

## Seed To Cup Episode 3: Abigail Forsyth of KeepCup

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Jordan:

And I'm joined on this month's show by Abigail Forsyth of KeepCup. Hello, Abigail.

Abigail:

Hey, Jordan. How are you?

Jordan:

We're doing our right here in the States. And how are you there in Melbourne?

Abigail:

We are doing all right.

Jordan:

Yes. It's sort of the big question these days. "How are you doing, how are things" is very loaded in 2020 so but I'm glad.

Abigail:

Complex answer isn't it?

Jordan:

It is a complex answer. And we're going to get to all of that, the 2020 complexity is. But something that I love to do as a start on these shows of Seed To Cup is to understand for you, as a founder in the coffee space, the start of your personal coffee journey. When you started drinking coffee and some of your early memories with coffee and how that leads into your business journey. So I'm curious, is it something that you grew up with? Did you grow up drinking coffee?

Abigail:

No, not really. So my background's Scottish and Australian and probably we were pretty much a tea... tea drinking was what I saw the adults in my family do. But my grandfather used to drink and there was probably each national [crosstalk 00:02:28]. And then we'd leave it till it got quite cold and as a kid we always want to try it, "Can we have a taste? Can we have a taste? Can we have a taste?" And then it was [inaudible 00:02:37] it was pretty bitter. So I didn't really get into coffee until I went to university. And it became... it was more... it was very sophisticated thing to do, to smoke cigarettes and drink coffee.

Jordan:

That sounds like my experience at university, to smoking cigarettes and drinking coffee at the coffee shop. Where was that? Where did you go to university?

Abigail:

Melbourne Uni.

Jordan:

So what was the coffee scene like in Melbourne then? Everybody knows now it's arguably one of the great places in the world to drink coffee but what was it like then?

Abigail:

Yeah, so that was back in the late eighties, early nineties. I think it was very much dominated by the Italians. So Melbourne University is on Lygon Street, which is where all the Italian cafes are. So yeah, I think in that day we thought it was pretty good but I think compared to where it is now, it would be a different beverage altogether. So when we started Bluebag in the late nineties, my brother, Jamie was very quick to understand that coffee would be a huge part of our success in business and that we really need to live that experience. And I still remember people would look in the door of the cafe and see who was on the machine. And if there wasn't a good coffee maker, they would move on, so people were pretty quick to adapt their taste and become quite sophisticated in what they thought was a good coffee.

Jordan:

In the nineties and two thousands in the Pacific Northwest where I'm from, which has its own whole tradition with coffee culture and cafe culture. Coffee was a counterculture thing. It had some overlap with the grunge music scene and with the nineties Gen X slacker thing and I'm curious, Melbourne, you mentioned that there was a big Italian influence on the cafes. But when did the counterculture "cool young thing" start to come in? Is it more like in the late nineties?

Abigail:

Yeah, I would say mid to late nineties. Yeah. [crosstalk 00:04:47] I don't know. I think it was more about... it is more around that hanging out... Yeah. I suppose it was coffee and cigarettes, hanging out, being cool, having great conversations, drinking coffee.

Jordan:

And is that what the vibe was like at Bluebag, at your cafe that you started with your brother? Was it counterculture or? Tell me more about that.

Abigail:

No, no. So my brother was working in the UK and I was working in Melbourne as a lawyer in the late nineties and he was coming out with all these business ideas. And then finally he said, "I've [inaudible 00:05:18] lunch in London, they have that very quick service, beautiful, fresh food." And I thought, "Well, I'm a good cook. And I like cooking," so let's go for it. So we started and it was very much a busy worker in the city. So coming, grabbing your lunch, having a good refresh experience, we had a juice that we cut up from... and played great music. So we brought a bit about, I guess a university culture too, to move back but it was really more to the office work.

Jordan:

You just have the one location or did it expand? Was there multiple locations?

Abigail:

It expanded, at our high point we had six. So yeah.

Jordan:

Wow! And you ended up... did you sell that business? Or how? I'm curious the transition from that into KeepCup.

