

# Starting Blocks

Pointing to the upswing in the Luxembourg entrepreneurial scene, Starting Blocks presents startups from a range of sectors. Here's what the founders of this edition's selection have to say about their work in the world!



— HALTERNATIVES —

## E-commerce offering transparency and well-being for all

### Pitch your startup!

I launched Halternatives as an eco-responsible online shop in 2020. I wanted a platform where people could shop with complete confidence, and also, on the one hand, to promote natural (at best, organic), high quality products as alternatives to (still too often) mass produced and mass consumed products, and, on the other hand, to promote local producers.

### Why Luxembourg?

Luxembourg has a long-standing appreciation for high quality, natural and local production. There is also convenient access to the entire Greater Region market.

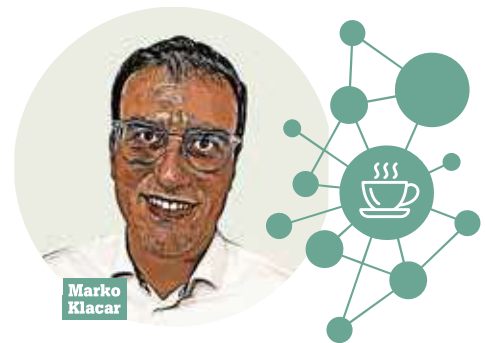
### What is the next step?

I am currently widening the delicatessen range and I plan on developing a pop-up store 2.0 concept next year.

### What change do you hope to create in the world?

Transparency and well-being for all! Everyone has the right to know exactly what they are buying and from whom: to know the ingredients, the benefits (or otherwise!) of the products, the producers or suppliers, the production locations, whether the companies are genuinely committed to sustainability or are just 'greenwashing', etc. —

■ More info: [www.halternatives.lu](http://www.halternatives.lu)



— CAPRIOLE —

## Coffee waste as a turnkey solution in the circular economy

### Pitch your startup!

We are wasting a valuable resource which has a higher energy value than wood and can be found locally - that is coffee waste. Many have tried, many have failed, but we have solved the problem of how to give coffee waste an extended life through our soon-to-be patented solution. We provide anyone with access to coffee waste a turnkey solution granting them access to the circular economy - meaning our total addressable market is extremely big and more importantly does not involve deforestation.

### Why Luxembourg?

Luxembourg is full of ambitious individuals, it's perfectly situated in Europe which is especially important when you are active in the circular economy as it is physical in one way or another - especially in our case since we work with hardware.

### What is the next step?

Besides our legal structuring and financial modelling, we aim to start with our patent and trademark work whilst perfecting our lease offering. The step after that is to start exporting our solution.

### What change do you hope to create in the world?

Increasing awareness that the circular economy is the largest financial opportunity, finding elegant ways to reverse the supply chain, and extracting embedded value from waste is a win-win-win! Also - it is called espresso not expresso! —

■ More info: [www.capriole.lu](http://www.capriole.lu)