Tracestory

Smart data platform for sustainable and traceable agri-food supply chains.

Problem / Opportunity
Competitive markets are driving increased consumer demands regarding the origin of the products they consume—especially food. At the same time, the volume of data generated throughout production processes has become a challenge. Paradoxically, agri-industrial producers often lack the resources to structure this information, leaving data siloed and unusable—neither to build external trust nor to support decision-making within the supply chain itself.

Solution / Product
Reliable and tamper-proof digital record of the origin and transformation of raw materials into final products, integrated into a decision-making dashboard and digital product passport..

- Collaborative Traceability
- Quality and Process Control
- Sustainability Support / Due Dilligences
- Product Differentiation
- Supplier Development

Commercial Traction
+20+ clients across various sectors (Agriculture, Peanut Industry, Winemaking, Meat Industry, and other agricultural product value chains).

GEORGALOS   OLEGA   Grobocopatel Hnos. S.A.   URIEN-LOZA   Pampa Orgánica NORTE

Investment
Bootstrapping strategy maintained until May 2024 to consolidate the product and secure commercial traction.

3F: U$D 120 K
Pre-Seed: U$D 350 K

AGENCIA CÓRDOBA
INNOVAR +
EMPRENDER

Innventure

xperiment

Team
An interdisciplinary leadership team of professionals over 40, with a strong track record in both corporate and entrepreneurial environments.

Darío Baudino
CEO / full time / Lic. Economía

Nicolás Santa
CTO / Ing. en Sistemas
Federico Herrera
PM / Ing. Electrónico
Juan M. Oliva
CMO / Mter. Comunicación
Juan Lucas García
Administración / Lic. Administración
Miguel Bosch
CTO / Part time / Lic. Economía

Contact
dario.baudino@tracestory.com / +5493584230154 / Mitre 488, Río Cuarto, CBA. ARG / tracestory.com