Abigail:

So yeah, over the years... So we did that for 10 years and the food business is a super hard business to be in. It's early mornings, if you don't get the food out at lunchtime, we've missed the window to sell it. If you get it wrong and kill someone. It's... So I guess over the years I was ready for a change and just became more and more concerned about the volume of packaging we went through as a business. The packaging that food was delivered in, the way we'd served it and thought, "This has got to be..." if this is happening in our little business, imagine this ought to pan out over all the cafes and restaurants in the world, there's a waste crisis here. So it was looking for an alternative. And then as soon as KeepCup took off, it was an opportunity to sell. [crosstalk 00:06:58] But within that first... the first year of KeepCup I had a baby, so Bluebag and-

Jordan:

Mm-hmm (affirmative). That's a momentous time. But no, it's something about... in researching for this interview, I'm fascinated by that part of your business journey. This idea that it's not necessarily that you came from an environmental or from a reusable space to start with, it was more like you saw a need for it as a cafe owner, as a business owner. And that the work, the idea for KeepCup was born out of your experience as a business owner, which is fascinating. Identifying that market gap. And I'm curious, was there a moment or one memory that you have where you're like, "Yeah! This is really something... I really see this need?" Was there something that really catalyzed it for you, where you were like, "I see this need to create something like this?"

Abigail:

Yeah, I think... Well, we saw the need in the packaging we went through and we did a test in 2007 where we brought in some decor soup mugs and gave people 15% off their soup and we saved money, even giving a discount. Because the packaging was so expensive. So we saw immediately there was a group of people who were interested in reducing waste in that way. But I think the main.... we'd never designed a product before so it was entirely... we're going into an entirely new industry [crosstalk 00:08:29] and that was daunting. And also there was this thing in the back of our minds, always, "This is so obvious, why hasn't someone done this before?" "Is there... are we missing something critical?" And my daughter was young at the time and she would have milk in a sippy cup in the morning and the afternoon and I'd have a coffee.

Abigail:

And I thought, "Would I give her milk or any of her meals in a disposable pack, in disposable plates and cups?" The answer was no, that wasn't the world I wanted her to grow up in. I don't want her to grow up in a reusable world. And it was then, at least I realized that it wasn't... it was... Product design was a big part of it but it was also about behavior change and creating this movement around reusal, I found that

really compelling. And I think that this works.... a whole lot of months, said yes, "This is something I want to do."

Jordan:

There's a quote in an interview that you gave a few years ago where somebody talked to you, very early on in your story as a brand. And they said, "This'll never work." Someone basically told you very early on. They said, "This will never..." I think they said, the quote is something like, "This is the stupidest thing I've ever seen" or "This will never work" is the quote. And talk to me about being told that as a founder, early in the stage. I just... when you see a quote like that and it's in relation to a company that has then gone on to work, I always think that's fascinating to talk about a little bit.

Abigail:

Yeah. So I guess as a founder and as an individual studying business, I think my brother's probably the same way, we're creative people. We're into, "What is the logo look like? How's the brand going to talk? What's the design? What's the color?" Not into the financial structure of how to build up in the backend. So to be told that initially, does give me pause. You're like, "Gosh! Have I... Am I on a frolic of my own? Cause quite frankly, I often am." But it was great advice because what he was really saying, once I got through the thing fronted wise, was he said, "There's lots of great products out there. And lots of people design great things but if they can't sell them, they can't convince other people why it's important or why they should use it."

Abigail:

And he said, "Ultimately, this is just a plastic cup and there's nothing new about it more. The new thing is about why you use it and when you use it and how you use it." So yeah, he said, "If you can't convince other people forget about it" and it was great advice because what it meant we did was we stopped on the color and the branding and all the fun things. And I went and I called all the catering customers that were Bluebag. And from there I realized that the sustainability team invariably had no budget and we refined the pitch and we realized we needed to speak to the marketing team. And from the marketing team, we found out where the gaps were. And long behold, we sold 10,000 cups before we even produced them. [crosstalk 00:11:39] We sold 10,000 to the National Australia bank and 10,000... sorry 5,000 to National Australia bank and 10,000 to Energy Australia. And that's almost paid for the tool.

Jordan:

Wow. So that was just in the first year, that was in your first year of sales. So from there, for growth, I'm curious to know what... First of all, now, how many employees does KeepCup have?

Abigail:

About 50.

Jordan:

About 50. And how has that worked over the years for growth? Was there one year in particular that was the big growth year for you all? Or has it been pretty incremental?

Abigail:

It's been pretty incremental but there was a huge spike in 2017 which was led by, I think, some media. And there was David Attenborough's Blue Planet Two, where he talked about the age of the Earth at the

same and the rubbish crisis we're in, that also and there was a show called War On Waste, which aired on Australia's ABC, which talked about the waste crisis around the world and that piece of massive spike in Australia.

