



Session	Start-ups/SMEs looking for Finance: Series A and Series B/C Funding
Title	How can we reduce sugar in food without replacing the sugar?
Company	Zya
Speaker	Joshua Sauer
TRL	TRL 4 - 7
Keywords feedstock (max 2)	Glucose, methanol
Keywords technology (max 2)	Precision Fermentation
Keywords End-Product (max 2)	Enzyme ingredient
Abstract:	
Sugar reduction is the defining food trend of the 21st century- 70% of consumers want less sugar, and major CPGs have aggressive targets. Yet sugar substitutes continue to disappoint on taste, functionality, and health perception. Consumers face a paradox: they want less sugar, but not sugar substitutes. Convero resolves this by transforming ingredients rather than replacing them. Using milligrams of a nature-inspired enzyme, Convero converts roughly 30% of a product's sugar into dietary fiber post-consumption—with no reformulation or compromise on taste and texture. Inactive in food and active only after eating, it delivers an identical sensory experience while helping close the dietary-fiber gap. This presentation covers the full journey: the macro sugar-reduction opportunity, the enzyme's mechanism of action, and validation through in-vitro gut models and in-vivo cannulated pig trials. We share consumer research alongside the regulatory and labelling framework. Finally, we outline the product development pathway from precision-fermentation scale-up to a phased U.S. market launch, demonstrating how Convero enables no-compromise, better-for-you varieties across major food categories.	