

Snap Your Algae



A validated image-based phenotyping platform — progressing to TRL 7 through the ULTFARMS project (EU Horizon Europe, grant no. 101093888). Replaces manual macroalgae assessment with standardised, data-driven workflows for producers, breeders, researchers, and regulators.

Challenges

Assessing harvested seaweed today is **manual, slow, and inconsistent**, and only captures a fraction of important parameters.

- Labour costs rise
- Yield forecasting becomes unreliable
- Plant health, colour, and early disease signs are hard to measure without significant time and effort
- Limits day-to-day decision-making
- Scaling production confidently becomes difficult



Solution



Snap Your Algae uses a standardised **PhotoBox** capture system paired with semi-automated **ImageJ/Fiji macro analysis** to measure key seaweed traits including size, shape, colour, and blade count. The result is **consistent, comparable data across sites and production cycles**, giving operators and researchers a **reliable evidence base for production decisions and long-term monitoring**.

Value & Customer Segments



Producers: less labour, objective data, yield forecasting, cost control, scalable operations



Breeding & Research: cross-site comparability, trait studies, faster strain selection



Regulators: standardised monitoring, pathogen tracking, transparent compliance reporting



Industry & Tech Partners: integration-ready, scope for ecosystem and joint market development

Revenue spans software licensing, hardware sales, consulting, and ongoing support — a resilient, investor-ready model.

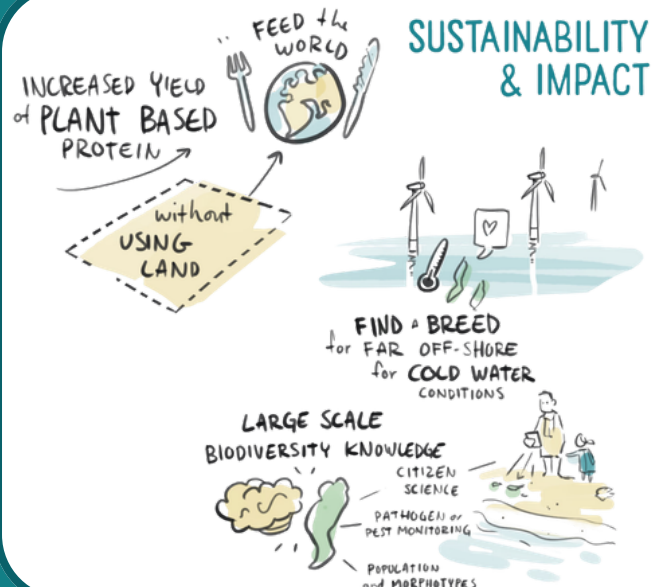
Next Steps & Go-to-Market

- Early-stage demonstrations with **pilot partners**, focused on **real-world aquaculture settings**.
- Broader outreach **via workshops, publications, and conferences**, targeting **producers, technology providers, and investors**.
- Integration with **digital platforms and expansion of shared datasets**, increasing long-term value through data accumulation.
- Market exploration in **Europe and Asia**, including **subscription & app-based concepts**, aligning with regions of rapid growth in seaweed and aquaculture production.



Unique Impact

- Industrial-scale phenotyping at **reduced cost**
- Higher data quality and measurement standardisation across grow cycles
- **Faster, more efficient** breeding selection
- **Long-term monitoring of macroalgae health and morphology**
- Foundational data infrastructure **ready for automation and scale**
- Applicable beyond seaweed — **relevant to integrated aquaculture and mussel cultivation**



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Learn more
about Snap
Your Algae
here!



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