



**BLOOM PARTNERS**  
MONTHLY

### Dear Reader,

Welcome to the third edition of the Bloom Partners newsletter.

Coming in to November, we need to brace ourselves - winter is coming! We are taking this opportunity to reminisce and learn from our hugely successful third quarter, and focus on replicating the same success in the future.


Looking back, we are pleased to say the last months were marked by key wins. We worked on a wealth of exciting projects across our industries and enjoyed three kinds of reward: firstly, thank yous from satisfied clients, secondly, personal satisfaction and growth, and, last but certainly not least, the satisfaction we experience knowing our solutions will help improve everyday lives.

Within Bloom, momentum is building. This was a busy month for all teams, but the new challenges, learnings and opportunities combine to create a positive energy - and the long, dark evenings provide some quiet time to focus and think of our next steps! 😊

**Your Bloom Partners team.**

## NEWS FROM INSIDE BLOOM

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:

 **REIMAGINING HEALTH:** In a large overhaul, we helped a global healthcare leader to **reinvent its current core product portfolio**. We reevaluated consumer needs and market acceptance to glean a new understanding of the value proposition – meeting both client and customer

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**ECOMMERCE STRATEGY:** Digital sales and ecommerce is one of the most exciting topics for us at Bloom. We tailored a B2B2C ecommerce strategy for a major client in the alcoholic beverages industry. We sought out competition gaps and developed a vision to help the brand differentiate itself and increase digital sales.



**GO TO MARKET:** We helped an international Kefir drinks brand to enter the German market in record time. Check out our case study here! [Making an entrance: how Bloom helped a newcomer rock a new market – in just one month.](#)







**PRODUCT UPDATES:** Bloom is always reiterating and improving our product. This quarter, our amazing tech team implemented a host of new features to set us apart. The team has also finished work on our **Headless CRM** solution, which will help a key client better engage with fans and build brand relevance.



**AWESOME PEOPLE:** We welcomed **9** talented new hires in the past quarter, and as projects rev up, we hope to welcome even more! We are urgently searching for a new **Product Owner, 1-2 consultants or senior consultants**, and **one technical working student**. As always, we love to get referrals 😊 Check out [our vacancies list](#) for more information

## BLOOM PARTNERS INSIGHTS

On-the-pulse insights from our team.

-  [Creating Value from Data: An Alternative Approach](#)
-  [Horizontal Integration & engaging with digital-reluctant HCPs](#)
-  [The Power of Digital: Ghost Kitchens & marketing without a physical presence](#)
-  [Facebook Meta-/Megla-/Ultra-Verse: Bloom CEO Dr. Markus Pfeiffer's critical view](#)

## WHAT WE READ

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## HEALTH

**-McKinsey's new report on digital health ecosystems speaks to many of our key interests!** The study seeks to understand two crucial areas: where to implement digital health solutions, and how. Patient centricity and developing solutions which benefit people in everyday life is extremely important to us at Bloom. The report delves into important questions from what service HCPs are most willing to embrace, to the merits of superapps vs string of pearls services. Don't miss this report for some inspiring insights!

- [Read more](#) →

**-Data is the hot topic in Healthtech this month.** Recently, we enjoyed [EY's report on how modern data management helps health organizations](#). The report stresses the importance of data protection, so it is exciting to see a potential solution appearing at the research stage! Collaborative researchers from various institutions have developed "FAMHE", a federated analytics system to enable different healthcare providers to perform statistical analyses and develop machine learning models, all without exchanging the underlying datasets. [Read more](#) →

**-AI is the future, and health is no exception.** Fierce Biotech explores Paige AI; a new FDA-approved program which detects early-stage prostate cancer in tissue slides. This is a solid example of the practical applications of AI – cancer cases are expected to increase 60% in the next two decades, and technology must keep pace to develop life-saving early diagnosis and treatment solutions. The company plans further research into detecting a host of cancers. [Read more](#) →

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## LIFESTYLE

**-VTEX released a fascinating case study for those of us interested in digitisation and FMCG!** The report outlines how world-renowned beauty conglomerate L'Oreal developed a frictionless buying experience, achieving almost 65% ecommerce growth in the first half of 2021. The secret? A headless CRM. This development is closely in line with projects we work on at Bloom, and this example of satisfying customer needs, while simplifying processes and implementing better technology, is exactly what we aspire to do for clients. [Read more](#) →

**-Fast Company shares a landmark product launch from Nike – the hands free sports shoe.** Last month, we shared a study which revealed 80% of disabled people do not feel included in sports. It is highly positive to see innovations are already underway to include different abilities and body types – the new shoe features a unique hinged outsole which allows them to be "snapped" on and off, without using

**-PR News highlights L'Oréal Paris UK's partnership with BeyondXR.** Together, the brands added new value to the customer experience by launching a virtual popup store. The store's extended reality (XR) technology uses photorealism, inviting customers to "browse" realistic 3D shopping environments. The added value comes in the form of engaging games, special offers, and product presentations. Since this implementation, L'Oréal Paris has seen a 350% increase in customer engagement time in its virtual stores. This unique ecommerce experience got us thinking about how we can add new value and grow a brand's online presence. An interesting read in times when "treat yourself" shopping is done online! [Read more](#) →

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## NUTRITION

**-UK Tech news reports that London-based startup Collectiv Food has raised £12 million in its Series A funding round.** this direct-to consumer platform connects food producers with consumers, often at a lower cost, and lower carbon emissions. This concept is exciting for many reasons. Collectiv has identified changing consumer needs and embraced sustainability while also addressing a market worth £145bn in Europe alone. Food has always been a capital-intensive and low-margin industry, but this new brand makes innovative use of technology to generate higher profit, while adding new value for consumers - [Read more](#) →

**-NFTs are everywhere, but can food companies carve out their piece of the pie?** The Spoon's Michael Wolf explores the upward trend, likening it to McDonald's monopoly "but on the blockchain". Burger King recently launched its first NFTs, and others are expected to follow suit. What distinguishes these NFTs from others are the "real world" physical rewards for users. Winning prizes, coupons, or new dining experiences are more tangible than digital art and may resonate more with average consumers. This is an example of broad scale NFTs, and as the highly gamified trend becomes more universal, what can we expect to see next? [Read more](#) →

**-It's an exciting month for sustainable Foodtech!** Two landmark funding ventures will see a lot of investment in this space. TechCrunch announces European food tech VC [Five Seasons Ventures](#) final closing of a €180 million second fund. Atlantic Food Labs has relaunched as Foodlabs, a pan-European early-stage VC investor and venture studio. Their new "Food Fund" will see €100m will be invested in some of the food industry's most pressing challenges, from food security to sustainability and health. The tide is turning in this old industry, and we are very excited to see how nutrition and digital can work together to drive forward positive systemic changes. [Read more](#) →

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## START-UP OF THE MONTH

### CARGOKITE

*"THE SMART WAY TO TRANSPORT GOODS OVERSEAS – WITH ZERO EMISSIONS"*

[CargoKite](#) is turning the tide of the **220bn€** global shipping industry. Right now, the shipping industry emits as much CO2 as all of Germany.

CargoKite's compact ships are wind-propelled by airborne kite flying at 100-300m and use a small battery for harbour cruising. The sensor technology and extensive data collected allows for better transparency, optimisation and tracing. Ships journey point-to-point, avoiding congested ports, and following a smart route planning algorithm to reduce mileage. Growing consumer will for sustainability, higher tariffs, and penalties for emissions combine to solidify future demand for this innovative concept!



**BLOOM PARTNERS**

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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