

Eat Just | Private Company Profile

Highlights



PitchBook Analyst Coverage

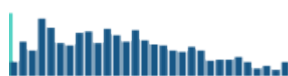
Foodtech > Bio-Engineered Foods

Last Updated Q1 2021

Fundraising

From Series F

0 Months Since Last Deal



New Vertical Entered by Investors

Climate Tech

As of 23-Mar-2021

New Vertical Entered by Investors

LOHAS & Wellness

As of 23-Mar-2021

Total Raised to Date

\$572.53M

As of 23-Mar-2021

Employees

196

As of 23-Mar-2021



Last Deal Details

\$200.00M

Later Stage VC (Series F) 23-Mar-2021

New Vertical Entered by Investors

FoodTech

As of 23-Mar-2021

Post Valuation

\$1.30B

As of 23-Mar-2021

Valuation Step-up

0.88x

Series E - Series F



General Information

Description

Producer of a plant-based egg substitute food intended to provide healthy and nutritional food alternatives. The company's product has zero cholesterol and less saturated fat than conventional eggs, with a similar amount of protein, and its ingredients require less land, water, and carbon emissions to make, enabling customers to the sustainable protein sources.

Most Recent Financing Status (as of 30-Mar-2021)

The company raised \$200 million of Series F venture funding in a deal led by the Qatar Investment Authority on March 23, 2021, putting the company's pre-money valuation at \$1.1 billion. DX Ventures, NJF Capital, Vulcan Capital, Charlesbank Capital Partners, Sweetwater Private Equity, and Impact Ventures (London) also participated in the round. The funds will be used to scale the company's commercial manufacturing operations, and further, develop other types of meat in addition to its existing chicken product.

Entity Types	Private Company Acquirer	Year Founded	2011
Website	www.ju.st	Universes	Debt Financed, Private Equity, Venture Capital
Also Known As	JUST	Employees	196
Formerly Known As	Hampton Creek		
Legal Name	Eat JUST, Inc.		
Business Status	Generating Revenue		
Ownership Status	Privately Held (backing)		
Financing Status	Venture Capital-Backed		

Industries, Verticals & Keywords

Primary Industry

Food Products

Verticals

Climate Tech
FoodTech
LOHAS & Wellness

Keywords

vegetable-based
clean meat
climate tech company
food science
healthy food
eggless food
cellular agriculture

Emerging Spaces

Cellular Agriculture
62 Companies

Clean Meat
62 Companies

Appears in PitchBook Analyst Market Map

Q4 2020 - Foodtech
1,184 Companies | Alex Frederick

2020 - Climate Technology
1,823 Companies | Ryan Vaswani

What PitchBook Analysts Say

"Venture investors poured \$3.7 billion into foodtech startups in Q2, an increase of roughly 28% at a time when dealmaking has sharply dropped elsewhere. Foodtech is one of the sectors most profoundly affected by the pandemic, which has revealed the weaknesses in the traditional supply chain and accelerated adoption timelines for new technologies."

Q2 2020 Emerging Tech Research: Foodtech | 10-Aug-2020 | Alex Frederick | FoodTech

Contact Information

Primary Contact

[Joshua Tetrick JD](#)

Co-Founder, Chief Executive Officer and Board Member
jtetrick@ju.st

Phone: +1 (844) 423-6637

Primary Office

2000 Folsom Street
San Francisco, CA 94110
United States





Phone: +1 (844) 423-6637

Fax: +1 (415) 520-2156

Top 5 Similar Companies

#	Name	Competitor	Financing Status	HQ Location	Primary Industry	Year Founded	Last Financing Date/Type	Last Financing Amount
1	Righteous ✓		Angel-Backed	London, United Kingdom	Beverages	2011	Angel	
2	Nonfood		Accelerator/Incubator Backed	Commerce, CA	Food Products	2016	2017/Accelerator/Inc	
3	Memphis Meats		Venture Capital-Backed	San Leandro, CA	Food Products	2015	2020/Series B1	\$186.25M
4	Proteus (Food Products)		Venture Capital-Backed	Gloucester, MA	Food Products	2002	2014/Later Stage VC	\$1.80M
5	Entomo Farms		Venture Capital-Backed	Norwood, Canada	Food Products	2010		

Comparisons

	 Eat Just	 Righteous	 Nonfood	 Memphis Meats
Description	Producer of a plant-based egg substitute food intended to provide healthy and nutritional food alternatives.	Supplier of organic salad dressings.	Producer of sustainable algae-based foods intended to drastically reduce agriculture resource and carbon footprint.	Producer and seller of real meat products intended to bring delicious and healthy meat to the table by harvesting it from cells, instead of animals.
Primary Industry	Food Products	Beverages	Food Products	Food Products
HQ Location	San Francisco, CA	London, United Kingdom	Commerce, CA	San Leandro, CA
Employees	196 2021	1 2013	-	108 2021
Total Raised	\$572.53M	\$0.43M		\$208.17M
Post Valuation	\$1.30B ^E 22-Mar-2021	\$1.18M ^E 24-Feb-2013	-	\$550.00M ^E 09-Apr-2020
Last Financing Details	\$200.00M 2021/Later Stage VC (Series F)	Undisclosed amount Angel (individual)	Undisclosed amount 2017/Accelerator/Incubator	\$186.25M 2020/Early Stage VC (Series B1)
Market Cap	-	-	-	-
Stock Price	-	-	-	-

E Estimated

Current Team (3)

Name	Title	Board Seats	Office	Phone	Email
Joshua Tetrick JD	Co-Founder, Chief Executive Officer and Board Member	1	San Francisco, CA	+1 (844) 423-6637	jtetrick@ju.st

Uzi Sasson	Executive Vice President and Chief Financial Officer		San Francisco, CA	+1 (844) 423-6637	usasson@ju.st
Jon Vein JD	Advisor	1	San Francisco, CA	+1 (310) 914-5677	jvein@marketshare.com

Current Board Members (4)

Name	Title	Representing	Role	Since	Phone	Email
Cliff Coles	Board Member	Self	Board Member	Sep 2017	+1 (844) 423-6637	
James Borel	Board Member		Board Member	Sep 2017	+1 (866) 724-3343	
Joshua Tetrick JD	Co-Founder, Chief Executive Officer and Board Member	Eat Just	Co-Founder, Chief Executive Officer and Board Member	Sep 2011	+1 (844) 423-6637	jtetrick@ju.st
Larry Kopald	Board Member	Self	Board Member	Sep 2017	+1 (844) 423-6637	

