

Investing \$ 50 million to create a new form of food, this director has extremely different notions

Here are 31 extremely different conceptions of Rob Rhinehart that show a clear view of food in the world today and in the future. Invite you to consult!

1. Super beautiful photos of everyday food are viewed through a microscope
2. 7 daily routines can ruin your health
3. 4 simple ways to open the lid of food cans when there is no opener

Soylent's start-up food replacement project has a " *bold* " decision in 2016.

In an effort to follow the mainstream, **Soylent** has launched new products such as " *Coffiest* " - a flavorful version of coffee, caffeine and nutrients, along with " *Soylent Bar* " - real The first solid product is for people who remember hard foods.

But Soylent also has to solve the problem from a number of products that make consumers sick. Finally, Soylent had to temporarily stop selling some items.



Soylent founder - Rob Rhinehart. Photo source: Josh Edelson / Getty Images

In 2017, Soylent seems to have a good start, just needing a \$ 50 million B round of funding by Google Ventures. Thus, the total budget will reach 74.5 million USD.

Although more than the amount of money - new funding, but insisted that Soylent supporters still believe in its development vision in the future. The co-founder and CEO of Soylent - **Rob Rhinehart** , is probably like many other founders in the technology world, living dreams with Soylent.

The co-founder Rob Rhinehart revealed, he came up with the idea of ??a premium milk powder for everyone because he felt frustrated with the amount of time spent on preparing and eating regular meals. Soylent milk powder was originally born only to serve its own needs, but then Rhinehart marketed it online and currently has the first 30,000 customers. Rob Rhinehart believes that this Coffiest product is not only a substitute for breakfast, but also includes a drink that helps people to feel excited.



Before officially launching a food- **substituting beverage** product, Rob Rhinehart used his own body to test the recipe. Rob Rhinehart has changed doses and different types of nutrients, sometimes hurting himself in the process. Rhinehart is confident in *stealing* food to make something acceptable, easy to use and sustainable. And Rhinehart also has a clear vision of the future of food.

We have assembled **Rob Rhinehart's 31 "extremely different" conceptions that show a clear and future view of food in the world today** . If you are a supporter of his project, you will probably find it to be inspirational and sensible. Otherwise, you will see it as something " *weird* ". Invite you to read!

Naturally: " *People have the belief that only the things of nature are good. The natural state of man is ignorant, hungry and cold.* "



Photo source: REUTERS / Russell Cheyne

At grocery stores: " *I have not set foot in grocery stores for many years. I am sure that I will never feel embarrassed when I have to go between stalls like a scout donkey. eat, while the smell of rotting flesh irritates the nose, fluorescent lights in my eyes and songs about my love of torturing my ears* ".



Photo source: Justin Sullivan / Getty

About food: " *Everyone likes, 'Natural and organic methods are the best.'* And that sounds like Christian fundamentalism. "



Photo source: Williams Sonoma

About fast food: " *After a week [Soylent company] the ads for fast food seem annoying. All I want is Soylent .*"



Photo source: McDonald's

About information: " *Knowing as much information, as possible. I think that all values ??in some points come from asymmetric information (information asymmetry) .*"



Photo source: Thomson Reuters

About movies: " *Eating for me is like an entertainment activity, like going to a movie, but I don't want to go to the movies three times a day .*"



Photo source: Getty Images

About unmanned aircraft: " *We think of carrying out Soylent delivery work by unmanned aircraft. You just need to press the location button on the phone, then an airplane will arrive and Drop a bottle of Soylent, give you more fuel.* "



Photo source: Matt Weinberger
About the role: " *Food is eating us .* "



A little girl eating her own buffet at a fast food restaurant in Harlem, New York. Photo source: Thomson Reuters
Regarding agriculture: " *Ingredients from agriculture, especially animal products, are often wasteful and ineffective.* "



Photo source: REUTERS / Eric Thayer

About balance: " *I think it is possible to use healthy food processing technology in a cheap and easy way, but we have to give up many traditional foods like fresh fruits and vegetables, which are incompatible with the scale and the processing of food in this way* ".



Photo source: Whole Foods

About the body's needs: " *You need amino acids and fats, not milk. You need carbohydrates, not bread.* "



Photo source: Thomson Reuters

About pizza: " *I think in the future, all of our main pizzas and meals will have a special diet thanks to Soylent and its own flavor, texture and form.* "



Photo source: Pizza Hut

In my first Soylent tests, Rob Rhinehart said: " *I feel like Six Million Dollar Man. My body is markedly improved, skin is smoother, teeth are fine. whiter, thicker hair and no dandruff anymore.* "



Photo source: Soylent

About value: "*[Soylent] provides more value to my life than any application.*"



Photo source: Lisa Eadicicco

About juice: "*This is an ancient type, look at the design. It is bold, natural and comfortable . In fact, it is very bad for you .*"



Photo source: Kathleen Elkins

Back to the country: " *I think the best technology is water disappears. Because water doesn't have much taste and taste, it's the most popular beverage in the world.* "



Photo source: Thomson Reuters

About fossil fuels: " *Food is a fossil fuel source of human energy, this is a huge market full of waste, regulations and bias distribution with serious geopolitical implications. And we depend too much on it.* "



Photo source: Wendy / Flickr

About fear: " One of my fears is that someone will refuse to participate in social eating to work and drink Soylent's products ".



Photo source: Justina Mintz / AMC

About resentment: " In my life, I don't like time, money and effort, shopping, preparation, consumption and cleaning up the consumed food ."



