



**loopworm®**

## Overview

Loopworm is a biosciences and biomanufacturing company providing insect-derived sustainable solutions for nutrition, health and wellness.

When they reached out to us, they had innovative products but lacked a cohesive marketing strategy.

We enabled Loopworm to establish a strong market presence and effectively engage with stakeholders.

## Branding

To help reflect Loopworm's vision and branding we designed their business cards by utilizing their existing brand elements and incorporating modern design.

The business cards featured a clean, professional layout with a focus on Loopworm's commitment to sustainability.

Sustainable Insect-derived Nutrition



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## Collateral Design

We created clean, cohesive, and structured designs for each of Loopworm's products, using colour schemes to differentiate across various categories while also ensuring readability as well as brand consistency.

For events attended by the company, we worked on brochure, catalogues, standees and booth banners, to showcase the brand's ideals and innovation.

# LOOPFACTORY



**LoopFactory** is a cutting edge insect processing facility spanning across 1 acre situated in Bangalore, Karnataka, India.

Engineered by the brilliant minds at Loopworm, our proprietary solvent-free extraction process accommodates a diverse range of insects.

**Quality Assurance** is at the core of LoopFactory. Our in-house testing facility ensures the highest standards, subjecting each raw material batch to rigorous scrutiny before the meticulous cleaning and sterilization process.

This commitment to excellence extends across every facet of our operations, from testing to oil extraction.



Processing capacity of  
**500**  
metric tonnes/  
month

## A SUSTAINABLE SOLUTION

- Less Arable Land Use
- Less Potable Water Consumption
- Less GHG Emissions



# LOOPLAB



**LoopLab** is our state-of-the-art research facility dedicated to driving innovation in insect biotechnology.

Our facility features an array of cutting edge equipment including Proximate setup, HPLC setup, LCMS, GCMS, and a fully equipped microbiology lab, enabling us to conduct precise and comprehensive analyses across various research domains.

Our lab plays a crucial role in ensuring the consistency and quality of our products through regular testing and meticulous attention to detail.

Led by a team of over 20 dedicated scientists, we are united in our mission to explore the untapped potential of insect-based solutions. Together, we are shaping the future of nutrition and revolutionizing the way we feed the world.



# AWARDS



## INSECT PROTEIN & FAT FOR AQUAFEED

- Consistent Quality
- Competitive Pricing
- Climate Friendly



## INSECT PROTEIN & FAT FOR POULTRY FEED

Consistent Quality

Competitive Pricing

Climate Friendly

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## PRODUCTS

### Whole Dried Silkworm Pupae

Whole dried silkworm pupae is the whole dried silkworm pupae derived from drying worms slowly for better taste & quality.



**Min. 80% Protein + Lipids**  
Nutrient dense sustainable ingredient

**Min. 12% Omega-3 Fatty Acids**  
Increases immunity

**Max. 7% Ash**  
Superior digestibility

**Min. 5200 Kcal/Kg Energy**  
Increases metabolic activity

#### Proximate Analysis

Crude Protein	Min 50%
Crude Fat	Max 35%
Crude Fibre	Max 5%
Total Ash	Max 7%
Moisture	Max 7%
Energy	Min 5200 Kcal/Kgram

#### Essential Amino Acids (Typical Values)

Lysine	3.67	g/100 grams
Methionine	0.52	g/100 grams
Threonine	1.63	g/100 grams
Valine	3.11	g/100 grams
Histidine	1.88	g/100 grams
Arginine	2.08	g/100 grams
Isoleucine	2.27	g/100 grams
Leucine	3.64	g/100 grams
Tryptophan	0.08	g/100 grams

#### Lipids (Typical Values)

C16:0 (Palmitic Acid)	7.09	g/100 grams
C16:1 (Palmitoleic Acid)	0.29	g/100 grams
C18:0 (Stearic Acid)	1.76	g/100 grams
C18:1 (Oleic Acid)	9.33	g/100 grams
C18:2 (Linoleic Acid)	2.03	g/100 grams
C18:3n3 (Alpha Linolenic Acid)	12.79	g/100 grams
Total Phospholipids	3600	ppm
Total Tocopherols	64	ppm
Total Sterols	10000	ppm

