

B COMPANIES/GLOBAL
Startups
orders

Struggling to source the kit that will turn your summer startup dream into reality? These firms have the goods to get your business into gear.

By Will Kitchen
Illustration by Lu Mendonça

Are you dreaming of branching out on your own and starting a small retail or F&B business this summer? Whether it's a pedal-powered gelato cart or a backyard brewery that produces refreshing suds, knowing how to get it going can be difficult. Sometimes these first steps are the hardest. So we're here to help. There are plenty of clever companies around that will offer some of the services and equipment you need to get started. From a Welsh market-maker to an Aussie urban-farming firm, we've rounded up the businesses that will help to bring your start-up vision to life. — (M)



Paul & Ernst
Austria

BEST FOR: running that gelato bicycle cart

Product designer Paul Kogelnig and architect Ernst Stockinger wanted to start their own food-bicycle business, pedalling around Vienna selling vegan snacks. But after realising that there were very few suitable bike models on the market, they decided to make their own – and spent their evenings and weekends developing a prototype.

Manufacturing electric bicycles equipped to serve food became the pair's full-time gig in 2013, when they launched Paul & Ernst. Today it's the market leader in sharply designed electric food-bikes, which can be tailored to serve a smorgasbord of treats, including burgers, crêpes, falafel and, of course, ice cream.

Depending on the specification, the bikes, manufactured at the company's workshop, a former Swarovski factory in Tyrol, cost between €7,000 and €15,000. As well as being an eco-friendly option, "the range of possibilities is much bigger for a bicycle than a food truck," says Kogelnig, explaining that parks, shorelines and pedestrian areas are off-limits to cars but often accessible to bikes. Now with a staff of 16, Paul & Ernst's models can be found from Canada to Dubai.

paulandernst.com

Apex Market Stalls
& Popshop
UK & USA

BEST FOR: displaying

Marks & Spencer is a vendor at a London market seems an appropriate stall. Whether you sell crafts or clothes, there's a low-risk way for you to trial their products. But where to turn to for Stalls, founded in 2007, produces affordable stalls, stepped down for flower barrows, and more.

For start-ups that need space, mobile pop-up containers, built from shipping containers, allow you to shop temporarily without face towering rents. Popshopolis specialises in pop-up models that you can use for your summer retail.

apexmarketstalls.co.uk

