



**BRAVE CHANGING WORLD:
INBOUND KEEPING YOU POSTED**

News & Views #24

It's the week end and you earned it! ESG is a big focus of Inbound's Brave Changing World (BCW) 24, whether in digital education, sustainable food and water, fashion or IoT - see our White Paper 6. Test your IQ and tell us whether you understand the plot of Christopher Nolan's "Tenet": if not you can opt for the enhanced brains option (Elon Musk) or lighter entertainment (the Sussexes on Netflix)!

Have a good read!

The Inbound Capital team

www.inbound.capital

SMALL CAPS

claranova™



CLARANOVA'S PLANETART ACQUIRES E-COMMERCE CREATION PLATFORM CAFEPRESS...

Just a year after taking over the leading US brand in personalized products, Personal Creations, PlanetArt announced that it has acquired CafePress, one of the world's best known e-commerce creation platforms, from Snapfish (Shutterfly Group).

The deal offers significant synergies opportunities between the two brands in terms of product development, marketing and geographical expansion. From T-shirts to mugs to tote bags, CafePress' products are developed almost entirely by hundreds of thousands of third-party content contributors and are sold through CafePress' own sites and custom stores that can be set up by any user.

Inbound is acting as outsourced IR advisor for Claranova.

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INBOUND'S GLOBAL ESG FOCUS: SUSTAINABLE FOOD AND EDTECH

Testimony of the growing importance for investors of secular growth and ESG themes, specialist ETF provider Rize (www.rizeetf.com) has jointly developed with equity research firm Tematica Research (www.tematicaresearch.com) the Sustainable Future of Food (FOOD) ETF and the Education Tech & Digital Learning (LERN) ETF - both trading on the London Stock Exchange. As such FOOD and LERN are the first of their kind in UK/Europe: Inbound is already there given its contribution to the success of pioneering global Education SPAC EDTX US (now METX US) and its targeted investor introduction role for innovative sustainable food and water fund VisVires New Protein (www.visviresnewprotein.com)

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START-UPS & TECH



ESG IN FASHION & RETAIL: NOT SO GREEN GIANTS

While definitely not new, the "Green is Good" trend in fashion/retail has accelerated to follow the more environment-conscious consumer demand: e.g. Inditex (ITX SM)'s Zara announced it would use 100% sustainable materials by 2025 while H&M (HMB SS) launched its "Conscious" collection - both signed the Fashion Pact at the last G7 in Biarritz. Yet the green remains decidedly pale in the industry: Zara's "Join Life" line only accounts for 14% of its total offer and eco-responsible collections for <10% of H&M's total offer - arguably better than <2% at Fast Retailing (9983 JP)'Uniqlo or Mango but worse than C&A's "WeAreTheChange" at 30%. "Conscious" can found at least as much in marketing as in noble intentions in retail. At the upper end of the fashion spectrum, rental models like [Une Robe Un Soir](#) remain a better ESG option.

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FAST FASHION & RESALE PLATFORMS

It's now H&M-owned brand Cos's turn to launch its resale platform. Will consumers buy/rent it from the fast fashion group?

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MAGIC MYCELIA (MORE)

The rationale for global innovation-bent sustainable food and water fund VisVires New Protein (www.visviresnewprotein.com) to invest in Berlin-based start-up Mushlabs (www.mushlabs.com) was already compelling purely from a sustainable food point of view. Toulouse-based start-up Fungus Sapiens (www.fungus-sapiens.com) also tells of the colossal opportunity to develop sustainable/recyclable materials, furniture, clothing or packaging using mycelium as a key component - heralding the dawn of a new industrial revolution: mycelia are getting truly magical. Inbound is proud to make selective investor introduction to VisVires NewProtein.

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SEEDLEGALS IS HIRING!

I have mentioned [#seedlegals](#) here a few times recently, so was pleased to see [Anthony Rose](#) announcing this morning that "It's been a record month, 52 funding rounds opened in the past 2 weeks alone". And then even better "SeedLegals is hiring!"