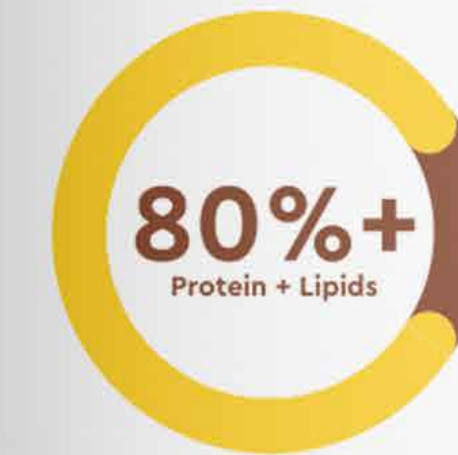
Detailed Test Report



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### Silkworm Pupae Meal

Silkworm Pupae Meal is an insect protein & lipid concentrate derived from fresh mulberry leaf fed silkworms.



- 50%+ Protein**  
Enhanced growth and productivity
- Omega -3, 6 and 9**  
Enriched eggs and meat quality
- Natural colorants**  
Bright orange yolk color
- 5000 kcal/kg+ Energy**  
Provides fuel for body functions & maintains body temperature

#### Proximate Analysis

Crude Protein	Min 50%
Crude Fat	Max 35%
Crude Fibre	Max 5%
Total Ash	Max 7%
Moisture	Max 8%
Energy	Min 5000 Kcal/Kgram

#### Essential Amino Acids (Typical Values)

Lysine	3.67	g/100 grams
Methionine	0.52	g/100 grams
Threonine	1.63	g/100 grams
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C18:3n3 (Alpha Linolenic Acid)	12.79	g/100 grams
Total Tocopherols	64	ppm
Total Phospholipids	10000	ppm
Total Sterols	3600	ppm

Detailed Test Report



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**LoopMeal Protein Hydrolysate**

A sustainable, climate-friendly choice for your dog, made from 100% natural, leaf-fed silkworms. This hypoallergenic pet food contains over 65% protein, essential amino acids, and vitamin E, with no additives or antibiotics, supporting vitality, optimal health, and improved digestion.

- 65%+ Protein**
- Contains Sources of Vitamin E**: Crucial for energy metabolism and maintaining a healthy nervous system.
- Rich in Minerals** (Ca, Zn, Mg): Vital for bone health and immune function.
- Gut Microbial Enhancement**: Increases beneficial bacteria, improving gut health.
- Contains calcium + phosphorus**: Essential for bones and teeth.
- Contains 1-DNJ**: Proven anti-obesity and anti-diabetic biomolecule.
- Hypoallergenic Formula**: Minimizes intolerance in cats with sensitive stomachs and digestive issues.
- Natural Vitamin E & Selenium**: Supporting eye health.
- Bio-active peptides**: Boosts pet immunity and health.
- Phosphatidylcholine (Choline)**: Lowers cholesterol and supports lung health.

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**LoopMeal Pro**

LoopMeal Pro is a sustainable, climate-friendly choice for your dog, made from 100% natural, pesticide-free, leaf-fed silkworms. This hypoallergenic pet food contains over 65% protein, essential amino acids, and vitamin E, with no additives or antibiotics, supporting vitality, optimal health, and improved digestion.

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- Phosphatidylcholine (Choline)**: Lowers cholesterol and supports lung health.

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**LoopMeal Omega**

LoopMeal Omega is made from fresh, leaf-fed silkworm pupae and enriched with Omega-3, Omega-6, and Omega-9 fatty acids. Its natural fish-like aroma boosts feed palatability, while supporting immune function, skin health, and vibrant coloration. With added benefits for gut health, reproduction, and digestibility, it promotes overall growth and vitality across species.

