™



US.
FOODS™

Chef Kelly Anderson has spent more than 15 years developing products for major food brands - learning what works on paper and what actually survives production.

DyeConverter™

CleanLabelOS for deep
ingredient intelligence

DyeConverter™
evaluates candidate
replacements against
manufacturing
conditions such as
pH, heat, UV/light
exposure, and dosage -
not color or price alone.

DyeConverter™

Enter your current synthetic dye specifications. Our algorithm analyzes stability, processing conditions, and application requirements to recommend natural alternatives.

 **pH**
Stability range

 **Heat**
Thermal tolerance

 **UV**
Light exposure

 **PPM**
Dosage conversion

PRIMARY SPECIFICATIONS

FD&C DYE NAME *

Blue 1

APPLICATION CATEGORY *

Frozen Desserts

SUBCATEGORY *

Ice cream

BATCH SIZE *

1000

UNIT

gal

CURRENT PPM *

128

SPECIFICATION PREVIEW

 **Blue 1**
Frozen Desserts - Ice cream

Dye	Blue 1
Category	Frozen Desserts
Subcategory	Ice cream
Matrix	Protein / Fat
Batch	1000 gal
PPM	128
Thermal	Pasteurization (72°C / 162°F)
pH	4.0
Carbonated	—

our search methodology

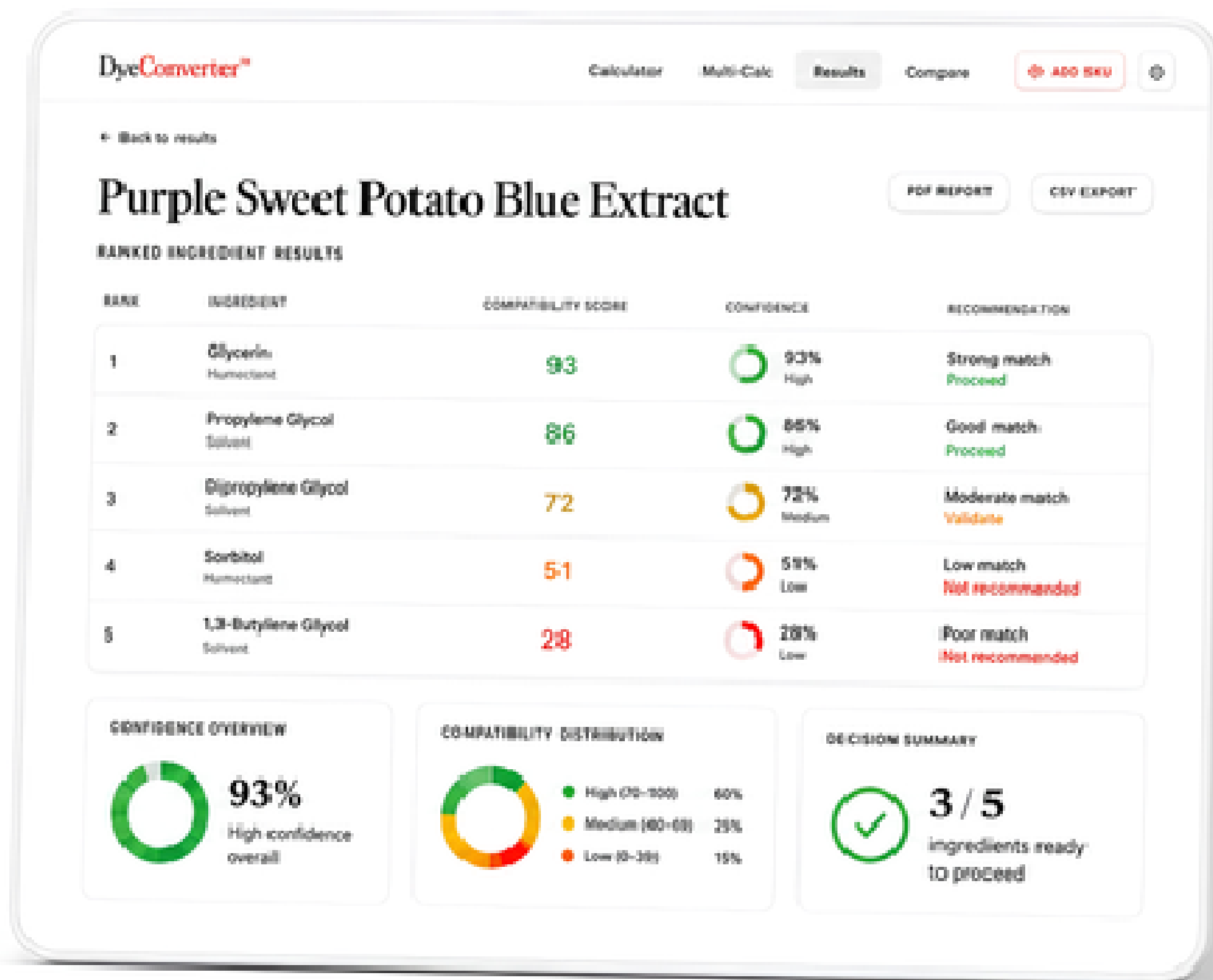
DyeConverter™

A decision model.

70% | *less* research time

50% | *fewer* bench failure

\$16.6M savings
ONE LEGACY BRAND