Deal History (12)

#	Deal Type	Date	Amount	Raised to Date	Pre-Val	Post-Val	Status	Stage
12.	Later Stage VC (Series F)	23-Mar-2021	\$200.00M	\$572.53M	\$1.10B	\$1.30B	Completed	Generating Revenue
11.	Debt - PPP	27-Apr-2020	\$4.29M	\$372.53M			Completed	Generating Revenue
10.	Secondary Transaction - Private	01-Feb-2020		\$372.53M			Completed	Generating Revenue
9.	Later Stage VC	01-Nov-2019		\$372.53M			Completed	Generating Revenue
8.	Secondary Transaction - Private			\$372.53M			Completed	Generating Revenue
7.	Later Stage VC (Series E)	26-May-2017	\$150.00M ^E	\$372.53M	\$1.10B	\$1.25B	Completed	Generating Revenue
6.	Later Stage VC (Series D)	28-Jul-2015	\$100.00M	\$222.53M	\$700.00M	\$800.00M	Completed	Generating Revenue
5.	Later Stage VC (Series C)	18-Dec-2014	\$90.03M	\$122.53M	\$190.00M	\$280.03M	Completed	Startup
4.	Early Stage VC (Series B)	17-Feb-2014	\$23.00M	\$32.50M	\$81.12M	\$104.12M	Completed	Startup
3.	Early Stage VC		\$6.00M	\$9.50M			Completed	Startup

2.	Early Stage VC (Series A3)	09-Jun-2013	\$1.50M	\$3.50M	\$8.30M	\$9.80M	Completed	Startup
1.	Early Stage VC (Series A)	01-Dec-2011	\$2.00M	\$2.00M	\$3.50M	\$5.50M	Completed	Startup

† Indicates an Add-On
E Estimated

CAP TABLE HISTORY (as of 26-May-2017)

Stock	# Of Shares Authorized	Par Value	Dividend Rate \$	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series E	6,163,224	\$0.000010	\$1.95	\$24.34	\$24.34	1x	\$24.34	12.00%
Series D	5,985,981	\$0.000010	\$1.60	\$19.98	\$19.98	1x	\$19.98	11.65%
Series C	10,818,688	\$0.000010	\$0.70	\$8.78	\$8.78	1x	\$8.78	21.06%
Series B	4,637,381	\$0.000010	\$0.45	\$5.63	\$5.63	1x	\$5.63	9.03%
Series A3	1,987,807	\$0.000010	\$0.06	\$0.75	\$0.75	1x	\$0.75	3.87%
Series A2	1,367,988	\$0.000010	\$0.06	\$0.73	\$0.73	1x	\$0.73	2.66%
Series A	4,000,000	\$0.000010	\$0.04	\$0.50	\$0.50	1x	\$0.50	7.79%

Series Terms for: A, A2, A3, B, C, D, E (as of 26-May-2017)

Liquidation Preferences	Senior	Cumulative/Non-cumulative	Non-Cumulative
Participating vs. Non-participating	Non-participating	Anti-dilution Provisions	Weighted
Dividend Rights	Yes	Redemption Rights	Average
		Board Voting Rights	No
		General Voting Rights	Yes
			Yes

Deal #12: Later Stage VC (Series F), \$200M, Completed; 23-Mar-2021

VC Round	9 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$200.00M
Deal Types	Later Stage VC, Series F	Financing Source	Venture Capital	Pre-money Valuation	\$1.10B
Deal Amount	\$200.00M	Raised to Date	\$572.53M **	Post Valuation	\$1.30B
Deal Status	Completed	Total Invested Equity	\$200.00M	CEO/Lead Mgt	Joshua Tetrick JD
Deal Date	23-Mar-2021	Stock Split	1 : 1	Site	San Francisco, CA
% Acquired	15.38%			Business Status	Generating Revenue

Deal Synopsis

The company raised \$200 million of Series F venture funding in a deal led by the Qatar Investment Authority on March 23, 2021, putting the company's pre-money valuation at \$1.1 billion. DX Ventures, NJF Capital, Vulcan Capital, Charlesbank Capital Partners, Sweetwater Private Equity, and Impact Ventures (London) also participated in the round. The funds will be used to scale the company's commercial manufacturing operations, and further, develop other types of meat in addition to its existing chicken product.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (7)

Investor Name	Status	Lead/Sole	Comments
1. Charlesbank Capital Partners	New Investor	No	Form of Payment: Cash Fund 1: CB General Partner Commitment Fund X
2. DX Ventures	New Investor	No	Form of Payment: Cash Fund 1: DX Ventures
3. Impact Ventures (London)	New Investor	No	Form of Payment: Cash
4. NJF Capital	New Investor	No	Form of Payment: Cash
5. Qatar Investment Authority	New Investor	Yes	Form of Payment: Cash
6. Sweetwater Private Equity	New Investor	No	Form of Payment: Cash Fund 1: Sweetwater Secondaries Fund II
7. Vulcan Capital	New Investor	No	Lead Partner: Cliff Su Form of Payment: Cash Fund 1: Vulcan Capital Venture Capital I

E Estimated

Advisors (2)

#	Advisor Name	Service Type	Hired By	Comments
1.	Young America Capital	Advisor: General	Eat Just	
2.	Shearman & Sterling	Legal Advisor	Qatar Investment Authority	Lead Partner: Michael Dorf JD

Financials

Financials - TTM Dec 2020

All Financials in Thousands, USD

Deal Multiples		Income Statement		Data Origination	
Valuation / Revenue	56.52	Total Revenue	23,000	Original	Yes
Deal Size / Revenue	8.70			Calculated	Yes

Deal #11: Debt - PPP, \$4.29M, Completed; 27-Apr-2020

Deal Types	Debt - PPP	Financing Status	Venture Capital-Backed	Total Invested Capital	\$4.29M
Deal Amount	\$4.29M	Financing Source	Debt	CEO/Lead Mgt	Joshua Tetrick JD
Deal Status	Completed	Total New Debt	\$4.29M ‡	Site	San Francisco, CA
Deal Date	27-Apr-2020	Raised to Date	\$372.53M **	Business Status	Generating Revenue

Deal Synopsis

The company was approved for a \$4.29 million Paycheck Protection Program loan from HSBC USA on April 27, 2020. The application cited 114 jobs to be retained with the financing.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Lenders & Debt Financings (1)

