

SCALEUPCATALYST

CASE STUDY: LORE AUSTRALIA

LORE Australia, founded by Jesse Lore, is weaving ancient wisdom and modern health consciousness into native foods. The company represents a fusion of tradition and innovation, promoting a holistic approach to healthy living while fostering a deep connection to the Australian land.



A BRIDGE BETWEEN GENERATIONS

Jesse Lore is the driving force behind LORE Australia. With a passion for indigenous knowledge and a commitment to preserving cultural heritage, Jesse embarked on a journey to grow his company such that it not only produces health-enhancing products but also serves as a bridge between generations, carrying forward the wisdom of Australia's indigenous communities.

Prior to joining the program, LORE Australia had successfully launched a range of Indigenous beverages but recognized the need for strategic guidance to scale their impact. The goals were set to expand market reach, deepen community engagement, and importantly, put in place a sustainable business model.

UNLOCKING NEW AVENUES FOR GROWTH

Over the course of the program, LORE Australia, with the support of their coach, underwent a transformative journey. The program provided invaluable insights into financing growth, refining brand and marketing strategies, and establishing sustainable supply chains. The mentorship also enabled LORE to forge strategic partnerships, unlocking new avenues for growth and get a much better understanding of their cost of goods and financial modeling to open up future distribution channels.

LORE's approach to business ensured that every business decision was made with a deep understanding and respect for Indigenous traditions.

The program culminated with Lore's participation in Fine Food, Australia's leading trade event for the food industry. Fine Food allowed Jesse to showcase his new product lines and develop a significant pipeline of future customers.



"The program helped me to get across my financial model to give me the confidence to scale-up my business for success. The program supported my participation in Fine Food where I met a large number of interested distributors to help get my product in the hands of customers."

Jesse Lore

Founder, LORE Australia



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Food Futures Company Scale Up Catalyst Program

KEY RESULTS

- ✓ Presence at major trade show to launch new product lines and develop pipeline of future customers.
- ✓ Development of financial modelling to allow for the opening up of new distribution channels.



WHAT IS NEXT?

LORE Australia is primed to leverage from their program experience, building on their refined business model, expanded distribution channels, and a growing community of loyal customers. The company's products will deliver on their value proposition of quality, authenticity, and a commitment to cultural preservation.

The company plans to launch new product lines, continuing to explore and share the diverse offerings of Australia's native bio-foods.

Scaling Australia's agrifood innovation businesses for global growth

Our goal is to help startups grow and succeed. The Food Futures Scale Up Catalyst™ incubator supports agrifood tech and innovation startups from across the value chain who are looking to create positive IMPACT on the agrifood system and to scale their ventures globally.