Based on early DyeConverter use cases. Reformulation timelines have been reduced from 6-18 months to approximately 3-6 weeks. For one legacy brand, this represents an estimated \$16.6 million in avoided sales-at-risk, based on \$360,000 per week. See Slide 6.

What happens
after 2028?

Ultra-processed foods are next.

Color was only the opening act.

Walmart has already pledged to remove
11 dyes + 30 additives from its house brands.

And what Walmart does, the *industry follows*.



DyeConverter™

Business Model / Pricing

Land with a sprint. Expand by SKU. Scale to enterprise.

Two revenue layers. One data layer.

01

Sprint

\$1,200

Single color

02

Mid-size Brands

\$3,400-\$5,000

Per SKU

03

*All in
Unlimited*

Enterprise

\$24K-\$100K+

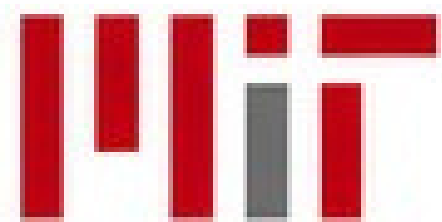
Fortune 500, multi-product lines

Pricing scales by scope, from 50-unit sprints to enterprise programs for brands managing multiple live reformulations.



One more thing...

A new lens on food data.



Massachusetts
Institute of
Technology

AI & Machine Learning
for Data Science Solutions



Chef Kelly Anderson became the first chef globally certified by MIT
in AI & Machine Learning for Data Science Solutions -
combining food R&D expertise with applied AI.

