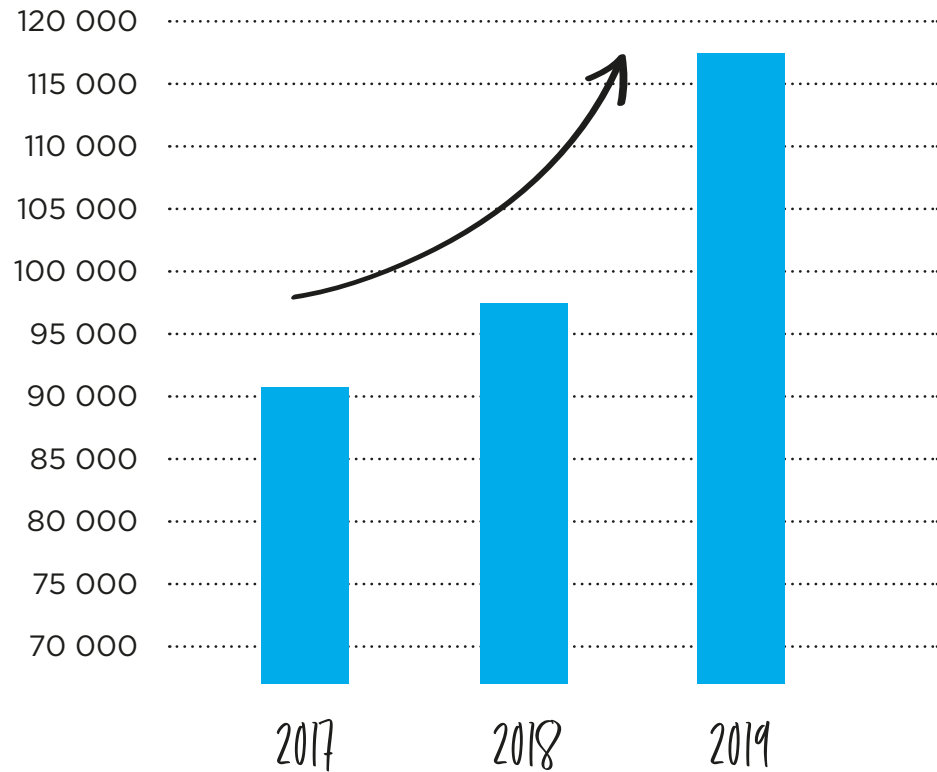




Startups
powered by

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The trend to create your own business is rising everywhere, and especially creating businesses in the food sector is popular in Belgium.

Reasons why food sector is so popular in Belgium:

- **MARKET TRENDS:** people want to consume differently + big names are looking to partner up (think Global, act Local)
- **LOCAL SPECIFICITIES:** Belgians love food and have a high standard of living + more and more young Belgians want to become entrepreneurs + food is tangible and low tech (you don't need a big workforce of expensive developers)

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And what do startups need to succeed?

- Of course a great idea / product
 - > It all starts with this
- Ambition or passion of the team and / or owners
 - > This is indispensable but not sufficient
- Most importantly: at the end of the day
 - 'You need to sell!'

And this is where DesignRepublic comes in as we offer **'CREATIVITY THAT SELLS'**, by not only creating a brand identity and an attractive packaging, but also (co-)writing the story and preparing and guiding the startups to the B2B client meetings with the retailers.

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IDEA AND/OR PRODUCT



TEAM WITH AMBITION



TO SELL

Make a
difference

The start ups powered by DesignRepublic all have one thing in common: they want to create a business with a meaning and a story: either healthier, more local, more socially responsible and/or more environmentally sound.

And great to see is that, amongst the food startups we are meeting, gender diversity is a non-issue: we meet about as many man, female and 'couple' entrepreneurs, which is definitely not the case in all sectors (think of fintech where the entrepreneurs are predominantly men).

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CASE STUDIES OF A STARTUP THAT WAS RECENTLY POWERED BY DESIGNREPUBLIC: **BAMBOO** - a healthy food brand



Healthier

- 100% NATURAL
- RICH IN FIBRES
- 0% REFINED SUGAR
- PLANT-BASED



Local & personal

What started as a hobby in our tiny, cosy kitchen, grew to be so much more than we could ever imagine. Our crunchy BAMBOO granola is hand-baked in Belgium, but you get to enjoy it anywhere you like.

