

# Didem Altinbasak Tulgan

Rafinera



“ I saw an opportunity to supply gourmet food to busy professionals. ”

<b>COUNTRY</b>	Turkey
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	14
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.rafinera.com">www.rafinera.com</a>

## COMPANY SNAPSHOT

Didem's entrepreneurial story might re-define the concept of a business incubator. In 2007, Didem's pregnancy delivered twins: a baby and a business. A Turkish native, Didem moved to Boston during the later stages of her pregnancy for better medical care, and her U.S. physician recommended that she purchase a daily, customized meal plan. Upon returning to Turkey with her newborn daughter, Didem was surprised to find that daily meal plans were non-existent in the Turkish market. So, in April 2008, she quit her pharmaceutical job and founded Rafinera, Turkey's first packaged daily meal plan service, which caters to clients with special dietary needs and goals.

Rafinera prepares customized packages that include three healthy meals and two snacks that are pre-cooked in its central kitchen and delivered daily to its rapidly growing list of clients.

## ENDEAVOR AND RAFINERA

As the first mover in an unknown market, Didem is seeking Endeavor's support as she educates Turkish consumers and expands her operations in Istanbul and beyond.