

FRESH START

THE FOODTECH EXPERTS

Fresh Start FoodTech Incubator (2020) is an integral part of Israel's FoodTech scene and the Israeli Innovation Authority's incubators program. Led by [CEO Noga Sela Shalev](#) and [CTO Dr. Tammy Meiron](#).

Fresh Start specializes in venture creation and academic tech transfer, invested in 13 companies to date, and plans to support many more. Focused on solving key challenges in the food industry, Fresh Start drives innovation for healthier nutrition and a sustainable food system. Backed by [Tnuva](#), [Tempo](#), [OurCrowd](#), and [Finistere Ventures](#), the incubator offers seed and pre-seed financing, access to top technology experts, R&D resources, and comprehensive business support to bring cutting-edge food technologies to market.



Fresh Start is constantly seeking to expand its global network of strategic partners and investors to jointly tackle the most pressing issues in the food industry through investments in innovative technologies and their industry implementations.

OUR PORTFOLIO COMPANIES

We invest in innovative, impactful B2B-focused solutions in various fields:

Improved and Personalized Nutrition, Sustainable Proteins, Waste Reduction and Upcycling, Smart Packaging, Data and Software-Based Solutions, and more. Fresh Start's diverse portfolio includes:



BlueTree

A proprietary technology that selectively reduces sugar in natural beverages like juices, dairy, and beer, while preserving their taste and nutritional properties.



PLANTOPIA

Groundbreaking technology transforming crops into efficient producers of high-value compounds, such as plant-based casein, at a fraction of the cost and environmental impact of traditional methods.



PROFUSE
TECHNOLOGY

Enhancing muscle cultivation for meat and life sciences companies with cell lines, media supplements, and protocols to boost yield, speed production, and reduce costs.



ECO CRYSTAL

Bio-mimicking reflective colorants for the food, cosmetic, pharmaceutical, and personal care industries, replacing titanium dioxide.



mw
Medium Well

A cost-effective solution for molecular separation, bringing pharma-grade protein purification at food-grade costs (for precision fermentation DSP and media recycling for cultivated meat).



Bountica

ProServatives - A natural protein that controls microbial growth in food and beverages, extending shelf life and reducing waste.



eggmented reality

Effortless nutrition with a tasteless, odorless, and soluble fermented protein for seamless product integration.



MadeRight

Revolutionizing fungi fermentation to deliver sustainable ingredients with unmatched economics, beginning with Chitosan as the first product.



cultivo₂
E+Vivo Symbiotic Co-cultures

Symbiotically growing algae and meat cells to scale cultivated meat production efficiently, minimizing medium usage and bioreactor dependency to reduce costs and capital expenses.

BETTER MEAL
robotics

A robotic kitchen serving healthy, delicious meals at the push of a button. Cost-efficient and optimized supply chain offering fresh and affordable food to anyone, anywhere.



alteco

Full visibility of energy consumption from a single metering point, enabling remote management without additional hardware, and future-proofed for preventive maintenance.



Sea 2 Cells

The next generation of cultivated fish: addressing scalability and cost challenges in seafood production through fast-dividing cell lines and proprietary self-production growth factors.

Reach out to hear more about our co-investment and collaboration models - office@fresh-start.co.il

