Brijdeep Sahi
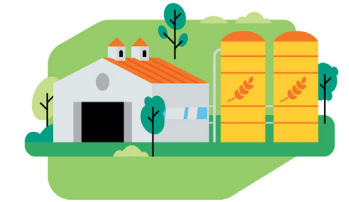
CEO & Co-founder of SwissDeCode

Setting a new standard for food quality certification

🌐 **swissdecode.com** 💼 **swissdecode**
🐦 **@ swissdecode** **f** **swissdecode**

Main product:
BEAMitup

Aim:
To develop the global standard for real-time certification of food authenticity and quality

Start year:
2016

Generated funding:
EUR 5 000 000

Challenge:
Avoiding food waste and recalls

eit Awards
VENTURE

Powered by:

eit Food

THE PROJECT

The idea
SwissDeCode offers a variety of DNA-based solutions to companies in different parts of the food supply chain to detect food contamination and adulteration, avoid food recalls and improve the trust of customers in their products.

Inspiration
The horse meat scandal in 2013 revealed opacity in the European food industry, also affected by other issues such as adulteration, undeclared ingredients, and pathogen contaminations. We wanted to help tackle all these problems and make the food industry a safer, more transparent place.

Unique selling points
Our technology is extremely versatile and covers a wide range of sectors and needs. It provides rapid, on-site results and is adaptable to new and emerging industry needs. The results of our tests are as reliable as traditional laboratory tests.

Societal impact
Our technology can significantly mitigate the use of fossil fuels (today, CB is produced from crude oil or natural gas) and minimises CO2 generation, thereby contributing to sustainable consumption and production patterns, climate action, and the promotion of inclusive and sustainable industrialisation through innovation.

Venture development
We are currently raising a Series A round and have recently received funding to support us in the development of several new products and technologies. The next step is to start pilot programmes with food companies.

EIT Community support
EIT Food helped us establish major connections with the food industry and refine our understanding of market needs. We could also partner with large players and develop important projects with them.

THE NOMINEE

The beginning
After a corporate career, I became an angel investor willing to make a difference, add value, help people, and contribute to society. My co-founder had a great idea for a start-up but no business plan or prototype. We naturally joined forces.

Rewarding moments
Having an opportunity to make a real difference to the global food supply chain, being able to positively impact billions of lives and to create a more sustainable world provides me with a continuum of rewarding moments.

"The EIT Community helped us identify the need throughout Europe, shape our goal and set up the product in a sustainable manner."