Bloomberg for Clean Label

NielsenIQ

MINTEL

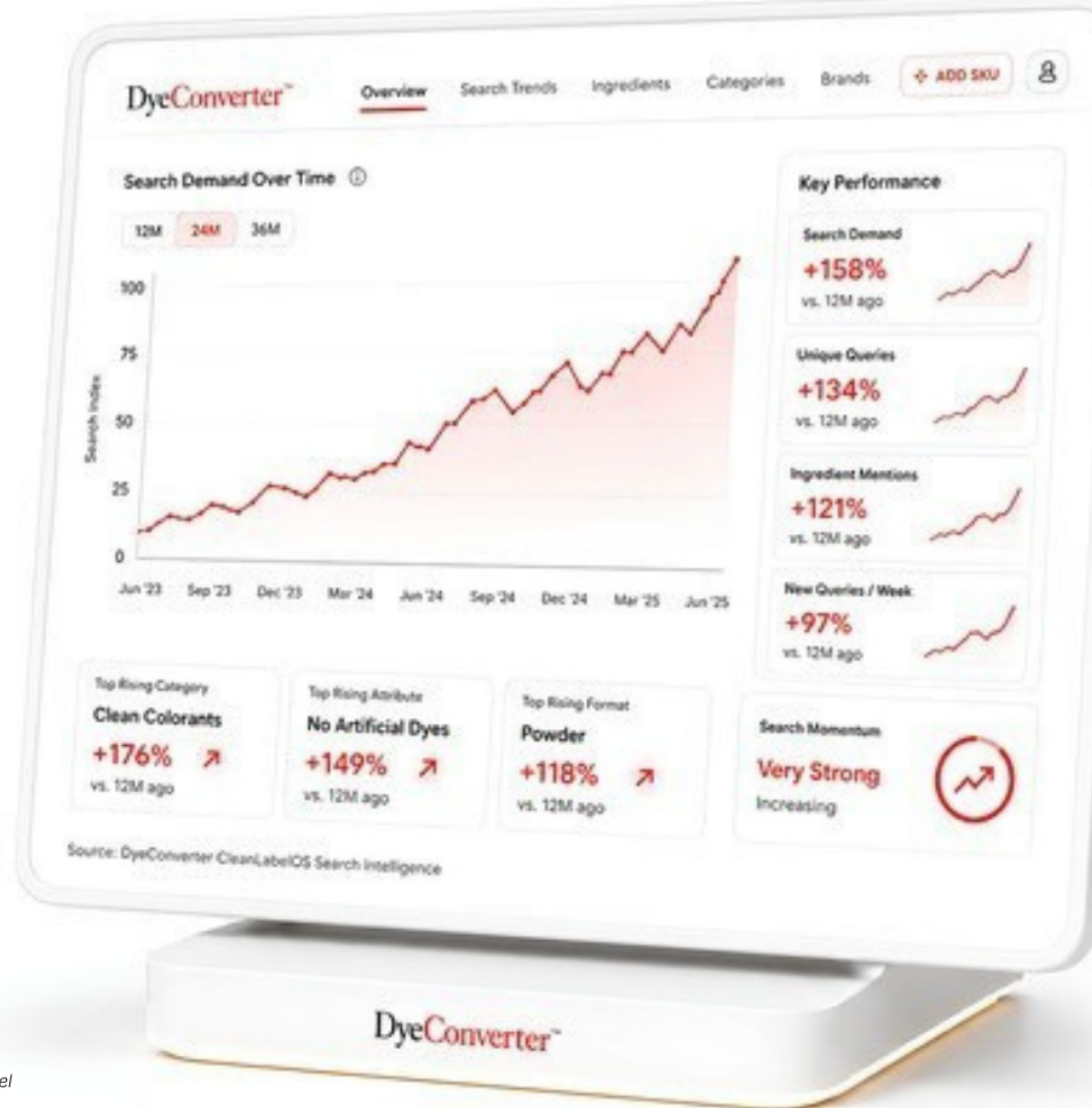


SPINS®

*We will own the earliest intelligence on
clean label reformulation.*

- Most data intelligence firms only report on post-market consumer behavior. DyeConverter captures upstream of that.
- No forecasting, no predicting; just hard data, creating a separate and exclusive revenue stream beginning Q2.

Illustrative product interface; dashboard metrics are sample data, not audited historical customer results. NielsenIQ, Mintel and SPINS marks are shown for market-context comparison only; no affiliation or endorsement is implied.



Enterprise leads.
Data accelerates
fastest.

