

# LEEANNE BARLOW

## THE ORIGIN FOOD CO. FORMED 2020

Leeanne Barlow, founder of The Origin Food Co. joined the Ideas2Business program with an idea to incorporate native ingredients into everyday ready-to-eat meals that would address consumer requirements for healthy, convenient options.

Leeanne identified significant growth opportunities in a market that is currently valued at \$4.5M in Australia with YoY growth projections of 26.9% and Australian consumers already demonstrating acceptance of the product category. Her customer research also indicated a growing interest in native ingredients with consumers looking to explore these new flavours but wanting greater accessibility.

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My customer discovery sessions were eye-openers to me. It's straightforward to come up with an idea; family and friends tell you it's a good idea. Then you talk to the real world, and they open your eyes to what they actually want. It was a game-changer.

During the program Leeanne refined her business model, registered her business, increased her product development efforts and established a digital presence to validate consumer interest in her value proposition.

She has developed her go-to-market strategy which includes 8 x SKU's and both online direct-to-consumer and retail channels (farmers markets, boutique grocers and artisan butchers).



Her growth forecasts see her reaching \$200K in revenue by 2022 increasing to \$1.4M with national coverage within 3 years. The Origin Food Company will begin to explore export markets in the Asia Pacific region by 2024 where the ready meals market is predicted to grow to \$55B by 2023.

Leeanne plans to be a leader in the ready-to-eat meal category and is confident that her unique value proposition will see her company achieve her growth targets. She is currently seeking a business partner interested in joining her as an equity partner.

### PROJECTED GROWTH

