

*hello  
we are  
archex.*

April 2017  
Shanghai, China

# WHO WE ARE

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*ArcheX is the first design center for food innovation that is driving meaningful growth in food business through a digital and human-centered approach.*

Founded in 2015, we have built a team of 50 curious explorers, passionate storytellers and driven makers in disciplines ranging from research to business strategy, design and engineering.



# WHAT WE BRING

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## Diverse Talent

To improve the food ecosystem, the industry needs a new generation of talent who have shared values and who can identify and solve complex problems in a creative way.

## Chinese Insights

To gain a better understanding of the Chinese market, the world needs a more human-centered approach to generating insights about a fast-changing market with thousands of years of culinary culture.

## Business Transformation

To sustain meaningful growth, we deliver a more profound and transformative impact through a unique process of co-creating.

# SHOWCASE 01

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## Just Food Fun

To educate people about food in a novel way, our multi-disciplinary team produced Just Food Fun, a mobile quiz game that tests food IQ.

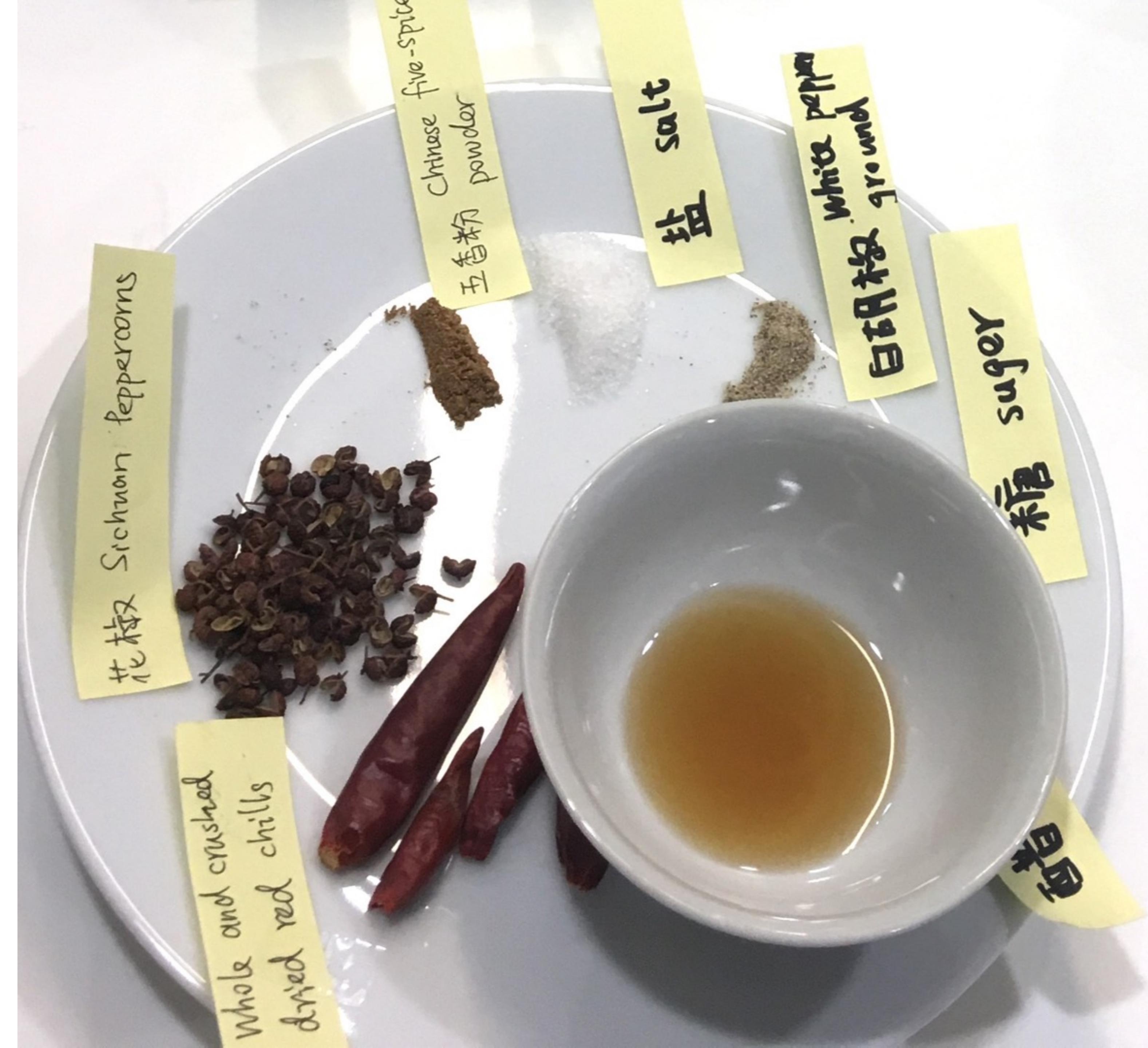
[www.justfoodfun.com](http://www.justfoodfun.com)



# SHOWCASE 02

## Elixir

By revisiting and researching the cultural roots of Chinese food, we developed an innovative set of conclusions that have turned into a potential business opportunity.



