

RootCamp strengthens its local presence by partnering with hannoverimpuls

Hannover, 23rd August 2021

hannoverimpuls is the local economic support agency for the Region of Hannover and joins the AgriFoodTech incubator RootCamp as a new regional partner in promoting the local startup scene. The collaboration will strengthen the local startup ecosystem by providing access of local startups to RootCamps network and acceleration program. In addition RootCamp and hannoverimpuls will jointly promote Hannover nationally and internationally.



“RootCamp is internationally oriented and receives applications from all over the world. Hannover is our base and offers the perfect local ecosystem also our portfolio companies need.” says **Dr. Philipp Rittershaus, Managing Director, RootCamp** “Together with hannoverimpuls we can now further strengthen ecosystem and location with equal drive in promoting the city nationally and internationally.”



Doris Petersen, Chief Executive Officer, hannoverimpuls GmbH: "With the partnership of hannoverimpuls and the accelerator RootCamp, we can support innovations and startups from the agricultural and food technology sector in a more targeted manner. We are bundling our competencies and strengthening networks. In this way, we help the young companies and also the location gain more visibility - both nationally and internationally."



Peter Eisenschmidt, Senior Director International Affairs, hannoverimpuls GmbH: "Agribusiness and food technologies are important industries that can contribute to solving global challenges. Our region has a lot of know-how here that is needed around the world. The RootCamp accelerator program, also with its international networking, will support the innovative startups from the Hannover Region in laying the foundations for their future growth. At the same time, we also want to make a contribution to attracting innovations and young talent from abroad to Hannover as a location."

RootCamp is an acceleration program to assist excellent entrepreneurs in laying the groundwork for their future growth. As of November 2021, the new second program starts. Startups will be supervised during 3 months in Hannover to significantly accelerate their development. They will get access to mentoring, an extensive network of investors and corporate partners and also office space for free.

Now with the additional support of hannoverimpuls, the plan is to link those startups even more with existing regional structures.

Timeline of Batch 2:

- August 17th, 2021 – Applications Deadline
- September 2021 – Announcement of program participants
- November 1st, 2021 – Start of RootCamp Program
- February 2022 – Demo Day Batch 2

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About RootCamp - A SpinLab Incubator

The RootCamp is an incubator for technology-oriented startups and intrapreneurs from the agri-food tech sector. The incubator was founded in Hannover (Germany) by the SpinLab Accelerator based in Leipzig, Germany and K+S AG, a fertilizer and salt manufacturer.

RootCamp enables effective collaboration between startups and partnering corporations. The “Acceleration Track” addresses young startups and provides assistance as well as a network of mentors, industry experts and investors. Established startups are taking advantage of the “Fast Track” to rapidly enter collaboration projects with our partners.

The programs run up to twelve months and startups are supported by a grant of up to €50.000 per team. A fundamental part of the program is the collaboration between startups and corporate partners to develop new ideas and implement suitable solutions, in the form of pilot projects. Find more information on our website at www.root.camp.

About hannoverimpuls

hannoverimpuls is the economic development agency of the City of Hannover and the Hannover region. Our unique portfolio of services and incentives are tailor made for start-ups and regional companies to help them grow their business. We also facilitate full service and incentive programs to support companies pursuing their expansion into Germany.