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**BLOOM PARTNERS**  
MONTHLY

**Dear Reader,**

It's beginning to look a lot like Christmas! This is a season to celebrate, be joyful, and express some gratitude. We owe some thank yous this month - to our amazing team, our fantastic clients, and everyone who pitched in to help us improve everyday lives with technology along the way. It's been an amazing year, and next year will be even better.


Many thanks and wishing you a wonderful month ahead,


**Your Bloom Partners Team.**

P.S.: As our list of updates gets longer every month, we want to make sure our newsletter is as engaging as possible for our readers. So, we invite you to share your thoughts in our [Bloom Newsletter Reader Survey!](#)

## BLOOM NEWS

This quarter, we had the pleasure of working on diverse projects of all scopes and sizes. We helped a range of clients across different industries achieve important goals. Here are just a few noteworthy cases:

 **HEALTHTECH:** Our team helped a leading **global health-tech accelerator** to identify **investment opportunities in healthtech: specifically, clinical trials**. This is one to watch - cutting edge technologies are facilitating massive change in this crucial space.

 **NEW BUSINESS MODELS:** We developed and validated **new business model opportunities** to improve customer offerings for a **global leader in oral health and wellbeing**. Smiles all round here!

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## JOIN OUR TEAM!

Our team is growing yet again! We are delighted to receive applications or referrals from our readers.

*“Not a typical consulting firm”*

- Our **Consulting** team has vacancies for **Interns, Consultants, Senior Consultants**, & an **Engagement Manager**.
- Our **Tech Team** will need a **Java Developer**, an **Engineering Manager**, & a **Working Student (Agile Product Management)**. Read [Maxime's insight](#) on the diverse projects and exciting core product you could be part of at Bloom!

Check out [our full vacancies list](#) for all information..



Justus Pölling  
Analyst



Bloom is truly the bridge between strategy and tech.

We are a hybrid of a startup, an incubator, and a consulting firm. What makes us truly unique is that we can develop ideas, from conceptualisation to launch, all inhouse. It's empowering to know your ideas can have such real impact".



## BLOOM INSIGHTS

*On-the-pulse insights from our team.*

 [Growth Hacking Insights, Part 1: The Basics](#)

**Growth Hacking** is the startup mentality buzzword everyone is talking about. So, what is it, and **how can**

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### [Creating new value with NFTs: 5 key learnings for CPG](#)

In Q3 of 2021, **NFT sales topped \$10 billion**. From Sorare to NBA Topshot, it seems the sports industry is leading the way. What can **CPG companies** takeaway from this trend and how can they create new value?

### [Patient pain points as launchpads for patient-centric solutions](#)

A better understanding of **patient pain points** can inspire innovation and **ground-breaking business models** – all with the worthy goal of fulfilling the patient's needs.

## WHAT WE READ

*Roundup of the most thought-provoking news across our industries.*

### HEALTH

-**Health Tech Magazine explores 4 technologies transforming the field of dentistry**. From AI diagnostic tools to 3D printing, the face of dentistry could radically change in coming years. These applications inspire us to think more about how new technologies can alleviate pain points (both literal and figurative) for patients and providers. [Read more →](#)

-**McKinsey** provides expert insights on **building a healthcare data ecosystem**. Covid triggered a landslide in that outdated, analogue health services suddenly needed to embrace digital – while this is usually a positive, it's essential to ensure the transition goes smoothly! [Read more →](#)

-**Forbes** demystifies the **key challenges and opportunities facing healthtech** with Dr Fiona Pathiraja, founder and managing director of a Healthtech-dedicated investment fund. \$51.3 billion has been pumped into Healthtech this year, a 280% increase from 2020 - but what does the future hold? [Read more →](#)

### LIFESTYLE

- **CB Insights** analyses **Snap's growth strategy** as it positions itself as a leading immersive and shoppable platform for consumers aged 13-34. This report gleans insights on the company's priorities and helps FMCG brands get one step ahead in this often uncharted territory. [Read more →](#)

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athletes analyse and optimise their performance. It is fascinating to see such a “human” industry going digital! [Read more →](#)

- **Morning Brew** presents a guide to **virtual “try ons” & fitting rooms**. While it may seem like science fiction, augmented reality technology has replicated a core aspect of the shopping experience online and made it possible for consumers to scan their body type and try on realistic-fit clothing, makeup or accessories from online stores.. [Read more →](#)

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## NUTRITION

- **The Spoon** explores **7 ways restaurants will adapt in the metaverse**. While we continue to think critically as we discover more about the metaverse, it is fascinating to consider how physical or experiential industries can market themselves in entirely new market landscapes. [Read more →](#)

- **TechCrunch** reports on Pyxo, a French startup **making reusable food storage containers cost-efficient at scale**. Pyxo even offers an app for consumers to return their used takeout containers to nearby collection points. The app uses technology to address both business and consumer pain points, while doing something positive for the environment – this is disruption done right! [Read more →](#)

- **The Conversation** published a thought-provoking piece on the **ethics of digital transformation in the food industry**. At Bloom, we believe the possibilities of digital transformation can have life-changing effects (imagine a world where consumers can scan a product and instantly see a personalised allergen risk rating!), but we also strongly believe any change should be a positive one, for all stakeholders. [Read more →](#)

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## STARTUP OF THE MONTH

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### [Yababa](#)

*“TURKISH & ARABIC GROCERIES; DELIVERED SAME-DAY”*

**Yababa**, a **10-minute grocery** startup focused on **Turkish & Middle Eastern food**, is cornering a **distinct space** in the market. The Berlin-based startup launched in October 2021 and has already closed

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## BLOOM RECOMMENDS

*Our team shares the content that got us talking this month.*

### [GeekWire Healthtech Podcast](#)

From startups to tech giants, this podcast is brimming with sharp insights on all things health technology! Stay up to date with **the most ground-breaking healthtech news** and discover the modern day miracles being achieved wthanks to disruptive technologies.

## CONTACT US

We are thinkers, entrepreneurs and visionaries on the edge of strategy and innovation. Bloom Partners has brought together talented strategic minds to achieve a core goal – deliver amazing results to our customers, and help you deliver something amazing to yours! Ever curious, we are always eager to discover new projects, and how we could help. Please get in touch with us, or [follow us on LinkedIn](#) to stay In touch.

VISIT OUR WEBSITE



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