



Digital Days | FRESH 4.0

The Beauty of Impact...

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What do we do...?

Purpose

Pioneers

who are on a

Higher Mission



iBreastExam

handheld breast cancer screening device



MATIBABU

opto-electronic diagnostic kit --> non-invasive malaria mass screening

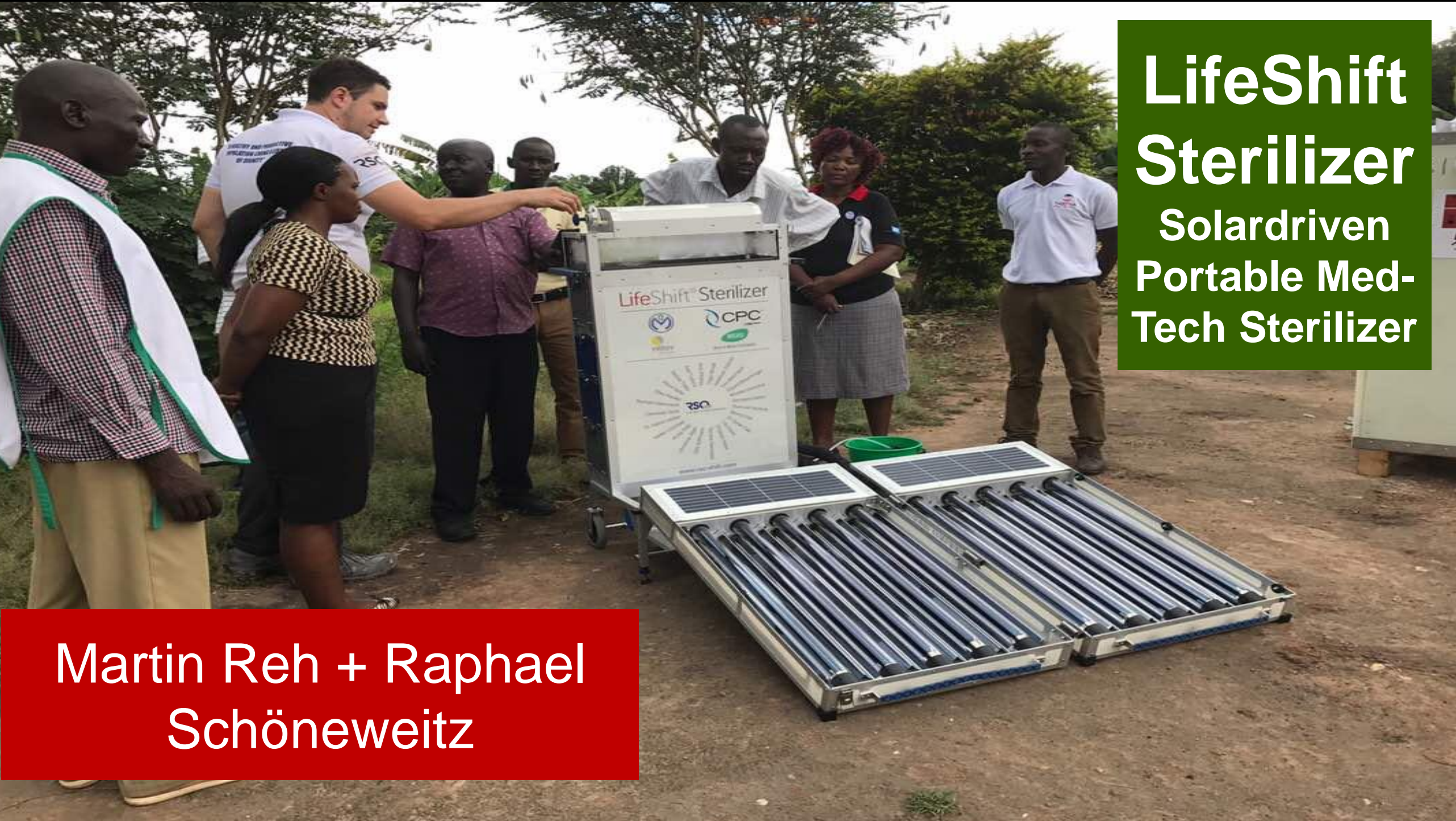
A photograph of Brian Gitta, a man from Uganda, smiling and working on the MATIBABU diagnostic kit. He is wearing a grey jacket and a blue wristband. The kit is a white and black device with a transparent cover, revealing internal electronic components like a microcontroller, capacitors, and a battery. In the background, there are posters on a wall, including one for Bayer Aspirin and another with a large 'W'. A yellow object with a face is visible in the bottom right corner.

Bayer Aspirin Winner
Brian Gitta
(Uganda)

LifeShift Sterilizer

Solardriven
Portable Med-
Tech Sterilizer

Martin Reh + Raphael
Schöneweitz





**...can tech startup's
also disrupt the way
how we feed a world?**



What is the Why in it?

