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Investors from the DTX Company, Forerunner, Greycroft, and others name 16 direct-to-consumer startups that will take off in 2020

Tanya Dua Jan 17, 2020, 12:00 PM



Frida CEO Chelsea Hirschhorn Frida

- While many direct-to-consumer upstarts **matured in 2019**, other new ones are emerging.
 - Investors such as Greycroft's Ian Sigalow, Science's Peter Pham, and former Google and Oath exec Tim Armstrong are backing DTC startups like Kangaroo, Tonal, and StockX.
 - Business Insider asked 16 investors which DTC companies they think will blow up this year and why.
 - Many named health and wellness-focused and drink companies, like 8Greens, which makes health supplements from green veggies; and Talea Beer, aimed at women.
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While many direct-to-consumer upstarts matured and [became viable businesses in 2019](#), hundreds continue to crop up in an attempt to disrupt categories across the board — from beauty and supplements to home fitness.

Business Insider asked 16 investors which DTC startups they think will blow up this year and why.

Most of them picked companies they've invested in. Investors from DTX Company, Greycroft, Lerer Hippeau said they are backing companies that are cashing in on big trends and entering categories that are ripe for disruption. They include home fitness company Tonal, which trying to follow in the footsteps of Peloton; and Kangaroo, which is getting into home security.

As it was last year, beverages [remain a hot category](#), with investors naming Kin Euphorics, Minna Tea, and Talea Beer as ones to watch. Health and wellness also is attracting investment, with investors citing 8Greens, Daily Harvest, and Oura as having big growth potential.

8Greens



Company: 8Greens

Recommended by: Neda Daneshzadeh, partner, Prelude Growth Partners

Relationship to the company: Investor

What it is: A health supplement company that makes effervescent tablets, gummies, and other products from blended greens like spinach and kale.

Why it's hot: "87% of Americans do not get their daily minimum requirement of greens. 8Greens is made from real greens, has zero sugar and just 15 calories," Daneshzadeh said. "It's a female-founded business, and is led by CEO Eduardo Luz, the former president of grocery and chief brand officer at Kraft Heinz."