- 35%+ Omega-3 Fatty Acids**
- Omega-3 (ALA)**: Essential for immune function and inflammation control.
- Omega-6 (LA)**: Supports growth, skin health, and helps maintain vibrant color and healthy scales.
- Omega-9**: Provides energy and improves cell membrane function.
- Boosts egg quality and reproduction**: Improves health and fry survival.
- Consistent Quality**
- Competitive Pricing**
- Climate Friendly**
- Max. 7% Ash**: superior digestibility.
- Strong Fish-like Odour**: improves feed palatability.
- Optimum Chitin**: increases good gut microbiome and molting rate.
- Versatile across species**: Promotes growth and survival without adverse effects.

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**LoopOil Purified**

LoopOil is a sustainable, climate-friendly choice for your dog, made from 100% natural, pesticide-free, leaf-fed silkworms. This hypoallergenic pet food contains over 65% protein, essential amino acids, and vitamin E, with no additives or antibiotics, supporting vitality, optimal health, and improved digestion.

- 65%+ Protein**
- Contains Sources of Vitamin E**: Crucial for energy metabolism and maintaining a healthy nervous system.
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**LoopGrubs**

Boost your rabbits' health with LoopGrub, a sustainable feed made from fresh, leaf-fed silkworm pupae. Rich in protein, healthy fats, and Vitamin E, it supports muscle growth, immunity, digestion, and reproductive health. The chitin in silkworm pupae promotes gut health by fostering beneficial bacteria, while its high nutrient content ensures a shiny, vibrant coat and overall well-being.

- 50% Protein**
- Promotes Gut Health**: 5% inclusion supports beneficial gut health and maintains a balanced cecal pH level.
- Maintains Nitrogen Balance**: Essential for muscle growth, tissue repair, and overall health.

**LoopMeal Omega**

LoopMeal Omega is an insect protein & lipid concentrate derived from fresh-leaf fed silkworms. With more than 50% protein and ~35% lipids, it is a nutrient dense ingredient for feed formulations. It is prepared using our proprietary cleaning, sterilising and grinding technology to ensure premium quality ingredient.

Insects being a natural food for aquatic species, contribute to improved palatability and consumption rates.

- Min. 80% Protein + Lipids**: Nutrient dense sustainable ingredients.
- Min. 12% Omega-3 Fatty Acids**

**LoopMeal Omega**

LoopMeal Pro is a sustainable, climate-friendly choice for your dog, made from 100% natural, pesticide-free, leaf-fed silkworms. This hypoallergenic pet food contains over 65% protein, essential amino acids, and vitamin E, with no additives or antibiotics, supporting vitality, optimal health, and improved digestion.

- 65%+ Protein**
- Contains Sources of Vitamin E**: Crucial for energy metabolism and maintaining a healthy nervous system.
- Rich in Minerals** (Ca, Zn, Mg): Vital for bone health and immune function.

**Silkworm Pupae Meal**

Silkworm Pupae Meal is an insect protein & lipid concentrate derived from fresh-leaf fed silkworms. With ~50% protein & ~30% fats, it is a nutrient dense ingredient for feed formulations. It is prepared using our proprietary cleaning, sterilising and grinding technology to ensure consistent premium quality.

Insects being natural food for poultry birds, contribute to improved palatability and consumption rates, provide the equivalent benefits of replacing 1 kg of high-protein feed, along with other essential nutrients.

- 50%+ Protein**





# LoopOil

LoopOil is a premium top coat made from fresh, leaf-fed silkworms. Its natural fish-like aroma enhances feed palatability, while supporting skin and scale health, muscle growth, and fat metabolism. With antioxidant and anti-inflammatory benefits, it promotes overall fish vitality and well-being.



