

## **RootCamp officially starts first batch with international startups**

The AgriFood incubator from Hannover/Germany will support 5 startups for up to 12 months

Hannover, November 30th 2020

The RootCamp is a new startup incubator located in Hannover/Germany with a focus on agriculture and nutrition. The 5 startups in the first batch were chosen out of more than 100 applications (with 20% in Germany, 60% in Europe and 20% outside of Europe). The selection process was held together with our parent company SpinLab – The HHL Accelerator and the corporate partner K+S AG.

The following young teams will start as the first batch in RootCamp on the 30th of November:

- Aquapurna GmbH - Germany – aquaculture
- Be-Grow GmbH - Germany – soil improvement
- CROPT d.o.o. - Serbia – digital recommendation for fertilizer
- PlasticFri AB - Sweden – foil made from agricultural residues
- SmartCloudFarming GmbH - Germany - digital 3D soil maps

RootCamp's goal is the implementation of the startup technologies into the industrial environment of the involved partner.

“We provide suitable solutions for the existing problems of our partners in the agriculture and nutrition industry. During the first three months we facilitate the development of the startups. At the same time, we create a concept together with them to solve the specific issues of the corporate partner. After that, the solution is then implemented through a joint development or a pilot project.” explains Dr. Philipp Rittershaus, Managing Director of RootCamp.

The educational program of this first phase includes individual coaching and workshops. External mentors and advisors from K+S support on topics like product development, startup-financing, marketing, sales, technological know-how and many more. The curriculum is inspired by the program of SpinLab which has several years of experience in supporting founding teams.

RootCamp offers its startups a 400sqm co-working space in a historical industrial building in the heart of Hannover. Because of the ongoing pandemic the international startups will be guided mostly remotely. “We value the community-approach. The startups should learn from each other and meet our network”, emphasizes the Program Manager Gaia Amatteis.

This is why RootCamp also offers get-togethers in form of weekly standup-meetings, the introduction to investors and the possibility to get in contact with successful entrepreneurs. That convergence of the most various entrepreneurial experiences to Hannover consolidate the innovative strength of the city through the motto “Disrupt the AgriFood Value Chain”.

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**About RootCamp - A SpinLab Incubator**

The RootCamp is an incubator for technology-oriented startups and intrapreneurs from the agriculture and nutrition sector. The incubator was founded in the capital of the German state of Lower Saxony by the Leipzig based Accelerator SpinLab and the fertilizer and salt producer K+S from Kassel. The different programs are targeted at young startups and entrepreneurial teams who want to turn their idea into a marketable product. Furthermore, support is offered with intense coaching, a network of mentors, corporate partners and investors as well as the curriculum of the SpinLab accelerator. Older startups can implement their technology in the industry right away. Depending on the specific program the teams stay in the incubator for three up to twelve months and get a financial grant of up to € 55.000. The innovations for corporate partners result from a joint effort to identify problems and develop suitable solutions. In workshops where corporate partners, startups and external experts get together, new ideas are outlined, and technological breakthroughs are boosted. The implementation of the new solutions is a fundamental part of the program – the developed solutions are optimized for the market entry or cooperation project during the incubator program. Find more information at [root.camp](http://root.camp)

**About SpinLab – The HHL Accelerator**

SpinLab – The HHL Accelerator supports innovative funding projects in their implementation and growth of their purpose. Next to an intense coaching the teams profit from a top-level mentoring program and numerous contacts to investors, established companies and other founders. They can use a modern equipped co-working office in the creative space of the Baumwollspinnerei and they get access to various technologies from partners. Even after the end of the program the selected startups can get support in fields like recruiting, plan their expansion via an international exchange program and they get the opportunity to rent office spaces next to the SpinLab. When getting accepted into the program the founders can use all offers for six months for free and without giving up company shares. Find more information at [spinlab.co](http://spinlab.co).