

SEAFOOD REBOOT

A NEW WAVE OF FOOD CHANGERS

Paris, may 11th 2022 - Less than six months after it was initially founded, **the SEAFOOD REBOOT Foodtech startup completes a 3,2M€ pre-seed round** that will help the young company finalize its R&D works and prepare the go-to market of its first-generation plant-based alternative seafood products.

SEAFOOD REBOOT surfs the good wave with a financing round of just over 3,2M€ led by DEMETER INVESTMENT MANAGERS together with SENSEII Ventures, Founders Future, and Beyond Impact. **A decisive step to prepare the go-to market of a first generation of natural, delicious, and healthy plant-based seafood alternatives.** This round will help accelerate the structuring and development of this young company, notably the construction of a first pilot production facility scheduled to be operational in S1-2023. It will also strengthen the resources allowed to the dedicated Innovation/R&D team already at work. Isabelle CHAMBAUD, PhD., recently joined to take the leadership of this department as R&D / Innovation Director after just under twenty years spent with the Danone group, where she held various R&D operational management positions, including recently coordinating the innovation strategy and related projects performance at the European level.

Founded in October 2021, SEAFOOD REBOOT sets an ambitious goal to become a leader in the necessary plant-based food transition. For everyone. Meat and dairy substitutes have flourished on the shelves and our plates over the past few years, but plant-based seafood remains a vastly untapped emerging segment. *“In the light of the climate change emergency and the rapid deterioration of all forms of marine life, the public becomes more and more aware and thus conscious of the need for a change in our diet habits”*, explain the two co-founders. SEAFOOD REBOOT is dedicated to playing a major part in this (r)evolution by creating and marketing a new generation of plant-based seafood products made from algae ingredients and available to all consumers with unequaled taste, texture, and nutritional profile.

www.seafood-reboot.com/

Press contact -

ABOUT SEAFOOD REBOOT

SEAFOOD REBOOT is a Foodtech Startup born in October 2021 when François BLUM (Executive Chairman) and Simon FERNIOT (CEO) met with Alwyn SEVERIEN, the founder of ALGAMA, an innovation startup pioneer in the valorization of algae for food applications. Convinced that the infinite potential and pivotal role of the oceans in our ecosystems are a source of unlimited creativity, SEAFOOD REBOOT develops, with the help of cutting-edge expertise on algae and seaweed and a strong innovation capacity, the next generation of plant-based seafood alternatives which will be delicious, natural and healthy.

Press release

ABOUT DEMETER

Demeter is a major European player in venture capital and private equity for the energy and ecological transition. Its funds invest from €1m to €30m to support companies in the sector at all stages of their development: innovative startups, small and mid-cap companies, as well as infrastructure projects. The Demeter team counts 37 people based in Paris, Lyon, Bordeaux, Grenoble, Metz, Madrid, and Düsseldorf, manages €1bn and has completed 180 investments over 16 years.

www.demeter-im.com

ABOUT SENSEII VENTURES

SENSEII VENTURES is a community of entrepreneurs from various horizons and industries, all experienced Business Angels and private investors. The concept is simple: provide a selection of targeted young innovative companies or visionary entrepreneurs with support and resources to reach steadier growth and profitability.

Among the key members of this group are, Jean Baptiste BACHELERIE (former President of Creadev and CEO Food and AGTech at SONAE Group), François BARBIER (ex-Chairman Europe at Kraft Foods Biscuit), Jean Philippe CHRISTOL (co-founder of COJEAN), Bertrand JELENSBERGER (Founder of The Fork), Philippe LEONI (co-founder Latour Capital), Steven LIBERMAN (Senior VP South Europe for Nomad Foods), Mikael AUBERTIN et Julia PERROUX (Founders of Good Goût).

ABOUT FOUNDERS FUTURE

Founded in 2018 by Marc Menasé, Founders Future is a VC investment fund intervening from seed to Series A, in France and Europe. Designed as a "super-angel" structure, it combines the benefits of an investment fund and the operational support of a startup studio to finance the emergence of a new generation of tech entrepreneurs. Founders Future has invested in Lydia, Yuka, Alma, Waterdrop (AU), The Forks, Roof, 900 Care, Ezra (US), or Taster (UK). Founders Future's mission is to develop entrepreneurship to meet the future challenges of our society in an ambitious and responsible way.

www.foundersfuture.com

ABOUT BEYOND IMPACT

Beyond Impact, part of the Beyond Investing vegan investment platform, has been a pioneer in investing to combat animal exploitation since 2016. Beyond Impact's current portfolio of 25+ investments contains a variety of companies united in providing cruelty-free and ethical replacements for the use of animals across the entire value chains of the food, consumer products and healthcare industries. Focused on identifying alternatives that are superior, scalable, and sustainable, it provides catalytic financing that enables founders with exceptional products to achieve early traction and so accelerates the transition toward a kinder, cleaner, and healthier world.

beyondimpact.vc/