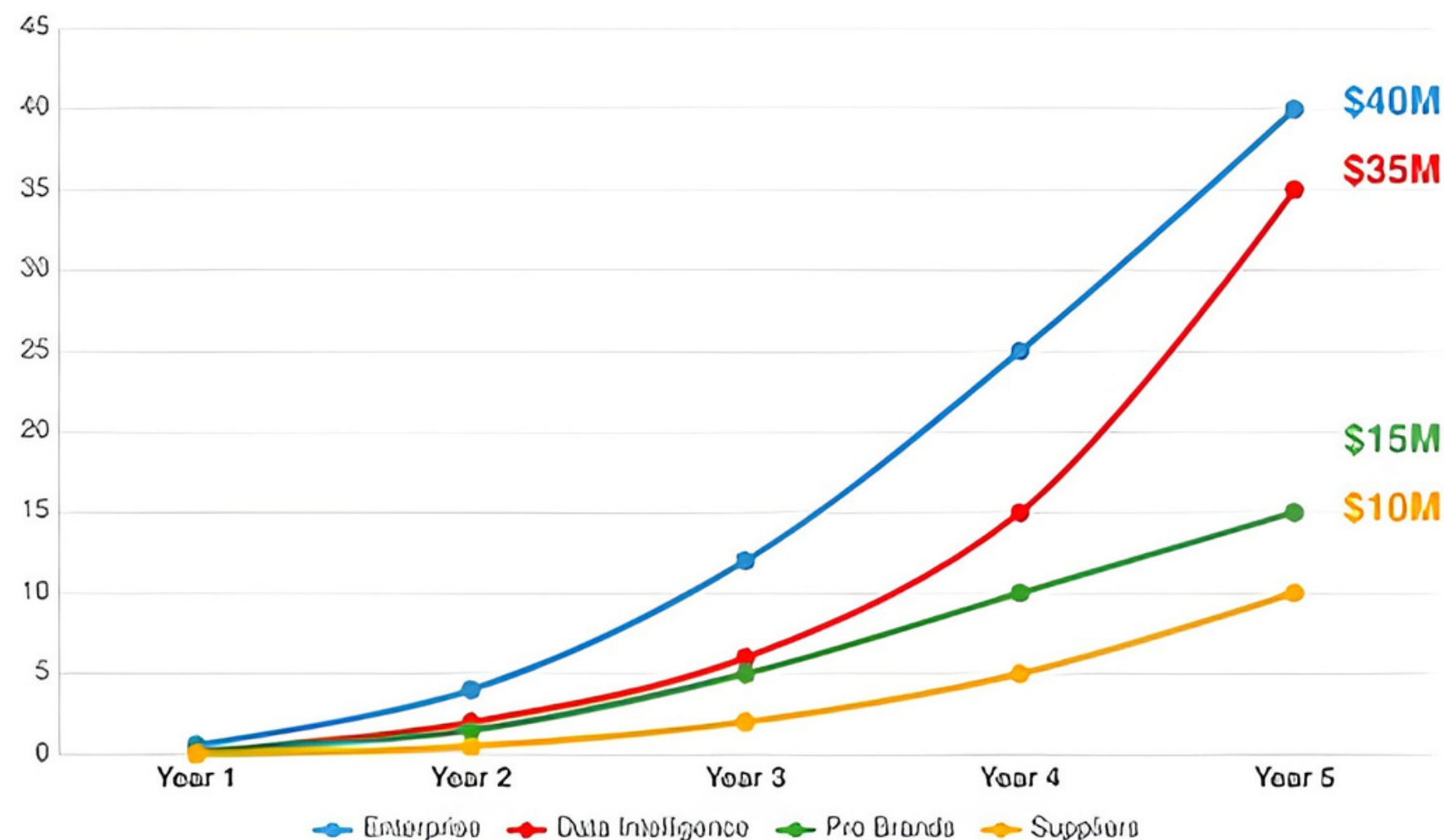
Four revenue streams.
One compounding data moat.

Enterprise monetizes first. Data intelligence adds **\$20M ARR in Year 5** - the largest one-year gain.

Source: DyeConverter management model, Aug. 2023. Illustrative targets; not historical results or third-party forecasts.

ARR BY REVENUE STREAM (\$M)

Illustrative management targets



TOTAL ARR \$1M \$8M \$25M \$55M \$100M

YEAR 5 TOTAL
ARR

\$100M

DATA ADDS

+\$20M

ARR from Year 4
to Year 5 - the largest
one-year gain

DyeConverter™

Early traction.

