



## **First International Food Startup in the GEC Factory**

### **British startup Better Nature is the latest addition to the Global Entrepreneurship Centre**

**Meerbusch, January 31, 2023** – The Global Entrepreneurship Centre (GEC) welcomes a new member to the GEC Scaling Factory. After the last call in 2022, which scouted alternative solutions in the food and agriculture sector, there is now Better Nature, the first international food startup in the GEC. The GEC and Better Nature are now working together to launch healthy tempeh products on the German market.

“Better Nature is the first international company within GEC’s Scaling Factory programme that has succeeded in entering the German market, and with the support of the Global Entrepreneurship Centre. Our commitment is to promote sustainable innovations and products, thereby creating jobs in the region,” says Hans-Jürgen Petruschke, District Administrator of Rhein-Kreis Neuss. The clear objective of the GEC is to build a system to promote and increase the number of scale-ups in North-Rhine Westphalia (Germany) with a clear focus on sustainability and climate protection. With the promotion of Better Nature and their climate-neutral produced meat alternative, the Global Entrepreneurship Centre comes a bit closer to this objective.

#### **Tempeh as a healthy source of protein for tomorrow**

The startup Better Nature was founded in London in 2019. The founders set themselves a goal: by 2030, tempeh should be a staple food for more than 500 million people worldwide. The superfood made from fermented soybeans was invented in Indonesia over 300 years ago. It is not only extremely healthy, but also very environmentally friendly, because its production generates 94 percent less CO<sub>2</sub> than the production of beef. Land consumption, water and energy use are significantly lower in the tempeh process chain.

Tempeh is a true all-rounder both in terms of its nutritional values and preparation. It has a spicy yet mild flavour, somewhat reminiscent of nuts and mushrooms. It absorbs other flavours quickly and is therefore perfect for all sorts of meat-free dishes such as curries, stir-fries and salads. But tempeh is considered an innovation in the nutrition market not only because of its taste, but also because of its amazing nutrients. It has twice as much protein as tofu, twice as much fibre as an apple, and as much iron as beef. It is also good for the intestines and can help with digestion. Vegetarians and vegans in particular can cover their daily requirement of important nutrients. Not for nothing is the sustainable protein source considered a superfood and a real enrichment for vegan and health-conscious cooking.



## Perfect start to the GEC Scaling Factory

Until now, tempeh could only be found in health food and organic produce stores. This is now set to change with the bright young startup from the UK. At the beginning of January, Better Nature entered the German market with the REWE Nord supermarket chain. To coincide with the launch in Germany, Better Nature started a collaboration with the Global Entrepreneurship Centre. The startup has been part of the GEC Factory programme since December 2022. “Better Nature’s highly motivated and diverse founding team, combined with the potential to establish tempeh as a sustainable and healthy product on the European market, convinced us from the start,” says Dr. Marie Hurtgen, Director Technology & Ventures at Global Entrepreneurship Centre GmbH. In the coming months, the GEC team will actively support Better Nature in establishing the brand and the product as well as in further expansion.

The GEC Scaling Factory programme offers tailor-made services to Sustech companies to enable sustainable business growth. The experienced venture developers are in close communication with the companies and jointly set priorities for further collaboration and related funding. At Better Nature, the initial focus was clearly on the REWE launch and general positioning in the German market. This is because a major goal of the GEC Scaling Factory is to facilitate exponential growth by supporting the company in key operational areas.

## About the Global Entrepreneurship Centre

Global Entrepreneurship Centre (GEC) is a transformation hub for scaling sustainable technology innovation and entrepreneurship. It addresses the scaling challenges of promising sustechs – deep-tech start-ups with a clear sustainability and climate protection focus – from all over the world. The selection process includes a proprietary sustainability assessment, diligently carried out internally by the GEC. The GEC will support up to 20 startups per year in the GEC Factory programme in the sectors building & living, textiles, mobility & transport, agriculture & nutrition and energy, providing access to venture capital, business development, advisory services, production and lab facilities. In addition, approx. 60 startups p.a. will be scouted for participation in the GEC Catalyst cohorts. The GEC is funded by the Rhineland region’s STARK initiative for structural transition of the former coal mining areas and the Rhine County of Neuss. The Global Entrepreneurship Centre is based in Duesseldorf / Meerbusch, Germany.

More information on our homepage at <https://www.gec-scaleup.com>

## About Better Nature

Better Nature was founded in 2019. Co-founder Dr. Driando Ahnan-Winarno grew up on the island of Java in Indonesia, where he ate tempeh every day as a child. This inspired him to do a PhD on the fermentation of tempeh and its positive effects on human health. Since then, the four-person founding team around tempeh expert Driando has already launched a number of innovative tempeh products in the UK, and now Germany is following suit. Using its own cultures and processing methods, the startup develops all-natural, plant-based burgers, ground beef and ribs that are not only



carbon-neutral, affordable and easy to prepare, but also high in protein and fibre. Better Nature makes protein without compromise – delicious, nutritious, plant-based and all-natural! More information at [www.betternaturetempeh.co](http://www.betternaturetempeh.co)

**Media contact:**

**Global Entrepreneurship Centre GmbH**  
**Marina Ćorić**  
Communication & Marketing Manager  
Tel: +49 172 4008458  
[mcoric@gec-scaleup.com](mailto:mcoric@gec-scaleup.com)

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The four founders of Better Nature (from left to right): Dr. Driando Ahnan-Winarn, Elin Roberts, Chris Kong und Fabio Rinaldo.



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“Better Nature Tempeh Pieces” are now available at Rewe Nord.



Better Nature co-founder Chris Kong making his pitch to the GEC Forum 2022.

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