WISE BIO Inc. (YS Bio)

WEASY – a rapid self-test kit for foodborne bacterial pathogens, enabling fast, accurate food safety inspection without lab delays

Contact Information

ysbio.co.kr
dykim@ysbio.co.kr
+82-70-5172-8444

Team

Dongyeon KIM | Founder & CEO

- M.S. in Biotechnology
- Ph.D. candidate in Dental Science
- Professional experience in molecular diagnostic research
- Extensive research experience in life sciences
- M.S. in Biotechnology

Aena YI | R&D Team Leader

- M.S. in Biotechnology
- R&D experience in molecular diagnostics and biopharmaceuticals
- Expertise in assay development and bioprocess optimization
- M.S. in Biotechnology



Problem

- Food microbial contamination causes up to KRW 244B (USD 171.7M, 2025 est.) in national losses via recalls and brand damage
- Conventional lab testing takes 5 to 20 days and is costly, limiting routine self-inspection

Solution

- LAMP (loop-mediated isothermal amplification)-based rapid in-vitro molecular diagnostic kit
- Results within 20 minutes, 95%+ sensitivity, 100% specificity, targeting 10 pathogen species

Key Features

- 20-minute turnaround vs. days for PCR/lab tests, at KRW 18,000 (USD 12) per test
- PCR-comparable accuracy with a much simpler user workflow
- Partner ecosystem: Nanohelix, Bionics, Gyeongsang National University, Kyungpook National University

Business Model

- B2C/B2B kit sales to food manufacturers and food-service operators, expanding into B2G and overseas (Vietnam, Indonesia from 2026)

Business Snapshot

- Facility certification (ISO13485:2016)
- PoC with Land-based aquaculture farm, TG Biotech, the Korean Army and cafes
- Supply to National and Public childcare center for food service management

Target Audience

- Food manufacturers, seafood processors and distributors, restaurants and cafes, institutional/B2G food services

Seeking Opportunities

- **B2B/B2G pilot partners and overseas distribution partners for regional expansion**