Jordan:

Yeah. Interesting. And then there was... Not too much longer after that you moved from... you had an original headquarters and you move to a larger facility. That's been in the last year too, right?

Abigail:

Yeah. That's right. Yeah.

Jordan:

Tell me a little bit about that new space that you're in. I'm curious about it.

Abigail:

It's beautiful, the new space. So it's empty because we were in lockdown. [crosstalk 00:13:14] Yeah. We just... we were in a pretty small space in Fitzroy and yeah, we were backing stuff up onto the street. It was in a residential area, so it was a great space, but not really working. So we've moved to a new space which is just all the rain water is recycled to flush the toilets. It's got massive solar on the roof and we're testing a box called the Alexis, which enables us to power out back into the grid. [crosstalk 00:13:41] And yeah, it's just a beautiful light filled the space with plants everywhere and an indoor garden. And yeah, it's really quite lovely.

Jordan:

And which part of the city is it in?

Abigail:

Well, so it's in Clifton Hill, so it's very close to where we were before like we tried to keep it and it's on a backtrack and it's very close to public transport. So it's yeah-

Jordan:

Something that I thought was interesting in having some conversations here in Portland, in advance of this interview and thinking about wanting to talk about what you do for KeepCup. I have some questions in a 2020 context but one of the things that I think is so interesting is about your production chain. I think that the people understand the idea behind reusables. And I think that your company has really been out in front and telling the story for how coffee can be more green, how coffee can not be the drain on the environment of every single thing being disposable, along the chain of it. But I'm curious to know a little bit more for our listeners because I don't know if this part of your story is as known but how you make your cups and your approach to shipping. And just talk to me about that a little bit.

Abigail:

Yeah. So when we started there's not much that is manufactured in Australia but when we initially started, we were trying to solve a problem for the waste trade to coffee. And so we had the product made in Australia. So all the plastic cups are still made in Australia and where we reached volume, in the

UK, we didn't ship... we didn't have local manufacturing in the UK to make the plastic cups in the UK. So we're always trying to reduce the footprint of what we do wherever we go.

Abigail:

In the States the packaging is made locally and the assembly, until recently has been local. So we're always trying to push the manufacturing to a local market too, because part of sector... So the whole idea is that we reduce and reuse. Every time we talk about reducing and reuse unfortunately, the conversation drives to recycling and recycling is not going to solve a problem. Only 9% of all plastic ever made ever, has been recycle. So yeah, reduce and reuse is part of it and in order for that to work, you've got to have a circular economy. So you've got to be able to be making stuff and reusing it, keeping it in play for as long as possible and then locally, either repurposing, repairing or recycling. So we're always trying to drive that through our supply chain, wherever we are.

Jordan:

Yeah. I'm curious though, as a business owner, how do you square that with, because as you know, there's this... where there can be a mentality in business of, "Get your unit price down, get your costs down, maximize" and all the things that you're talking about aren't necessarily conducive to that. So how does that feed back into how you run your company?

Abigail:

Yeah, that's not... I guess we just don't think about that. That is the mentality. So "Make more, make it cheaper." And it's perpetuated this type of consumption that [inaudible 00:17:02], so perhaps an interesting way to look at it is, so the glass and the steel are made in China and there is no manufacturer... So that those that, I'll take the steel. The steel products are made in one city in China, which virtually makes all the steel bottles and tumblers in the world. So from whatever brand you can think of, this city makes them and I've spoken to other manufacturers there's nowhere else in the world where you can do it. So we've shrunk out who can make stuff down to one city in the world. And so we went to the factory and we went onto the lines because our products are drafted for main people or the barista.

Abigail:

And so that's quite hard to do. And most of the time people make [inaudible 00:17:57] pretty easy. So we worked with the engineers in China, in the factory to get this working. And they said, we're the first company that's ever been into the factory personally, to work with them, to get the product quality right. And when we're talking about product quality, we're talking about for them to reduce waste on the line. So whenever you make something there's a waste on the production line, there's waste out of the production line. There's waste when we're packing it and assembling it, some of [inaudible 00:18:27] And we have to decide them.

