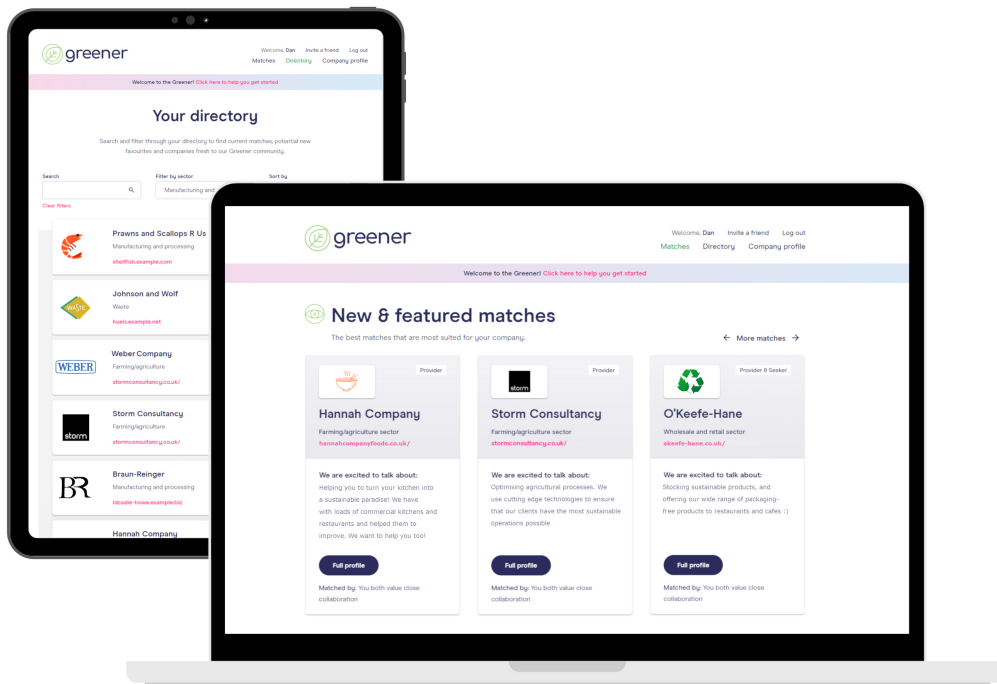


## Press pack for pre-launch (April 22nd - Earth day)

Innovate UK funded clean tech start-up with £142k raised in pre-seed - algorithmic sustainability matchmaking - now open for pre-launch business registration - food & drink SMEs



## Bio of leadership team + Pics



**Mehrnaz Tajmir**  
Co-Founder + Chief Sustainability

### Experience

- Waste & supply chain specialist
- Exploring block-chain integration in food industry
- Sustainable operations teaching assistant (MSc level)

### Recovering academic

### Education

- PhD (Candidate) Sustainable Supply Chain Management - Uni. of Bath
- MEng Mechanical Engineering - Uni. of Bath



**Dan Yates**  
Co-Founder + CEO

### Experience

- Ex-consultant - Client-facing team lead
- Innovation Expert
- Previous Founder - computer hardware space

### Fleeing the corporate world

### Education

- MSc Management - Imperial College London
- BA Archaeology & Anthropology - University College London



**Dr Mendy Mombeshora**  
Chief Product Officer

### Experience

- New product design and development process expert
- Researched environmental considerations of collaborative product development process

### Engineer gone rogue

### Education

- PhD Mechanical Engineering - Uni. of Bath
- MEng Mechanical Engineering with Manufacturing and Management - Uni. of Bath

# Company History

Greener was founded in 2019 with the goal of making sustainability easier for small businesses.

The Eureka moment was at a train station after a long rainy day of research to figure out how to make sustainability work for smaller businesses. We knew that the existing methods and processes were too time consuming, too complicated and too resource intensive for small businesses to implement and adopt. We also knew that small and medium size enterprises are the driving force of the economy, specially in food and drink industry.

We believe that sustainability is more than just a data point and rather an all-encompassing behavioural shift that can drive businesses towards strategic and operational change to incorporate innovation, and expand their boundaries to opportunities that are beyond their immediate capabilities.

With these in mind we set course for developing a platform that can help SMEs on their journey towards sustainability without breaking the bank and certainly without spending months on end figuring out what could work best for them.

## 2X INNOVATE UK GRANT WINNER, £142K IN TOTAL PRE-SEED FUNDING

The Greener team successfully won 2 prestigious innovate UK grants (however only claimed 1 due to the small team). The grant won from the Sustainable Innovation Fund enabled the Greener team to go full time, conduct extensive R&D, and build our MVP, which is opening for pre-launch registration on April 22nd - Earth day, and co-founder Dan's birthday. The grant, combined with private fundraising efforts totalled a pre-seed round of £142k.

Whole team - including Dr Mendy Mombeshora (Greener won funding and grew the team during lockdown, and have been entirely virtual since Sep, 2020 (since winning grant funding))



## GROUPS/ASSOCIATIONS

Greener is deeply embedded in the South West, and Bath tech scene, and is a member of the SETsquared university accelerator programme, amongst other groups.



Co-founders Ms Mehrnaz Tajmir, and Mr Dan Yates



# FAQs

## **What is Greener?**

- Greener is an online sustainability matchmaking platform that connects food and drink SMEs that are looking for sustainable solutions with those which are offering sustainable solution.

## **Why does it matter?**

- For too long genuine sustainability has been out of reach for independent SMEs. Greener will democratise this.
- Greener makes it simple, accessible, and affordable to start building the partnerships and networks that sustainability is all about

## TESTIMONIALS

"As a company offering a sustainable service it is difficult for us to find, connect, and work with other businesses. A platform like Greener would provide us with the necessary connections that are fit to our needs and would save us a lot of time and resources to seek them out individually"

Joe Halstead  
Managing Director, Agrigrub



"Greener is a platform that would dramatically simplify the process of finding sustainability solutions for businesses, which is currently a complicated and expensive process. Greener can help sustainability innovators gain visibility and traction while ensuring small businesses aren't left behind"

Guy Kobani  
Co-Founder, Novaloop



## **How does Greener work?**

- Greener works based on understanding the positioning of our users within the food and drink supply chain and their operational priorities when it comes to sustainability partnerships.
- Based on these details, we provide our users with a tailored set of matches to partner with. they can then manage, connect and communicate with their matches.
- Our users are able to grow their existing network or build their supply network from scratch with sustainability as a core consideration.

## **Who can use Greener?**

- All SMEs in food and drink industry including those in farming and agriculture, manufacturing and processing, retail and wholesales, hospitality, sustainability consulting, compliance, optimisation, and waste services.
- Whether these food and drink SMEs are looking for sustainable solutions (products or services) or have a sustainable solution that they want to market, Greener is their one stop shop to look for perfect partners who are tailored to their specific needs and requirements.

## **Why do I need Greener?**

- Greener can provide unlimited opportunities for growth as well as reducing environmental impact through meaningful partnerships that are catered to each and every user's specific needs and requirements.
- Greener users can unlock new opportunities and implement sustainable innovation all while saving money, time, and resources.



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