Session 2	**Start-ups/SMEs looking for finance - series A and series B/C funding**
Pitch Title	New furan based anionic surfactant derived from waste biomass
Company	Bioataraxis ltd
Speaker	Amir Al Ghatta
Keywords feedstock	Wheatstraw, corn cob, sugarcane bagasse, palm waste, vegetable oil
Keywords technology	Catalysis, biorefinery
Keywords End-Product	Surfactants, cleaning products, formulation development
Amount investment needed	3.5 millions £

Abstract:

Bioataraxis Ltd, a spin-out company from Imperial College, is developing a new process called Ecosaf to produce bio-based surfactants from waste biomass. This technology involves pre-treating the biomass under acidic conditions to produce furfural, the initial aromatic building block, followed by three additional steps to synthesize a new sulfonated surfactant featuring a furan head group as the aromatic moiety. These surfactants will be used in cleaning products with the ultimate goal of decarbonizing the cleaning industry which today is heavily fossil fuel based (over 50 Million tons of CO2 per year). The Ecosaf process creates surfactants belonging to the class of furan compounds which have the peculiarity to deliver high detergency, comparable to their petrochemical counterparts with additional features for what concerns hard water cleaning performances. In April, the company completed the technology development by scaling up the process to a pilot scale of 200 kg/day and established key partnerships throughout the supply chain to ensure a further scale-up to 4,000 tons/year. The company has secured £1.3 million in a pre-seed round and is participating in an R&D partnership with Shell through the Shell GameChanger program. Recently the company raised an LOI from Henkel, a leader detergent manufacturer.