Debt Summary

Total New Debt	\$4.29M (Not necessarily a summation of individual debt figures)
Loan	\$4.29M

Loan: \$4.29M

Debt Instrument	Lender Name
Debt Amount: \$4.29M	1. HSBC USA Amount: \$4.29M
Additional Debt Characteristics: Government - PPP: \$2-5 Million	

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Orrick	Legal Advisor	Eat Just	Lead Partner: Daniel Friedland JD

Deal #10: Secondary Transaction - Private, Completed; 01-Feb-2020

Deal Types	Secondary Transaction - Private	Financing Status	Private Equity-Backed	CEO/Lead Mgt	Joshua Tetrick JD
Deal Status	Completed	Raised to Date	\$372.53M **	Site	San Francisco, CA
Deal Date	01-Feb-2020			Business Status	Generating Revenue

Deal Synopsis

An undisclosed investor sold a stake in the company on February 1, 2020.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Deal #9: Later Stage VC, Completed; 01-Nov-2019

VC Round	8 Round	Financing Status	Venture Capital-Backed	CEO/Lead Mgt	Joshua Tetrick JD
Deal Types	Later Stage VC	Financing Source	Venture Capital	Site	San Francisco, CA
Deal Status	Completed	Raised to Date	\$372.53M **	Business Status	Generating Revenue
Deal Date	01-Nov-2019				

Deal Synopsis

The company raised an undisclosed amount of venture funding from Level One Fund and VERSO Capital (Switzerland) on November 1, 2019. Out of the total amount, part of it was originally raised in the form of convertible debt and subsequently converted to equity.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (2)

Investor Name	Status	Lead/Sole	Comments
1. Level One Fund	New Investor	No	Form of Payment: Cash
2. VERSO Capital (Switzerland)	New Investor	No	Lead Partner: Julien Machot Form of Payment: Cash

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Orrick	Legal Advisor	Eat Just	Lead Partner: Daniel Friedland JD

Tranches (1)

Tranche Date	Amount	Financing Type	Comments
--------------	--------	----------------	----------

1. 07-Jan-2019

Bridge

Stock Type: Preferred

Investors: VERSO Capital (Switzerland)

Tranche Size Status: Actual

Conversion Status: Yes

Conversion Date: 01-Nov-2019

Deal #8: Secondary Transaction - Private, Completed

Deal Types	Secondary Transaction - Private	Financing Status	Venture Capital-Backed	CEO/Lead Mgt	Joshua Tetrick JD
Deal Status	Completed	Financing Source	Venture Capital	Site	San Francisco, CA
		Raised to Date	\$372.53M **	Business Status	Generating Revenue

Deal Synopsis

Five Seasons Ventures sold a stake in the company to Proioxis Ventures, BlackPine Group and other undisclosed investor.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (2)

Investor Name	Status	Lead/Sole	Comments
1. BlackPine Group	New Investor	No	Form of Payment: Cash
2. Proioxis Ventures	New Investor	No	Form of Payment: Cash

E Estimated

Sellers/Exiters (1)

#	Seller/Exiter Name	Partial/Full	Comments
1.	Five Seasons Ventures	Full	% Company Still Held: 0.00%

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Orrick	Legal Advisor	Eat Just	Lead Partner: Daniel Friedland JD

Investors (41)

Active Investors (40)

Name	Investor Type	Holding	Investor Since	Board	Related Deals
Charlesbank Capital Partners	PE/Buyout	Minority	Mar 2021		#12. Later Stage VC (Series F) : New Investor, Mar 2021, \$200.00M
DX Ventures	Corporate Venture Capital	Minority	Mar 2021		#12. Later Stage VC (Series F) : New Investor, Mar 2021, \$200.00M
Impact Ventures (London)	Impact Investing	Minority	Mar 2021		#12. Later Stage VC (Series F) : New Investor, Mar 2021, \$200.00M
NJF Capital	Corporate Venture Capital	Minority	Mar 2021		#12. Later Stage VC (Series F) : New Investor, Mar 2021, \$200.00M
Qatar Investment Authority	Sovereign Wealth Fund	Minority	Mar 2021		#12. Later Stage VC (Series F) : New Investor, Mar 2021, \$200.00M
Sweetwater Private Equity	PE/Buyout	Minority	Mar 2021		#12. Later Stage VC (Series F) : New Investor, Mar 2021, \$200.00M
Vulcan Capital	Corporate Venture Capital	Minority	Mar 2021		#12. Later Stage VC (Series F) : New Investor, Mar 2021, Cliff Su, \$200.00M
Level One Fund	Venture Capital	Minority	Nov 2019		#9. Later Stage VC : New Investor, Nov 2019
VERSO Capital (Switzerland)	Merchant Banking Firm	Minority	Nov 2019		#9. Later Stage VC : New Investor, Nov 2019, Julien Machot
Blue Horizon Corporation	Venture Capital	Minority	May 2017		#7. Later Stage VC (Series E) : New Investor, May 2017, \$150.00M
DuContra Ventures	Impact Investing	Minority	May 2017		#7. Later Stage VC (Series E) : New Investor, May 2017, \$150.00M
KBW Ventures	Venture Capital	Minority	May 2017		#7. Later Stage VC (Series E) : New Investor, May 2017, \$150.00M
VegInvest	Venture Capital	Minority	May 2017		#7. Later Stage VC (Series E) : New Investor, May 2017, \$150.00M
Powerplant Ventures	Venture Capital	Minority	Jul 2015		#6. Later Stage VC (Series D) : New Investor, Jul 2015, \$100.00M
CPT Capital	Venture Capital	Minority	Dec 2014		#5. Later Stage VC (Series C) : New Investor, Dec 2014, \$90.03M

