



ICELANDIC COLLAGEN PRODUCTS

physical health and beauty begin on the inside

just björn creates organic, tasty and rejuvenating Icelandic collagen infused products that support a healthy and active lifestyle. The premiere just björn product introduction will be a line of peptide protein powder. The brand will expand into complimentary product categories including protein bars, wellness drinks and skyr, Icelandic style yogurt products.

- PROMOTE SKIN HEALTH AND ELASTICITY
- REJUVENATE, HYDRATE AND RESTORE YOUR BODY
- HELP MAINTAIN HEALTHY BONES AND JOINTS
- SUPPORT DIGESTION AND A HEALTHY GUT



PROJECT TIMELINE

STARTUP SUPERNOVA
JULY 2020

COMPANY FOUNDED
AUGUST 2020

PRODUCT DEVELOPMENT
OCTOBER 2020

LAUNCH PROTEIN POWDER
JANUARY 2021

LAUNCH OF PROTEIN BARS
MARCH 2021

PROBLEM & SOLUTION

Most collagen available on the market today is produced from the skin of bovine, swine and poultry. These farm animals have an enormous carbon footprint, and in many cases there are questions about the source, purity and how they are raised—whether growth hormones and antibiotics are used.

The collagen in just björn products is derived from the nutrient-rich skin of Icelandic cod—a powerful superfood, once considered a by-product and discarded, or used as fertilizer. By utilizing this pure source, we are actively fighting food waste, reducing carbon footprint and working in harmony with the planet.

just björn collagen peptides are hydrolyzed, all-natural, odorless and finely ground to maintain a smooth consistency. It is the ideal base for protein shakes and desserts, and is an easy, nutritious addition in baking or other favorite recipes.

MARKET OPPORTUNITY

It is important to supplement our collagen intake as our body's natural collagen production begins to decline in our mid 20's. There are 86 million women, age 25–64, in the U.S. with the collagen edible market expected to reach 7.5 billion by 2027.

BUSINESS CASE

Our focus will be on building communities to peak interest in our products. Sales will begin through just björn e-commerce website as well as using Amazon platform. We will then strive to sell our future products in retail stores such as whole foods as well as supplement and wellness stores.

FOUNDERS STORY

Björn (a chef, husband, father and an athlete) has felt it on his own skin, gut and joints how collagen has helped him feel and look his best. With his cooking experience and his knowledge on exercise and diet he is committed in others achieve these same results.

THE JUST BJÖRN TEAM

Our team consists of highly skilled professionals that have been involved in founding, starting, and running successful companies, brand building and marketing, and creating strong company culture with values. We all share a passion for health and happiness.



Björn Skúlason
Co-founder and CEO
Management, sales, R&D administration, production



Halla Tomasdottir
Co-founder and Chairperson,
Board of Directors
Strategy and culture



Julie Koch-Beinke
Member, Board of Directors
Strategic branding, marketing and social media



Mark Koch
Chairperson, Advisory Board
Strategic branding, marketing and social media