400million
struggling small
holder farmers
operating 75%
of all farm land

Food Loss >30%

Only 10% of
globe surface
used for farming

EARTH-2-FOOD PYRAMIDE

- Small Holder Productivity

Disruptive
Urbanisation

Food Security

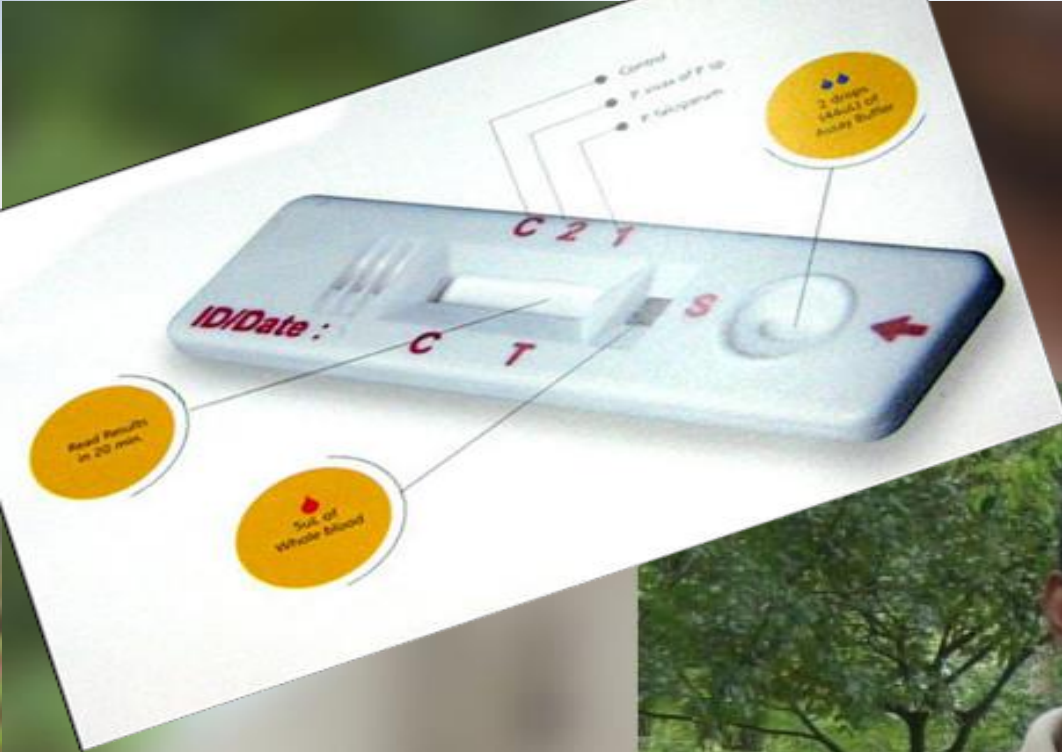
solve the food crisis



Alexander
Zacharuk

Thriving Green (Kenya) – The Superfood Spirulina

cultivating spirulina-alga: superfood rich on proteins and B-vitamins,
just in need of 1% of water consumption compared to cattle farming



SNAKE RAPID

Rapid Venom
Test Device
After Snake
Bite
(Sri Lanka)

Young Physician Leader Fellows
Kalana Maduwage

**One third of the world's food is wasted
— 1.3 billion tonnes per year**



**enough to feed 3 billion people,
or 10 times the population of the USA**

source: Tristram Stuart/FAO

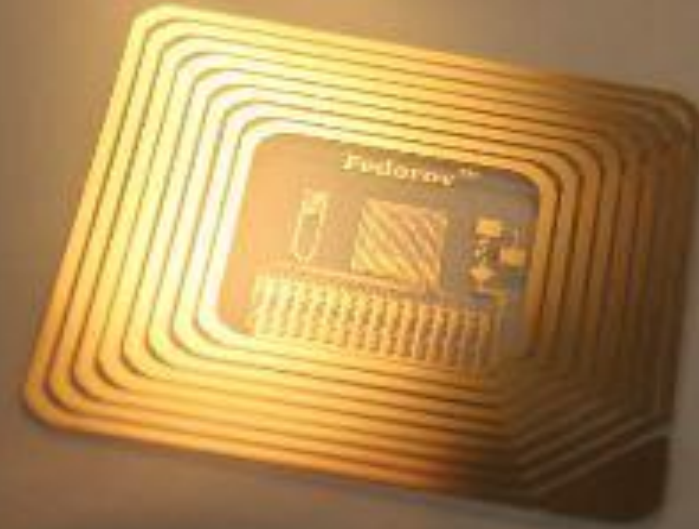
Is it Fresh...

Germany – Korea



Aspirin Social
Innovation Award
Nominee

Jan
Schnitker



Low cost printed nano electronic devices
in food packaging display real freshness

food loss in the developing world



FRUITY CYCLE - Uganda

E-bike with solar powered cooling storage for fruits
- farmers can transport harvest without loss



But the most
dramatic loss
is...?

Impact Investment...

How it all

began...

A collage of various people's faces and upper bodies, partially obscured by the text boxes. The collage includes a man with dark hair, a man with light hair, a man with grey hair, a man with a beard, and a man with a mustache.

**Think like
an Activist
- Act like
a Scientist**

**Impact
Potential:
>1bln
people**

R u just Commercial tech...



Start a Business – Save the World!

...or do u contribute to a higher mission!



Bayer Foundations

WE NEED



YOU

It's
ate
cial
tion

Bayer