**35%+**  
Omega-3  
Fatty Acids



**Omega-3 (ALA)**  
Essential for healthy skin and fins



**Omega-6 (LA)**  
Promotes scale health and supports cellular function



**Tocopherols**  
Reduces oxidative stress and boosts immune defense



**Phospholipids**  
Protects liver and muscle cells from abiotic stress



**Consistent Quality**



**Competitive Pricing**



**Climate Friendly**



**Max. 7% Ash**  
superior digestibility



**Strong Fish-like Odour**  
improves feed palatability



**Positive impact on lipid metabolism:**  
Promotes fat utilization and sleek body shape.



**Anti-inflammatory properties:**  
Reduces inflammation and enhances immune function.

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# LoopGrubs

Provide ornamental fish and aquatic species with a diet that mimics their natural habitat. LoopGrub, made from fresh, leaf-fed silkworm pupae, is a sustainable alternative to traditional proteins and a convenient replacement for live feeding. With its natural fish-like aroma, LoopGrub enhances palatability, supporting growth, reproductive health, vibrant coloration, and overall vitality in ornamental and aquatic species.



**35%+**  
Omega-3  
Fatty Acids



**Contains essential vitamins and minerals**  
Crucial for growth and health of the fish



**Contains carotenoids**  
Enhances the natural color of the fish



**Inclusion of the meal supports**  
Growth and health of reproductive outcomes



**Contains beneficial fatty acids**  
Helps in maintaining cell membrane and immune function



**Consistent Quality**



**Competitive Pricing**



**Climate Friendly**



**Max. 7% Ash**  
superior digestibility



**Strong Fish-like Odour**  
improves feed palatability



**Optimum Chitin**  
increases good gut microbiome and molting rate



**Contains Lysine and Methionine**  
crucial for the growth and health of fish

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Leading the future of agribiotech with silkworm based solutions

引領未來的農業生技, 昆蟲基礎解決方案



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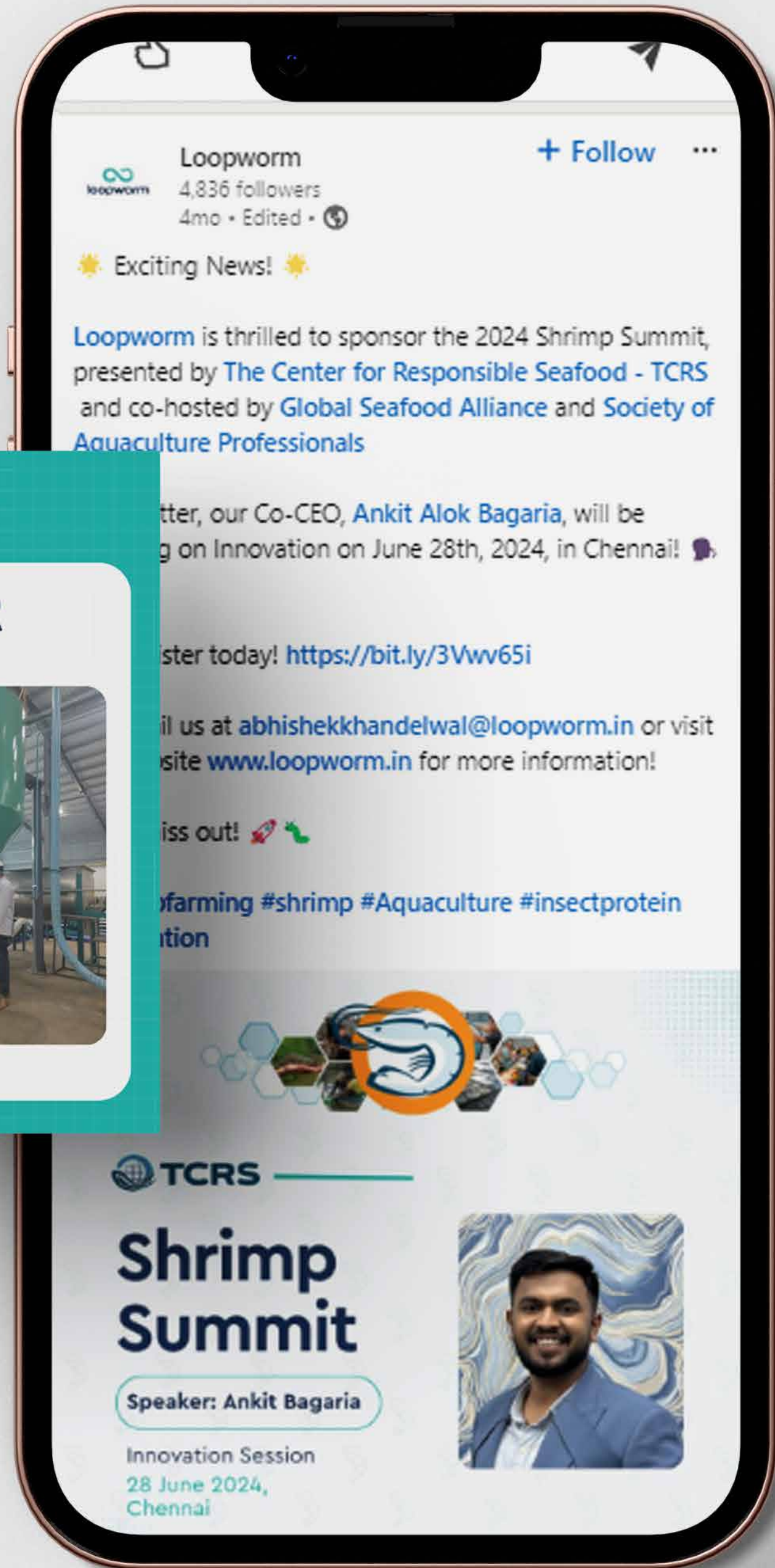