15,000+
SKUs at the ready

1M+
data points

50+
suppliers

3
regulatory databases

Early brand conversations are underway, supported by a growing supplier network and a deep ingredient-data foundation *already in place.*



DyeConverter™

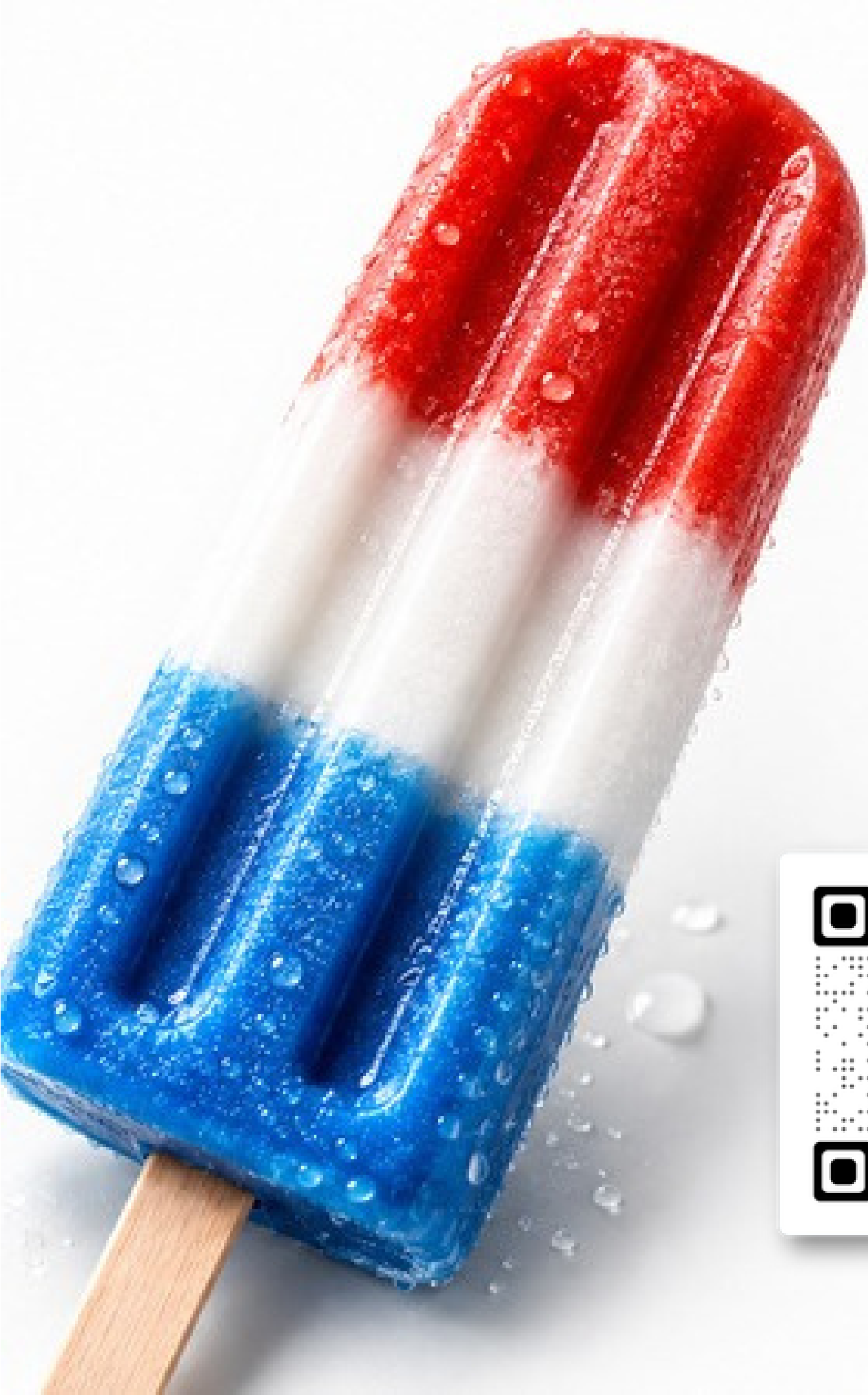
Raising \$1M

18-month runway

This pre-seed round funds
infrastructure, commercial traction,
and the *compliance IP foundation*
needed to scale.



Source: DyeConverter management plan, Aug. 2026. Proposed use of proceeds and 18-month runway are estimates and may change with hiring, infrastructure and commercial timing.

