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ON-NOVA Biotech. We are based in the Dominican Republic, but the program stated that applications are now open globally. We could establish a hub in Colombia if necessary to support regional operations and participation.

Country: ?? Colombia · San Pedro de Macorís, Rep. Dominicana. **Category:** Clean Industry **CT Taxonomy:** CT-IN-003 — Clean Manufacturing / Bio-based Inputs **Impact Areas:** Adaptation, Circular Economy, Nature-Based **Stage:** Sketches **Team Size:** 6.0 **Website:** https://trace-on.netlify.app/ **Funded:** True (23257.8) **Founder:** Karen Sánchez

Elevator Pitch

ON-NOVA Biotech develops sustainable materials and smart industrial systems focused on environmental innovation. We combine biotechnology and green engineering to create scalable circular economy and climate resilience solutions.

Climate Problem

TRACE-ON tackles packaging waste, food and pharmaceutical spoilage, and product adulteration. These issues increase pollution, resource loss, and carbon emissions across global supply chains.

Solution

ON-NOVA Biotech developed TRACE-ON, a smart bio-packaging system with integrated biosensors that detects degradation and adulteration in real time, reducing waste, improving safety, and enabling sustainable circular packaging.

Revenue Model

Revenue will come from smart bio-packaging sales, biosensor integration services, B2B licensing, industrial partnerships, and future SaaS monitoring solutions for supply chain analytics.

Target Market

Food sectors including dairy, seafood, beverages, alcoholic products, meat, proteins, fruits, pharmaceuticals, biotechnology, logistics, and sensitive goods requiring safe, traceable, and sustainable smart packaging technologies.

Social Impact

People of African Descent, Migrants, People Living in Extreme Poverty, Women

Demand Evidence

Growing global demand for sustainable packaging, anti-counterfeiting systems, food safety technologies, and waste reduction solutions validates TRACE-ON’s market potential.

Competitors

Competitors include smart packaging and sustainable materials companies, but TRACE-ON uniquely combines bio-based packaging with integrated biosensor detection technologies in Latin America.

Founder Expertise

Our team combines expertise in chemical engineering, biotechnology, biosensors, functional materials, electronics, IoT systems, software, data platforms, sustainability, and industrial innovation, led by a chemical engineer and electronics tech founder.

External Support

ON-NOVA has received mentorship, ecosystem visibility, startup guidance, and support through innovation networks, entrepreneurship initiatives, and scientific collaboration opportunities.

Team

Research, biotechnology development, biosensor engineering, functional materials design, IoT and embedded systems, software and data platform development, operations, finance, sustainability strategy, and business development.

Founder

Karen Sánchez

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