

# Innovation Across Borders – Forum VBO-FEB

## Innovation Case Preparation Form

### WHO

- Welke onderneming(en) werd(en) hierbij betrokken? (grootte, bedrijfssector,...)?
- Met welke partner(s) (clusters, O&O-centrum, spin-offs, hubs,...)?

FLAVR is a new start-up incorporated in January 2016. The start-up currently employs six FTEs, four contractors, and two full-time interns.

At FLAVR, we believe that everyone should have access to the freshest and best authentic food. By giving local chefs the chance to connect with people through their love of cooking, we want to bring back the taste of homemade food. Our chefs are happy to share their recipes and unique culinary secrets. In a nutshell: FLAVR is a peer-to-peer platform for home-cooked meals.

## WHAT

- Wat was de doelstelling van de innovatie?
- Waarin bestaat precies de innovatie (toepassing, soort innovatie – product/procedé/businessmodel/support diensten/management,...)?

The food industry has long been a much industrialised, scalable and efficiency-based sector. Branding food as authentic has become increasingly important. However, producing authentic food is not always a top priority. FLAVR believes that everyone should always have access to the freshest and best authentic food.

FLAVR is not your everyday takeaway service; it is an experience to be savoured. Our home chefs make delicious dishes that have a story behind them, and will show you the beauty of their food culture! All local chefs pride themselves on the quality of their fresh and authentic ingredients. They are genuinely passionate about serving you nothing but the best food.

FLAVR invests a lot of time and effort in finding the perfect balance between supply and demand, which requires intelligent and self-learning mechanisms. Food innovation (e.g. recipe generators, foodpairing engines) will also foster innovation in the often conservative and non-technological food market.

## IMPACT

- Voor de business/ de onderneming (verwerving van een nieuwe markt, groei, kostenvermindering,...)
- Op de markt (eindafnemers, tussenpersonen)
- Over het geheel genomen, ten aanzien van de maatschappelijke thematiek

FLAVR gives everyone the opportunity to start cooking for their neighbours, thus boosting local entrepreneurship considerably. Furthermore, FLAVR concentrates on the benefits of healthy and fresh meals. Advanced food technology will enable people to search for specific diets, such as carb-free, paleo, gluten-free, and so on. This move towards a healthy food culture and direct action through FLAVR has a positive impact on people's health and makes it easier to combat obesity and diabetes.

Secondly, FLAVR supports NGOs focusing on less fortunate people by giving its users the option to donate a meal to a good cause.

Building a food-conscious society is one of FLAVR's core values. As such, FLAVR wants to give back to its community by giving them the opportunity to donate meals to less fortunate people or NGOs. We, as well as the entire FLAVR community, take our mission very seriously: everyone should always have access to the freshest and best authentic food.

FLAVR is heavily committed to reducing food waste and moving towards a more sustainable way of consuming food by minimising our ecological footprint and making optimal use of available resources.

## KATALYSATOREN & OBSTAKELS

- Hoe verloopt / verliep de ontwikkeling van het project (duur, algemene indruk)?
- Wat vergemakelijkt / vergemakelijkte het verloop van het project (katalysatoren)?
- Wat zijn / waren de moeilijkheden en uitdagingen waaraan het hoofd moet /moest worden geboden (hinderpalen)?

FLAVR launched its beta version in January 2016. After four months of development and product innovation, FLAVR will launch its first full version of the platform on 16 May.

FLAVR's biggest challenges lie in securing proper funding (since FLAVR is a very low margin-high volume business and funding enables aggressive growth) and pushing for more innovative and future-proof legislation. Current legislation often does not offer any solutions for the new, peer-to-peer economy. More specifically, FLAVR aims for more innovative legislation on tax and food safety.

## LESSONS LEARNT

Wat kon er / had er kunnen verbeterd worden om deze innovatie te vergemakkelijken? (enkel invullen indien van toepassing)

- Organisatie/management van het project
- Samenwerking/partnerschap
- Beheer van de intellectuele eigendom
- Lancering van de innovatie op de markt
- Financiering van het innovatieproject (fiscaal beleid, beschikbaarheid van kapitaal, investeringsubsidies, enz.)
- Andere beleidsaspecten /regelgevingsaspecten

Further adopt the lean start-up method and launch a basic MVP at an earlier date.