



Innovation Bridge case studies

Halo Coffee Capsules

How innovation is helping Halo shake up the coffee capsule market

Launched in 2017, Halo make a new kind of capsule for coffee machines. The founders are on a mission to not only make great coffee but also to rid the world of discarded plastic and aluminium coffee capsules.

Halo have designed a new kind of eco-friendly capsule that keeps in all the coffee flavour and because it is compostable, can be disposed of in the food waste bin. Founder Nils Leonard says, "Every minute 13,000 capsules go into landfill and take 200 years to degrade. We thought that was a problem".

The challenge

The Halo team know their product works well, the coffee tastes great and the new capsules only take 30 days to turn into compost. However, they also know their innovative capsule will be challenged by the established brands, and that means their environmental credentials need hard proof. Sarah Lim, Halo's Business Development Manager takes up the story " We could have done the tests ourselves, but we needed someone to do a scientific, verifiable test".

Innovation Bridge grants

The Halo team found the perfect answer through Innovation Bridge, the project to give ambitious businesses access to the world-class expertise in our universities, backed up with grants. After meeting the Innovation Bridge team, Halo completed an action plan with university experts and then applied for and were successfully awarded a grant to carry out an in-depth scientific test.

The Innovation Bridge scheme includes grants of up to 30% of a project cost – which for a start up like Halo can be vital. Applying for grants can be off-putting for some businesses, but Innovation Bridge's process is designed to be business friendly. Sarah Lim comments: "I've dealt with other grants - the applications can be tedious and unnecessarily complicated. The

“ The grant process is really easy ”



Sarah Lim,
Business Development Manager,
Halo

How to find out more

To find out if your business is eligible contact the Innovation Bridge team:

0300 300 8582

Email innovationbridge@centralbedfordshire.gov.uk

Visit centralbedfordshire.gov.uk/innovationbridge

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“ Really straightforward, really helpful ”

Sarah Lim

Innovation Bridge process is genuinely easier”.

Once the grant was approved, Halo gave the project the green light. The university team set up the experiment by filling compost bins with carefully selected household waste, adding used capsules, and recorded the pace of decomposition.

The results

The results from the compost bins was extraordinarily good news for Halo. The new capsules broke down in some types of compost in just seven days. Because the test is independent and verifiable, Halo

have proof their product works extremely well and outperforms their competitors. Sarah Lim comments “We weren’t expecting the results to be as good as they are”. These results will feed straight into Halo’s marketing, giving them a strong story to tell about a clear product advantage.

The full university report also has some valuable insights for future product development, information which the Halo team are, understandably, keeping very close to their chests.

Sarah Lim says, “We can now prove our capsules decompose in a short time period” and “Innovation Bridge has certainly moved Halo forward”.

This project is proof that, even for a start-up business like Halo, Innovation Bridge delivers university expertise and grants that can enable an innovative, environmentally friendly product.

Sarah Lim: advice for businesses considering an innovative project

“ If this is something other businesses are thinking about, follow suit. ”



A high quality brand built on innovative thinking

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