



GTL Start-Up of August 2022: SiLaMED



Name of Start-Up	SiLaMED
Name of Founders	Simona Baldovská Ladislav Kohút
Country & Region	Slovakia – Nitra
Main Topic	<div style="display: flex; align-items: center; margin-bottom: 10px;">  Sustainable Beekeeping </div> <div style="display: flex; align-items: center;">  Local Food Products </div>
Date of Launch	03/2022
The Journey from Idea to Start-Up	<p>Our project was created as an urgent need to reduce the high consumption of unhealthy sweets and introduce biologically active and nutritionally valuable elements into the human diet to foster human health. The falsification of honey is a big problem and honey is the third most-faked food. On the other hand, the quality honey is very healthy, therefore we use local honey from honest beekeepers. Thanks to our technology, it is possible to produce tasty, healthy, and nutritious honey products for everyday use. The startup SiLaMED was created by combining Simona's idea with Ladislav's technological processing. At present, our honey products are laboratory analyzed to confirm quality, stability, as well as potential antioxidant, antibacterial and other properties.</p> <p>We are winners of InUPS competition (Innovation Clusterto Support Sustainable Food Systems), thanks to which we gained financial support for our startup. Our vision for the future is to</p>

start to sell our honeyproducts through our own e-shop and promote them through social media.

Description of the Business Idea

Unique customer benefits are very attractive look and taste of our honey products. We do not use any artificial colors and preservatives. We carefully select additives based on scientific knowledge. We use non-traditional plant-based additions with a high content of biologically active substances, which possess many health benefits. The quality of our products is laboratory verified. The honey in our honey products comes exclusively from local beekeepers. By supporting beekeepers and raising awareness about the health benefits of honey products we can contribute to sustainable and climate-protecting strategy.

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