

[re]whey

BUSINESS REPORT



[re]whey

Regional
Rein
Gesund sein

School Year: 2024/25

Federal State: Styria

School: BG/BRG Stainach

Junior Expert: Dir. Mag. Martin Würfel

Junior Company Advisor: Mag. Doris Puchwein

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THE [re]whey TEAM



1. EXECUTIVE SUMMARY

Per kilogram of cheese produced, approximately nine kilograms of whey are generated as a waste or by-product. Throw it away? – Not with us! Through upcycling and further processing, we support the local circular economy. We are “[re]whey,” the 9-member team of the Junior Company at BG/BRG Stainach. We offer an alternative to sugary and artificially enhanced protein and whey powders, promoting a healthy and tasty lifestyle.

Everyone knows the word whey. But what is [re]whey? [re]whey is our unique type of whey, with added value derived from its regionality and sustainability. We produce a unique and high-quality whey powder with fruity flavors. It contains essential vitamins, minerals, as well as proteins and iron. Whether in milk, water, porridge, or a smoothie, the versatile use of our products allows for endless creativity.

[re]whey is the **only company in Styria** that works with the raw material whey combined with natural fruit flavors and also produces it. There are two comparable companies in Austria, but we distinguish ourselves through sustainable packaging, regionality, and purity.



Through regional and seasonal markets, as well as competitions and trade fairs in Liezen, Vienna, and Riga, we had the opportunity to reach many customers. Our whey powder can be found in 12 regional SPAR stores in Upper Styria and in our online shop. Through our recipes for the powder, we directly engage with our customers.

[re]whey's target audience is clearly defined: Our customers care deeply about sustainability and health, as well as regionality and environmental awareness, and they prioritize avoiding artificial additives.

Through our website www.rewhey.at with an online shop, pitches, and product presentations such as at the “StartUp Spritzer” or the “Social Business Hub Styria”, as well as our presence on social media and traditional print media, our Junior Company was able to gain visibility.

As of May 1, 2025, we have sold 825 packs of [re]whey powders, generating a net revenue of €8,380.87 and a profit of €4,181.41. Our profit margin is 47%. Additionally, the shareholders can expect a dividend yield of 520% – extremely promising!

2. [re]whey - THE NEW GENERATION OF WHEY

2.1 Regional. Pure. Healthy.

Before officially founding our Junior Company in the fall of 2024, we were already energetically preparing for our market entry. This was done by completing the entrepreneurial exam, attending workshops on topics such as idea generation, business plans, and the Business Model Canvas, as well as team-building sessions with our coach.

Since we are all passionate about sustainability and the circular economy, one thing was clear to us from the beginning: We want to save a waste or by-product! The idea generation process took place within the team, sparked by a brainstorming workshop with DI Andreas Rehklau and a workshop on the Business Model Canvas. During the development and completion of various prototypes, it became clear to us: We want to stop raw material waste with a regional and sustainable whey product and actively contribute to the circular economy.

Our final product was created in October 2024 in consultation with our business expert, Martin Würfel: a **regional and sustainable whey powder with organic fruit powder.**

Under the name “[re]whey,” we collaborate with Ennstal Milch in Stainach, from which we source the whey, and Alpi in Ried im Innkreis, where the fresh whey is microfiltered and dried, and then further processed into our powder. The organic fruit powder is sourced from Bio-Service Zach. Our products are guaranteed to be of high quality and tastefully appealing. The focus is on sustainability, regionality, and health.

Our way to [re]whey



Workshops on Idea Generation, Business Plan, and Business Model Canvas



In the process of creating our business plan, we refined our USP, a persona, and internal processes such as production, marketing strategy, sales strategies, a market and competitive analysis, as well as a SWOT analysis and a detailed financial report.



As part of the prototype development, we worked on various ideas and products made from whey, such as cleaning agents and protein powder. However, we faced challenges in finding production partners and ultimately decided on our unique whey powder.



Initial attempts to mix the fruit powder with the whey powder proved to be challenging. However, we were ultimately able to achieve the perfect blending ratio.

