


Has Algae

Harvest 2021-22



Cutting edge microalgae biotechnology can help you live a healthy life, and solve climate change, food security, declining biodiversity at the same time.



Peers Schenk, a plant scientist with a passion for transforming food systems joined Tim Gardner and Brendan Fu as the founders of Has Algae to utilise 30 years of research into microalgae that Peers had developed in his career specialising in high omega 3 protein rich strains for human consumption. They founded Has Algae to commercialise research outcomes that fit with the plant-based diet trends and they began to create tasty and convenient superfoods for consumers looking for a healthy diet high in omega 3.

HAS ALGAE'S HARVEST JOURNEY



The Harvest program provides a structured way to break down the inner workings of a business. The different guest speakers brought much value and perspective on running an agri-related business in an Australian context.



During the program, Has Algae set up various online channels and their ecommerce platform and worked on further validation of the meatball product and development of team capacity. Has Algae's marketing strategy includes increasing customer awareness and acceptance of microalgae-based superfoods through online marketing channels.

Coming into the Harvest program Has Algae wanted to understand how to grow the business in a systematic way. Brendan found the Raising Capital sessions the most valuable as they entered the next stage of their business while making sure they have the right processes in place to support the company's growth in the future.

WHAT'S NEXT?

Has Algae has developed two products which are 'ready to eat' direct to consumer products sold through eCommerce and will be expanded to include B2B foodservice and restaurants.

Bloom - a plant-based meal enhancer, high in protein and vitamins & minerals which can be added to everyday meals to make them more nutritious.

Sequest Meatballs - 100% vegan, high in protein and amino acids.

These products present a strong value proposition in the sector as high omega 3 vegan options are not available at a cost-effective price point.

Key Achievements & Program Impact

- Established their own online channel and figured out how to validate products/concepts through advertising channels
- Detailed breakdown of their value chain to assess for bottlenecks
- Developed a deeper understanding of team dynamics and culture and a plan to build capabilities to support their future growth



Has Algae set goals for the next 6-12 months which include:

- Secure a co-manufacturer
- Establish an efficient logistics system
- Develop and expand their retail and online partnership network

However, before moving forward with their plan, their highest priority is to consolidate their team and business structures.

About Farmers2Founders

We help build agrifood tech and innovation solutions that deliver commercial benefit and industry impact across agrifood, fibre, fisheries & aquaculture. By supporting more producers to collaborate with agrifood tech developers and innovators to fast-track the development, commercialisation and uptake of agrifood solutions.

