



Sector:
Consumer

Funding stage:
Seed

Website:
lollipopai.com

What is it?

Lollipop is an online grocery shopping platform, letting you do the “big shop in little time”. They’re building a recipe-led shopping experience using intelligent tools to cut down the time it takes to do your weekly shop from over an hour to just a few clicks.

The team is creating the fastest, most enjoyable shopping experience for time-poor households, with grocery products from anywhere, in any timeframe. The initial product allows users to build meal plans using BBC Good Food recipes, assembling the ingredients automatically into an editable shopping basket fulfilled by Sainsbury’s, and then suggesting additional household essentials.

They’re also building towards a platform that lets the customer gather all of their food associated-spend from both big retailers and rapid delivery companies, with an AI powered recommendation engine to improve the customer experience and reduce food wastage.

Why we like it

We’ve always wondered why online supermarkets don’t offer simple ‘recipe’ features that automatically collect items for a homemade meal! Households today have more options than ever when it comes to grocery shopping, yet meal planning is still a chore.

80% of households spend over an hour a week meal-planning and online grocery shopping, ordering from multiple sources for their food needs (e.g. rapid delivery, traditional supermarkets, recipe kits, ethnic and speciality supermarkets, and mission-led sources). This is a real painpoint – predominantly for women who carry the responsibility and cognitive load of their household’s food needs, even though they are more likely than ever to also be working outside the home.

Who are we backing?

Tom Foster-Carter - Founder & CEO. Tom co-founded Osper and Curve and then was COO of Monzo. He has a strong track record of building highly scalable, product focused businesses, building and running big teams and raising funds.

Chris Parsons - Co-founder & CTO. Chris has a background in gaming and film, and ran his own software development consultancy. He brings more than 20 years of experience.



What our fund managers say
Rebecca Hunt – Principal

“We believe that Lollipop can become the differentiated one-stop grocery shopping platform and unified data source of user behaviour around food, by starting with the biggest pain point today: deciding what to eat and purchasing the ingredients to cook those meals.”

Key risks

While we are really excited about this company’s potential, please bear in mind that like all early stage businesses, it’s likely to encounter both challenges and opportunities along the way and ultimately may not be successful.

Early stage investing is considered high risk and your capital may be lost. Any associated tax benefits are subject to qualification, personal circumstances and legislation.