**Idea 4 by Carmen Pedraza**

**MAKE YOUR BARS**

They have attacked a classic market: that of energy bars aimed at people who practice sports. Its added value lies in the possibility for customers to personalize the entire product: ingredients, flavors and functionalities, as well as the packaging.

The idea of ​​business arose from testing the energy bars that many athletes consume "and that we did not like, in general, for its taste and industrial origin. We decided to focus on the personalization of both the product and the packaging, which gave a twist to the world of classic bars, "explains Rafael Campins, who together with Paco Martínez, have launched Make Your Bars, dedicated to the development, marketing and distribution of personalized energy bars (in ingredients such as wrapping, for a minimum quantity of 15 units), made by hand without preservatives or additives.

For tastes and colors ...

Personalization. That is the main quality of Make Your Bars, "both in the ingredients that make up the bar (made with top quality ingredients), being able to choose flavors and / or functionalities, since we can control the nutritional factors in real time ( carbohydrates, salts, etc ...), as in the packaging, as we put the name or logo of the brand, or what may happen to the customer, and all this from a minimum purchase of 15 units and at a very competitive. We develop the entire production chain, from the purchase of the raw material to the delivery to the final customer ".

In less than a couple of months of commercial activity, they have clients such as Grand Valira (Andorra), the Menorca Cycling Association and the Spanish Kite Surf Championship.

For the investment in machinery and product development, they have had the financial support of four capitalist partners: Marc Vives, Luis Miguel Jiménez, Xavier Matas and Juan Cavalier. The billing forecast for its first year is 100,000 euros (from October 2015 to September 2016).