



The ESA Business Incubation Centre in Darmstadt, Germany, was founded in 2007 and is managed by Centrum für Satellitennavigation Hessen (cesah). The centre offers business start-up support as well as technical expertise in different space related areas, and in particular in satellite navigation, data systems, software systems and navigation test environments.

frimeo GmbH

Discover the great variety of local food around you and order directly from independent producers.



Website

Founded in 2015 by

- Nezar Mahmoud
- Sibylle Geiger
- Jens Liebau

Incubation period

01-09-2015 to 31-12-2016



space solutions

About frimeo GmbH

The three founders of frimeo – Jens Liebau, Sibylle Geiger and Nezar Mahmoud – develop a unique market platform for local food. Consumers experience a convenient way in discovering the huge variety of local food offerings from independent producers in their proximity via mobile devices. The frimeo app will also enable ordering such products.

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The challenge

There are numerous local food producers in Germany. These producers – mostly family

businesses – are very dedicated to offer unique products of great quality, e.g. rare mushrooms, special jams or organic chicken. Despite that consumers are willing to look for alternatives to the standardized offerings in retail chains, they are often not aware of just how to find such independent producers. Especially urban people in their daily routine do not notice such producers which often have limited resources for digital marketing.

The solution

Therefore frimeo develops a central point of reference in the internet, a mobile market platform for local food which is based on an app for consumers and on an easy-to-use back-end for the producers. Consumers can easily discover the great variety of offerings in their proximity on a map or specifically look up local food based on their diet preferences. In order to buy food, consumer can either visit the defined point of sales, or will be able make a reservation or an online-order for home delivery.

By this, frimeo establishes new, decentralized networks between consumers and local producers and supports the preservation of food cultures and traditions.

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