2.2 [re]whey's Specialties

Apple - Cinnamon (180g)

Our [re]whey powder with apple-cinnamon flavor is a true treat for the taste buds! Whether in milk, yogurt, or in our recipes for pancakes, high quality and the unique taste are guaranteed!

Price: €7.99 including VAT



Raspberry (180g)

[re]whey Raspberry is the newest flavor in our range, capturing the essence of spring not only in color but also in taste.

Price: €8.99 including VAT



All of our flavors are made with the same ingredients: sweet whey powder and the respective fruit powder (raspberry or apple and cinnamon). The packaging of our unique whey powder is environmentally friendly and resource-saving, and it is labeled by us in-house.

On special occasions, we also offer special editions such as roasted almonds, rusks, cookies, or protein bars made with [re]whey whey powder. Of course, samples of the powder mixed with milk are also available.

Self-created Recipes and Consumption Recommendations

To provide the best possible taste experience for our customers, we offer various consumption recommendations and recipes. These can be found via a QR code on the back of the packaging, on our website www.rewhey.at, or on our social media. Whether it's pancakes, banana bread, or protein bars, the possibilities with our whey powder are endless!



3. WE. TOGETHER. STRONG.

Our team spirit was present from day one of idea generation, but none of us could have imagined the overwhelming excitement that surged within us on the day of the opening ceremony. We just thought, this must be the legendary 'Junior Fire' that so many before us had spoken about. And from day one, our customers joined us on the 'way' to [re]whey! The experiences of our first product sale, our first trade fair, even our first trophy, and of course, our own excitement for [re]whey ultimately set us on the right 'way'. Our team stands out through its exceptional commitment, perfectly aligned communication, and precise organization. A motto has emerged within our team, and everyone takes it to heart: **"We. Together. Strong."** for the way into the future!

Our departments

CEO	Jakob Daum	Junior Coach	
COO	Katharina Ebenschweiger	Daria Puchwein	
Production	Sales	Marketing	Finances
Pauline Mader	Sophie Steinocker	Paula Mitter	Rebecca Zillnerberger
Lara Hofer	Matteo Troner	Alison Krieger	Katharina Ebenschweiger



The “Whey” of the Team

- ! Through communication and clearly defining the boundaries between friendship and business, the entire team overcame the interpersonal friction points at the start of the year, thus setting a valuable milestone on the way to the “whey”.
- ! Through goal-oriented and finely tuned planning of the weekly [re]whey meetings, a perfectly organized work structure within the team was created.

3.1 The Management

After a long and competitive selection process, CEO **Jakob Daum** and his deputy **Katharina Ebenschweiger** were entrusted with coordinating and leading the team. Jakob and Katharina’s responsibilities include motivating the team, delegating necessary tasks, and maintaining constant contact with suppliers and potential clients. Through a strict yet fair leadership style, Jakob and Katharina lay the foundation for a friendly and effective working environment within the team and for our “way into the future”



The “Whey” of the Management

- ! Being part of the management is very time-consuming, but thanks to Jakob and Katharina’s precise and timely planning, they always manage to get everything done perfectly on time.
- ! Through the countless applications for various competitions written by the management, [re]whey’s way to success has been paved.
- ! As is well known, conflicts can arise in any team, and Jakob and Katharina try to resolve them as quickly as possible through targeted one-on-one discussions with team members.

3.2 The Production Team

Paulina Maier and **Luca Neuper** are the leading minds of our production department. At the beginning of our 'Way', they gathered as much information as possible about our base ingredient, whey, and began reaching out to various companies in the food industry, such as Ennstal Milch KG and Landena KG, to understand the further processing of whey as well as the associated hygiene regulations. The packing and mixing of [re]whey into our recyclable and climate-neutral paper bags is done entirely by us in a dedicated production room at our school. Another task of the production team is to monitor the production processes to ensure compliance with hygiene and food safety regulations and to assign the respective production steps to the entire team.

At the beginning of our junior year, we sourced whey from Ennstal Milch and brought it to the company Alpi in Upper Austria to undergo the elaborate drying and filtration process. During this process, we paid special attention to minimizing our ecological footprint, which is why we produced as much powder as we believed we would need for the entire year in one go, avoiding the need for additional transport trips.