Demis Hassabis	Angel (individual)	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, Demis Hassabis Ph.D, \$90.03M
Eduardo Saverin	Angel (individual)	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, Eduardo Saverin, \$90.03M
Far East Ventures	Venture Capital	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, \$90.03M
Jerry Yang	Angel (individual)	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, Jerry Yang, \$90.03M
Marc Benioff	Angel (individual)	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, Marc Benioff, \$90.03M
New Ground Ventures	Venture Capital	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, \$90.03M
OS Fund	Venture Capital	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, Bryan Johnson, \$90.03M
Tao Capital Partners	Venture Capital	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, \$90.03M
Uni-President Enterprises	Corporation	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, \$90.03M
VGC Partners	Growth/Expansion	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, \$90.03M
WP Global Partners	PE/Buyout	Minority	Dec 2014	#5. Later Stage VC (Series C) : New Investor, Dec 2014, \$90.03M
Ali Partovi	Angel (individual)	Minority	Feb 2014	#4. Early Stage VC (Series B) : New Investor, Feb 2014, Ali Partovi, \$23.00M
AME Cloud Ventures	Venture Capital	Minority	Feb 2014	#4. Early Stage VC (Series B) : New Investor, Feb 2014, \$23.00M
Ashvin Patel	Angel (individual)	Minority	Feb 2014	#4. Early Stage VC (Series B) : New Investor, Feb 2014, Ashvin Patel, \$23.00M
Gates Ventures	Venture Capital	Minority	Feb 2014	#4. Early Stage VC (Series B) : New Investor, Feb 2014, \$23.00M
Hadi Partovi	Angel (individual)	Minority	Feb 2014	#4. Early Stage VC (Series B) : New Investor, Feb 2014, Hadi Partovi, \$23.00M

Horizons Ventures	Venture Capital	Minority	Feb 2014	✓	#4. Early Stage VC (Series B) : New Investor, Feb 2014, Li Ka-Shing, \$23.00M #5. Later Stage VC (Series C) : Follow-on, Dec 2014, Li Ka-Shing, \$90.03M
Jessica Powell	Angel (individual)	Minority	Feb 2014		#4. Early Stage VC (Series B) : New Investor, Feb 2014, Jessica Powell, \$23.00M
Scott Banister	Angel (individual)	Minority	Feb 2014		#4. Early Stage VC (Series B) : New Investor, Feb 2014, Scott Banister, \$23.00M
Collaborative Fund	Venture Capital	Minority	Jun 2013		#2. Early Stage VC (Series A3) : New Investor, Jun 2013, \$1.50M #3. Early Stage VC : Follow-on, , \$6.00M #4. Early Stage VC (Series B) : Follow-on, Feb 2014, \$23.00M #5. Later Stage VC (Series C) : Follow-on, Dec 2014, \$90.03M
Founders Fund	Venture Capital	Minority	Jun 2013	✓	#2. Early Stage VC (Series A3) : New Investor, Jun 2013, Peter Thiel JD, \$1.50M #3. Early Stage VC : Follow-on, , Peter Thiel JD, \$6.00M #5. Later Stage VC (Series C) : Follow-on, Dec 2014, Peter Thiel JD, \$90.03M
Radicle Impact	Venture Capital	Minority	Jun 2013		#2. Early Stage VC (Series A3) : New Investor, Jun 2013, Kathryn Taylor JD, \$1.50M #4. Early Stage VC (Series B) : Follow-on, Feb 2014, \$23.00M
Khosla Ventures	Venture Capital	Minority	Dec 2011	✓	#1. Early Stage VC (Series A) : New Investor, Dec 2011, Vinod Khosla, \$2.00M #3. Early Stage VC : Follow-on, , Vinod Khosla, \$6.00M #4. Early Stage VC (Series B) : Follow-on, Feb 2014, Vinod Khosla, \$23.00M #5. Later Stage VC (Series C) : Follow-on, Dec 2014, Vinod Khosla, \$90.03M
BlackPine Group	PE/Buyout	Minority			#8. Secondary Transaction - Private : New Investor
Proioxis Ventures	Venture Capital	Minority			#8. Secondary Transaction - Private : New Investor
Former Investors (1)					
Name	Investor Type	Holding	Investor Since	Board	Related Deals

Five Seasons Ventures	Venture Capital	Minority	May 2017	#7. Later Stage VC (Series E): New Investor, May 2017, Niccolò Manzoni, \$150.00M #8. Secondary Transaction - Private: Seller
-----------------------	-----------------	----------	----------	--

Lenders on Deals (1)

Name	Lender Type	Debt Provided	Related Deal(s)
HSBC USA	Commercial Bank	(\$4.29M)	#11. Debt - PPP: Apr 2020, Completed

Service Providers

General Service (2)

Service Provider Name	Service Provided	Comments
Mattson	Consulting	
Rich Talent Group	Consulting	

Service on a Deal (15)

Service Provider Name	Service Provided	Service To	Deal Date	Deal #	Comments
Shearman & Sterling	Legal Advisor	Qatar Investment Authority	23-Mar-2021	12	
Young America Capital	Advisor: General	Eat Just	23-Mar-2021	12	
Orrick	Legal Advisor	Eat Just	27-Apr-2020	11	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just	01-Nov-2019	9	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just	26-May-2017	7	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just	28-Jul-2015	6	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just	18-Dec-2014	5	Contact: Daniel Friedland JD Start Date: 21-May-2013

Paul Hastings	Legal Advisor	WP Global Partners	18-Dec-2014	5	Contact: Brian Richards JD
Cooley	Legal Advisor	Horizons Ventures	17-Feb-2014	4	Start Date: 13-Feb-2014
Gunderson Dettmer	Legal Advisor	Gates Ventures	17-Feb-2014	4	Start Date: 17-Feb-2014
Orrick	Legal Advisor	Eat Just	17-Feb-2014	4	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just	09-Jun-2013	2	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just	01-Dec-2011	1	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just		8	Contact: Daniel Friedland JD Start Date: 21-May-2013
Orrick	Legal Advisor	Eat Just		3	Contact: Daniel Friedland JD Start Date: 21-May-2013

Lead Partners on Deals (35)

Investors (23)

Name	All Deals	Title	Representing	Deals	Phone	Email
Cliff Su	1	Portfolio Manager & Analyst	Vulcan Capital	#12. Later Stage VC (Series F): Mar 2021, \$200.00M, Completed	+1 (206) 342-2000	cliffs@vulcan.com
Julien Machot	8	Founder, Managing Partner & Board Member	VERSO Capital (Switzerland)	#9. Later Stage VC: Nov 2019, Completed	+352 97 15 88 65 10 35	jm@versocapital.co
Niccolò Manzoni	6	Co-Founder & Managing Partner	Five Seasons Ventures	#7. Later Stage VC (Series E): May 2017, \$150.00M, Completed		niccolo@fiveseasons.vc
Bryan Johnson	32	Co-Founder & General Partner	OS Fund	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+1 (310) 849-2870	bryan@kernel.co
Demis Hassabis Ph.D	10	Angel Investor	Demis Hassabis	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed		demis@deepmind.com

