safeaty

Safeaty is an **Innovative Startup** and a spin-off of the University of Pisa. The team developed a state-of-the-art system designed to simplify food safety plans.

It has been developed to guarantee solidity, effectiveness but at the same time dynamism and speed in the flow of information related to the Food sector.

As a revolutionary system for the creation and management of food safety plans, it is modular, scalable and user-friendly and makes customisation its strong point by enabling the operator to create and modify the system as needed.

AZIENDA SPINOFF DELL'UNIVERSITÀ DI PISA

Company name: SAFEATY SRL

Location: PISA (PI) Viale delle Piagge 2/A, 56124

Fiscal and VAT code: 02243570500

Estabilished: January 2017

Legal form: LIMITED LIABILITY COMPANY (LLC, SRL)

Internet site:http://www.safeaty.it/it/

NACE Code: 62.01

Sector: SERVICES for FOOD

Spinoff: Università di Pisa

Requirements for technological innovation: R&D

Turnover Value
5- 20 K

Subscrite Capital
10K

NO
Female, Young or Foreign Predominance

The Team

A team of change agents and thinkers on the future of food.

The system has been designed and developed by different professionals. We have accepted the challenge of multidisciplinarity by involving a variety of resources and skills including teachers and specialists in food safety in the public and private sector, researchers, computer scientists and management experts.

The result is the creation of a series of cutting-edge technological solutions and services, software, training, services and content with high added value in food safety controls.

Department of Veterinary Sciences - University of Pisa

Prestigious teaching and research centre, always innovation-driven and with a multidisciplinary approach to the food sector. Collaborates with prestigious national and international research institutions and public and private organisations involved in food safety.

DOTCOM Group

A leading company in the web solutions market providing ICT systems and cutting-edge solutions for the European private market. Food safety IT solutions provider with numerous customers operating in the food production and distribution market

**Prof.
Guidi Alessandra**

Luca Cianti

Massimo Zini

Luca Pizzi

The Idea

construction of a **management system capable of "Guide" the Food Sector Operators in construction and management of their Security plans food.**
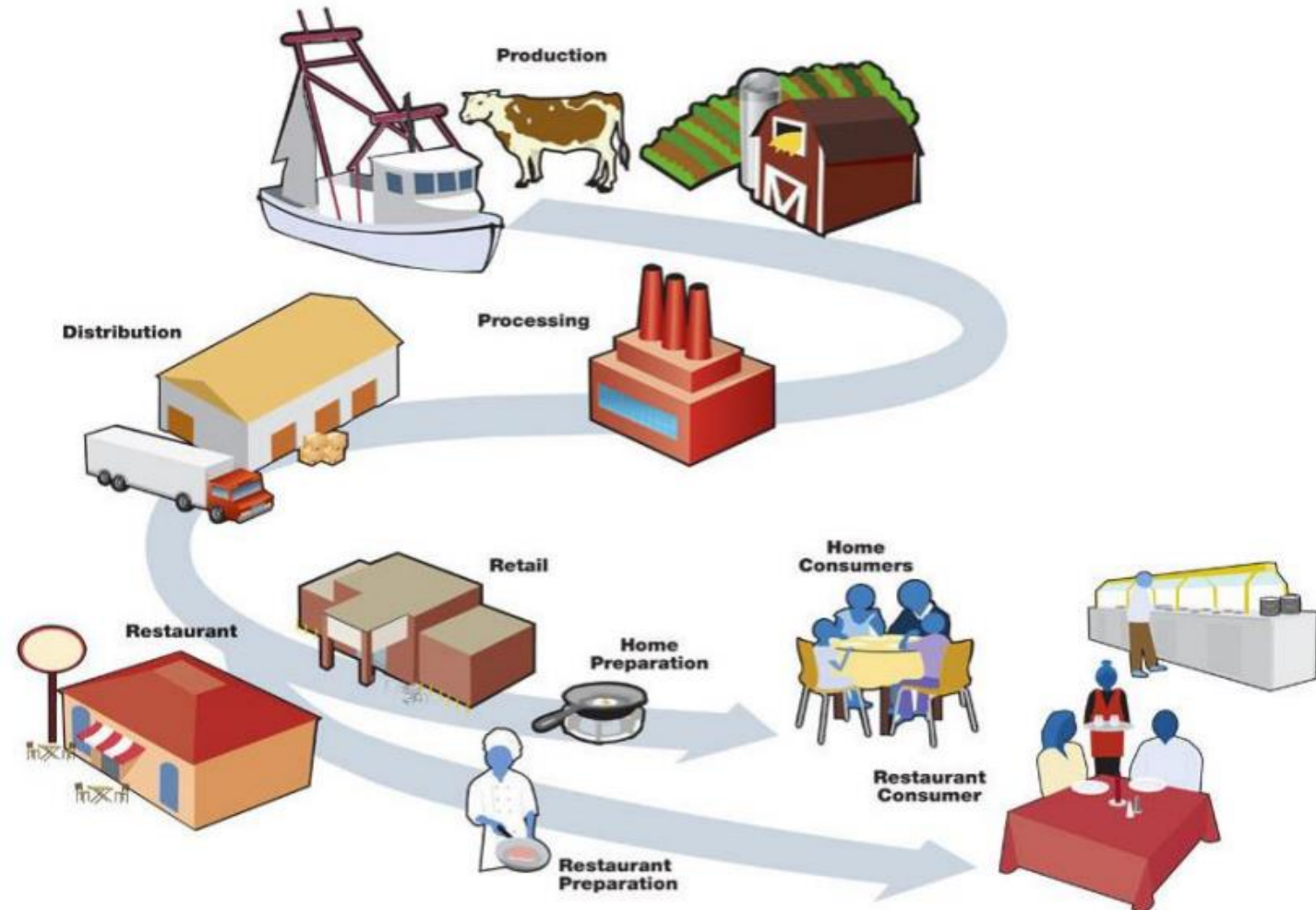
Regulatory obligation

