



## CO-FOUNDER NEEDED

We are looking for an experienced commercial profile with sales competences

## QUALITY BY IMAGES

Apps for visual quality inspection of food products along the supply chain

### THE PROBLEM

- The food industry loss profits along the supply chain due to inconsistent visual quality inspections, limited application of equipment outside the lab and lack of digital data integration of quality data for decision making.

### OUR SOLUTION

- We standardized, digitalize and speed up the visual quality inspection along the supply chain. We develop apps for any smart mobile device to perform accurate visual inspection by analysing images in real time.

### PATENT STATUS

- Erhvervshus Nordjylland assessed Qbl technical invention and concluded that it may be protected by a patent, under International Patent Class (IPC) : G06.

### FINANCIAL OVERVIEW

- We sell a B2B SaaS as annual subscription fee per user, ranging from 7000 to 330,000 kr. Sustainability of the business is based on increasing number of users and scaling up available applications.

### MILESTONES ACHIEVED

- We have a paying customer and paying pilot projects. We participate in Beyond Beta and Spin-in program from Business Aalborg.

### TARGET MARKET & CUSTOMERS

- Qbl aims the seafood industry within the food sector. Currently, we focus on the cold-water prawn industry. We are working on consolidate our market presence in Denmark and start sales in Norway by 2026.

### CO-FOUNDER PROFILE WE ARE LOOKING FOR

#### Must-have qualifications/background

- Experienced commercial profile with sales in the seafood sector.

#### Nice-to-have qualifications/background

- Network in the seafood industry in Denmark and Scandinavia.

#### Personal fit

- Communicate fluently in Danish and English, oral and writing.
- Work independently with sense of responsibility.

### TASKS & RESPONSIBILITIES (FIRST 3 MONTHS)

- Create a structured sales process.
- Communicate our value proposition and adjust the message to each individual receiver.

### ACADEMIC & ENTREPRENEURIAL BACKGROUND OF CURRENT CO-FOUNDERS

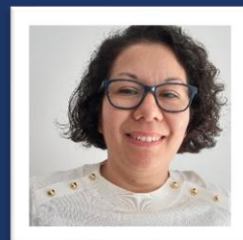
- Karla M. Deza: PhD in Food Science from the University of Copenhagen. Expertise in quality of food by image analysis.
- Sergio Jofre: PhD in Environmental Engineering. Business developer expert. Director of Innovation and Technology at Mikolas Romeris University in Lithuania.

### PHYSICAL ADDRESS

- Nestorvej 17, 9200 Aalborg, Denmark

### READ MORE HERE

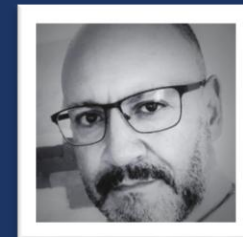
[www.qualitybyimages.dk](http://www.qualitybyimages.dk)



CEO | Co-Founder

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CTO | Co-Founder

Sergio Jofre, PhD.



Software developer

Larry Dinos, MSc.

### ABOUT OPEN ENTREPRENEURSHIP

Open Entrepreneurship is a collaboration between all Danish universities aiming to create more research-based startups.

[www.open-entrepreneurship.com](http://www.open-entrepreneurship.com)



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