

**Company Name:**  
REBREAD

**URL:**  
<http://rebread.com>

**Growth stage:**  
Seed (early stage)

**Location:**  
Poland

**Year:**  
2021

**Sub-domain:**  
Novel food  
& circular economy

# REBREAD



### Tagline:

We save leftover bread from being treated as waste and build an ecosystem around this resource

**Corporate Challenge:**  
No Challenge

**Employees:**  
10

**Funding:**  
300 000 €

### Product & Solution Description:

At Rebread, we have developed a legally and microbiologically safe process for preserving unsold bread for the needs of the food market (and not only!). We make this process available under an open license to stimulate the emergence of the raw material market and minimize its waste (in the entire EU, it is 35 million tons per year!). We connect raw material suppliers with recipients using a marketplace service. Our offer also includes ready-made product ideas that can be created based on our raw material - bread made of bread (up to 30% of flour was replaced with unsold bread, creating a closed circular loop), soft drinks (also probiotic), distillates and substitutes for meat and seafood. Locally (unsold bread is a local waste) we implement our knowledge and ideas by cooperating with the largest retail chains in Poland. Our experience, knowledge and team are available to our clients through various licenses. Our goal is to solve the problem of wasted bread and lay the foundations for solving the problem of wasted food.

### Corporate Problem to solve:

We chose Open Challenge Application because we want to popularize our know-how, reach market stakeholders and scale as quickly as possible, and above all, to solve the problem of unsold bread on a scale.

### Team:



[Bartłomiej Rak, CEO](#)

Serial entrepreneur, founder. Over 15 years of experience in consulting & digitizing services



[Katarzyna Młynarczyk, Service Designer](#)

Accredited service design master, customer journey strategist, sustainable services

### Business Model:

We operate in the "open manufacturing" model, assuming the role of a raw material broker and know-how on how to manage it. Design global, manufacture local - we redistribute production between many local entities, sharing (often under open licenses). We settle in the efficiency model - a percentage of the sales of products based on our know-how.

From the point of view of companies (bakery, shops, retail chains) that have the raw material, we help to sell it to the market, while reducing the costs of its disposal. If a given entity also has its own sales network, we turn waste into a raw material that is used to create new, high-margin and innovative products (primarily food, but also for the cosmetics market).

The implementation of such products is also a great marketing tool and a solution supporting ESG reporting. Bread has a specific meaning in the eyes of consumers. According to our research, 84% of consumers support the idea of Rebread, and 79% express their purchase intention. Not wasting bread is a great communication tool.

### Investment needs and plans:

We use various grants locally, but we are also interested in grants at the European level. We are also actively looking for investors who know the principles of impact investing. We are focused on maximum cooperation, exchange of experience, use of the networking effect. We willingly enter into consortia, we establish acceleration cooperation with corporations. We are currently looking for funds at the pre-seed stage (€1 million) and capital for our own contribution to several grants we are applying for (approximately €0.5 million).

### Traction:

Our local operations already have financial security. Our goal is primarily to start scaling around licensing the solutions we have developed.

As we mentioned, we are also looking for impact investors who, in addition to financial involvement in the fundraiser, will help us build operations in Europe.