Eduardo Saverin	38	Angel Investor	Eduardo Saverin	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+65 6429 2418	eduardo@bcapgroup.com
Jerry Yang	106	Angel Investor	Jerry Yang	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed		jerry@amecloudventures.com
Li Ka-Shing	52	Co-Founder	Horizons Ventures	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+852 2128 8888	lkashing@horizonsventures.com
Marc Benioff	177	Angel Investor	Marc Benioff	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+1 (415) 901-7000	mbenioff@salesforce.com
Peter Thiel JD	274	Partner	Founders Fund	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+1 (323) 990-2000	pthiel@robotex.com
Vinod Khosla	269	Co-Founder & Partner	Khosla Ventures	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+1 (650) 376-8500	vk@khoslaventures.com
Ali Partovi	44	Angel Investor	Ali Partovi	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed		apartovi@code.org
Ashvin Patel	91	Angel Investor	Ashvin Patel	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed		ash@moradoventures.com
Hadi Partovi	48	Angel Investor	Hadi Partovi	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed		hpartovi@code.org
Jessica Powell	2	Angel Investor	Jessica Powell	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed		
Li Ka-Shing	52	Co-Founder	Horizons Ventures	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed	+852 2128 8888	lkashing@horizonsventures.com
Scott Banister	150	Angel Investor	Scott Banister	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed	+1 (415) 967-1319	
Vinod Khosla	269	Co-Founder & Partner	Khosla Ventures	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed	+1 (650) 376-8500	vk@khoslaventures.com
Kathryn Taylor JD	2	Co-Founding Investor	Radicle Impact	#2. Early Stage VC (Series A3): Jun 2013, \$1.50M, Completed		
Peter Thiel JD	274	Partner	Founders Fund	#2. Early Stage VC (Series A3): Jun 2013, \$1.50M, Completed	+1 (323) 990-2000	pthiel@robotex.com
Vinod Khosla	269	Co-Founder & Partner	Khosla Ventures	#1. Early Stage VC (Series A): Dec 2011, \$2.00M, Completed	+1 (650) 376-8500	vk@khoslaventures.com
Peter Thiel JD	274	Partner	Founders Fund	#3. Early Stage VC: \$6.00M, Completed	+1 (323) 990-2000	pthiel@robotex.com
Vinod Khosla	269	Co-Founder & Partner	Khosla Ventures	#3. Early Stage VC: \$6.00M, Completed	+1 (650) 376-8500	vk@khoslaventures.com

Service Providers - Sell Side (10)

Name	All Deals	Title	Representing	Deals	Phone	Email
Daniel Friedland JD	38	Partner	Orrick	#11. Debt - PPP: Apr 2020, \$4.29M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#9. Later Stage VC: Nov 2019, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#7. Later Stage VC (Series E): May 2017, \$150.00M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#6. Later Stage VC (Series D): Jul 2015, \$100.00M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#4. Early Stage VC (Series B): Feb 2014, \$23.00M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#2. Early Stage VC (Series A3): Jun 2013, \$1.50M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#1. Early Stage VC (Series A): Dec 2011, \$2.00M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#8. Secondary Transaction - Private: Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com
Daniel Friedland JD	38	Partner	Orrick	#3. Early Stage VC: \$6.00M, Completed	+1 (213) 612-2469	daniel.friedland@goldcrest.com

Service Providers - Buy Side (2)

Name	All Deals	Title	Representing	Deals	Phone	Email
Michael Dorf JD	67	Partner	Shearman & Sterling	#12. Later Stage VC (Series F): Mar 2021, \$200.00M, Completed	+1 (415) 616-1246	mdorf@shearman.com
Brian Richards JD	157	Partner, Corporate Department	Paul Hastings	#5. Later Stage VC (Series C): Dec 2014, \$90.03M, Completed	+1 (312) 499-6070	brianrichards@paulhastings.com

Investments | Buy Side (1)

Company Name	Deal Date	Deal Type	Deal Size	Co-Investors	Company Stage	Industry	Lead Partner
Del Dee Foods	31-Dec-2019	Merger/Acquisition			Generating Revenue	BPO/Outsource Services	Joshua Tetrick JD

† Indicates an Add-On
 E Estimated
 x Investor Exited Deal

Affiliates

Subsidiaries (1)

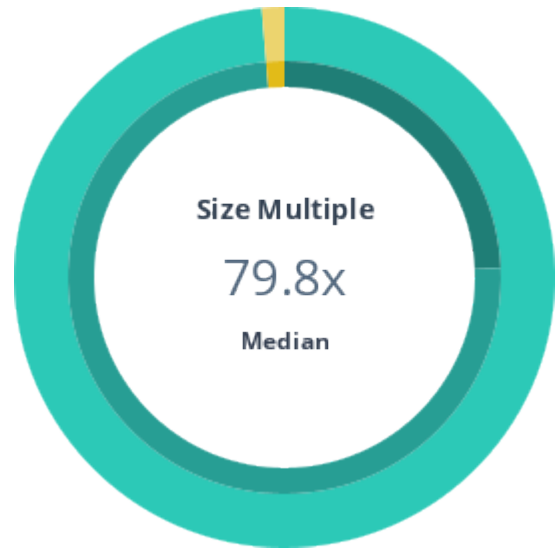
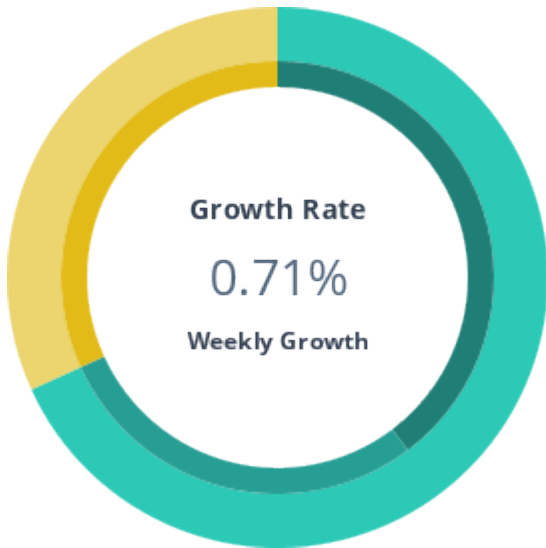
Name	Industry	Location	Year Founded
Del Dee Foods	BPO/Outsource Services	Appleton, MN	1980

