

Entrepreneurial ID «venture leaders» 2010



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Project/ Company name: QualySense AG

Short description: We develop and manufacture high-capacity devices to sort out food with respect to quality and safety parameters

Web site: www.qualysense.com

Industry: Life Science, Automation

The Start-up

Status : Incorporated in April 14 th 2010.	Company / team size: 10
Product / service: QS Wheat: a device that sort out wheat grains "ONE by ONE" at a very high speed	
Target customers: Milling plants (e.g. SWISSMILL) and traders (e.g. NEBULON)	
Financing: Financing need is CHF 3 millions. Team raised already 150 kCHF since October 2009.	
Growth objectives: In 5 years, we estimate reaching CHF 21 millions of revenues and have 72 employees.	
US objectives: 1. Improving business strategy 2. Identify investors 3. Establishing partnerships	
Description: Sorting out continuously wheat grains "ONE by ONE" can strongly reduce flour production costs in milling plants or let traders increase considerably revenues. The QualySense team has developed a proprietary and unique technology to measure the biochemical traits of wheat grains "ONE by ONE" and on an hourly multi-ton range. The company plans to develop and market this very attractive innovation that, for example, will let every miller reduce production costs of about CHF 1 million per year. Millers and traders will highly benefit from a very unique product and will have a very attractive payback time. Selling QS Wheat devices and maintenance services represents for QualySense a market opportunity of CHF 8 billions. The unique and innovative features of QS Wheat place QualySense much ahead of the competition. Serving an unmet customer need with a highly promising technology will be key for QualySense to approach the highly attractive and potentially huge grain and seed market.	
	

The venture leader (and his team)

Francesco Dell'Endice is an aerospace engineer and holds a PhD in remote sensing. In October 2009, he decided to undertake a new entrepreneurial challenge and founded QualySense AG in April 2010. His vision is to transform QualySense into an innovation leader in the development of advanced sorting devices, able to classify food items with respect to quality and safety parameters at a very high speed. In a very limited time, he established an extensive network of industry experts, potential customers, suppliers and coaches and raised CHF 150k. He comes from a family of entrepreneurs and he is fascinated by business strategy, and by entrepreneurs that know how to find the way out in difficult and risky circumstances. His main business ability is to listen: listen to advisors, to coaches, and most of all, listen to entrepreneurs that made it and won their bet. Francesco is supported by Dr. Zbynek Malenovsky, an expert in biology, Dr. Edoardo Alberti, a proven system engineer, Paolo D'Alcini, an automation technician, and Olga Mykhailova, a market specialist. An advisory board, composed of 5 top executives of the Swiss business panorama, completes the team competences. Francesco strongly believes in the success of QualySense and is doing his best to make this come true.