Abigail:

So as a company with environmental stewardship at its heart, we're not really interested in getting more... making more of them, the cheaper we're saying, "We will all win if you can make them better at the start." And there's less waste for you every time you ship products to America or Australia, that aren't right. We're freighting them. And there's a cost there, but that's been a really hard message to get through because China traditionally has just been about, "Make it cheaper. Make it cheaper. Make it cheaper." But then you're not working with your supplier to make it better. And if you make it better,

then everyone wins. You can pay a higher price but because you're not having the same rates of waste. So that's been really interesting to go on that journey with suppliers, particularly in China.

Jordan:

Yeah. And you find your colleagues, your suppliers in China were really receptive to that. It was... it worked-

Abigail:

Oh yeah. It's a push-pull. It's a negotiation all the time because the mindset is about "More cheaper." [crosstalk 00:19:35] whenever we... you get this disconnect because we're asking "what happened? How can we prevent these issue happening? How could we ensure that the product?... What could we do? How can we check it? And they're just thinking that we're just asking for a better price.

Jordan:

Right, right. Interesting.

Abigail:

Yeah. There's a culture with that. So it takes time and it takes the personal relationship to do that. I think

Jordan:

So we're at the part of the interview where I have to say, "Now we're in 2020, so let's have the 2020 conversation," which I've come to in some ways resent, the requirement that every conversation has to have COVID-19, 2020, deep breath and then an addressing of it. But it's actually something that in this conversation I'm particularly... was looking forward to having a chance to talk to you about because as you will know COVID-19 has had an impact on how people are thinking about reusable products. And I think that there's been so much to talk about this year. There's so many different things that are going on in 2020. And so perhaps for some, the importance of environmental sustainability has taken a back seat in the middle of a pandemic. And for you, somebody who is running a company with environmental sustainability at its core, I just am fascinated to start this as a discussion point with you. And then I have a couple of other kinds of questions. So how have you... What has your 2020 been like coming from your perspective as a company built on environmental sustainability?

Abigail:

It's been extremely challenging. So there's been, I guess, two parts to it. One KeepCup, our customers are universities and students, cafes and the service industry. And I guess it's just that except tourism and all of those industries have been absolutely decimated by this academic. So the floor to KeepCup has been significant in that regard.

Abigail:

And then from point of view of what we're advocating, which is the end to single use convenient packaging, it's been pretty devastating because Starbucks [inaudible 00:21:53] reusables and pretty much the world followed suit. And it's been a difficult conversation to have because of course you don't want to compromise the safety of the people working in the service industry or the perception of that. And it's just been very hard to navigate that conversation because you're dealing with all sorts of fears and concerns and yeah, people's livelihood and people's personal safety. So it's been really challenging to navigate that.

Jordan:

Yeah. And it's hard, I think too, because at least here in the United States, we at one point were hearing guidance of saying, "Well, you need to wipe down every package that comes to your door. You need to wipe down every piece of, if you were to take out, you need to wipe down every container. And since then, that's been revised a little bit as more information has come out over the actual reality of what this novel... how this novel coronavirus is transmitted.

Jordan:

But even with that still, I mean, there's still so much, I think a lot of fear and uncertainty around it. And I guess it's hard to square that with this idea of, it felt like maybe at the beginning of the year, there was starting to be more popular momentum around... here in the United States, there's been a lot of conversation about a green new deal. This is something that there's a lot of interest in politically here in the United States, both for the longterm welfare of the planet and as an economic driver. And it's been hard to watch that get sidelined. And so my question for you is, how do we get that momentum back? how do we come back to putting this on the menu of things that as a society, our world cares about?

Abigail:

I just think there's now thankfully, some really strong economic factors that are going to force that to the table. There's the jobs. There's the fact that this massive unemployment network pretty much broken out. We both jumped off the rat wheel and it's fallen apart. So how do we get... so I think solving the climate crisis, providing employment, they're very much interlinked. There's so many jobs to be done to avert climate disaster and they require people to do them. It's just whether we've got the structures in place to facilitate those. So there's a massive... I read that the California fires, I didn't realize that a lot of people who fought the fires with prisoners in the States-

Jordan:

Yeah, that's an old way of doing business here, unfortunately. But this stuff tails with something I was going to ask you about this quote that you gave Smart Company. You talked about COVID-19 "as an opportunity to reimagine our economy." And I just was going to ask you to kind of pull that out a little bit more. This is, I think we just touched on it a moment ago but talk to me more about what you mean by that.

