



Anastasia Hofmann

Co-founder KITRO SA

Main product: KITRO R5

Aim: To create a global standard to measure food waste and bring the value of food back to the spotlight



kitro.ch

@KITRO_FoodWaste

KITRO

KITROFoodWaste

Transforming food waste management

The project

The idea

KITRO provides commercial kitchens with a fully automated food waste management system to quantify and analyse food going into the garbage can. This enables chefs and managers to reduce food waste and operating costs based on accurate, data-driven insights.

“More female role models might accelerate a shift towards gender diversity in entrepreneurship.”

Inspiration

Two-thirds of all food thrown away is edible, while one in nine people worldwide don't have enough to eat. On top of that, the detrimental effect on the environment is massive. We wanted to play our part in putting an end to it.

Unique selling points

As opposed to existing solutions, KITRO is fully automated with a zero-transaction time, as it requires no manual input from users. This removes human error and allows users to focus on the core business. Also, users can save up to 8 per cent of their food costs and improve their reputation by communicating their efforts externally.

Societal impact

Drastically reducing food waste will have a huge environmental impact. As KITRO's use becomes more widespread in commercial kitchens, private households will also pay more attention and help achieve a "minimal food waste" society.

Supported by:



Generated funding:
EUR 800 000



Challenge:
Food waste management



Prizes:
Top 50 start-ups to invest in,
Top 10 sustainable start-ups,
Milestone Innovation Award,
Winner Impact Category by
World Tourism Forum

EIT Community support

Without the EIT, we would be nowhere today. Their coaching and financial support really enabled us to take off.

Overcoming adversity

Due to our lack of technological background, it was challenging to make sure we hired the right person for the position of CTO. We sought advice from trusted engineers and professors to find the perfect match. Other than that, being female founders was never much of an issue. Actually, it even made PR and getting media attention easier.

The nominee

The beginning

Working in the food industry myself, I had a wake-up call regarding how common food waste is and its disastrous impact. When discussing this issue with my co-founder Naomi, this naturally led us to the idea of KITRO, as it combines sustainability with the food and beverage industry.

Rewarding moments

It's incredible to look at the effect KITRO is already having while realising that I have the chance to do this all with my best friend.

