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# MEDIA KIT

2025



HUBCYCLE

# Company overview

**Name:** Hubcycle (Hubcycle SAS)

**Founded:** 2016 by Julien Lesage in Avignon, France

**Mission:** “We turn today’s waste into tomorrow’s ingredients” transforming side-streams (industrial by-products) into high-quality, upcycled ingredients for food and more.

**Model:** Hubcycle collects and characterizes food processing by-products, upcycles them into functional ingredients that comply with most demanding standards.



Certification GFSI



Impact 40/120



Top Shifted 100



FSC22000

## Key Figures

**+1500** by-product deposits characterized

**2022** tons of by-products since 2023

**6632** tons of CO<sub>2</sub> emissions since 2023

Cost savings: Ingredients are approximately **20–30%** cheaper than conventional ones

Growth & Funding: In **2024**, raised €15M from backers including ETF Partners, Raise, Techmind, alongside Sparkfood, Daphni, Citizen Capital, Swen, and Bleu Capital, bringing total historical rounds to **€20 M.**

## BIO

**Julien Lesage**  
**Founder & CEO**



Visionary behind the waste-to-ingredient circular model; leading expansion and innovation.



Julien Lesage has long been drawn to the beauty of contrasts. As a child, he dreamt of being both a Formula1 driver and a marine biologist—a vivid duality that eventually gave way to a passion for archery, where he earned a national record in France.

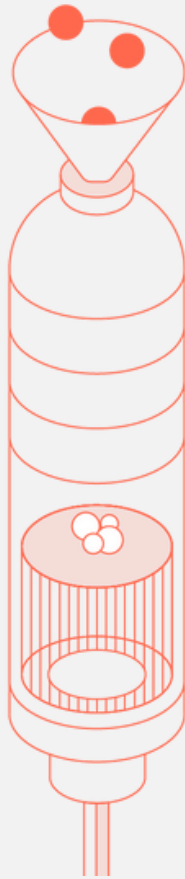
An academic polymath, Julien later pursued studies in Cellular & Molecular Biology (Biotechnology) and earned a Master's in Cosmetic & Fragrance Engineering at the University of Montpellier.

His curiosity led him briefly to the perfumery industry in Grasse, as a young trainee biochemist tasked with exploring anti-ageing molecules in rose waste. Discovering valuable compounds in factory discards ignited his vision: waste is a resource. Determined to catalyze this transformation, he founded Hubcycle in 2016, building a startup that repurposes side-streams from food processing into certified, high-quality ingredients for food, personal care, and beyond.

In a 2025 Q&A with ETF Partners, Julien reflected on the journey: from Olympic-level archery training to pioneering food-waste valorization, he's driven by deeply rooted conviction and adaptability. Under his leadership, Hubcycle has achieved triple-digit year-on-year growth, raised fresh funding, and is targeting €10 million in sales by the end of 2025.

HUBCYCLE

# KEY MESSAGES



## CIRCULAR & PROFITABLE

Reimagines waste as value supporting sustainability and ROI across supply chains.

## SCALABLE & CERTIFIED

High-quality, traceable ingredients that are cost-effective and compliance-ready for global markets.

## IMPACT-DRIVEN

Reduces carbon footprint, enhances resource use efficiency, and supports clients in sustainable transformations.

**We turn what's left into what's next.**

We spot and assess all kinds of by-products from the agri-food industry, to turn them into high-quality, competitive & sustainable ingredients.



From the by-product sourcing until the delivery of a certified ingredient, Hubcycle manages the whole complex upcycling process.

With over 1500 by-product deposits characterized, our proprietary database enables unmatched precision to guarantee industry standards specifications. **Hubcycle is the first company using only by-products raw materials to be GFSI (FSSC22000) certified.**



## Team

With teams across Europe, North America, Latin America, Middle east and Asia, and operations based in France, Hubcycle combines global reach with local expertise.

## contact

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