Abigail:

So I guess if you think about it through the lens of the disposable cup, so we produced disposables. So one company or one or two companies probably will produced most of the disposable cups then assaulted cafes, and then people drink them, discard them and they go to [inaudible 00:25:26] field. So we're creating a waste crisis with that. And all the money goes to one company that is pumping out these disposable cups and destroying the planet by and large.

Abigail:

So when you transition to a more circular economy, you've got people who are... you've got to employ people to wash cups, you've got a much more diverse selection of people. The choice of cups you can drink from expands exponentially. We've got to have been washed. You want to have them repaired. I'm sorry. Did you hear that noise? [crosstalk 00:26:05] Yeah. So you've got to have the flush repaired. You've got more people have to be employed to serve coffee and to wash the cups. So you start to... you can



see how the economy starts to shift when you take away a single use items and replace them with reusable items and you reduce the amount of items you consume. So it's... I guess that's a tiny little prison of thinking about how we can change the way our economy functions.

Jordan:

Yeah. Hmm. That idea of a circular economy, expand on that a little bit more for people who maybe are unfamiliar with that concept. Just tell me a little more what you mean by that.

Abigail:

So what I mean by that is, in our economy right now, it's extraction. We take it, we make it and then we threatened them take, make waste. And what a circular economy does is we need to reduce the number of things we have. We need to redesign them so that they can be repaired and used for a long, long time. And we need companies to be responsible for the downstream consequences of their corporate behavior. So you can't blame the consumer or ask the consumer to deal with the waste that you're profiting from, the producer has a responsibility. It's encapsulating all those ideas to have an... what it will mean is a much more work. It will mean all localized economy that keeps products in play for as long as possible. So instead of going and we make it and we recycle it no we make it and we refill it and we reusing it and we keep reusing it till we can no longer do so.

Jordan:

So in regards to how this interacts with localized economies, KeepCup is a global brand. And I'm curious about that part of your story, the international expansion. What was the first market outside of Australia that you began exploring on the cafe side, consumer sales side?

Abigail:

So when we first started KeepCup, we built a website and we built it so that we could take sales from all over the world, back in 2009. And the first public foray was a design market in Melbourne and I think in [inaudible 00:28:22]. And there was someone from Apartment Therapy in LA, who then did a blog about KeepCup and that afternoon we sold seven sales from the States. And it was always that our philosophy or our idea that even though we had a design from the original, it was an original design as IP protection, our strongest... if we're building a movement and we're creating a brand our strongest thing is having people use the product and having it seen in action, like there's nothing better.

Abigail:

In fact, they did it convoluted explanations with the silence as a trade show. And he said, "I took COVID for granted hand." I was like, "Yes of course!" Anyway. So we followed the sales and the interest where lied, sometimes it's a cost to us. But so the first market we sold to outside Australia was the States. But then my brother was working. He was living in London. So the first [inaudible 00:29:15] in 2011, I think he started KeepCup in the UK.

Jordan:

Are there markets in particular that really took to the product right away that once it was introduced, it really took off and it was very popular.

Abigail:

Australia, New Zealand, I would say, just because the product really was designed for the way Australians drink their coffee, so a light grocery, usually. Whereas in States, it's different because there's a strong tradition of the black coffee, which the thermos is perfect for. So when we say we're first store to sell a reusable cup, it falls flat in the States a bit because they're like, "Hey, we've been drinking out of thermoses for decades. Yes. So, yeah. So that market and then in the UK I guess we got in at ground zero of the independent scene. Luckily In 2011, it was probably 80% or 90% big chains and 10% or 15% small independents. And we grew with that independence thing and became part of that independent coffee stain. So that was to our event there. And then I think a lot of Australians and new Zealanders have traveled the world and their ability to make coffee. And very often they've taken KeepCup with them. It's something they promote and enjoy using. So that's been a real boom to the business.

Jordan:

So I've had, in a couple of different interviews and conversations over the last few months, I've had people ask me over and over again, "What do you think is going to happen to cafes with COVID? What do you think is going to happen to this part of the hospitality industry with COVID?" And I feel like I've given different answers depending on the week or the month as this year has unfolded but I am now realizing that it's an interesting and difficult question and turning it on you. What do you think is going to happen to the independent cafe culture that your business and my business have come up with and bloomed alongside over the last decade? What do you think this means for our specific part of hospitality of the independent cafe culture, the specialty cafe?

