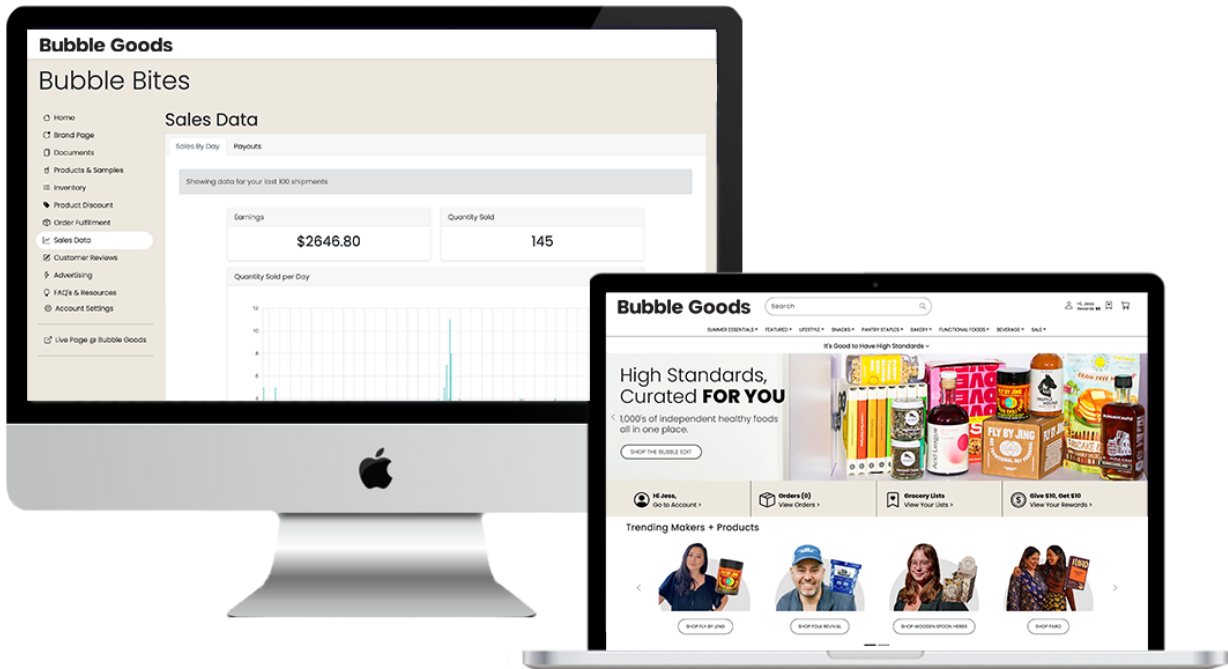


Bubble Goods



Bubble Goods, known as the "Etsy of Health Food," is an e-commerce marketplace for natural food and beverage brands to ship directly to customers across the USA.

Bubble Goods is building a platform to service the [\\$1tn packaged food space](#) that is seeing [34% YoY growth in the small brand CPG](#) sector. The Bubble Goods team is led by a founding team with deep CPG and ecommerce experience, two ex-Daily Harvest colleagues [Jessica Young](#), founder and CEO and CTO, [Savraj Singh](#).

Bubble Goods is aiming to change the food distribution landscape for independent brands by removing the limits of previous big food brands and retailers by leveraging its lean, digitally native marketplace in order to improve the experience for shoppers.

Bubble Goods now has over 1000+ brands from independent makers across the USA hosted on the platform, and believes that the future of food lies within a diverse and independent food system and is backed by Sequoia Capital, Constellation Capital, Color Capital and Supermodel Karlie Kloss.

About the Team

JESSICA YOUNG

Founder and CEO

With 10+ years in the food and wellness industry, Jessica saw a gap in the market: food brands were innovating (specifically in the health foods sector), but they didn't have the digital know-how or right platform to launch and scale on. It was becoming harder and harder for these brands to get onto Whole Foods, launch and scale within Amazon, and inefficient to drive customers into their own singular ecom channels. Jessica saw an opportunity to launch something similar to what Farfetch has done in fashion and Etsy has done in the handmade goods space: **create and curate a marketplace for innovative, truly strict label, independent food brands.**



Prior to launching Bubble Goods, Jessica worked as a chef in NYC in Michelin starred restaurants, before transitioning to the food startup scene, which eventually led her to become the first employee and Head of Product and Operations for Daily Harvest.

