

Application: 7746

Insa Mohr

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Offbeast [REDACTED] [REDACTED]
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Insa Mohr
Category R10. Executive of the Year - Manufacturing Technology
Executive Nominee Submission Format Written Answers
a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required <p>Executive of the Year nominee Insa Mohr is founder & CEO of Offbeast Inc. - a food technology and food manufacturing company based in Baltimore, Maryland. The nominee started the company as a student at Harvard University and has now grew it into a larger company capable of producing dozens of metric tons in a year with above average margins and 20% consistent monthly growth in 2025.</p> <p>Under Executive of the Year nominee Insa Mohr's leadership the company manufactures plant-based steaks - the holy grail of the plant-based meat industry. Only four companies in the world can manufacture a product mimicking the complex texture of a whole cut speaking to Insa Mohr's extraordinary leadership abilities.</p> <p>The manufacturing is done in the company's own factory based on a 3D-printing-adjacent, proprietary process to which Insa co-owns and licenses several patents. Insa Mohr has a background in lean manufacturing e.g. at Boston Consulting Group and as a Associate Director at Merck contributing to above average margins of her company.</p> <p>She and the company were featured multiple times in large media outlets such as TechCrunch. Insa Mohr was also one of only 3 Baltimore-based founders to ever get accepted to the world's most prestigious founder program YCombinator.</p>

b. Outline the nominated executive's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Under Executive of the Year nominee Insa Mohr's leadership, the company is the first to make high quality plant-based steaks at scale. Three achievements we want to highlight:

___ 1. Creating the best product in the market (according to customer feedback) ___

Insa Mohr's company Offbeast, together with 3 international competitors, is racing to create the "holy grail", i.e. the first product of its kind achieving mainstream consumer acceptance.

As of now, 70% of customers believe that hers is the best product in the market with 85% of customers rating it a 9 or 10 or higher.

___ 2. Achieving exceptional capital efficiency and unit economics ___

Food technology is notorious for requiring large capital investments. With Executive of the Year nominee Insa Mohr's leadership, the process was set up in way to maximize the capex-to-sales ratio.

The factory can produce more than 5.5x the capex investment in a year at 50% gross margins. In an industry that struggles with low margins and high upfront costs, this is incredibly rare and, thus, significant.

To put Insa Mohr's achievements into perspective: The three competitors in the space have raised in between 4-50x as much from banks and investors but yield production capacities similar to Offbeast's, according to industry experts.

___ 3. Replacing extrusion for good ___

Extrusion is a very common but also extremely capital-intense process in food manufacturing that has the reputation of creating "processed" foods. By replacing extrusion with a proprietary process, the company works leaner with shorter set-up times.

This is extremely unique in the food manufacturing industry.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required

The significance of Executive of the Year nominee Insa Mohr's achievements is threefold:

___ 1. Strong environmental impact ___

Switching to plant-based meat alternatives can decrease Greenhouse gas emissions by 25-75%. Today, 60% of the real meat market comes from whole cuts, but less than 1% of the plant-based meat industry.

By offering high quality plant-based whole cuts at lower pricing the two main barriers for adoption of meat alternatives are tackled.

___ 2. Unprecedented scale and capital efficiency ___

The efficiency at which the production line operates is unique. To put Insa Mohr's achievements into perspective: The three competitors in the space have raised in between 4-50x as much from banks and investors but yield production capacities similar to Offbeast's, according to industry experts.

Food technology is notorious for requiring large capital investments. By achieving such favorable capex-to-sales ratios of 5.5x and gross margins of over 50%, the company becomes less dependent on institutional investors and lenders.

___ 3. Strengthening the US as a manufacturing location ___

The US is known for skilled labor which, unfortunately, comes at the price of much higher labor costs giving the US a disadvantage. Offbeast is the only US-based company producing such a product with 3 large competitors coming from Western Europe and Israel. By producing such a scalable process, the disadvantage in labor costs is offset making the US an attractive choice for manufacturing. In fact, the company is proud to employ many workers in the economically disadvantaged region of Baltimore City.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

We submit the following attachments of further evidence:

- 1. Product images
- 2. Patent *
(* HU patent shown for which Insa Mohr has the exclusive rights. Insa Mohr's full patent set includes 4 licensed patents and one pending patent)
- 3. Customer feedback
- 4. Press coverage (general)
- 5. Press coverage (Tech Crunch)
- 6. Press coverage (Tech Crunch)

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Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

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