

# Invest Ottawa DMS Future Proof

## Success Story: Hippy Mylk

### The Story

Hippy Mylk is a leading plant-based milk brand aiming to bridge the farm-to-fork gap for health-conscious people in the Ottawa-Gatineau area. Owner Jessica Lim suffered from constant illness her entire life until she switched to a plant-based diet, free from preservatives and unnatural ingredients. When changing her diet, she was shocked to find that most plant-based milks on the market were full of processed ingredients. After extensive research, she developed her own uncomplicated oat milk, handcrafted with a base blend of organic oats and Ontario hemp hearts. By 2018, her personal passion project had evolved into a well-known set of products sold in local farmer's markets across the National Capital Region.

### The Obstacle

When the COVID-19 pandemic hit, Jessica's revenues dropped to zero. Having exclusively sold her products at in-person farmer's markets, she knew she needed to pivot her business to maintain her hard-earned momentum in the digital economy. To do so, she reached out to the Digital Main Street Future Proof program for help.



### The Solution

The program's Transformation Team began by auditing Hippy Mylk's existing website and social media channels and outlining key tips and tactics to help her brand stand out online. With the team, Jessica was able to draft new content for her website and connect with her clientele through a blog and a personal profile that was both informative and eye-catching. The team also gave Jessica a detailed social media posting schedule with key words and templates to increase engagement, interest, and visibility for Hippy Mylk among her target demographic. As a result of their collaborative work, Hippy Mylk transformed into a fully online, delivery-based business model with revenues and growth figures exceeding pre-pandemic levels.

## The Update and the Future

Hippie Mylk's new online delivery model has proven to be a more efficient and convenient system for Jessica's lifestyle, and she hopes to remain primarily online moving forward. With her newfound visibility on search engines and social media, Jessica has now set her sights on making Hippie Mylk a leading name in the Ottawa health food space.



### Testimonial

"I am so grateful for the opportunity to have worked with the team at Digital Main Street," Jessica says of her experience with the Future Proof program. "As a small business owner who primarily works alone, this kind of support was invaluable. I couldn't have made these changes without their help."

## Get Connected!

**Jessica Lim**  
Founder, Hippie Mylk

[hippiemylk.com](http://hippiemylk.com)

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