

Inspire meat lovers to eat less meat

venturecapital.nl • <https://venturecapital.nl/inspire-meat-lovers-to-eat-less-meat/>



Samenvatting

Datum: 4 February 2022

URL: <https://venturecapital.nl/inspire-meat-lovers-to-eat-less-meat/>

Contact & Site

Extra beschrijving

```
[et_pb_section fb_built="1" _builder_version="4.14.7" _module_preset="default"
global_colors_info="{}" theme_builder_area="post_content"][et_pb_row _builder_version="4.14.7"
_module_preset="default" global_colors_info="{}" theme_builder_area="post_content"][et_pb_column
type="4_4" _builder_version="4.14.7" _module_preset="default" global_colors_info="{}"
theme_builder_area="post_content"][et_pb_text _builder_version="4.14.7" _module_preset="default"
global_colors_info="{}" theme_builder_area="post_content"]
```

Beschrijving onderneming:

Society is on the move. People are on the search for food products with an impact. From being environmentally friendly to fighting for animal rights, or simply because it's better for their health. Purpose has become a decisive factor in the food people buy. This company is on the lookout for opportunities to create more impact amongst meat lovers.

How? This company develops, together with renowned chefs, products made from unripe jackfruit. Plant-based deliciousness with a meaty texture of its own. They believe that this is a great investment opportunity. It checks all the boxes: environment, health, and money. Real impact capital.

Until now they have developed different products out of jack fruit. The margins on the products are between the 25% and 68%, but most products are sold with a 35% margin. The following products are sold by the startup and more are coming:

- Bitterballen
- Croquettes
- Rendang
- Gyros
- Naked jack chunks

You can buy these dishes on their website (frozen delivery) or at one of their resellers. They have top tier resellers for B2B (Hanos, Sligro and more) and B2C (Coop, Jumbo supermarkets, Gorillas, Crisp and many more).

Business Model:

This company is the supplier for resellers of freshly frozen jackfruit and turns this into all-time favorite meat dishes targeting food producers catering to restaurant chains and retailers.

Type klant:

B2B & B2C

Gewenst type investeerder:

Angel investor, Venture Capital

USP's:

Unique delicious food products with impact. One of the first suppliers of jackfruit as meat substitute in different unique products.

Benodigd Kapitaal:

€ 200.000,-

Investeringsbehoefte:

- €56.000 for the next jackfruit container;
- €120.000 for marketing & sales efforts;
- €24.000 for order fulfillment assistant.

Sector:

Food, Impact

Bedrijfsfase:

Early Growth

Aantal founders:

2 (female owned)

Ervaring:

The first co-founder is the 'keep leads rolling' leader. She knocks on doors to get Jack into store and kitchen freezers across the world.

The other co-founder is the 'get things done' leader. She makes sure Jack has all his products in a row and never misses a single delivery date.

Aantal huidige werknemers:

5 vaste werknemers en 2 tot 3 flexibele werknemers.

Omzet in boekjaar 2021:

€ 280.000,-

Omzet (Prognose) komende 12 maanden:

€ 1.000.000,-

Huidige kosten:

Between €25.000,- and €30.000,-.

```
[/et_pb_text][et_pb_column][et_pb_row][et_pb_row_builder_version="4.14.8"
_module_preset="default" global_colors_info="{ }" theme_builder_area="post_content"][et_pb_column
type="4_4" _builder_version="4.14.8" _module_preset="default" global_colors_info="{ }"
theme_builder_area="post_content"][et_pb_text_builder_version="4.14.8" _module_preset="default"
global_colors_info="{ }" theme_builder_area="post_content"]
```

Videopitch bekijken

```
[/et_pb_text][et_pb_code_builder_version="4.14.8" _module_preset="default"
theme_builder_area="post_content" hover_enabled="0" sticky_enabled="0"]//js.hsforms.net/forms/v2-
```

```
legacy.js//js.hsforms.net/forms/v2.js hbspt.forms.create({ region: "na1", portalId: "7988618", formId: "0ac9e2c5-ba3c-4f70-a95a-e3626d635d6c"});[/et_pb_code][[/et_pb_column][[/et_pb_row][[/et_pb_section]
```

Gegeneerd vanuit: Venture Capital • 2026-02-22 06:09