



Session	Start-ups/SMEs looking for Finance: Pre-seed/Angel/Seed: Proteins & Food Ingredients
Title	Stop Selling Fish—Start Selling Certainty: Sashimi Without the Cold Chain
Company	Bluana Foods
Speaker	Florin Irimescu
TRL	TRL 4-7
Keywords feedstock (max 2)	Marine Polysaccharides
Keywords technology (max 2)	HMHNI Technology
Keywords End-Product (max 2)	Plantbased Sashimi
Abstract:	
Bluana Foods is a deep-tech material science startup disrupting the \$358B global seafood market by solving the "Cold Chain Tax". Currently, both plant-based and traditional seafood are tethered to expensive, fragile, and waste-heavy refrigeration, suffering from a 50% spoilage rate and tight 15-day expiry windows. Bluana has developed the world's first high-fidelity vegan sashimi with 12-month ambient shelf stability. Our patented HMHNI (High Moisture High Nutrient Injection) technology represents a paradigm shift from simple mimicry to structural re-engineering. We construct multi-phase, anisotropic hydrogel matrices—engineered from marine polysaccharides and plant proteins—that retain 55-90% moisture to replicate the precise "melt-in-mouth" texture of premium salmon and tuna. This architecture overcomes the "isotropic trap" of gummy competitors, achieving an 80% sensory preference over real fish in 10,000 blind tests. By eliminating the cold chain, we achieve "Logistics Sovereignty," reducing production costs by 40% while unlocking software-level gross margins of 75-85%. This model cuts CO2 emissions by 53,734 tonnes per 100t distributed. Currently at TRL 6, we are commissioning our first 40 kg/h industrial line and have secured LOIs from Japan Airlines, Selgros, and Poke House. Led by a "triad" of talent with 4 successful exits and 8 patents, we are seeking finance to fuel our industrial shift.	