↓

corporate self-control (HACCP)

↓

Consumer protection

CONTROLS AND INSPECTIONS ON FOOD CHAIN

INTERESTS AND MARKET AREA OF INTEREST

INTERESTS

Customers	Lender / Investor	Incubator / Coworking spaces	Partner university	Business partners	Technical support figures
◐	●	◐	◐	●	●

MARKET

GEOGRAPHIC AREA OF INTEREST

- **Extra Community**
- **European Community**
- **Italy**
- **Recent countries industrialization**
- **Developing countries**

Public Authority

Consortia

big organised distribution

large private operators

Newco

OPERATORI SETTORE ALIMENTARE DEL TERRITORIO

- Integration within the control chain between the various subjects
- Continuous access to data
- Dematerialization and usability of the system on mobile devices

Safeaty
Towards Improved Food Safety

Today, the cases of foodborne illness and food contamination are making headlines all over the world. Millions are falling sick because of unsafe food. One of the main reasons behind the decline of public health is the poor food safety culture and practices followed by manufacturing companies. Besides, a majority of the organisations still rely on paper-based checklists, which not only fail to guide staff in taking corrective measures but are also time-consuming, decrease productivity, and fail to provide visibility into business performance. "To address these challenges, organisations must implement a concrete, effective, and economically sustainable food safety management system," says Alessandra Guidi, Founder and R&D head of Safeaty. However, the challenge for food safety authorities is to convince the food manufacturing companies to shift from legacy approaches to automated systems.

By combining its robust technology with vast experience in the world of food safety, Safeaty, a promising food safety management technology provider, has been successfully revolutionising the food manufacturing industry and the interaction with the Governmental control.

Safeaty has developed a state-of-the-art Safeaty Check Management (SCM) system that helps food manufacturing organisations to create and manage food safety plans. "Our SCM platform not only optimises food safety management and human resources but also standardises the systems and increases the promptness of monitoring and auditing processes, especially when multiple production units are involved; moreover, allowing a remote control, the system could be used by both companies and Public Officers, saving time and money; moreover, what's going on for the Covid-19 underlines the importance of this features." explains Alessandra.

ALESSANDRA GUIDI

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> **Our SCM platform not only optimises food safety management and human resources but also standardises the systems and increases the promptness of monitoring and auditing processes, especially when multiple production units are involved**
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As a centralised food safety management system, Safeaty allows organisations to handle multiple production sites simultaneously in real-time by displaying planned and completed activities or non-conformities, all through a single dashboard. This will enable companies to move away from paper documents while being able to print any document as and when required. The most notable feature of SCM is its user-friendliness and customisation, which allows food business operators to create and modify the system as needed. SCM also accelerates on-site operator functions while providing a higher- level off-site check and audit management, together with training and advice on company activities.

By deploying SCM, food manufacturing companies can reduce the risk of foodborne illness and increase the company's reputation, especially towards Official Controls. It also improves interactions with regulators through plan revision traceability and transparency. Based on the ISO 22000 model, SCM can be aligned with the British Retail Consortium (BRC) and International Featured Standard (IFS). This allows Safeaty to integrate their systems with IoT and blockchain technology. "All in all, we have set up a very effective, complete, and revolutionary system that guarantees simplicity and autonomy in configuration," asserts Alessandra.

Unlike other IT systems, Safeaty not only collects and processes data but also guides and supports the development of food management systems. SCM is particularly versatile, allows dialogue with other software and makes operators autonomous both in configuration and personalisation of food safety management.

The future holds even brighter prospects for Safeaty, as it continues to underline the economic and cultural value of food safety in society. For the road ahead, the company intends to strengthen itself on the international scene and for this reason, it is launching a rebranding dedicated to the foreign market with the name MOREFROMFOOD.