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MONTHLY

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**Dear Reader,**

Last month, we kickstarted 2022 with fresh energy and optimism for the year ahead. The first sprints of 2022 have been busy weeks at Bloom, and we are enthusiastic about diving deeper into a range of exciting projects.

In fact, thanks to these projects, we will need to expand our Consulting team even further - please see our [Jobs Page](#) for the full details. Of course, we warmly welcome any referrals from our readers!

Even though 2022 is still young, we already have a few exciting developments and insights to share – so let's jump straight in:

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**BLOOM NEWS**

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**🥬 SHAPING THE FUTURE OF FOOD**

Bloom is proud to support the buildup of [Food Campus Berlin](#), which will be Europe's largest accelerator for foodtech startups, spinoffs and incubator programs. We look forward to working with FCB to empower sustainable change in nutrition and secure quality food for future generations.

**✍️ STATIONARY GOES DIGITAL**

We assisted one of the leading brands in stationary in further developing their PPC, as well as uncovering new opportunities for digital growth; from optimized digital customer journeys to new business models. A hands-on project that reminds us of the awesome things we can achieve when bringing offerings online!

**🐶 PET TECH**

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nutrition in this exciting market space.



## ALUMNI SUCCESS

We are delighted to congratulate Bloom alumni Dr. Gesa Biermann, cofounder of [Pina Earth](#), which was recently awarded \$500,000 by Silicon Valley technology investor Y Combinator to further develop its online platform for certifying forest carbon storage. We look forward to following Pina Earth's success in the future!

## BLOOM INSIGHTS

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



### [3 KEY INVESTMENT TRENDS IN FOODTECH](#)

In response to FoodHack's comprehensive article on Foodtech investment trends, we dip into the 3 areas we are most excited about and explore the potential for companies and consumers – in not-too-technical terms.



### [DIGITAL INNOVATION: MAKING WAVES IN SOLVING THE OCEAN PLASTIC CRISIS](#)

We summarise 5 key takeaways from WWF's harrowing new microplastics report, and explore startups helping industries rethink the way we use plastics for the better.

## NUTRITION

### ALTERNATIVE PROTEINS COOKING UP A STORM

VCs reveal the 16 alternative proteins they are watching – and identify exciting trends for the coming years. [Sifted.eu →](#)

### FAST FOOD CREATING NEW VALUE WITH DIGITAL

From new loyalty schemes, to in-app experiences and new digital marketing, it seems fast food giants have found their digital footing. [Restaurant Business Online →](#)

### AI PREDICTS WHICH FLAVOURS WILL RESOUND WITH CONSUMERS

## HEALTH

### THE RISE OF DIGITAL HEALTH IN 5 CHARTS

Digital health is on a trajectory – and understanding the key trends will help us innovate for the future.

[Morning Brew →](#)

### INCLUSION AS A CORE PILLAR IN DIGITAL HEALTH PROGRESS

How can we ensure digital health innovation benefits everyone and meets a diverse array of needs without marginalising any user? [Financial Times →](#)

### BLOCKCHAIN APPLICATIONS IN THE HEALTHCARE SECTOR

This comprehensive new report explores the infinite ways blockchain can add new for HCPs and patients in the healthcare sector. [Digital Health News EU →](#)

## LIFESTYLE

### CONSUMER-FIRST DIGITAL TRANSFORMATION CAN CREATE LASTING RETAIL VALUE

Retailers must provide for a hybrid future, and compete with ever heightening expectations – and technology will be the key in delivering the 3 I's (Invisibility, Indispensability and Intimacy). [EY →](#)

### DIGITAL PERSONALIZATION MEANS A UNIQUE STORE FOR EVERY SHOPPER

The rise of online shopping presents new opportunities for personalisation, customer experience enhancement, and new value creation in digital channels. [Grocery Dive →](#)

### SPORTSTECH USHERING IN A PLAYER-CENTRIC FUTURE

Social media has opened new avenues for players to connect with fans directly, and capitalise on their image: but what should investors consider when evaluating new deals? [Fortune →](#)

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## RESPONSIBILITY

### TECH IS SHAPING THE CIRCULAR FUTURE OF RETAIL

From upcycling to new alternatives and more sustainable models, there is no end to the potential for positive & sustainable digital transformation. [CB Insights →](#)

### DIGITAL MINISIMING WASTE IN FAST FASHION

Digital solutions can slash waste in fast fashion, whether it's streamlining product movement and logistics, or facilitating new online business models like recycling and rental schemes. [Forbes →](#)

### DIVERSITY, EQUALITY & INCLUSION ACCELERATING DIGITAL INNOVATION

Fully tapping into creative potential and creating solutions which resound with all kinds of people can be achieved thanks to diversity and inclusiveness. [Fast Company →](#)

## STARTUP OF THE MONTH

### [GetYourSports](#)

Berlin startup GetYourSports connect sport enthusiasts with new activities – without the headache of taking out a subscription. Users can search and even buy tickets for activities, all inapp. This new business model uses digital to empower people to get fit in the way that works for them - while helping providers promote their offerings to new audiences.

## 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.

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