Furthermore, our production department is currently working full speed to develop the perfect recipe for our newest product, the [re]whey bar, continuing our 'way' into the future.

The “Whey” of Production

- ! Through purely organic and regional ingredients, we offer our customers the perfect taste experience.
- ! Through strict hygiene regulations and precise production plans, every challenge during production was successfully overcome.
- ! Through hygiene training and over 20,000 liters of rescued whey, our production team achieved milestones we never dared to dream of.



3.3 The Marketing Team

In our marketing team, led by department head **Paula Millner** and **Maximilian Knorr**, everything revolves around keeping our customers informed about news, quality, sustainability, regionality, and the details of our products. Creativity and commitment are definitely not overlooked!

The **market analysis** we conducted at our school showed that there is significant interest in our products. 54% of respondents particularly value taste. Proteins and fiber are the top priority for 19% of customers. Regionality reached a percentage of 16%. Last, the price ranked at 16%.

On our social media platforms, such as Instagram and Facebook, we keep interested parties up to date. We inform them about news like competitions or trade fairs, as well as promotions and our team. Through our commercials and fun Instagram posts and stories, we offer entertaining marketing. Our own, self-created website provides current information about the product and recipes. Within the school, we stand out with funny posters, seasonal puzzles, and activities like an Easter egg hunt. Contests and sales stands at open house days or parent-teacher meetings help us expand our reach.



The “Whey” of Marketing



Paula and Maximilian are always striving to ensure the best possible attention through consistent presence on social media, in newspapers, and at various locations.



Through our corporate design in the creation of packaging, reports, promotional materials, and our online presence, we ensure brand recognition.



Based on market research and expert advice, we were able to create a striking and simple design, as it reflects our product policy.

3.4 The Sales and Purchasing Team

The purchasing and sales department, led by department head **Sophie Steinecker** and **Matteo Trinker**, handles the procurement of the necessary raw materials and the distribution of the finished products. The printing of EAN-codes, sourcing of labels and packaging materials, as well as the organization of the warehouse and our online store, are all part of this department's responsibilities. Sophie and Matteo are in regular contact with the SPAR representatives.

Since the beginning of our business year, we have been able to sell our whey powder at seasonal markets, within the school, at trade fairs and competitions, as well as through our online store. Our highlight: We sell our product in 12 SPAR locations.

Especially our online store allows for easy and comfortable shopping from home: Simply visit our website www.rewhey.at and open the online store. This way, our products are available anytime and anywhere.



The “Whey” of Sales and Purchasing

- ! After long and extensive negotiations, we were able to place our products in a retail chain and sell them there.
- ! Direct contact with our customers is especially important to us: Sales conversations openly address any questions from our clients.
- ! Through many sales conversations, we were able to improve our approach with customers. Now we know which information our clients need to get to know our product.

3.5 The Finance Team

Rasmus Zaihsenberger and **Katharina Ebenschweiger** are responsible for the profitability of [re]whey. In addition to the initially important sale of shares, our two 'financial experts' created a SWOT analysis to identify the strengths and weaknesses of the company, as well as an income statement (Profit and Loss Account), and calculated the break-even point, cash flow, and various other essential financial indicators to get a clear overview of our financial situation. They also immediately accounted for the costs of marketing expenses, material costs, and production, and calculated the contribution margins of our two flavors as €2.97 (Apple-Cinnamon) and €3.82 (Raspberry). Responsible handling of bookkeeping, the many income and expense invoices, maintaining an overview of the company's financial situation, and monitoring and settling invoices are crucial for our finance department.

The “Whey” of Finances

! Through surveys and constant recalculations, the finance department found the perfect price for our products. For an affordably priced 'Whey' to enjoy.

! Through passing the entrepreneur exam last year, our finance department gained the necessary knowledge about the activities and regulations in the financial world of a company.



