



Greener is a B2B algorithmic matchmaking platform that connects agri-food SMEs that are **seeking** sustainable solutions with the businesses **providing** them.

## About us

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

Built using proprietary industry models & business behaviour analysis, our first-of-its-kind algorithm matches users seeking and providing sustainable solutions.

The unique formula enables users to discover solutions, connect with like-minded partners, and develop genuinely resilient and sustainable supply chains.

We know that with razor-thin margins sustainability can easily become an unaffordable luxury for small businesses. Our goal is to save users months of investment – time, resources, and money – which would have been spent on the trial and error cycle of reimagining their operations for a sustainable future.

## Growth

**£113K**

**Bridge round**  
funding, 2022

**£142K**

**Pre-seed**  
funding, 2021

**10%**

**Avg. Growth**  
per week

**>130**

**Companies**  
Onboarded

**83%**

**Recommended**  
by users

A few weeks before our first anniversary in April 2022 Greener successfully closed a bridge funding round with £113K from SFC Capital, one of the UK's largest early-stage investors. The investment is an exciting stepping stone to a substantial round opening later this year. Since 2019, Greener has also won two prestigious innovate UK grants (claiming only one, however, due to the small team). In total the company has now raised over £250K.

## Our team



**Dan Yates**  
Co-Founder + CEO  
Former consultant team lead  
Ex-Founder in computer hardware



**Mehrnaz Tajmir**  
Co-Founder + Chief Science  
Mechanical engineer  
PhD sustainable supply chain management and food waste



**Dr Mendy Mombeshora**  
Chief Product Officer  
Mechanical Engineer  
PhD in sustainable product design and supply chain collaboration

## Affiliations