# SHOWCASE 03

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## Shoooot

Using an iterative and co-creative process, we transformed the staff training protocol of a local Shanghai chain restaurant. The client gained not only tangible outcomes but also a new way of conceptualizing their business.



# WHAT'S HAPPENING IN CHINA

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*We are constantly looking for the next source of innovation in food. Some of the topics that we have explored are:*

## Future Parenthood

Unearthing the lifestyle and values of millennial parents in China.

## Eater's Profile

To sustain meaningful growth, we deliver a more profound and transformative impact through a unique process of co-creating.

## Food Waste

Delving into the chef-led movement of fighting food waste.

# WHY WE CONNECT

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*In bridging East and West, we connect different disciplines within the food industry and like-minded innovators. We thrive on building a global community in food innovation:*

## Profiling

By profiling startups and entrepreneurs, we will connect food innovators through storytelling.

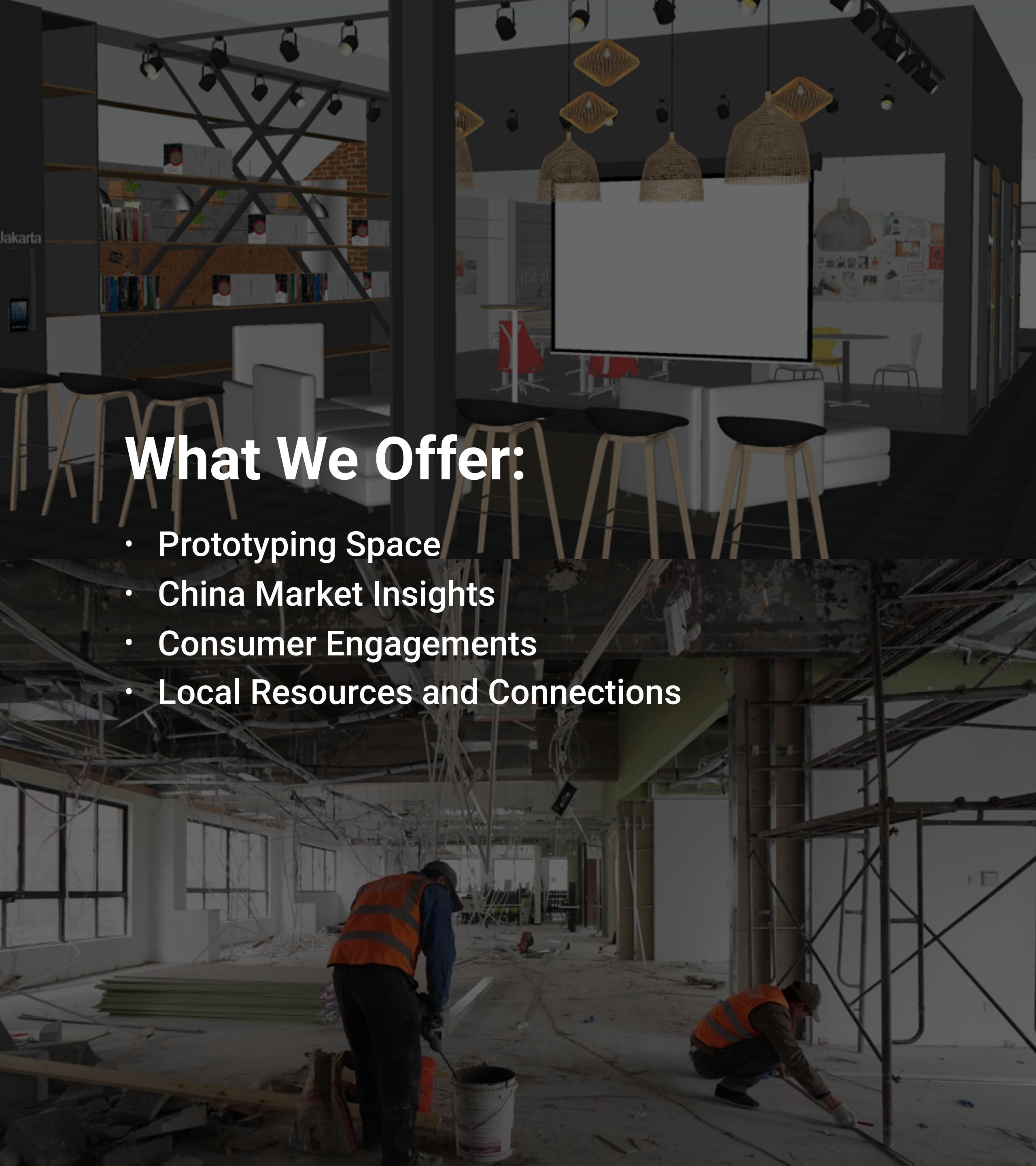
## Safari

We design “safari” trips to scout out inspirations globally while building meaningful relationships along the way.

# WHAT'S COMING UP?

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*We will be moving into a brand-new workspace in May 2017. We are looking for partners and startups who are interesting in expanding their markets to China.*



## What We Offer:

- Prototyping Space
- China Market Insights
- Consumer Engagements
- Local Resources and Connections

# LET'S CHAT!

archex.co

hello@archex.co