Financials

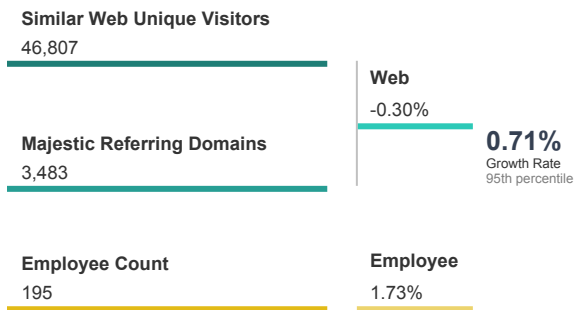
Key Metrics (TTM)	12 Months Ending Dec 2020 Start: 31-Dec-2019 End: 31-Dec-2020	12 Months Ending Jan 2016 Start: 31-Jan-2015 End: 31-Jan-2016	12 Months Ending Dec 2015 Start: 31-Dec-2014 End: 31-Dec-2015	12 Months Ending Dec 2014 Start: 31-Dec-2013 End: 31-Dec-2014
Amounts in thousands, USD (except Ratios, Multiples & per share items)				
Income Statement				
Total Revenue	23,000	120,000	48,000	30,000
Ratios				
Revenue % Growth		150.00%	60.00%	
Data Origination				
Preliminary	No	No	No	No
Original	Yes	Yes	Yes	Yes
Restated	No	No	No	No
Calculated	Yes	Yes	Yes	Yes

Signals Summary

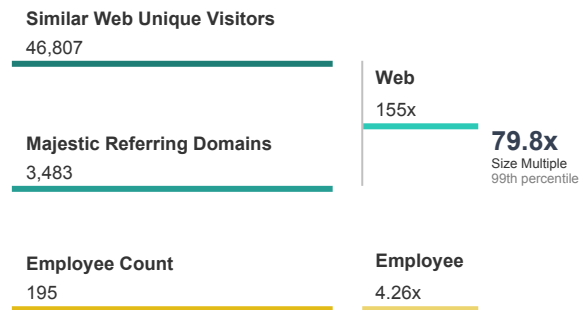
This company has a weekly growth rate of 0.71%, placing it in the 95th percentile of all growth rates tracked within PitchBook. Its underlying data points generate a size multiple that is 79.8x times larger than the median of all size multiples tracked within PitchBook, placing it in the 99th percentile of all size multiples tracked within PitchBook.



Growth Rate Summary (Weekly)



Size Multiple Summary (x Median)

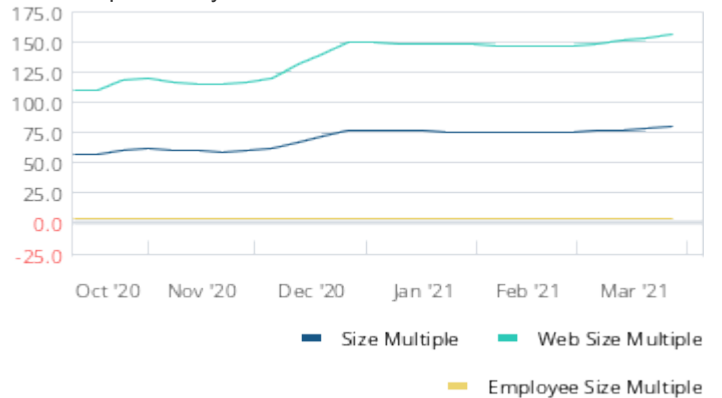


Signals History

Growth Rate History

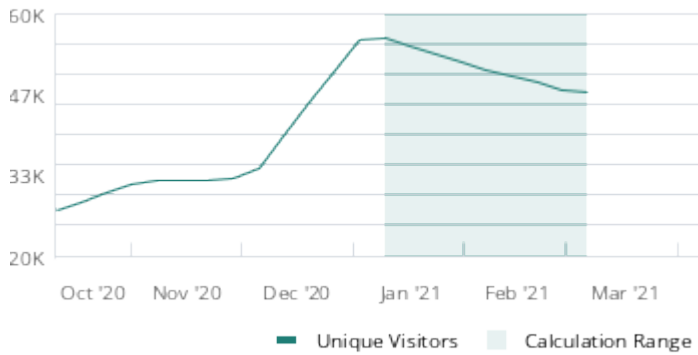


Size Multiple History

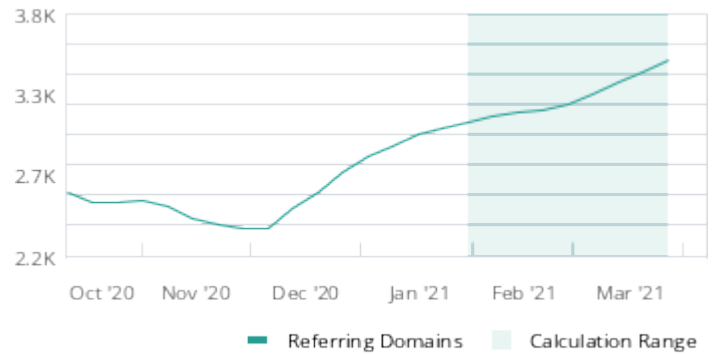


Web Signals

SimilarWeb Unique Visitors 46,807



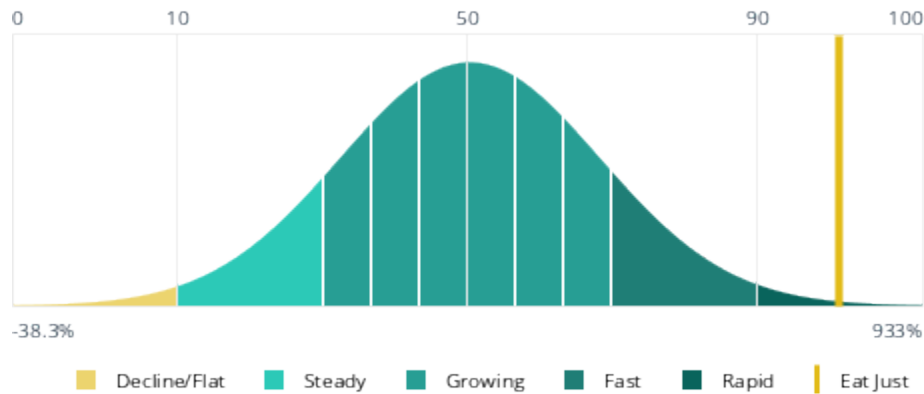
Majestic Referring Domains 3,483



Metric	Eat Just	All Companies Average	Metric	Eat Just	All Companies Average
SimilarWeb Unique Visitors	46,807	20,955	Majestic Referring Domains	3,483	171
Growth Rate	-2.16%	0.45%	Growth Rate	1.55%	0.02%
Growth Rate Percentile	11th	36th	Growth Rate Percentile	99th	15th
Size Multiple	76.5x	44.0x	Size Multiple	234x	11.4x
Size Multiple Percentile	96th	50th	Size Multiple Percentile	100th	49th

