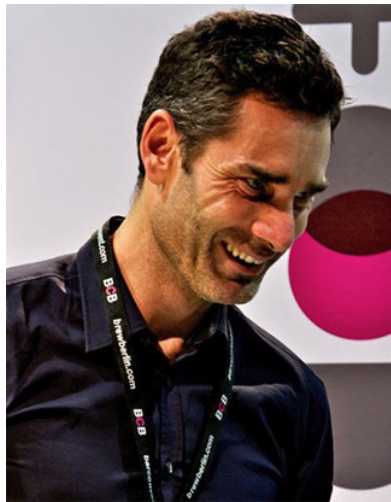


## DOSSIER GENOMINEERDE



**Johan Langenbick (Co-Ceo)**  
**Co Founder SIIQOIA ventures bvba (holding)**  
BTW BE 0668.717.208

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## SOLLICITATIEDOSSIER

### PERSOONLIJKE OMSCHRIJVING

**Naam:** Langenbick

**Voornaam:** Johan

**Functie:** Co-Founder & CEO

**Maatschappij:** SIIQOIA ventures bvba

**Adres:** Nijverheidsstraat 7

**Telefoon:** 050/36.75.00

**GSM:** 0479/63.98.66

**Internet:** [www.foodpairing.com](http://www.foodpairing.com)

**Prof. e-mail:** [johan@foodpairing.com](mailto:johan@foodpairing.com) - [johan.langenbick@gmail.com](mailto:johan.langenbick@gmail.com)

**Nationaliteit:** Belg

**Geboortedatum:** 14.03.1975

**Talenkennis:** Nederlands, Engels, Frans

**Opleiding:** Universiteit

**Loopbaan:** zie LinkedIn Johan Langenbick – LinkedIn Bernard Lahousse

**Hobby's:** Founding new companies

**Persoonlijk kijk op het zakenleven:** We strive towards a shift of value perception in building our companies ;

From traditional: Profit; People; Planet. Towards a new approach: Planet; People; Profit.

This new approach is a benchmark for decision making at all company levels. Innovaties inzake management die werden geïntroduceerd en die de basis vormen van het succes van de onderneming (eventueel een bestand toevoegen): Customer first (not technology); People first: Offer a lot of personal freedom to co-workers but as a return they need to take up a lot responsibility.

## BEDRIJFSOMSCHRIJVING

**Activiteitssector:** Food tech

### **Bedrijfsspecialisatie:**

SIIQOIA ventures bvba -> Pre-Seed & seed capital for food tech companies.

- SIIQOIA bvba > an R&D hub for developing solutions that enable sustainable, healthy & tasty nutrition
- Foodpairing Nv ->
  - B2C activity -> Foodpairing is the platform for personalized food recommendations
  - B2B activity -> Foodpairing is a market research automation company identifying the successful flavor combinations of tomorrow. Through the combination of scientific flavor insights and unique consumer data, we reduce the time to market and increase the success rate of product launches.
- Sympli Good food bvba -> plant-based foods with focus on taste
- Tailor-made drinks bvba -> on-demand creation of drinks through robotics and smart algorithms

### **Korte historische achtergrond van de onderneming:**

Landmarks in the collaboration between the founders

2005: Start 5 years pre-research before founding the Foodpairing Company: research and development of the Foodpairing Method by Bernard Lahousse after finding out about the hypothesis (foodpairings based on complementary flavor compounds) developed by Swiss flavorist François Benzi in cooperation with Heston Blumenthal.

2006: Validation of 1st Foodpairing® Algorithms with top chefs incl Heston Blumenthal and Sang-Hoon Degeimbre

2007: First launch of website at Lo mejor de la gastronomía in Spain with 100,000 visitors on the website in the first month.

2009: January: First "Flemish Primitives" - Gastronomic Symposium dedicated to Foodpairing® ([http://www.starchefs.com/events/the\\_flemish\\_primitives\\_2010/](http://www.starchefs.com/events/the_flemish_primitives_2010/)).

- - an event bringing the best chefs in the world together to present new evolutions on the intersection of science and culinary know-how.

August: The Foodpairing Company is founded by partners Bernard Lahousse, Peter Coucquyt and Johan Langenbick with its Head Office in Bruges.

2010: Independent validation of Foodpairing® Algorithm by University of Leuven.

2012: Awarded by Entrepreneur.com in top 10 most innovative companies in Foodtech globally.

2013: R&D Breakthrough: Foodpairing® Algorithm become available for other applications via the Foodpairing API. Development & launch of first computational recipe generator, capable of calculating pairings + quantities. Output: balanced recipes in a specific context. A challenger to IBM chef Watson.

- Initiate breeding program to grow vegetables with a focus on flavor (the basis of the new activity started in 2017 - plant-based foods)

2014: Opening Foodpairing Office in the heart of NYC

2015: Connection of smart algorithms with IoT creating a robot for personalized drinks

2016: Deloitte technology 50 FAST nominee; Foodpairing wins the 'disruptive innovation' award from startup.be; Foodpairing wins the 'innovation of the year' award by UK trade & investment; Selected as EIT food RisingFoodStar member; Foodpairing wins the 'innovation of the year' award by UK trade & investment; Foodpairing moves direction Market Research with the development of the Consumer Flavor Intelligence Service.

2017: Establishing the larger vision & mission by incorporation of SIIQOIA group & subsidiaries.

### **Zakencijfer:**

2013: 0,7m €

2014: 0,9 m €

2015: 1.2m €

### **Personeel :**

2013: 5

2014: 8

2015: 12

**Directiecomité:**

CEO: Bernard Lahousse & Johan Langenbick  
CFO: Bernard Lahousse & Johan Langenbick  
CIO: Giovanni Carnel  
CMO: Emilie Decoutere  
CHRO: Anne-mie-Foucaert  
COO: Peter Coucquyt

**Missie:** Mission @ group level: Our long-term mission of the SIIQOIA group companies is to develop solutions enabling sustainable, healthy & tasty nutrition.

**Visie:**

Global challenge

It's no secret that our food system is out of balance. Global issues such as climate change, sustainability and obesity are directly related to food. For decades, The Western World believed that we had the world's healthiest and safest diet. We worried little about the diet's effect on the environment and its sustainability. We need a different way for healthier, saner, less damaging and more enduring food.

Eat different

By changing the way we eat, we can restore our planet and lead healthful lives.

Flavor is nutrition

Flavor is the entry-point and a key criteria to convince consumers to shift habits and repeatable eat new foods that are more sustainable and healthier. We believe that discovering exciting, new food solutions with natural flavors can improve our enjoyment of food and the quality of everyday life. The SIIQOIA group and subsidiaries strives to be a part of the solution and to become a global leader in the food tech industry.

**Waarden:**

- Customer first
- Passion
- Inspire
- Teamship (cfr friendship)
- Share knowledge
- Play work life
- Think different
- Embrace change
- Focus, claim responsibility and take initiative

**Nieuwe managementpraktijken:**

- Embrace technology and efficiency & communication tools
- Embrace failure (learn fast - fail fast)
- Self-organizing teams
- Scrum at company level (in sales, ..)

**Gebruik van nieuwe technologieën:**

At Foodpairing nv

- AI & Machine learning
- Algorithm development
- Data mining

At Tailor-made drinks bvba

- Robotics in combination with smart algorithms

At Sympli good food

- Classic breeding for flavor in combination with data-driven NPD
- Hydroponics and LED