

Lean engineering and prototyping

Maj Hrovat
Co-founder & CTO at Juicy Marbles

Student project



BEVO
Taste the Change

Podjetniški
Klub
Kam

ZDR



A photograph of a brown cow and her calf in a mountainous landscape. The cow is standing on the right, looking towards the camera, with a white patch on its forehead and yellow ear tags. The calf is on the left, facing away from the camera. A thought bubble is positioned above the cow, containing the text "120L methane each day". The background shows dark, forested mountains under a blue sky.

**120L
methane
each day**



**120L
methane
each day**



**14.000L
water for 1kg
of body
weight**



**And there is
1 billion of
us!**





Ecotrophelia 2019



Innovation

For research professionals

Get your ideas off the ground.
Boost your research or bring
your innovation to the market.
Find opportunities to access
support and finance.

Find out more at [eitfood.eu](#)

Project's example

Food R&D experts

An invitation-only
LinkedIn community for
R&D professionals from

MAJ HROVAT, VODJA EKIPE BEVO

1. MESTO NA TEKMOVANJU EIT FOOD INNOVATION PRIZES 2019



Tekmovanje študentov
na področju
novih inovativnih
skupinskih proizvodov



BUSES AND VANS
(SEATING CAPACITY OF
8 OR MORE PASSENGERS)
PROHIBITED





How can we become the next big thing?

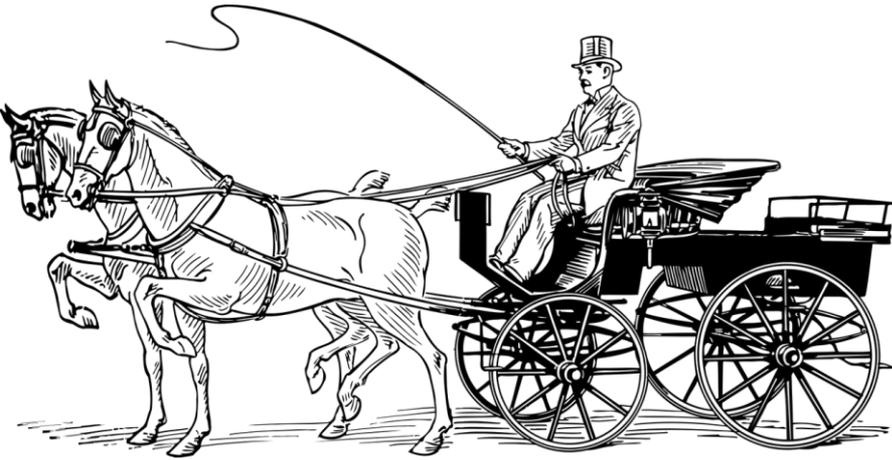
November 2019 - Maj 2020



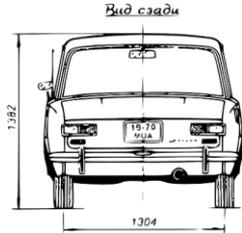
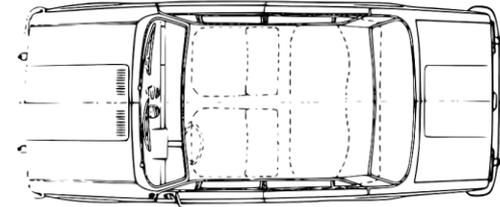
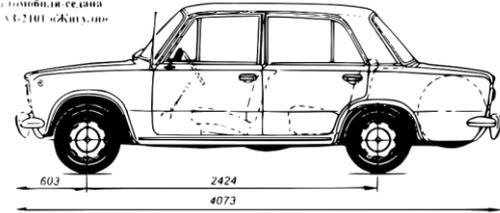
Include non-patent literature (Google Scholar)

Search and read the full text of patents from around the world.

Technology breakthroughs are leaps



Историческая схема
Линии, не сдана
13-2101 6Жит.по



Meat making machines





Combinator

JUICY MARBLES 



Team with passion & a track record



Tilen Travnik Co-Founder & CEO
Food Technologist
Co-Founded and ran a startup studio for 10+ years.