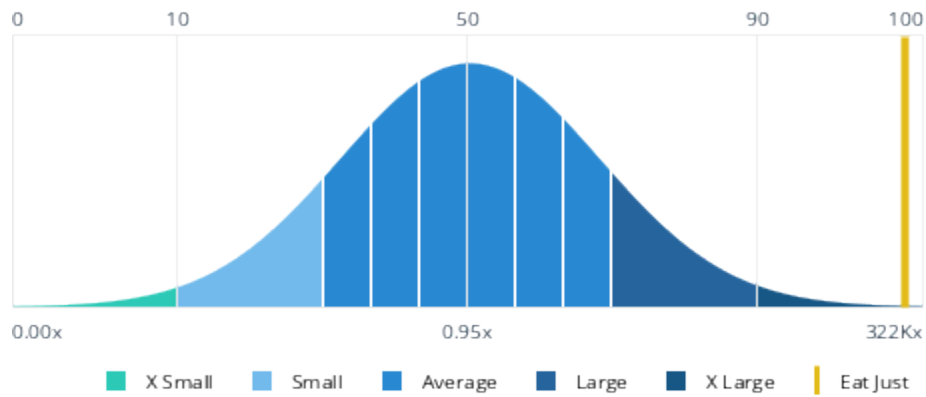
Ranking And Distribution

Weekly Growth 0.71%, 95th %ile



Percentile	Min Rate	Max Rate	Avg. Rate
0-10	-38.3%	0.00%	-0.11%
10-20	-	-	-
20-30	-	-	-
30-40	-	-	-
40-50	-	-	-
50-60	-	-	-
60-70	-	-	-
70-80	-	-	-
80-90	0.01%	0.17%	0.08%
90-100	0.18%	933%	1.57%

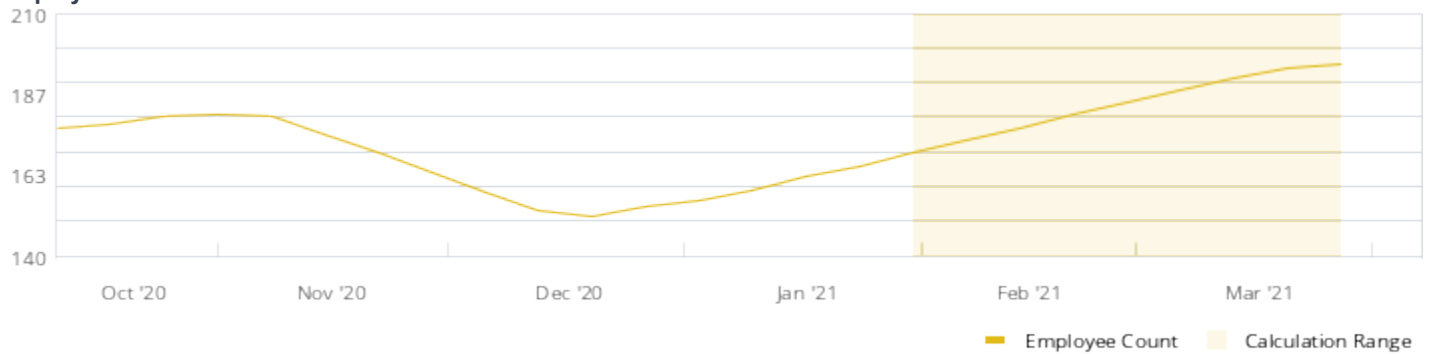
Size Multiple 79.8x, 99th %ile



Percentile	Min Size	Max Size	Avg. Size
0-10	0.00x	0.13x	0.09x
10-20	0.14x	0.27x	0.23x
20-30	0.28x	0.40x	0.36x
30-40	0.41x	0.67x	0.55x
40-50	0.68x	0.94x	0.82x
50-60	0.95x	1.46x	1.18x
60-70	1.47x	2.27x	1.82x
70-80	2.28x	3.92x	2.99x
80-90	3.93x	8.90x	5.81x
90-100	8.91x	322Kx	114x

Employee Signals

Employee Count 195



Company	Employee Count	Growth Rate	Growth Percentile	Size Multiple	Size Percentile
Eat Just	195	1.73%	91st	4.26x	72nd
All Companies Average	2,342	0.34%	46th	63.3x	50th

Company signals data was calculated against 1845068 companies within all companies.

Company Signals Population: Company Signals data is tracked for active companies (i.e. have not gone out of business) that haven't been exited from VC, PE, or Incubator/Accelerator. Social media presence is tracked only for companies that have a Twitter account; web presence is tracked only for companies whose websites are tracked by SimilarWeb and Majestic.

[Eat Just eyes public market float after QIA-led \\$200m round](#)

Founder Josh Tetrick says becoming a public company 'makes sense' for Eat Just as it seeks to change global food value chains and attracts SWFs.

Agrinvestor | 06-Apr-2021

Tagged entities: [Eat Just](#), [Qatar Investment Authority](#)

[Plant-Based Egg Company Eat Just Raises \\$200 Million](#)

Eat Just announced it raised a \$200 million round of funding. These are the details.

Pulse 2.0 | 02-Apr-2021

Tagged entities: [Eat Just](#)

[Eat Beyond Portfolio Company Eat Just Closes USD \\$200 Million in New Funding](#)

Plant-based eating continues to drive retail sales, and Eat Beyond Global Holdings is pushing that momentum forward. Recently, the plant-based investment issuer announced its portfolio company Eat

Deli Market News | 31-Mar-2021

Tagged entities: [Eat Just](#)

[Vegan business, Vcf Foods, raises £2.5m to scale up](#)

NewsNow | 29-Mar-2021

Tagged entities: [Eat Just](#)

[Eat Just Has Sold The Vegan Equivalent Of 100 Million Eggs](#)

In just three years of the vegan egg's launch, the company has sold over 100 million eggs, showing the increasing support for alt protein.

