

## IS GOOD FOOD REALLY SCALABLE?

### Victor Friedberg moving into foodtech 2.0 as his venture funds have proven that the food system is about to change

"*These are critical times and we need bolder solutions.*" The words are **Victor Friedberg's** who has been in the forefront of sustainable and innovative investments for 20 years, will be giving a Key Note at **Sweden Sustaintech Venture Day**.

Victor's belief, and of which he has proof of concept, is that real, healthy and sustainable food will become mainstream, and in the US this change is actually happening on a large scale. In 2012, he realized there was no such venture fund, and started **SG2 Ventures** which has scaled for example **Beyond meat**, **Lava** and financed **healthy soil solutions**. He founded **Food shot** which is a completely new approach to Venture Capital where equity and debt is blended and close cooperation with science makes early stage solutions more likely to scale. He claims that we are moving into food tech 2.0 as many plant based solutions are containing preservatives to hold, next generation food tech solutions are based on biological research to actually scale healthy, ecological and natural food already at science level.



*"Change is coming from consumers, and in the US market, capital is the driving force behind this, as regulators are going the opposite direction. Already, food worth of **18 billion dollars** has changed hands from big food brands to new and small natural food products. We are here to scale this change, we need to change the complete value chain behind food, and that is not something that is now done rapidly."* says Victor.

Victor has been in Sweden many times and is looking forward to come back for the 6th of February. The perception of Scandinavia when it comes to sustainability is that it is very forward, especially when it comes to energy solutions.

Today's food system has many problems, like net shortage of organic food, huge food waste, food fraud and climate emission. It is also a huge risk for human health.

When asked about the difference between the US and the European food systems he says that the regulatory body to promote clean healthy food is much stronger in Europe, which has left the capital markets behind. As there is not such a strong food culture dating back 10 000 years, the US market is faster and more open to innovation and change.

With FOOD SHOT, he is taking a completely new approach to investing. Victor is taking away the traditional opposition between small scale, natural solutions and big food. Big food companies are having huge problems and are looking for new solutions, and small innovative companies need to scale. Victor says that we already know that it is possible to do both impact and get returns. But, as he says, we are now moving away from the concept of impact investments to "**purpose driven capital**".

*"When I meet entrepreneurs, they always have a story behind why they started. Mine is that in 2012, on a vacation from Launch where I worked with innovation, I had a peach. A peach that changed everything, so sweet and complex, I had to start my journey to changing the food system."*

Victor's personal favorite from Sweden is Oatly, he believes it is a modern brand with great products, a brand that has become a rapid success in the US market.

Victor is presently launching a new fund **Epoch Capital** which he will present on stage on the 6th of February. He is also writing on his new book which will challenge classical economic models.

We are excited to hear more about that...