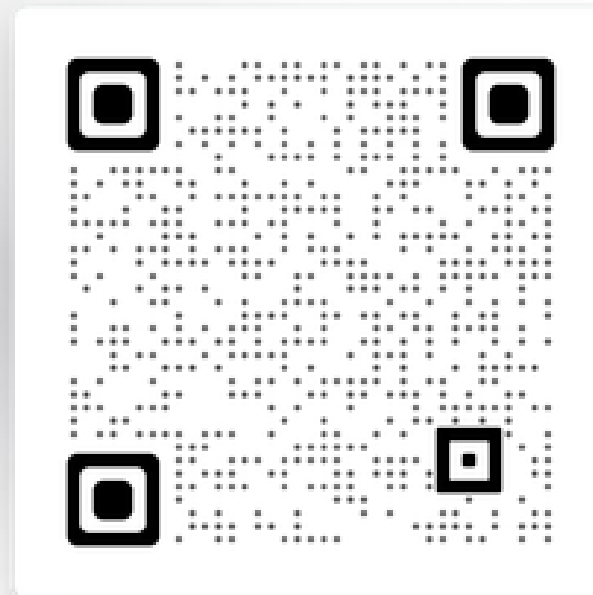


DyeConverterTM

INVESTOR DATA ROOM

www.dyeconverter.com/backstage

The investor data room is located at the link above.



AI-assisted ingredient intelligence
for the clean-label decade.

Explore the data room.

Sources + methodology

External evidence and internal disclosures supporting the investor deck.

EXTERNAL SOURCES

01 FDA color initiative

HHS/FDA, Apr. 22, 2025. Federal initiative and requested timeline for petroleum-based certified colors. Slides 2 and 4.

[fda.gov/news-events/press-announcements/hhs-fda-phase-out-petroleum-based-synthetic-dyes-nations-food-supply](https://www.fda.gov/news-events/press-announcements/hhs-fda-phase-out-petroleum-based-synthetic-dyes-nations-food-supply)

02 RTI International / NCA

Recoloring the U.S. Food Industry's Future, July 2026. \$57.8B exposure, 7.1% share, reformulation cost and transition complexity. Slides 3, 4 and 6.

candyusa.com/policy-advocacy/natural-colors/

03 The Wall Street Journal

Jesse Newman, 'Mars Is Spending Millions to Give M&M's a MAHA Makeover,' 2026. Blue and brown omitted from the initial non-FD&C version. Slide 5.

[wsj.com/business/mars-is-spending-millions-to-give-m-ms-a-maha-makeover-2fa1bb88](https://www.wsj.com/business/mars-is-spending-millions-to-give-m-ms-a-maha-makeover-2fa1bb88)

04 Walmart corporate announcement

Oct. 1, 2025. Removal of 11 synthetic dyes and 30 additional ingredients from U.S. private-brand foods by Jan. 2027. Slide 10.

corporate.walmart.com/news/2025/10/01/walmart-u-s-moves-to-eliminate-synthetic-dyes-across-all-private-brand-food-products

05 Circana New Product Pacesetters

May 20, 2026. Median first-year sales of \$19M; \$360K per week is a rounded benchmark calculation (\$19M / 52). Slides 6 and 9.

[circana.com/post/2025-new-product-pace-setters-redefining-innovation-and-consumer-impact-in-cpg](https://www.circana.com/post/2025-new-product-pace-setters-redefining-innovation-and-consumer-impact-in-cpg)

INTERNAL SOURCES + DISCLOSURES

01 Inbound interest and traction

DyeConverter internal CRM and data inventory, Aug. 2026. Company marks denote conversations or ecosystem relationships, not contracts, customers or endorsements. Slides 3 and 15.

02 Product and dashboard visuals

Illustrative interfaces. Sample outputs and dashboard metrics are not audited historical customer results. Third-party marks are shown for market context only. Slides 8 and 13.

03 Pilot and use-case estimates

DyeConverter management analysis, Aug. 2026. Preliminary and unaudited. \$16.6M is modeled potential sales protected, not realized savings. Slide 9.

04 ARR and use-of-proceeds targets

DyeConverter management model, Aug. 2026. Illustrative targets, not historical results or third-party forecasts. Runway and allocation may change. Slides 14 and 16.