Green Queen | 28-Mar-2021

Tagged entities: [Eat Just](#)

[Dubai's Just Vegan eyes expansion](#)

Five new venues planned for April as veganism surges amid coronavirus

Arabian Business | 28-Mar-2021

Tagged entities: [Eat Just](#)

[With Latest Funding Round, Just Egg Maker Boosts Its Plan To Be The World's Go-To Egg](#)

This month, plant-based egg maker Eat Just sold its 100 millionth plant-based egg, announced a new round of financing and outlined plans to turn a profit by the end of the year.

Forbes | 26-Mar-2021

Tagged entities: [Eat Just](#)

[Weekly Roundup: Eat Just closes US\\$200M funding for plant-based growth, ADM boosts sustainability commitment](#)

26 Mar 2021 --- This week in industry news, Eat Just closed US\$200 million in new funding to accelerate its plant-based growth development. ADM revealed its latest policy to protect forests, biodiversity and communities, and several global seed co...

Food Ingredients 1st | 25-Mar-2021

Tagged entities: [Eat Just](#), [Archer Daniels Midland](#)

[Alt Protein Startup Eat Just Raises Another \\$200M](#)

Led by its JUST Egg product, the food tech startup has raised more than \$650 million since its founding in 2011

Food Manufacturing | 25-Mar-2021

Tagged entities: [Eat Just](#)

[Eat Beyond Portfolio Company Eat Just Closes US\\$200 Million in New Funding](#)

Eat Beyond Global Holdings Inc. ("Eat Beyond" or the "Company"), an investment issuer focused on the global plant-based and alternative food sector, is announcing that its portfolio company Eat Just Inc. ("Eat Just"...

Le Lezard | 25-Mar-2021

Tagged entities: [Eat Just](#), [Eat Beyond Global](#)

[The Brief: Fossil fuel leaders and laggards, guaranteed income experiments, financial inclusion in Nigeria, plant-based eggs, medtech for millions](#)

The Brief: Fossil fuel leaders and laggards, guaranteed income experiments, financial inclusion in Nigeria, plant-based eggs, medtech for millions - Impact Alpha

Impact Alpha | 25-Mar-2021

Tagged entities: [Eat Just](#), [BBG Ventures](#), [Cornerstone Capital Group](#)

[Qatar Investment Authority leads \\$200m round for Eat Just](#)

The San Francisco-based start-up launched an Asia-based JV with Proterra Investment Partners last year and received approval for its cultured meat product.

Agrinvestor | 25-Mar-2021

Tagged entities: [Eat Just](#), [Proterra Investment Partners](#), [Qatar Investment Authority](#)

[Lab's proteins: Eat Just closes a \\$ 200 million funding round](#)

Food tech start-up Eat Just has closed a \$ 200 million funding round. The transaction was led by the Qatar Investment Authority (Qia), the sovereign wealth fund of the state of Qatar, flanked by private...

EFA News | 25-Mar-2021

Tagged entities: [Eat Just](#)

[Eat Just bags USD 200M in funding from Qatar Investment Authority](#)

Eat just has announced to have raised funding worth USD 200 million in its latest Private Equity Round on March 23, 2021.

Techstory | 25-Mar-2021

Tagged entities: [Eat Just](#), [Qatar Investment Authority](#)

[Food Tech Startup Eat Just Closes on \\$200M in New Funding](#)

Food Tech Startup Eat Just Closes on \$200M in New Funding

Global AgInvesting | 24-Mar-2021

Tagged entities: [Eat Just](#), [FoodTech \(Denmark\)](#)

[Eat Just Inc. closes \\$200m funding round: 'You can eat an animal without slaughter. I want to build a brand around that.'](#)

Marking its largest single fundraising to date, Eat Just Inc. has closed \$200m in new funding led by a group of global investors to drive growth and capacity of JUST Egg and GOOD Meat Cultured Chicken.

FoodNavigator-USA | 24-Mar-2021

Tagged entities: [Eat Just](#)

[Eat Just Raises \\$200 Million in New Round of Funding](#)

The plant-based company formerly known as Hampton Creek just raised \$200 million in new funding.

Food Processing | 24-Mar-2021

Tagged entities: [Eat Just](#)

[Amazing Audible offer gets you three months for JUST 99p](#)

ENJOYING a good book is even easier now audiobooks allow you to listen on the go or around the house. If you've not yet dabbled, Audible's spring deal is a bargain – three months membership f...

The Sun | 24-Mar-2021

Tagged entities: [Eat Just](#), [Audible](#)

[Eat Just Secures \\$200M to Accelerate Growth of JUST Egg Range & Cell-Cultured GOOD Meat](#)

US plant-based and cell-cultured brand Eat Just closes \$200 million in new funding to accelerate growth for JUST Egg and GOOD Meat

Vegconomist | 24-Mar-2021

Tagged entities: [Eat Just](#)

[Faux egg firm Eat Just closes \\$200m funding round](#)

Eat Just, the US firm which makes a faux egg product from mung beans and cultivates meat in a lab, has revealed the result of a new funding round.

just-food global news | 24-Mar-2021

Tagged entities: [Eat Just](#)

[Eat Just Bags US\\$200M To Ramp Up Production & Fuel Global Growth](#)

San Francisco food tech Eat Just has raised US\$200 million in a new round of financing to fuel its ambitious expansion plans.

Green Queen | 23-Mar-2021

Tagged entities: [Eat Just](#)

[Eat Just scores \\$200 million in funding for egg alternative products](#)

The round was led by the Qatari sovereign wealth fund, a Microsoft co-founder and Charlesbank Capital.

BizJournals | 23-Mar-2021

Tagged entities: [Eat Just](#), [Microsoft](#)

[5@5: Companies falter on deforestation promises | Eat Just raises another \\$200M](#)

Each day at 5 p.m. we collect the five top food and supplement headlines of the day, making it easy for you to catch up on today's most important natural products industry news.

NewHope | 23-Mar-2021

Tagged entities: [Eat Just](#)

[Eat Just \(the alt-protein company formerly known as Hampton Creek\) has raised another \\$200 million](#)

Eat Just (the alt-protein company formerly known as Hampton Creek) has raised another \$200 million

TechCrunch | 23-Mar-2021

Tagged entities: [Eat Just](#)

[Plant-based egg maker Eat Just raises \\$268 million in new funding round](#)

Companies & Markets News -The start-up has raised more than US\$650 million since 2011 and had last been valued at US\$1.2 billion.. Read more at [straitstimes.com](#).

The Straits Times | 23-Mar-2021

Tagged entities: [Eat Just](#)

