



**BLOOM PARTNERS**  
HOLIDAY NEWSLETTER

We are wrapping up the year with one last newsletter; wishing you good tidings, good health, and good rest this holiday season.

The year's end is a time for peace, tranquillity and restoration. Some of us have already put up our feet for the holidays. Looking back on 2021, we can find so much to be grateful for. We are filled with optimism for 2022, but for now, let's relish this success and take some time to recharge. Long evenings by the fireside provide ample time to unwind, and for us, this means getting lost in some good **reading material**.

To help you wile away the hours, we compiled a list of **roundups**, **long reads**, **books**, and a **cocktail recipe** or two. We hope you'll enjoy them as much as we did!

## REFLECT ON 2021

2021 saw some sweeping changes in our industries - here are some key recaps:

- **Startus Insights** explores the [top 10 food technology innovations in 2021](#) – some food for thought to digest at leisure this holiday season.
- **Device Med** rounds up [the top healthtech trends of 2021](#) (in German). New technologies and heightened investment are an exciting recipe for this life-saving market space.
- **McKinsey**'s 6th annual State of Fashion takes stock of [10 key themes for the highly-disrupted fashion industry](#) heading into 2022.
- **HoneyPot** forecasts the [20 "next big things" in Technology & Innovation](#) from 2022-2030.

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- **Dive deep into AI** with [this list of 5 long reads on machine learning](#) and other sci-fi like prospects.
- **Marker** unravels the story behind [the rise and fall of billion dollar jewelry empire Alex & Ani](#).
- **Wired** relates the full story behind one of the most challenging visions in food today - [the quest to make genuinely cheesy dairy-free cheese](#).

## WILE AWAY THE HOURS

- For some **escapism**, check out the [FT literary critics' top fiction picks](#), or [Spiegel's Books of 2021](#).
- For **non-fiction**, we recommend [Business Insider's best business books](#), or [TechCrunch's books recommended by VCs](#).
- If you prefer to **listen** to something, try [AdWeek's list of awardwinning podcasts](#).

## BLOOM RECOMMENDS

The Bloom Team has a few page-turners to recommend:

### "Trillion Dollar Coach: The Leadership Handbook of Silicon Valley's Bill Campbell"

by Alan Eagle, Eric Schmidt, and Jonathan Rosenberg

### "Evergreen: The Hard Thing about Hard Things"

by Ben Horowitz

### "Net Positive: How Courageous Companies Thrive by Giving More Than They Take"

by Andrew S. Winston and Paul Polman

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by James Manyika, Jonathan Woetzel, and Richard Dobbs

### "Technically Food: Inside Silicon Valley's Mission to Change What We Eat"

by Larissa Zimmeroff

### "Run to Win: Lessons in Leadership for Women Changing the World"

by Christina Reynolds and Stephanie Schriock

### "Genius Makers: The Mavericks Who Brought A.I. to Google, Facebook, and the World"

by Cade Metz

KICK BACK & RELAX!

2021 has been a hectic and rewarding year. Time to revel in some **well-earned peace!**

So, we leave you with one last recommendation:

- **The Guardian's** [list of easy Christmas cocktails](#) is brimming with merry and bright recipes from vegan White Russians to Negroni punch.

Once again, we wish you a happy and safe holiday season, wherever you may be. We look forward to reconnecting in 2022, and seeing what this promising new year will bring.

**With Best wishes from all at Bloom.**

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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