

# Seed Certo — Press Release (26/05/2026)

Certo raises 4M US\$ to build the AI-powered compliance platform for beauty and consumer goods industries — already adopted by leading global brands

*The seed round, led by Daphni alongside Entrepreneurs First, Motier Ventures and Transpose Platform, will accelerate product development and international expansion for the regulatory compliance operating system already in use at major beauty and consumer goods companies.*

The funding comes as Certo's platform is already being used by some of the world's most recognized beauty and CPG brands in Europe and in the United States. This level of enterprise adoption at seed stage reflects the urgency of the problem Certo addresses: regulatory compliance in consumer goods industries is becoming exponentially more complex, while the teams managing it have not grown.

## **A growing compliance burden with no modern tooling**

Consumer packaged goods (CPG) companies selling internationally must navigate regulatory requirements across multiple geographies, sometimes up to 150+ countries — each with distinct rules on ingredients, formulas, claims, labelling, and packaging. New EU regulations on microplastics, greenwashing, packaging waste (PPWR), and allergen classification are adding fresh layers of complexity. Yet regulatory teams still rely on manual cross-checks, fragmented spreadsheets, and siloed document systems to verify every product before it reaches the shelf.

"Regulatory reviews are the critical path for every product launch, but the process hasn't changed in decades," said Bastien Delière-Coste, CEO and co-founder of Certo. "We built Certo because we saw firsthand that regulatory teams were buried under growing requirements with no tools designed for their actual workflows. Our platform gives them the ability to review a product across all their target markets in minutes instead of days, with full traceability and sourced regulatory reasoning."

## **An end-to-end platform built on a proprietary regulatory database**

Certo covers the full product compliance lifecycle through five integrated modules: raw material and ingredient homologation, formula compliance, claims verification, artwork and labelling checks, and market entry documentation. Each module draws on Certo's proprietary regulatory database, which is continuously updated to reflect current regulations across major markets including the EU, US, China, South Korea, Japan and LATAM.

The platform uses specialized AI agents to cross-check products against applicable regulations, internal company standards, and retailer-specific requirements — delivering findings with

detailed reasoning and regulatory source citations. This approach ensures that results are traceable and auditable, a non-negotiable requirement for regulated industries.

### **Enterprise traction at seed stage**

What sets Certo apart from typical seed-stage companies is the caliber of its early adopters. The platform is currently deployed with global beauty groups, specialty brands, retailers, and regulated consumer goods companies across Europe and the United States.

"We didn't start with a product and then look for customers," said Jean Duquenne, CTO and co-founder of Certo. "We started with the workflows of regulatory teams — sitting with them, understanding how they actually review products — and built the technology around those realities. That's why the adoption has been fast: the platform fits how they work."

### **Backing from investors who understand regulated industries**

The round is led by Daphni, a top-tier European venture fund known for backing companies at the intersection of technology and industry transformation. Entrepreneurs First, the global talent investor that backed Certo's founding team, and Motier Ventures also participated. The company is further supported by advisors with deep domain expertise, including Alexandre Godvin and Vincent Delacourt, co-founders of AQM (acquired by Eurofins).

"Every consumer product sold internationally goes through a compliance process that hasn't changed in twenty years: manual checks, scattered PDFs, expensive consultants. Whether it's cosmetics, food, or dietary supplements, the pain is the same. Certo replaces that with AI agents that actually verify products against live regulations, with auditable reasoning across every ingredient and every geography. As Certo builds the proprietary data and trust layer that connects brands, suppliers, and regulators, we see the foundation for something much larger than a compliance tool. We're proud at daphni to lead this round." said Briac Lescure & Jonas Simonin.

### **Use of funds**

The 4 million US\$ will be used to expand Certo's engineering and in-house regulatory teams, deepen multi-market coverage, accelerate product development across all five modules, and scale commercial operations in Europe and the United States.

### **About Certo**

Certo is the AI-powered compliance operating system for consumer packaged goods (CPG) companies. Founded by Bastien Delière-Coste (CEO) and Jean Duquenne (CTO), the platform automates regulatory reviews from ingredient check to market entry, helping brands and retailers verify product compliance across 70+ markets in minutes instead of days. Backed by

Daphni, Entrepreneurs First, Motier Ventures and Transpose Platform, Certo is trusted by leading global brands and serves customers across Europe and the United States.

Learn more at [askcerto.com](https://askcerto.com)

### **About daphni**

Founded in 2015, Daphni is a mission-driven, B Corp certified venture capital firm investing in breakthrough technologies and sustainable projects. It has more than 90 active portfolio companies, including Back Market, Pasqal, Carbon Maps, Hubcycle, Swile, Moonwatt, and Geev. Supported by a community of 400 experts, it leverages Flamel, its proprietary technology platform. Daphni also manages Dastore, a fund dedicated to the future of commerce in partnership with Carrefour, and in March 2026 announced the launch of the Time4 fund in partnership with HEC, Les Déterminés, and Live For Good. This fund is dedicated to providing early-stage financial support to entrepreneurs from all backgrounds, including non-traditional paths and underserved regions. In parallel, its endowment fund Rainbow supports social inclusion initiatives.

Learn more at [www.daphni.com](https://www.daphni.com)

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