WWW.FREEMOCKUPZONE.COM

## Social Media

We created posts for Loopworm's LinkedIn accounts as well the founders' profiles that highlighted their collaborations and ongoing events.

Each post was crafted to reflect Loopworm's market leadership. We effectively showcased their expertise in insect biotechnology, raise brand awareness, and connect with key stakeholders.



A graphic titled 'Factory Visit' with the Loopworm logo at the top. It features a 'CP' icon in a red circle. Below the title are two photographs showing people in white lab coats and hard hats inside a large industrial facility, likely a shrimp processing or aquaculture plant.

A graphic with the Loopworm logo at the top. The text reads: 'Souvenirs are ready for Shrimp Summit 2024. See you there tomorrow!'. Below the text are two images: one showing stacks of brown cardboard boxes and another showing a pile of small, dark, cylindrical items, likely the souvenirs mentioned. At the bottom is a decorative graphic featuring a stylized fish and hands.

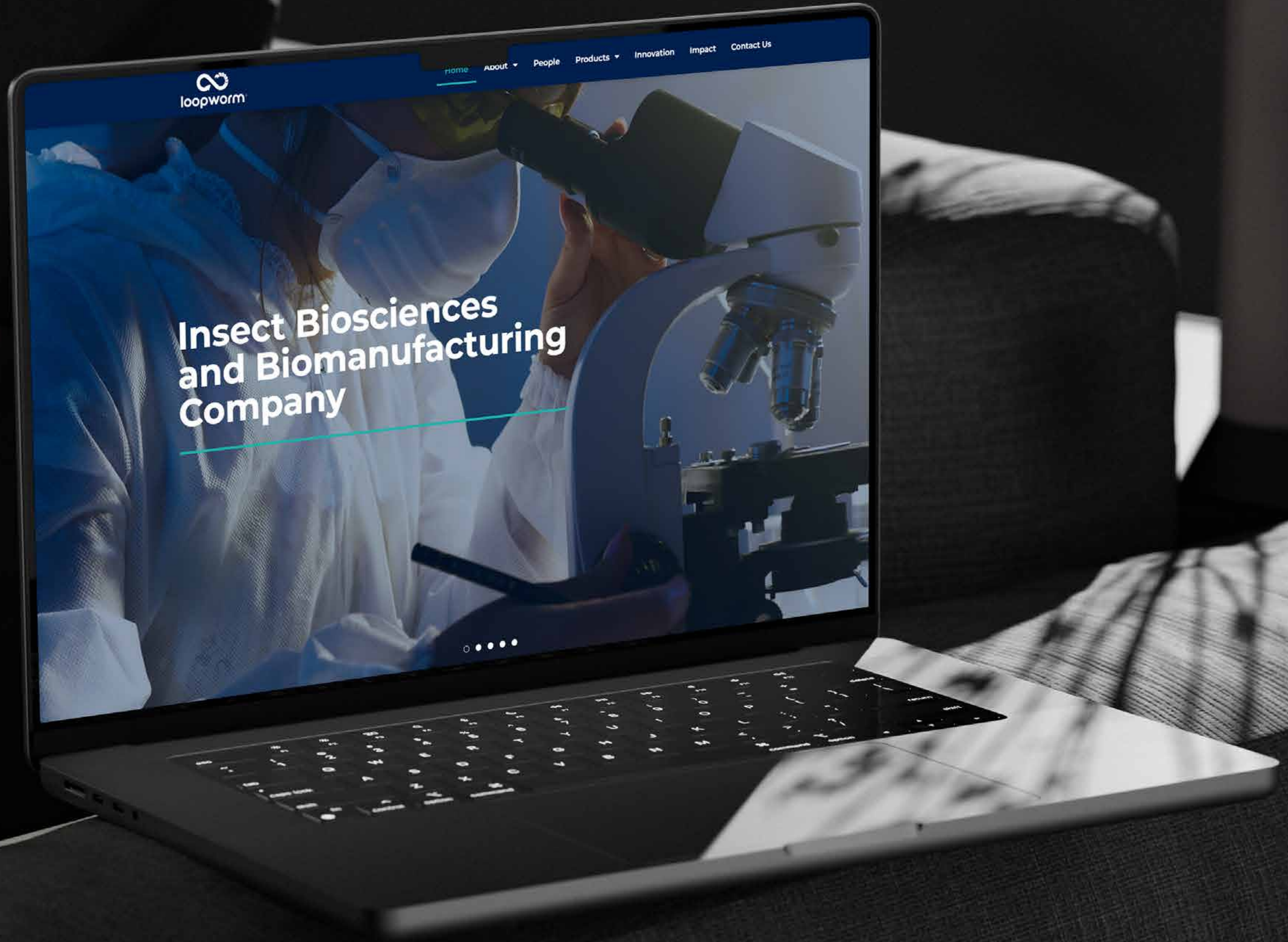
A graphic with logos for ICAR, CIBA, and Loopworm at the top. It features two photographs of a group of men in a meeting room. In the top photo, they are standing and clapping. In the bottom photo, they are seated at a table, and one man is presenting a document. Below the photos is the text: 'ICAR-CIBA signs MoU with Loopworm'.

## Website Development

We designed and developed Loopworm's website with an emphasis on product pages to convey accurate data while also depicting important features.

Our goal was to create a user-friendly and visually appealing website that highlighted both their commitment to sustainability and the uniqueness of their insect based solutions.

