



## Tellspec is one the three winners of the Food Scanner Horizon Prize awarded at CeBIT by European Commission H2020



Toronto – March 20th, 2017, Tellspec LTD, a data company that provides predictive intelligence about food by combining spectral sensors and machine learning in a revolutionary technology that analyzes foods at the molecular level, announces that the company is one of the three winners of the Food Scanner Horizon Prize, awarded by the European Commission Horizon 2020. The Horizon Prizes are ‘challenge’ prizes (also known as ‘inducement’ prizes) offering a cash reward to whoever can most effectively meet a defined challenge. The aim is to stimulate innovation and come up with solutions to problems that matter to European citizens. A total of 1 million euros was awarded to three innovative companies, including Tellspec LTD., who cracked the challenge of developing an affordable and non-invasive mobile solution that analyses precisely, quickly and efficiently food composition, nutrition facts and potentially harmful ingredients such as allergens.

Isabel Hoffmann, Founder and Chief Executive Officer, represented the company and its mission, to help create a clean food revolution, in this competition on both November 29th, 2016 in Brussels and then on March 20th 2017 at the award ceremony that took place at the opening of CeBIT in Hannover Germany.

Isabel Hoffmann, Chief Executive Officer and founder of Tellspec, commented: “I feel very honored to receive this prestigious prize and I would like to thank the European Commission for the endorsement and support to our work.

Also, I would like to thank the entire Tellspec team for the hard work and the unforgettable precious memories when working together over many nights and weekends.”

Isabel Hoffmann is an entrepreneur who has successfully founded eight companies over the last 26 years in the fields of preventative medicine, interactive multimedia, and digital health. She has negotiated strategic investments with groups such as Mitsubishi International and raised equity investment and convertible debenture notes worldwide, and she was the main strategic negotiator on several business acquisitions, including a US\$28M acquisition of Corel Multimedia business division. She has shared her experiences as an entrepreneur and as knowledge on commercializing technologies by teaching MBA-level entrepreneurship courses at the University of Porto in partnership with the London Business School and the North Carolina University. Her awards in the technology and entrepreneurial field include The Women in Technology Award presented by Bell Canada and the Toronto Sun; 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.

### **ABOUT THE FOOD SCANNER PRIZE**

Food-Scanner Prize

Prize money: €1 million

Timeline: Contest opens at the beginning of 2015 and runs until end of 2015

The objective is to unlock the eHealth market with solutions that support citizens in adopting a more active lifestyle and in improving their health by better monitoring food intake. The expected results are an eHealth solution that enables citizens to assess their food intake and provide optimal recommendations to improve their health and well-being. The solution should benefit a wide range of the EU population, from healthy citizens to citizens suffering from food disorders, obesity or allergies.

### **ABOUT HORIZON 2020 AND THE EUROPEAN COMMISSION**

Horizon 2020 is a funding program created by the European Union/European Commission to support and foster research in the European Research Area (ERA). It is the eighth of the Framework Programs for Research and Technological Development funding research, technological development, and innovation with the focus on innovation, delivering economic growth faster and delivering solutions to end users that are often governmental agencies.

### **ABOUT TELLSPEC**

Tellspec LTD is a company with a mission to help create a clean food revolution by providing the most relevant and accurate information about what is in food. We offer an end-to-end solution for food testing, food-safety, food-authenticity and diet tracking. Tellspec awards include Winner of the Seeds & Chips award for Best Diet Solution, April 2016, Italy; Winner of the Innovation Prize, category Health, MedPi, May 2016, Monaco; Award winner at the European Food Venture Forum, September 2016, Denmark; Award winner at the European Venture Summit, December 2016, Germany; Winner of Humanitarian Water, Air and Food award (WAFA), January 2017, Denmark.

### **CONTACTS:**

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