

VEGAIN Opens Equity Crowdfunding Round to Bring Clean Performance Nutrition to More Shelves

From customers to co-owners: VEGAIN launches a community-driven funding round to democratize access to high-performance nutrition.

VANCOUVER, BC, CANADA, November 12, 2025 /EINPresswire.com/ -- [VEGAIN Nutrition Inc.](#), the Canadian brand behind North America's first clear vegan protein RTD + RTM, has opened an equity crowdfunding round on FrontFundr to fuel its next phase of growth.

The raise will allow everyday consumers to invest in the Vancouver-based plant-based sports nutrition company as VEGAIN scales its award-winning product line, expands into U.S. channels, and builds its brand footprint nationwide.

“

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Melissa L'Heureux-Haché



VEGAIN Founders Edan Wolk and Melissa L'Heureux-Haché

VEGAIN's latest launch, [SURGE™ Clear Protein](#), is a patent-pending innovation offering 25g of plant protein with 0g sugar in a clear, juice-like format; a notable departure from traditional milky or chalky protein powders. The company has secured Informed Sport certification and national distribution across key health retailers.

Co-Founder and President Melissa L'Heureux-Haché said the decision to open up equity crowdfunding was both strategic and values-driven.

“This model allows our customers — the athletes, dietitians, and everyday high-performers who believe in what we're building — to be part of our story in a tangible way,” said L'Heureux-Haché.

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Equity crowdfunding continues to gain momentum in Canada, particularly among consumer goods companies with loyal followings. Unlike traditional fundraising, it allows both accredited and non-accredited investors to participate, democratizing access to early-stage investment opportunities.

Funds from the VEGAIN raise will be used to:

- Support retail expansion across Canada and the U.S.
- Finance inventory for high-demand SKUs including SURGE™, V-POWER Protein, and their flagship Plant-Based Mass Gainer
- Grow the team across marketing and operations
- Continue developing proprietary plant-based innovations

VEGAIN has already been recognized by BC Food & Beverage (Finalist: Product of the Year, Innovation of the Year), CHFA Launchpad (Product Innovation), and the Nanaimo Chamber of Commerce (Winner: 2025 Innovation Award), and was recently selected for VenturePark Labs and the M51 Founder Lab.

The raise is now live at frontfundr.com/vegain

VEGAIN is a Canadian plant-based performance nutrition brand built for athletes and high-performers. Made in Canada with 100% vegan, clean-label ingredients, VEGAIN products are 3rd party tested and designed to deliver real results. The company's flagship



Athlete refuelling with a can of SURGE™ Clear Protein



VEGAIN®

VEGAIN Logo

innovation, SURGE™ Clear Protein, is the first of its kind in North America: a patent-pending, juice-like vegan protein that's redefining the category. With national distribution, award recognition, and growing demand across Canada and the U.S., VEGAIN is scaling with a community-powered approach to fuel the future of performance

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