



COMPANY PROFILE

EMMAY AND COLLEAGUES JSC

Van Pham - FOUNDER, CEO

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I started this business with my mother around 8 years ago, after learning about mushroom as a lean source of protein, to help my grandmother fight high-blood pressure and cardiovascular disease. Since then, our mushroom floss has touched many more people in Vietnam as well as our international friends. Together, we seek to build Smiley Mushroom into a sustainable business that provides consumers with healthy and happy food while being responsible to the environment and creating social impacts.

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Emmay Overview

HISTORY

2012: Received Grant from Thrive - USA Impact Fund

2014: Won the runner-up prize for an entrepreneurship competition organized by VCCI and a business network magazine; won 1st prize for applying high-tech for agri-food technology held by Bac A bank

2015: Won the prize for experts from PUM Netherland for completing our process and presevation technology

2017: Established company; Got re-support from Thrive and 3rd Creek

2017 until now: Won series of 1st prize in Startup Competition: Go Global Startup, The Best Innovators Entrepreneurship, Startup Viet 2017 by Vnexpress, Vietchallenge 2019

CORE VALUE

Doing positive impact business with sustainable factors

VISION


Leading in Mushroom Technology in all over the world via eco & natural products

MISSION


Building global brand name which has root from Vietnam

Our Technology

Fungi Based Protein
Mycelium + Mycoprotein
+Cellulose



EMMAY is a startup researching and developing applications based on fungi based technology, aiming to create environmentally friendly and healthy products to consumers. We have developed an alternative protein that enables consumers to experience the taste, texture and other sensory attributes of popular animal-based food while enjoying the nutritional benefits of eating our fungi-based food.



Our Product

Creative Foods and Beverage
Packaging Products Line



*SMILEY MUSHROOM is the
Vietnamese brand name.*

Alternative Protein Products Line



EMMAY is the Global brand name

Competitive Advantages

- Factory with ISO ISO 2200: 2005 for Food Safety Management System
- Raw materials are grown at Hung Son Town, Dai Tu District, Thai Nguyen Province, Vietnam. The standard of cultivating and producing high-tech fresh mushrooms, certified to international standards ISO 22000, USDA Organic, Organic EU and have been exported to Korea and Taiwan
- R&D: Our R&D team with +20 experienced year in mycelium and cellulose technology
- Stable Supply Chains and Quality Commitment
- Impact Business by creating positive impacts to society, equity, environment as follow SDGs



What we have achieved?

- Over 1,000,000 products have been sold out.
- Creating jobs and increasing income for at least 50 disabled people and the weak women directly and indirectly
- Increasing income and supporting at least 30 farmers in the mushroom industry.
- Training and Coaching for at least 100 students and interns
- Building up impact global network for my start-up business
- Getting investments from 3rd Creek Investments, Inc. (3CI) from the USA and 3 startup organizations in Vietnam
- Won many awards at prestigious startup competitions: Top 10 Vietchallenge 2019; 1st prize of Startup Viet 2017 by Vnexpress; 1st prize of Go Global Startup 2017; 1st prize for applying high-tech for agri-food technology held by Bac A bank in 2014; runner-up prize for an entrepreneurship competition organized by VCCI and a business network magazine in 2014.



Relevant Images



Vietchallenge 2019



Startup Viet 2017



Global Startup Competition

Relevant Images



Greater Mekong
Subregion Program



Australia – Vietnam
Capacity Building
Forum For Women
Entrepreneurs in
Agrifood Business



Boston trip

Media talk about us





THANK YOU!

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