It is both encouraging to see a clear post summer leap in momentum for upcoming seed stage financing here in the UK and also continued momentum behind the strong [#seedlegals](#) brand as it pushes its business into [#France](#). [#supportstartups](#) = [#createjobs](#)

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FINANCE & ECONOMY



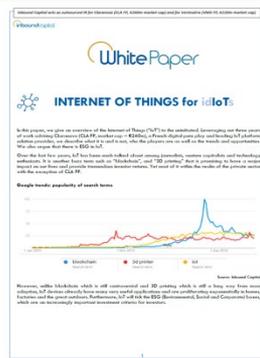
INJUSTICE FOR ALL: REDUNDANCIES

Among the (long) list of companies announcing lay-offs, two companies grabbed the headlines at

around the same time. French aerospace supplier FIGEAC (FGA FP, €95m market cap) is hardly a surprise given the woes of the air travel industry aggravated it seems by company specific issues (FGA share is down 85% over 5 years and is a third of its IPO price only 7 years ago). More surprising is US CRM software giant [SALESFORCE.COM](#) (CRM US, \$244bn market cap) which notified c.1000 of its 54,000 staff they could lose their jobs... a day after it reported record revenues, and making the cut to the Dow Jones Industrial Index (propelling the stock higher)! Who said life was fair?

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WHITE PAPERS & STUDIES



"EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT IoT (BUT WERE AFRAID TO ASK)"...

Inbound Capital's 6th White Paper is casting some light on the much talked-about Internet of Things (IoT) sector and its little known ESG potential. We hope you find it interesting (and useful!).

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LIFESTYLE & OTHER



I, ROBOT: X Æ A-12's DAD STRIKES AGAIN

Well, I guess that when you call your son X Æ A-12, designing an implant that aims to create brain-to-machine interfaces is totally normal. The real question is why? And the answer is that these in-brain devices will enable humans with neurological conditions to control technology, such as phones and computers, with their thoughts. The first good news is that there it is a nice surgical robot that inserts the chip in less than an hour with no risks. The second good news is that it has been tested on pigs and that the pigs are happy with their implant (I am not sure to understand if these pigs have suddenly started to use phones and computers but Elon Musk is happy with the happy pigs)..... As we know that Elon Musk always succeeds, it is quite frightening to think that people (and pigs!) will control things with their thoughts (and soon they will be able to control more than simple phones and computers). And all this is no more a poor science fiction movie! [#robots](#) [#cyborg](#)

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SHOULD "TENET" BE CALLED "INTERCEPTION" (INTERSTELLAR+INCEPTION)?

Sooooooo much weighs on Christopher Nolan's shoulders that he is probably thinking twice about his latest film's title: after all, it's supposed to kickstart the entire film industry's rescue process after it grounded to a halt - next is the equally long-delayed X-Men's spin off "The New Mutants" (they all wear masks so that's fine). While frustrated James Bond fans should get some (quantum-free) solace there, the fact that critics say they need to see it again to REALLY understand the plot gives a clue about how much basic quantum physic knowledge is needed to enjoy the (CGI) action-packed movie - Inbound suggests a B for Brainy rating to Nolan's flicks! Enjoy while you can in cinemas: leading streaming platforms are catching up on blockbuster budgets (e.g. Project Power, Bright...)

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HARRY & MEGHAN BECOME NEFLIX PRODUCERS

Don't think that I am keen on celebrities stories, but this one is quite interesting: Netflix signing a production contract with Harry and Meghan! It shows to what extent, streaming platforms are dying to find "original" programs. With increased competition, it is clear than any original content is differentiating. And Netflix was not the only streaming platform interested, Apple and Disney were also talking with the Sussex.... If the amount of \$100m is confirmed, the Megxit starts to be a great success, at least financially speaking! [#streamingmedia](#) [#netflix](#)

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[NEWSLETTER ARCHIVES](#)



Inbound Capital acts as outsourced IR for Claranova (CLA FP).

Inbound Capital has acted as fund raising and IPO advisor for EdtechX Holdings

and then outsourced IR for EDTX US

Inbound Capital provides IR services for private companies Une Robe Un soir and VisVire New Protein.

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