Maj Hrovat Co-Founder & CTO
Hardware, Processing and food science



Luka Sinček Co-Founder & COO
Ingredient optimisation and product management



Vladimir Mičković Co-Founder & CBO,
Communication specialist, designer and writer

Advisors:

Miguel Serrano, (advisor, ex-Nestle VP Plant-based Food EMENA)

Ron Shigeta, PhD (advisor, Indie Bio, SOSV, Wild Earth)

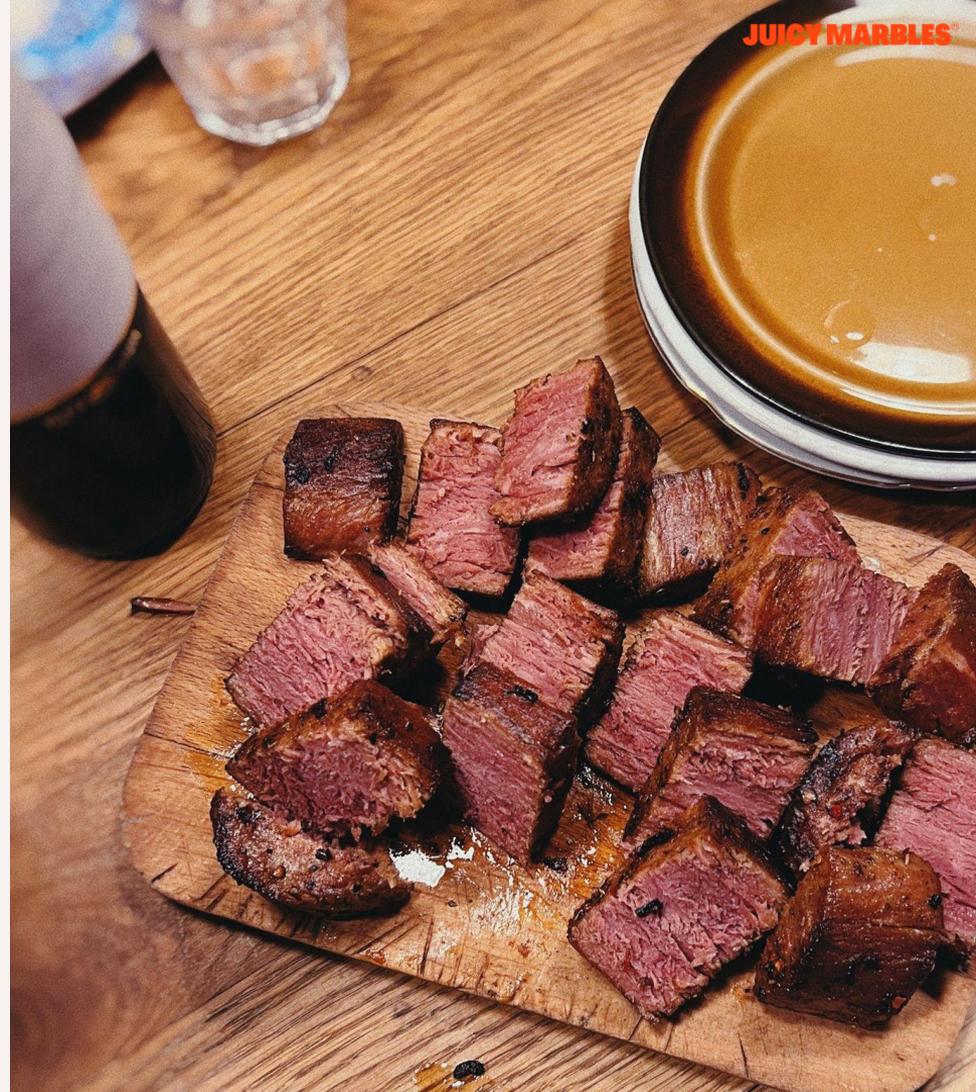
Intramuscular fat structure is akin to prime grade cuts.

Marbling keeps the meat moist during cooking, ensuring in a juicy steak full of beefy, deeply perturbing flavors and aromas.



We cracked the elusive texture of a steak.

The filet is firm, while the parallel fibre placement results in juicy chunks tearing away softly, like real muscle.