Website Development



and sustainability

**Good for the Earth, Good for You**

At Loopworm our goal is to 'make sustainability mainstream'. We aim to achieve this by establishing an ecosystem that integrates impactful solutions. Over the years, we have evolved through the mindful understanding of 'good for the Earth, good for us', aligning with the United Nations' Sustainable Development Goals (SDGs).



**Loopmeal Pro**


LoopMeal Pro offers over **65% insect protein**, making it a high-quality, nutrient-rich alternative to Krill, Shrimp, Jawa, BSF meal, and Squid in aquaculture. Packed with essential steroids, phospholipids, and Vitamin E, it is derived from pesticide and antibiotic-free silkworms, providing a sustainable and healthy feed option for fish and shrimp.

Contact Us

**AVAILABLE FOR USE AS A PROTEIN CONCENTRATE INGREDIENT**

60% Protein

loopworm



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loopworm

**Impact and sustainability**

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**Impact and sustainability**

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**Impact and sustainability**



*I've had the pleasure of collaborating and working with Diverge for the past couple of months. I am consistently impressed by their exceptional design ideas and creativity, ensuring that each project vividly reflects the intended theme. Their meticulous background research adds depth to the work. Moreover, the flexible approach to meeting timings has greatly contributed to the efficiency of our collaboration on brochures and content.*

**Abhishek Khandelwal**

Entrepreneur in Residence, Loopworm