Our passion? Live life to the fullest and explore every corner of the world. Travelling not only takes us to the most amazing places, it also satisfies our hunger to discover new flavours, flavours which inspire us to create the tastiest homemade granola. Just for you.

So, whatever you do today, make sure you take time to enjoy life and our natural goodness.

Love,
Charlotte & Lionel



- Packaging full of appetite
- Great Product
- Passionate Owners

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BAMBOO

NATURAL GOODNESS

Results

Bamboo Goodness
Natural oven-baked granola:

- 🇧🇪 @delhaizebelgium
- 🇧🇪 @colruyt_be
- 🇧🇪 @carrefourbelgium
- 🇳🇱 @jumbo
- 🇫🇷 @monoprix @franprix
- 🇨🇭 very soon...

CASE STUDIES OF A STARTUP THAT WAS RECENTLY
POWERED BY DESIGNREPUBLIC: **FROUI - a healthy drink for all**



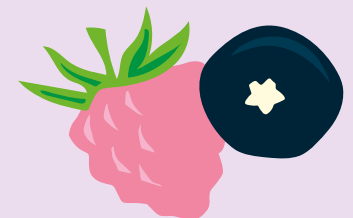
*Fun & healthy
family drink*



*Honest &
local*



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- Driven co-founders
- Honest Product
- Packaging embracing fun, no nonsense & taste



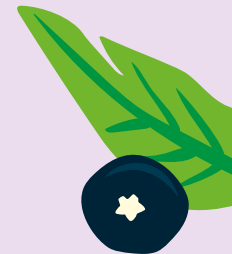
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Results

In 3 years time from
3 to 125 POS +

Reached 188% of
crowdfunding goal



CASE STUDIES OF A STARTUP THAT WAS RECENTLY POWERED BY DESIGNREPUBLIC:
COOLBEANS - the solution for replacing meat with beans



EAT BEANS NOT MEAT

*Food with a mission
& local*

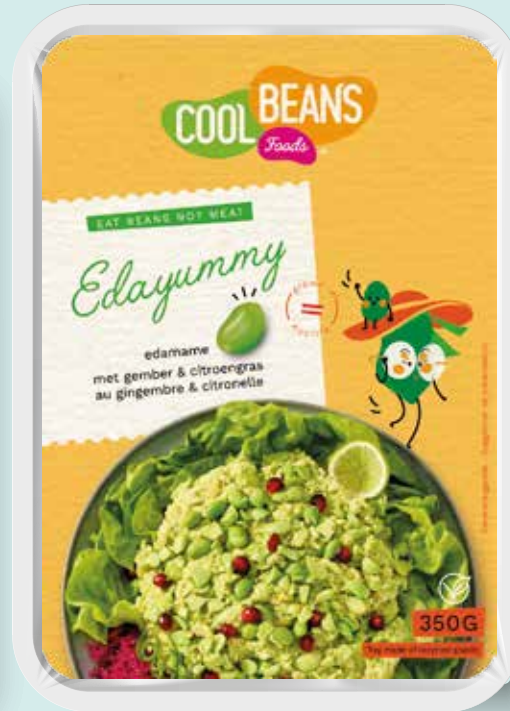
A cartoon illustration of a chickpea with a green leaf on its head, a smiling face, and thin arms and legs.

*Environmentally
sound & vegan*

Tray made of recycled plastic



- Driven founder who walks the talk
- Honest Product
- Design from scratch



Results

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Not on the market yet, launch foreseen ... 2021
Selected to participate in Circular Food Lab
Vlaanderen + EIT Food

CASE STUDIES OF A STARTUP THAT WAS RECENTLY POWERED BY DESIGNREPUBLIC:
HOLY BERRY - the acai berry company that works organically, sustainably & ethically
at the same time

Food with a mission

- Partnered with Go Forest to plant Açaí trees in the Amazon
- Wild harvested, in an ethical and low - impact way



Holy Berry

- ✓ VEGAN
- ✓ GLUTEN FREE
- ✓ NO ADDITIVES
- ✓ WILD HARVESTED

Environmentally sound & vegan

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- **Passionate founders**
- **Very qualitative product**
- **Impactful initiatives**
- **Packaging reflecting their values**



Hóly Berry



Results

Wildely available across Belgium in small bio-shops and big retailers: Delhaize, Färm, Sequoia, Bio-Planet

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So how can we
empower you?

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