Jessica joined the frozen food direct to consumer company that is now valued at over \$1.2bn at pre-launch, and was responsible for product development, procurement, manufacturing, packaging, direct to consumer distribution and customer service. She has a keen eye for predicting what's next in nutrition and integrating it into product development.

She realized at that time that her mission was to create better alternatives and get people in touch with them. Eventually leaving Daily Harvest to build Bubble Goods, a culmination of everything she has worked on in her career all rolled up into one. "We create and curate the best products and put people in touch with them, while shedding true transparency on the food system to create the food world we want to see."

About the Team

SAVRAJ SINGH

CTO

Savraj Singh is leading Bubble Goods's engineering and launch of a new platform for Bubble Goods as Chief Technology Officer (CTO). Singh, who previously served as CTO at Daily Harvest, has a background in building scalable architectures and teams from the ground up. "We are thrilled to welcome Savraj as CTO, and first senior hire as we look forward to investing heavily in our platform and technology, which will be allowing us to significantly scale the marketplace for both consumers and brands who want to sell. I am also just honored to be working with Savraj again!," said Jessica Young, CEO of Bubble Goods. Now with a waitlist of over 1000+ brands, many of which signed up through the 2020 pandemic because of a shift to online



sales, the Bubble Goods team is more than eager for Savraj to build out engineering efforts.

As the first CTO of Daily Harvest, Singh built and led a team of engineers for the subscription platform, which unlocked rapid growth for the direct to consumer frozen food company that is now valued at over \$1.2bn. At Bubble Goods, Savraj will level-up the tech stack that powers Bubble Goods, “Creating a compelling user experience for our marketplace that can compete with the major grocery players is our biggest challenge, and it’s one we are excited to tackle,” says Singh.

Savraj will be releasing the first of his changes for Bubble Goods -- a self-serve platform for food brands that will be streamlining Bubble Goods’s very hands on approach to approving brands to sell on the platform. To date, this was a very time intensive process to review a brand’s food safety certifications, ingredient labels, inventory sync, etc. The new release will allow brands to create their own account, and be up to sell in a matter of days instead of weeks. “I see a huge opportunity for growth and I love building systems that serve large markets. It’s a great mission -- if we are successful, we’re helping more people access healthy, high quality food and we’re empowering the brands that serve this market,” says Singh. Prior to his role at Bubble Goods and Daily Harvest, Singh took two different companies through PaulGraham’s Y-Combinator, one of Silicon Valley’s most notable accelerator programs. Singh has also worked at Microsoft, and is a graduate of Princeton University.

About Bubble Goods Standards

The Bubble Goods Stamp Of Approval

Each and every product sold on Bubble Goods goes through the Bubble Goods Approval Process — a rigorous set of standards constructed by top chefs, nutritionists, Eastern and Western practicing doctors in order to gain their Bubble Goods Stamp Of Approval.

Products on Bubble Goods contain:

- Whole fruits, grains, and vegetables
- Some added natural sweeteners: whole fruit juices, honey, maple, coconut sugar... etc.

Products on Bubble Goods do NOT and will never contain:

- Refined or artificial sugars
- Preservatives, fillers, or gums
- Artificial dyes



Taste-Tested:

It's a tough job, but someone has to do it! Bubble Goods Approved goods are not only good for you, they are also tasted by Bubble Goods's team and community of experts to ensure that they are delicious and the tastiest of its kind. Just because it's healthy, doesn't mean it has to taste like cardboard ;)

Innovative Category Leaders:

We look for the game changers — products that are best in class and reflect Bubble Goods's beliefs for transparency and a new food system.

Sourced and Produced Responsibly:

A thorough background check that each food maker is food safe certified and practicing ethical and sustainable sourcing to create their products.

Why the Name Bubble Goods?

We wanted to create our own space in the health food system that is transparent — healthy ingredients, passionate food makers, sourced responsibly; curated — for customers to easily navigate; yet protected — from the stale influences of the old food system... like a bubble. Bubble Goods!

Word On The Street

“Bubble Goods, an Online Marketplace for Healthy Foods, is Our favorite Place to Discover New Snacks” – [Business Insider](#)

“Like Etsy...But For All The Best Snacks.” – [Bon Appetit](#)

“Ex-Daily Harvest Colleagues Are Building Bubble Goods, Set To Be The Largest Health Food Marketplace Online” – [WWD](#)

To learn more about Bubble Goods, visit bubblegoods.com.

For questions, email hello@getintothebubble.com