# FREYIA LABS

ROOTED IN TRADITION DRIVEN BY INNOVATION

# Core Team

**Greta Skemaite**
CEO

**Vasilis Joseph**
COO

**Confidential**
CTO

**Nesrin Hasan, PhD**
Bioinformatics and AI Model Development Manager

**Paul Adrian**
UX/UI Developer

**Tomo Shalakhyan**
CMO

# Mentors

**Jason White**
Fermentation Advisor

**Constantinos Neophytou**
Strategic Mentor

**Andreas Koupparis**
Financial Mentor

**Karl Devlin**
Network Facilitator

**Odysseas Economides**
Hardware Tech Advisor

**Andreas Pamboris**
Pitch Strategy Mentor

FREYIA LABS

Fermentation is a natural process where **microbes** transform **simple ingredients** into foods.

Modern fermentation is **changing** how we make food, and with new fermented ingredients growing over **40%** each year, it will **shape how we eat tomorrow**.

FREYIA LABS

https://gfi.org/resource/fermentation-meat-seafood-eggs-dairy-and-ingredients-state-of-the-industry/

Story

FREYIA LABS

ROOTED IN TRADITION DRIVEN BY INNOVATION

FORSETIX

FIRE ALCHEMY

By Freyia Labs

FERTILIX

FIRE ALCHEMY

Tech.
Made in Cyprus
YIA LABS
ATION DRIVEN BY INNOVATION

NATIONAL BANK OF GREECE
invest Cyprus
Cyprus
DealZone by DCO:
A gateway for startups to access innovation funding, unlock new markets, and connect with the right partners for growth

FINANCIAL FRONTIERS

LEADERS IN THE FIELD

# THE STARTUP BORN FROM TRAGEDY AND DRIVEN BY INNOVATION

*EP35 NOW ON*

FIRE ALCHEM
By Freyia Lals
FIRE ALCHEM
By Freyia Lals

2
ZERO
HUNGER
3
GOOD HEALTH
AND WELL-BEING
12
RESPONSIBLE
CONSUMPTION
AND PRODUCTION
13
CLIMATE
ACTION
15
LIFE
ON LAND
17
PARTNERSHIPS
FOR THE GOALS

# Roadmap & Vision

## 2023

### Early recognition

**Achievements:**

- **IDEA Innovation Centre - Funded €20,000**
- Won Startups4Peace
- Won RE-START Circular Competition

## 2024

### Pivot & Validation

**Achievements:**

- Won The Cyprus Institute Bootcamp
- **Won CyEC2023 - Funded €3,000**
- Startup Center Powered by Microsoft - **Funded**
- FemForward Future Startup Founders 2024

**Milestones:**

- **Pivoted to F.O.R.S.E.T.I.X.**
- **4 Letters of Interest**

## 2025

### Build & Beta

**Achievements:**

- **EIT Food Seedbed Incubator Funded €10,000**
- KPMG Startup Innovation Lab
- PwC Cyprus Scale Up 2 program
- Unity Growth - Elevate Bootcamp
- **Climate Kic Launchpad**
- FoodZone
- Academy for Women Entrepreneurs (AWE)
- **Won UNDP Innovation Challenge - Funded €20,000**

**Milestones:**

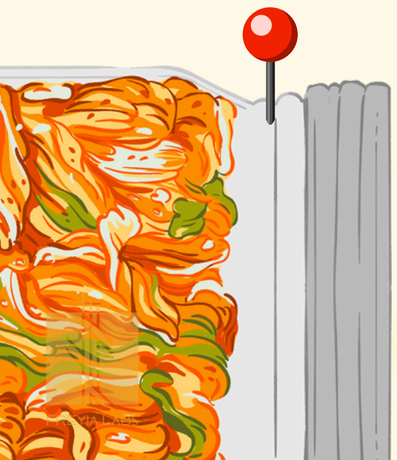
- **Pre-Seed round - RIF**
- **201 SME Surveys**

## HIGHLIGHTS

**Achievements:**

- **IDEA Innovation Centre - Funded €20,000**
- **Won CyEC2023 - Funded €3,000**
- **Won UNDP Innovation Challenge - Funded €20,000**
- **EIT Food Seedbed Incubator - Funded €10,000**

**Pre-Seed (RIF) - €120,000**



# Vision

## 2026

### Launch and grow

**Milestones:**

- Launch MVP
- Acquire 50 customers
- Pilot sensor integration and begin prototyping hardware hub kit

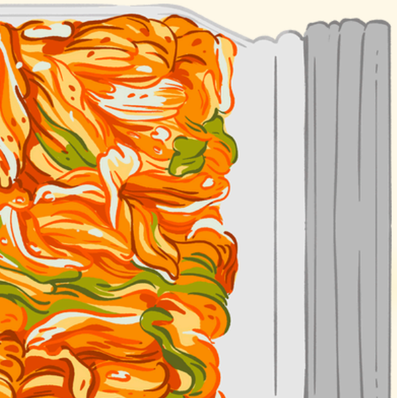
**Round €350,000**

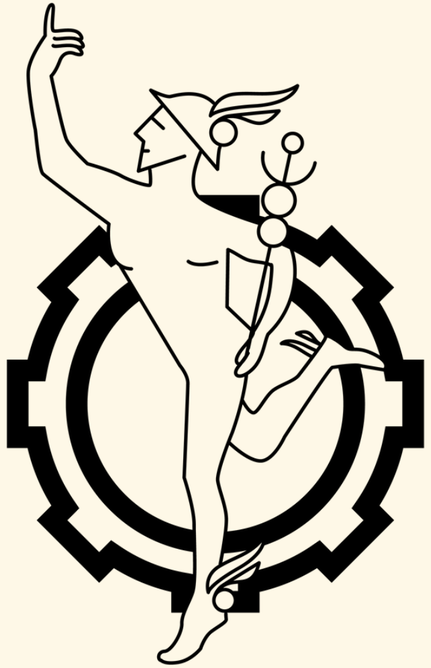
## 2027+

### Future vision

**Milestones:**

- Scale subscription model including sensors and hardware
- Add enterprise layer
- Data monetisation
- Global expansion
- Grow customer base
- Initiate R&D on autonomous decision-making and closed-loop control systems





Cyprus
Chamber of
Commerce &
Industry

enterprise
europe
network

Fire Alchemy
INSTAGRAM

Freyia Labs
LINKEDIN

# Join us in empowering a Net Zero Food System!

Seedbed Incubator
enterprise europe network
Startups 4 PEACE
STARTUP CENTER POWERED BY Microsoft
idea
Climate Launchpad POWERED BY: ClimateKIC
FEMME FORWARD Empowering Women In Tech
CyEC.
RE-START
KPMG
Cyprus Chamber of Commerce & Industry
Regenerative Incubation by Food Zone
AWE Academy for Women Entrepreneurs
Cyprusinno
SOCIALTECH LAB
UNITY GROWTH
HardwareX
the helix way
eit Food
Co-funded by the European Union