



“Foodbytes allows us to stay abreast of startup trends and drive pipeline. We learn about market landscapes in addition to benefiting from quality introductions. We would not have made the investment in Phytolon without the Foodbytes team.”



Jim Cali
General Partner
NextGen Nutrition Investment
Partners

Investor: NextGen Nutrition Investment Partners

Stage: Series A

Interest Areas: Clean Label, Functional Ingredients, Fermentation, Novel Proteins, Gut Health, Metabolic Health. Personalized/ specialized Diets, Superior Nutrition

Goal:
Drive pipeline origination and deal flow. Gather insights on emerging F&A innovation trends.

Traction:
Invested in three Foodbytes startups, including Bonumose, Paragon Pure and Phytolon.

Value:

- Discovered Phytolon through Foodbytes and invested in their Series A extension to bring precision fermented natural colorants to market.
- Nimble team leverages the vetting badges, monthly reports and invite-only virtual roundtables to gather innovation and market insights to support other investments
- Find better investment candidates through Foodbytes, as the ecosystem supports their initial business / capital development - a boon to early stage investors.