Photo source: REUTERS / Elijah Nouvelage

About Soylent's taste: " *It's delicious! I feel like I've eaten the best breakfast in my life. It tastes like a sweet, delicious meal, a sumptuous meal packed in one glass, that's what I thought of. Immediately I felt full, energized to start my day .* "



Photo source: Soylent

About the supermarket Whole Foods: " *I once dreamed of shopping at Whole Foods one day, but now it has nothing to do with me.* "



Photo source: Mallory Schlossberg / Business Insider

Regarding cooking by recipe: " *I cannot forget the recipes of a housewife when I go to the kitchen. Providing rich, delicious and nutritious meals for the whole family is tiring. If you don't cook a meal, does the whole family have to eat expensive pizza or unhealthy dishes? "*



Photo source: Flickr / Rainer Stropek

About the body: "The more ' *Hacking body*' is, the higher the reward will be ."



Photo source: Josh Edelson / Getty Images

About salad: " *When I was 6 or 7 years old, I guess my mother was eating salad. I looked down at the plate with the leaves on it, I looked out and saw like the leaves on the tree, that It looks a bit strange. It's a bit rude - like how animals usually do .* "



Photo source: Melia Robinson / Business Insider

About art: " *I am aiming for all of us not to worry about poverty or nutrition, where people create food just because it is as beautiful as a garden or painting. Food can only be art* ".



Photo source: Wikimedia Commons

About the tree: " *On the principle of visualization, these trees are not with us, not evolving to feed us. If they can kill us, they will probably do it. That is competition.* "



Photo source: Thomson Reuters

About Ferraris: " *Ferraris are wasting!* "



Photo source: Julie Zeveloff / Business Insider

Where Rhinehart bought food: " *I bought my main food online as a civilized person .* "

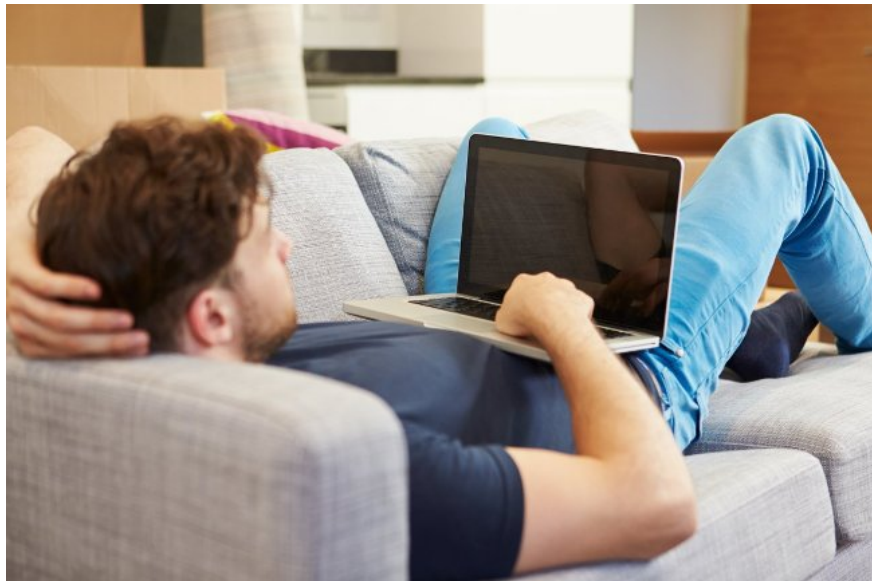


Photo source: Shutterstock

About algae: " *I also think it's great because some ingredients are made from algae, not farms that spray pesticides.* "

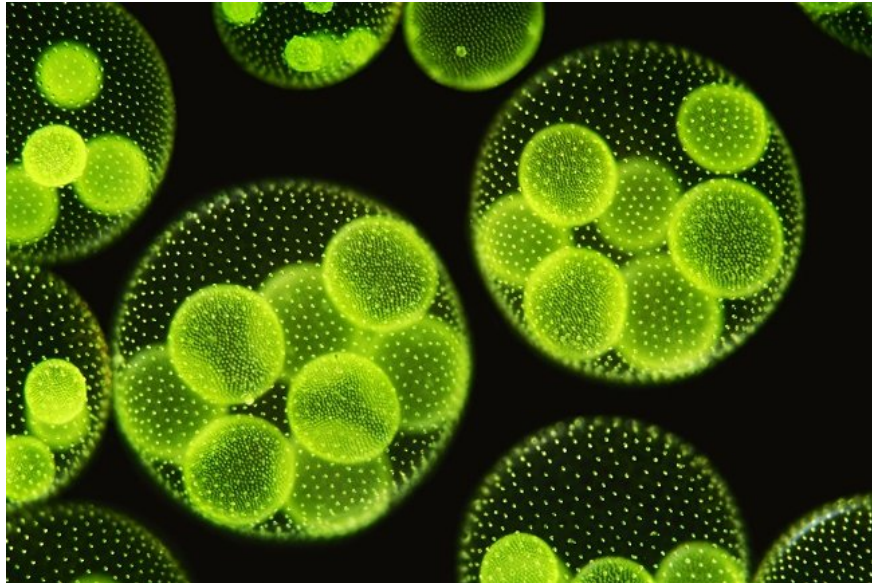


Photo source: Shutterstock

According to the idea of ??people who are too busy to cook: " *There is no time to cook because you are working for your career or your passion to be praised .*"



Photo source: Fodors / Courtesy of Hawaii Tourism Japan

For those who don't like Soylent: " *I don't understand the troubles surrounding Soylent. Perhaps some people confuse the taste problem with moral problems. Some people who have a habit of cooking and eating seem to feel I'm offended when I have a different opinion. I don't think it's unreasonable to want to eat according to my own terms .*"



Samsung Galaxy Note 5. Photo source: Matt Weinberger

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Having fun!

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