

TellSpec CEO Isabel Hoffmann Selected To Speak at TEDGlobal 2014



TORONTO -- (June 2, 2014) – [TellSpec](#) CEO Isabel Hoffmann, leader of the company behind the world's first consumer food scanner, has been selected to speak at [TEDGlobal](#) in 2014. TEDGlobal is an annual 5-day conference that celebrates human ingenuity by exploring ideas, innovation and creativity from all around the world. The conference will be held October 5 –10, 2014, in Copacabana, Rio de Janeiro, Brazil. Hoffmann's talk will cover the idea, inspiration and technology behind TellSpec, as well as the potential impact of creating a robust, global food print.

"We couldn't think of a better way to share TellSpec's mission to build a greener world by empowering people to make informed choices about what they eat, than through such a highly respected platform as TEDGlobal," said Hoffmann. "Our goal is to make our food analysis system available to everyone, everywhere, and to encourage others to use our tools to invent more great ways to improve human health and create a greener and healthier world."

As the world's first consumer food scanner, TellSpec is made up of a pocket-sized scanner, a proprietary chemometric algorithm and mobile app that work together to report what's in your food directly to your smartphone. TellSpec identifies calories, macronutrients, ingredients, chemicals and allergens in food, bringing an invaluable tool to users that can help them understand the foods they consume.



TellSpec provides information beyond the nutritional label, thereby encouraging transparency in produce farming and food manufacturing, and educates the consumer on the wellness implications of each ingredient in their food, thereby empowering consumers with the information needed to make healthier choices.

Hoffmann is an entrepreneur who has successfully founded eight companies over the last 26 years in the fields of preventative medicine, health care, technology, mobile health and education. Her natural ability to lead and inspire has resulted in numerous awards and honors throughout her career. As CEO and Founder of TellSpec she leads a team of researchers, mathematicians, software developers and designers towards their mission to power a social revolution for clean healthy food by empowering people to make informed choices about what they eat.

About TellSpec

TellSpec Inc. is committed to building a healthier world by empowering people to make informed choices about what they eat. TellSpec is a privately held Ontario corporation founded on February 1, 2013, headquartered in Toronto, Canada.

About Isabel Hoffmann

Hoffmann has embodied the entrepreneurial spirit from the age of 19 when she started her first company. She has founded eight successful companies, taking companies from \$0 to \$75 million, and has negotiated strategic investments with groups such as CBS Corporation and Mitsubishi International. Hoffmann has raised equity investment and convertible debenture notes in Wall Street, New York City, and Bay Street, Toronto. She was also the main strategic negotiator on several business acquisitions, including a US\$28M acquisition of Corel Multimedia business division. She has also shared her experiences as an entrepreneur by teaching MBA-level entrepreneurship courses for 11 years at the University of Porto.

As a sought-after keynote speaker, she's presented at conferences around the world. Her presentations have covered topics including Preventative and Predictive Health at the Sixth Annual International Congress on Anti-Aging SP Brazil, Delivering the Right Message at the Women of Influence Luncheon Series, Leadership at The Rotary Club, A New Vision of Aging at the CARP conference and Entrepreneurship and Innovation at TED City Toronto.

Her awards in the technology and entrepreneurial field include The Women in Technology Award presented by Bell Canada and the Toronto Sun; Canada's National IWAY Award for Leadership in the Application of Technology presented by CANARIE Inc. and the Royal Bank; Canadian Woman Entrepreneur of the Year Award presented by the University of Toronto, Canada; Top 40 Under 40 award presented by the Financial Post, CIBC and Caldwell Partners, Canada; Ernst & Young's Entrepreneur of the Year Award presented by Ernst & Young; and MacLean's Honor Roll for Canadian Excellence presented by MacLean's Magazine.

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