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MONTHLY**Dear Reader,**

A Happy New Year to all of our readers!

We hope you have all enjoyed a good start in 2022, and a successful “soft launch” for the year to come. A new year brings **fresh energy and drive** to focus on turning last year’s hopes and ideas into action plans and goals. We have set our intents to drive digital growth while constantly considering values such as **sustainability, responsibility, and equality**.

These will be core pillars for us in 2022 – from the way we work, to the solutions we design for clients. This is certainly an optimistic time – and we are pleased to see **clients are matching our enthusiasm to truly grow something special this year**.

We can’t wait to see what this year unfolds – for now, let’s recap January.

Your Bloom Partners Team.

BLOOM NEWS

HEALTHCARE MONTH:

We interviewed expert stakeholders to understand the key challenges facing healthcare today, and brainstorm some potential strategic approaches. Check out our short articles where we explore challenges like [Lack of patient centricity](#), [Data mismanagement](#), [Misincentives](#), [Digital underleveraged](#), & [External Barriers](#).

NEW OFFICE:

Our Berlin team have officially moved into their new office space located in the Factory Görlitzer Park. As

 **OUR TEAM IS GROWING!:**

Right now, we are looking for a HR Manager (ideally in Berlin or Munich) and a Team Assistant (Munich) to support our amazing team as we grow further in 2022. Check out [our Jobs Page](#) for our full list of vacancies.

BLOOM INSIGHTS

On-the-pulse insights from our team.

 [DIGITAL WILL BE THE KEY ACCELERATOR IN SUSTAINABLE CHANGE](#)

We all know sustainability is important to consumers, and aspire to use technology to drive it forward as rapidly as possible. What technologies exist and how can they help?

 [5 DiGa-APPROVED STARTUPS TO WATCH IN 2022](#)

We congratulate our friends at Cara Care on their recent DiGa approval, and explore 5 other DiGa-approved Digital Health startups we are excited to see grow further in 2022.

 [MOBILE GAMING FOR HEALTHCARE: 3 GAME-CHANGING STARTUPS](#)

Mobile gaming accounts for 43% of all smartphone use, and its addictive techniques keep players coming back. Discover 3 startups harnessing gamification techniques to improve patient's lives!

NUTRITION

EMPOWERING CONSUMERS TO MAKE HEALTHIER CHOICES :

The UK government has launched a food scanner app to empower connect consumers with vital health information – and hopefully inspire them to lead healthier lifestyles. [Digital Health Net →](#)

FIGHTING FOOD WASTE WITH TECH:

From Machine learning to sensor systems, it's thrilling to see the innovative new ways digital can help reduce our impact on the planet. [The Spoon →](#)

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chains, but also for ecoconscious consumers. [Food Tech →](#)

PLANT-BASED PRODUCT ACCELERATOR:

In a fantastic example of the power of digital, Planeteers' has launched a new Plantbaser digital configurator to help plant-based products go from concept to finished product in just 2 weeks.. [Green Queen →](#)

HEALTH

DESIGN (RE)THINKING HOSPITALS:

This interesting look at hospital service design and forgotten lessons from the past hammers home the importance of design thinking and patient centricity. [Fast Company →](#)

D2C IN HEALTH:

This comprehensive Global Outlook on D2C Business Models highlights the increasingly blurred line between health and wellness, and which considerations strategists should make to reach maximum relevancy in 2022. [Business Wire →](#)

TOP 15 EUROPEAN HEALTHTECH FUNDING ROUNDS IN 2021:

A concise roundup of the top 15 European Healthtech funding rounds in 2021 – we are pleased to see so much support for beyond-the-pill and patient empowerment solutions here! [Tech.eu →](#)

PREDICTING 2022 HEALTHTECH UNICORNS:

Some exciting predictions on the healthtech start-ups likely to join the herd in 2022. [GlobalData →](#)

LIFESTYLE

DIGITAL TWINS FOR THE WIN:

Everything FMCG marketers need to know about digital twins – and how they add value for consumers, both online and offline. [The Grocer →](#)

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supply chain issues. [HBR →](#)

SPORTS LEAGUES ARE PLAYING A NEW GAME:

Pro Sports leagues are adopting new tactics to market to Gen Z in digital environments – most notably, through online gaming. [NY Times →](#)

BEAUTY TECH IS LOOKING GOOD:

The beauty conglomerate unveils its latest beauty tech innovations for 2022 – most notable an algorithm that generates an on-demand, customized haircolouring with more than 1,500 custom shades! [L'Oreal →](#)

RESPONSIBILITY

MEASURING SUSTAINABILITY:

An extensive guide to creating sustainability reports (an essential in 2022!) to gain perspective and measure what's really most important for strategists, consumers, and investors. This is timely as many companies reevaluate their values and ESG goals for 2022. [HBR →](#)

EQUITABLE DIGITAL TRANSFORMATION:

A thought—provoking piece which lines up perfectly with our values, examining the role of business leaders in guaranteeing digital is used fairly and thoughtfully to transform lives for the better in 2022.

[World Economic Forum →](#)

REINVENTING PACKAGING:

Now than more than ever, sustainable packaging is an essential rather than a “plus” for CPG brands. We believe growth should never come at the expense of the environment, and are eager to see what technologies can do to drastically reduce packaging waste at scale. [Future Tech →](#)

DIGITAL SECURING SAFER FOOD:

An interesting list of the many ways digital can boost food safety and reduce risks for consumers and businesses! [Food Safety News →](#)

STARTUP OF THE MONTH

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In December, Berlin foodtech startup [Perfeggt](#) closed €2.5 million in the first seed round for its chickenless egg product. With 1.3 trillion eggs being consumed annually, this popular staple is considered one of the most difficult "animal products" to replicate with plant-based solutions. Perfeggt uses fava beans to match the texture, smell and flavour of chicken's eggs, thus tapping into the ever-growing plant-based market.

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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