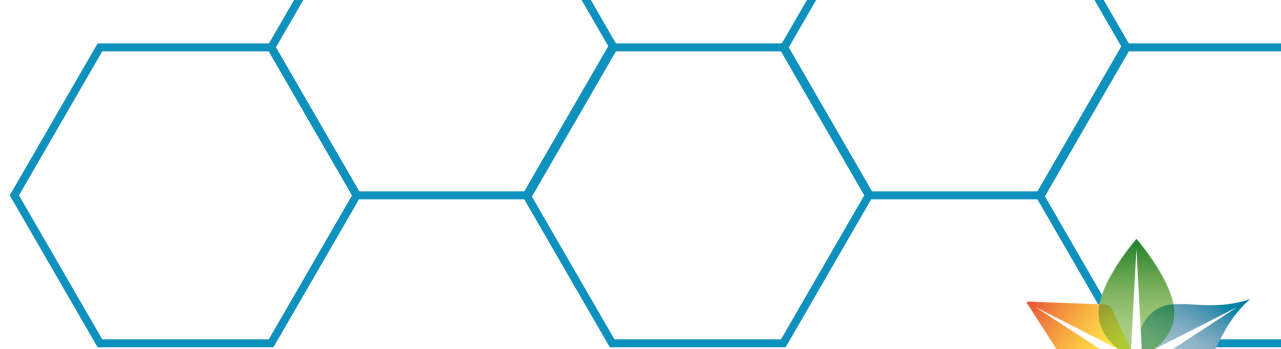


AMPED

AMPED manufactures gold standard PCR products for a fraction of the price via an innovative approach to manufacturing.



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The field of food safety standards is constantly evolving, and Polymerase Chain Reaction (PCR) testing has become an accepted method for pathogen detection in the food supply chain. Testing for Salmonella and Listeria in commercial and industrial settings has grown substantially, and research and development costs have decreased. Inexpensive rapid test kits have become popular, but advancements are being made to improve reliability and reduce costs of more sensitive methods such as PCR. AMPED is introducing new PCR products, which are disrupting this market.

AMPED PCR



OBJECTIVES

AMPED focuses on food pathogen detection and life science research sectors, with new products and solutions that improve customer access to DNA-based detection technologies in non-IVD applications and Applied Markets.

Simplifying food pathogen testing and increasing public awareness of food safety concerns will result in a healthier and more technologically informed attitude towards food safety among broader audiences.

"AberInnovation's inclusion of AMPED in the BioAccelerate program and provision of access to its award funds has been the catalyst for AMPED to seize opportunities for starting up and scaling up."

INSIGHT

AMPED has simplified access to affordable PCR testing products, engineered to prioritise end-user experience and economic efficiency. The high-performance formulation provides the gold standard at a fraction of the cost.



CHALLENGES

- The 'monopoly market' in the sector
- Many products in the industry can be overcomplicated
- Access to information and knowledge of the 'right' PCR products are not well recognised
- A new PCR user can be put off by attempting to navigate the complex available PCR market, and the overall user experience of a product

SOLUTIONS

- AMPED aims to make products easier to use and streamline processes
- Developing a roadmap for best practice for services within the food industry
- Offering products to test food efficiently
- Economical and user-oriented product designs

TESTIMONIAL



"AberInnovation is the strategic hub that aligns with our company's goals, making it the epicentre of the ecosystem where we want to work and collaborate.

It offers a platform and central resource that enables us to coordinate a five-year plan. Having such a resource in the region is excellent for any company seeking to leverage state-of-the-art facilities and expertise to accelerate its growth.

The support and resources I've received while working with AberInnovation have been transformative, and the association has earned us support from Welsh Government Innovation and opened doors with The Development Bank of Wales, a significant achievement."

- Ben Davis,
Founder and CEO

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