



30 APRIL, 2025

e-Breakfast with... Food Loss and Waste



10:00

- Welcome and introduction - Ice-breaking questions

10:10

- **Tuğçe Ergün Cireli, Co-Founder of Foodback**

Impact Hub Istanbul/Foodback is part of a global network of innovation hubs that support social entrepreneurs and innovators. I Two of the startups they have supported will be presenting their success stories:

- COGNITIWE - Attila Algan, Co-funder
- FAZLA - Koray Kocer, Marketing & Commercial Lead



10:25

- **Solveiga Pakštaitė, Chief Design Officer**

Mimica is a company focused on reducing food waste through innovative supply chain solutions. They developed a technology that uses smart labels to detect spoilage in food products, improving inventory management and reducing waste. Their mission is to create a more sustainable food system by providing better transparency in food storage and freshness.



10:30

- **Maria Eugenia Martín, CEO**

ColorSensing is a deeptech company tackling food waste and supply chain traceability with patented smart labels, which feature a unique QR-based system with printed chemical sensors that enables an affordable, digital, and objective freshness assessment. Thanks to their solution the food industry will be more safe, more profitable, and more sustainable.



10:35

- Q&A and networking discussion

10:55

- Closure & Wrap Up