

GTL Start-Up of January 2023: Silvershot



SILVER SHOT

A natural source of caffeine

Name of Start-Up	Silvershot
Name of Founders	Katarína Poláková, MSc., Alžbeta Demianová MSc., Lukáš Jurčaga, MSc., Melina Korčok, MSc.
Country & Region	Slovakia, Nitra
Main Topic	 By-Product Application (Silverskin)  Circular Economy  Renewable Energies  Reduction of Food Waste Generation  New Innovative Product  Bioactive Compounds
Date of Launch	09/2021
The Journey from Idea to Start-Up	<p>As we know, coffee consumption is increasing worldwide. Currently, this number has reached the value of one hundred and sixty six million 60-kilogram bags of coffee beans, which is really not a little.</p> <p>If we were to stay only in Slovakia, it would amount to approximately 6 kg of coffee per year for one Slovak.</p> <p>Even though Slovakia is a small country, we have approximately 120 roasters that, when roasting 100 kilograms of coffee beans, produce 2 kilograms of coffee by-product.</p> <p>Globally, this number is much higher.</p> <p>This by-product is called Silverskin. What is so interesting about it? It contains bioactive ingredients such as caffeine, micro- and macro-nutrients, and fiber, and above all, it tastes different from coffee.</p>

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What is the current situation? this product is not processed, it is waste remaining in roasters.

Description of the Business Idea

Our goal is the application of this raw material and the creation of a new product. And that of an innovative drink that currently has no competition in this form on the market. By using the currently unused, to support the circular economy not only at the regional level in Slovakia, but also worldwide, and thus contribute to the reduction of food waste. Are you asking about excellence? If we compare silverskin with drinks of similar composition, the caffeine content in silverskin is something between coffee and tea. It contains more chlorogenic acids than coffee and tea and contains less fat than coffee itself.

What is our target market, it's healthy food because it's a trend. It is retail because it is available and practical for the customer. They are packaging-free stores, a hot segment where we want to offer a wider range, and they are wellness and fitness centers as a quick boost before training.

And who are we? We are young people, PhD students at the Slovak University of Agriculture studying food technology. People who work intensively on this startup.

We started with an idea that we presented at the EIT challenges labs and won third place. After this experience and visible potential, we won second place in the Inups project and we are currently part of a program that helped us confirm the uniqueness and innovativeness of this idea from a global point of view, and that is precisely why we decided to obtain a trademark in the near future.

At the end of this year, we plan to sell and distribute silvershot as a drink, and a year later to come up with the first innovation, a powder form with flavors, and in the same year to present a new product that is still waiting to be used. This is our foundation in which we see potential and believe in its development within this project as well.

Contact Details



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