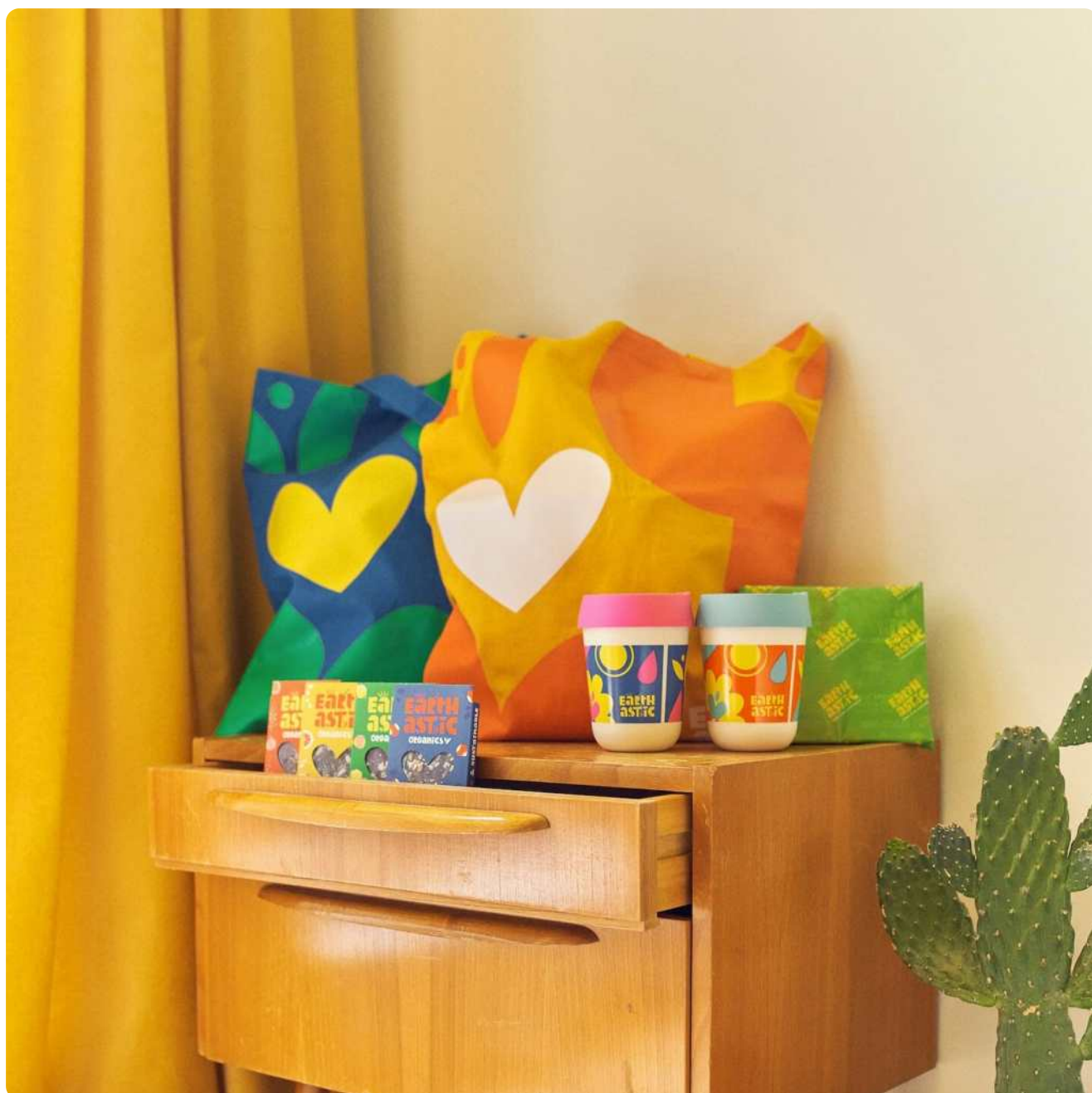


100% eco-friendly and organic (food & non-food) products

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Samenvatting

Datum: 12 May 2021

URL: <https://venturecapital.nl/eco-friendly-and-organic-products/>

Contact & Site

Extra beschrijving

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Company description:

This startup has 100% eco-friendly and organic (food & non-food) products.

The company's ambition is to disrupt the consumer goods / FMCG landscape in the following 2 ways:

- By making 100% eco-friendly, organic & sustainable products the GOLD STANDARD of this industry;
- Making sustainable products PREMIUM, COOL, TRENDY & ASPIRATIONAL.

Earthastic food wraps are already the **#2 BEST-SELLING PRODUCT IN THE CATEGORY ON BOL.COM** within just 6 months of launch! The consumer feedback has simply been tremendous and the products seem to be loved by the market!

Furthermore, **MAJOR SUPERMARKET RETAILERS** in the Netherlands are already interested in stocking these products!

Business Model:

- Direct sales of products to customers through own e-commerce store and platforms such as Bol.com
- Supermarket and retail store listings

Customer type / profile:

B2C

Preferable investor type:

Angel investor; Incubator/accelerator

USP's:

1. 100% eco-friendly & organic brand, hence out of the (direct) competitive landscape of most FMCG brands;
2. NOT a drop shipping brand, unlike most eco-friendly retail companies;
3. All products are sold as GIFT PACKS, perfect for the gifting occasion
4. Aspirational brand with high consumer engagement.

Capital amount needed:

€300.000,-

Investment need:

Marketing - €50.000, Inventory replenishment - €100.000, Building a logistics stream - €50.000, New products - €100.000

Sector:

Food; Consumer goods; Impact

Phase:

Early Growth

Number of founders:

1

Current number of employees:

1-5

Monthly turnover (current):

€2.000.-

Turnover (forecast) next 12 months:

€50.000 - €100.000

Turnover (forecast) months 13 - 24:

€300.000,-

Current monthly expenses:

€1.000,-

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