3.6 CSR - Creating the Future Together

However, for us, **it's not just about our own success**: Our goal is also to pass on the knowledge we've gained to younger generations and inspire a growing enthusiasm for entrepreneurship. That's exactly why we **share our expertise**, in close collaboration with Principal Daniela Warter, in **workshops** with classes from the **Gröbming Primary School**, where we introduce them to the fundamentals of a modern business and basic economic knowledge in a playful and age-appropriate manner. Because we want to show everyone the “way” to the future!



4. ON THE “WHEY” TO THE FUTURE

The currently increasing demand for fitness and health products, as well as the focus on a healthy lifestyle, shows us that we are on the right track.

The majority of our team can imagine continuing our business after the end of the school Junior project. In addition, as part of our development, we will produce and market a baking mix and healthy, sustainable protein bars made from our whey powder to expand our product range. We are also planning to patent our whey powder. Through discussions with interested parties and investors, an exciting future awaits us, and there are no limits to the 'way' of [re]whey!

5.0 FINANCIAL REPORT

Item	EUR
1. Net Revenue	7.230,87€
2. Other Income: Sponsorship Funds	1.150,00€
3. Operating Income	8.380,87€
4. Expenses for material and other production services	
a. Total cost of materials	2.894,01€
b. External services ²	150,00 €
5. Other operating expenses	
a. Marketing	627,40 €
b. Sales	29,96 €
c. Other expenses ³	402,69 €
d. Internal personal costs ⁴	95,40 €
6. Profit before Interest	4.181,41€
7. Other Interest and similar income	0,00 €
6. Profit after Interest	4.181,41€

1. Sponsorship funds were used for the ISCF 2025 and the international trade fair in Vienna.
2. Includes the transport of the whey, as well as the drying and filtration costs.
3. Includes expenses for the hygiene training of the team and various administrative costs.
4. A gross amount of €10/€8.55 net was paid per employee to illustrate the deductions to be made. We are aware that the level of this compensation does not reflect the real conditions.
5. Since our Junior Company has no non-cash expenses, the return on sales and cash flow are the same.
6. This statement only includes the figures for our main products.

5.1 Business Key Figures

Revenue (including sponsorship funds) 8.380,87€

Profit 4.181,41€

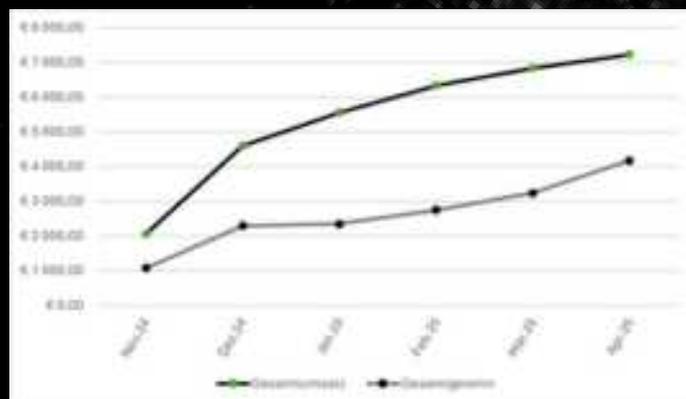
Revenue Profitability(=Cashflow)⁵ 47%

Dividend for equity holders 520%

5.2 Sales figures⁶

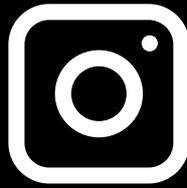
Produkte	Verkaufte Stücke	Gesamtumsatz in €
Apfel-Zimt	687 Stk.	5.489,13€
Himbeere	138 Stk.	1.240,62€

5.3 Development of Total Revenue and Profit (Provisional)



5.4 Budget vs. Actual Comparison

	Target	Actual	Difference
Revenue	6.729,75€	8.380,87€	1.651,12€
Expenses	2.902,07€	4.199,46€	1.297,39€
Profit	3.827,68€	4.181,41€	353,73€



Our way: [re]whey is on board!

- Social Business Hub Styria in Graz
- Startup Spritzer #97 in Graz
- Trade Fair ELI Liezen
- International Student Company Festival 2025 in Riga
- International Trade Fair in Wlen
- Next Generation Award
- Regional Junior Company Competition
- Gen E Food Award

