

VERSO Capital, at the crossing of PE and VC, invests in disruptive companies.

Review of an outstanding year 2019.

V E R S O
C A P I T A L

Dubai, Dec 28, 2019 ([IssueWire.com](http://www.IssueWire.com)) - VERSO Capital, at the crossing of PE and VC, invests in disruptive companies.

The investment VERSO Capital is most proud of is one that took place in the second half of 2019 with JUST Inc. When Mr. Julien Machot, director of VERSO Capital, met Josh Tetrick, JUST CEO they immediately saw eye to eye. It wasn't long until Mr. Machot was on the phone with his key high net worth clients and on the road over several months, pitching and raising money for the company.

JUST is an American food tech company with headquarters in San Francisco – led by Josh Tetrick, the company is producing its ground-breaking plant-based and lab-grown foods that are sold globally. Their healthy, revolutionary products include dressings, cookies, mayonnaise, cookie dough and cultured meat - but one of the most exciting and practical products is JUST Egg.

With meat-based diets raising environmental concerns, the potential of a completely plant-based egg replacement appeals to Mr. Machot and his investors. JUST Egg comes in powder form and is mixed with oil and water, making it incredibly easy to ship, manufacture and distribute around the world along its business model that is similar to Coca-Cola's. The company has sold more than 10 million eggs in the past 6 months and plans to reach more than 200 million dollars of revenue in 2020.

The company partners with Walmart, Whole Foods, Tim Hortons, Eurovo, Yum Brands, Le Pain

Quotidien, Cal-Maine and many other large international FMCG corporations to enter into every market and to reach out to as many consumers as possible.

“This company is a game-changer and one of my strongest convictions,” says Mr. Machot. “They are changing the world in their own way, a meal at a time.”

Acting as a trusted advisor to principals and to institutional offering his merchant banking expertise, Julien Machot has recently been involved with some truly impactful projects like JUST Inc that offer a lot of promise for the future – not only expressed as multiple returns on invested sums but also as game-changing dynamics positively impacting society and the environment.

“Without the highest level of conviction, I would not be able to do what I do and that is why make I can make a difference for my investors and for the companies I choose to back with capital, expertise, time and network” affirms Mr. Machot with confidence.

This means VERSO Capital sides with the clients, take mandates from them and co-invests with them. VERSO Capital deploys all its resources to give its own investments the best stakes to turn into a successful adventure.

Looking forward to 2020, VERSO Capital has already selected its next venture, one that has been dear to its founder for over a decade: ISDC Inc, a global education company started in Kochi and Bangalore in India and reaching out to over 2 million learners already. “ISDC is deemed to become a reference in edutech and in global on-site education. Strong numbers in India and recent acquisitions advised by VERSO Capital made in 6 European countries are leveling up the playing field. ISDC Board of Directors has recently voted in favor of its Seed Round for the first quarter of 2020” explains Julien Machot who is proud to act as the Lead Investor for this initial qualified financing.

At the moment, India is experiencing a huge skills gap while experiencing a worrisome economic slowdown. Although the growth of technology created the opportunity for millions of Indian professionals to move to the white collar middle class, the reality at ground level is quite different. The education system in India hasn't caught up with the changing technological advancements, adapted to powerful new market forces and equipped this generation with the skills they need. Such an issue is creating an unprecedented opportunity and VERSO Capital will make sure to be where it needs to be to create a disruptive and positive impact on millions of learners.

These projects with JUST and ISDC are only a couple of examples of the types of innovative, daring moves VERSO Capital is making - with an eye towards growth and future potential and impact on the lives of others.

Media Contact

VERSO Capital

support@versocapital.co

support@versocapital.co

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