Abigail:

Look, I think the best of them will survive but a lot of them will probably not survive. I mean margins were already tight before this happened. And with the stress on people, I just, man, I can't imagine that it must be so tough. I probably would say when we started Bluebag, we were only opened in our flagship store in Collins street, in Melbourne. We were the only cafe on the block. And then within two years there were 10 cafes on our block. So I think part of that is just not going to be sustainable. And particularly so many people work from home. I think the people who've been in had cafes in the suburbs, they probably experienced a surge because people are now working more locally, which is lovely. Yeah. And I think that it's difficult to reimagine how that's going to... is there takeaway coffee... where are people going with their takeaway coffee now? This is going to change back to a more local and more in house experience.

Jordan:

Yeah. And so for you, yeah-

Abigail:

I don't know when you think of that, there was people went out for a cigarette break in the seventies and eighties and then I feel like that that habit changed to be a coffee break. "I'm going out to get a coffee." And then we had them on the fly but, "Is there going to be a change?" I guess with unemployment, all sorts of things. Is there going to be a slow down where people go work? I'm going to take the time to have my coffee in the cafe and then what does that... How does that change cafe culture?

Jordan:

Yeah. And it's such an interesting thing because in some ways, cafes can be a little bit more nimble than say a sit-down restaurant or especially something like a fine dining restaurant, which I think... Would that may be really deeply on the ropes. But cafes are able to at least pivot a little bit, serve from out of the storefront window or figure out some ways to limit interactions and then make it so most of everything that you're selling is for takeaway.

Jordan:

And in some ways I would argue that, that maybe creates a really important moment for reusables since reusable and takeaway coffee... at least that's what we're seeing here in the United States is that the percentage of sales for takeaway coffees are way, way up. And once we can figure out exactly how the contact part of it works safely for everyone, there maybe is a really important role that reusables play in that. Because I know that for consumers here and for cafe owners here, it's hard to say... On the one hand you're like, "Okay, well the paper cup is what's keeping me alive right now. It's keeping me in business. And if we didn't have that we wouldn't be able to sell anything cause nobody can stay."

Jordan:

But at the same time, it's this idea of saying well, "But we feel so bad having to put everything in a paper cup because it's... just everything about it, sucks. And I wonder if there isn't this chance of this making a moment where reusables become even more important or even more part of how we're thinking about how we're interacting with coffee as consumers or as cafe owners.

Abigail:

I mean reusables they become the norm, like the paperweight, the disposable single use type it's going to go at some point or other. It has to. So the argument, "Yes there's a time. There's a time when we're pivoting and we're changing. This is the time. Let's make a change now when we can" cling when change is all around you, it's going to be easier than trying to make it, building business based on single use and then having to do that later on.

Jordan:

Yeah. That's interesting. It's interesting to think about it being an incremental thing but then 2020 accelerates it. The idea that there's a lot of social change, a lot of cultural change that the events of this year are going to act as an accelerant on. And that the use of reusables could very well be one of those things for the good of the world. Maybe it's a silver lining, I guess in all the rest of the stuff that's gone on this idea of, "If really, if everything is for takeaway now you have to make it count."

Abigail:

Yeah. I mean you've got lots of businesses now trying to transition to reuse. And I think, I mean, I guess there's a lot of things that makes me just go, "Oh my God. Think about what we have to do to reduce carbon emissions by 2030." And Australia has to reduce them by 45% and the world ground to a halt and all claims out of the sky and emissions have gone by just 1% so we've got to replicate what's happened this year, every year for the next five years. How are we going to do that? It can be step change. And I guess that's my point coming out of this pandemic, there's an opportunity to remove some of that step change and go, "Actually, we're just going to have to pivot. We're going to have to stop selling particular products or stop doing certain things in order to have a chance, our kids having a future.

Jordan:

I think that's, I think that's fascinating. And within some of the struggles of this year, it's maybe all right to feel like there's something a little hopeful that might come from it. And I think that, that's an okay way to feel. We'll take what we can get.

Abigail:

Yeah. Well, you've got to have hope. You've got to be working to some vision of the future that compels you.

Jordan:

I agree with you, Abigail. And I think that we'll leave it there. Thank you so much for joining me today on the episode of Seed To Cup. This has been with Abigail Forsyth, the founder of KeepCup, joining me from Melbourne, Australia. Thank you so much, Abigail.

Abigail:

Thank you, Jordan.

Jordan:

Cheers.

Abigail:

Bye.