Perfect factory in the making

Lean manufacturing

Lean engineering

Lean

Waste

1. Transport
2. Inventory
3. Motion
4. Waiting
5. Overproduction
6. Overprocessing
7. Defects
8. Unutilized talent

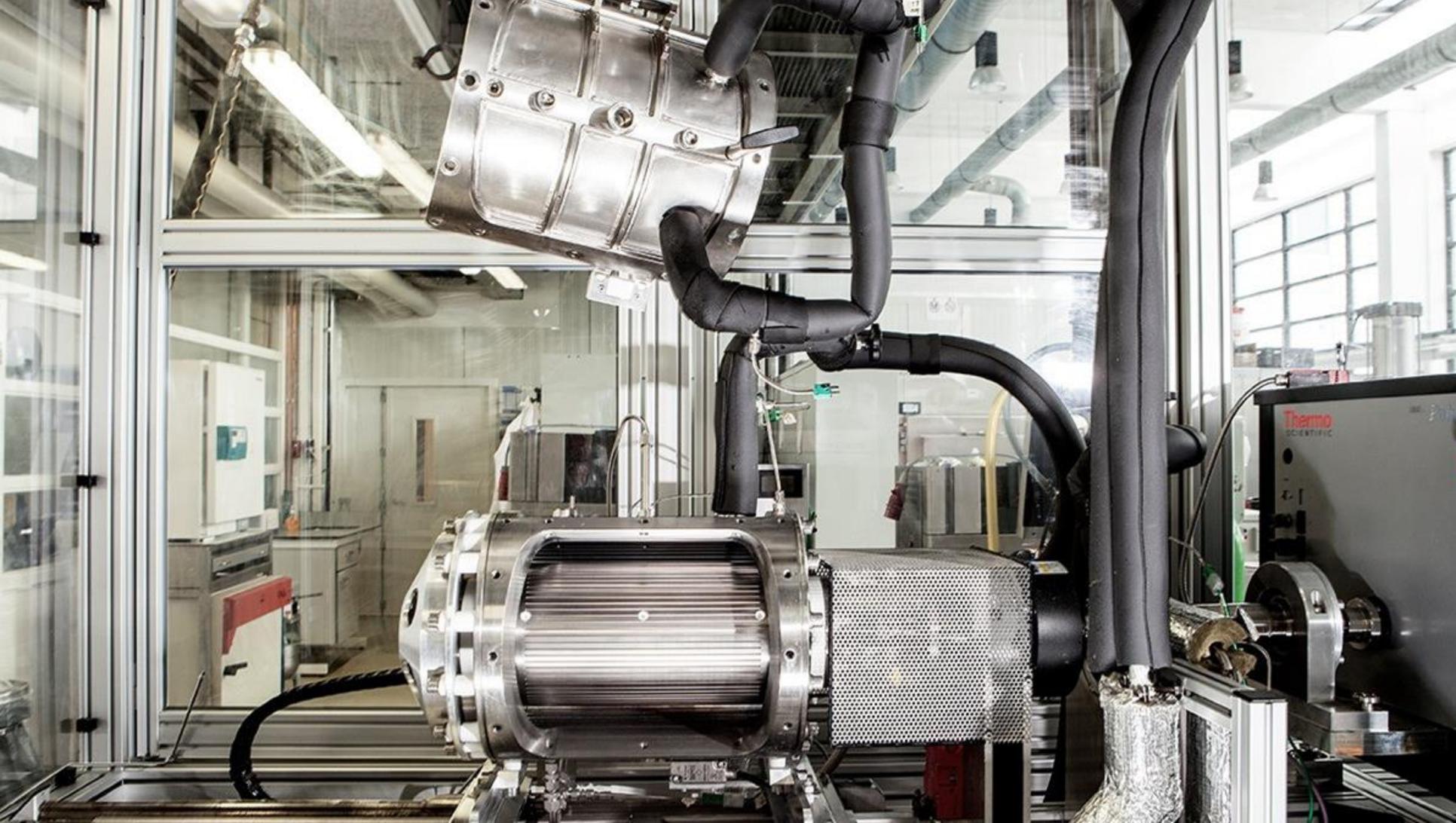


Engineering waste

1. Parts that should not exist are being optimized
2. Perfection
3. Scaling too early
4. Off-focus
5. Specifications that require intelligence
6. Unfinished prototypes
7. Non-priority projects
8. Lack of motivation











JUICY MARBLES[®]



ABOUT
SHOP
RECIPES
CONTACT
BLOG



Filet Mignon

 4x113g

HAVE A LOOK



Tenderloin

 675g

HAVE A LOOK

Patents

1. Get a patent attorney company that has expertise in the field
2. File a provisional patent application asap
3. 12 months of time
4. File a PCT application
5. 6 months
6. Getting the search results and patent becomes publicly visible
7. 12 months
8. File a patent application to individual markets (USA, EU, Japan etc.)
9. Patent is granted in scope of the individual markets patent office opinion

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Thanks!

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PS: follow us on facebook, linkedin,
instagram, twitter, youtube ;)



JUICYMARBLES.COM