



<b>Start-up name</b>	Avocado S.A. ( <a href="https://avocado.lu/">https://avocado.lu/</a> )
<b>Date of creation</b>	January 2014
<b>Share capital</b>	€31,000
<b>Founder(s)' name(s) and academic and/or entrepreneurial curriculum</b>	Kristina Rasmussen  Bachelor of Arts
<b>Number of employees</b>	5
<b>Field of activity and description of the product/service</b>	Recipes and BIO ingredients delivered as weekly menu boxes for cooking at home.
<b>What is your business model based on?</b>	Avocado offers various box variations and additional products which are all available as ad hoc or subscription purchases.  Avocado is a pure web-based company with no physical point of sale.
<b>Last (or current) fundraising</b>	None
<b>Base financial data (turnover; result if relevant)</b>	Total sales 2015: €250,000
<b>What is your growth forecast for the next 3 to 5 years?</b>	The next 3 years we aim a yearly increase of 50% in sales.
<b>Why did you choose Luxembourg?</b>	This concept is new in Luxembourg and the market potential is here. Many people are busy and work full-time and still wish to eat healthy. The consumers are prepared to spend their money on a service with added value if it means they can save time for other activities.
<b>What makes your product/service</b>	We keep a very personal contact with our customers and build valuable customer relationships. Also, we prefer local BIO suppliers, putting a focus on supporting the local and regional produce.

<b>different from the others?</b>	
<b>Why do you think your business will have value in 5 years?</b>	Eating healthy and responsible is becoming increasingly important. For consumers, investing in their own health is a long-term and viable trend.