



# ROOTCAMP

A SPINLAB  
INCUBATOR





An aerial photograph of a lush green agricultural field, likely corn, with a white semi-transparent rectangular box overlaid in the center. The box contains text about the mission of RootCamp. The field is divided into sections by thin white lines, and a small stream or ditch is visible on the left side.

# Our Mission

**RootCamp - A SpinLab Incubator** - is an intra- and entrepreneurial incubator that catalyzes innovation within the agriculture and food industry.

Our mission is to disrupt the agri-food value chain, combining startup programs and corporate innovation.

It was initiated by the **SpinLab Accelerator** and **K+S**, a worldwide player in the fertilizer and salt field.

The incubator is located in the heart of **Hannover**, the capital of the German federal state Lower Saxony and a center of the agriculture and food industry.

**Startups and Grown-Ups from all over the world** are welcomed to join different programs, which last **from 3 to 12 months**. To seize growth opportunities, teams get unique access to coaching, mentoring, expert knowledge and the network of corporations, investors and other entrepreneurs.

Additionally, the program fuels the implementation of ideas into scalable business by a **non-equity grant valuing up to 55k euro**.

Learn more at [root.camp](https://root.camp).



# Our Program

## Highlights:

- top-level know-how
- support network
- 24/7 office access
- flexible program start, end and duration times
- 100% free program + up to 55k incubation grant

## Verticals:

- Ag Biotechnology
- Agribusiness Marketplaces
- Bioenergy & Biomaterials
- Farm Management Software, Sensing & IoT
- Farm Robotics, Mechanization & Equipment
- Innovative Food
- Midstream Technologies (Supply Chain & Packaging Solutions)
- Novel Farming Systems
- Miscellaneous

## Startup Program:

EARLY STAGE STARTUP	LATER STAGE STARTUP
<b>PHASE 1: ACCELERATION</b> <b>3 MONTHS</b> Accelerating towards investor readiness	<b>STARTUP CAMP</b> <b>1 WEEK</b> Intensive innovation deep dive between startup and strategic partner
<b>PHASE 2: INTEGRATION PROJECT</b> <b>3-9 MONTHS</b> Implement the innovation as marketable solution	<b>INTEGRATION PROJECT</b> <b>3-12 MONTHS</b> Pilot your solution within our partner' corporate environment

### For Early Stage Startups:

The program entails a 3-months acceleration phase including access to the ecosystem, all learning resources and funding to make startups investor-ready. After that, they will have the possibility to get additional 9 months incubation period to further define, develop and pilot their product/technology in cooperation with our corporate partners.

### For Later Stage Startups:

Startups will get 3 to 12 months period to get real market validation. The goal is to have their solution implemented within the corporate real-world environment through pilot projects and accelerate their growth. Pilot outcomes include:

- product co-development
- commercial partnership
- licensing agreements
- extension of customers base
- additional investments

# Our team



## **Managing Director - Philipp Rittershaus**

Philipp has gained extensive experience as LifeScience Investor at the High-Tech Gruenderfonds and has a background in industrial biotechnology. Philipp holds a Doctorate degree in Biotechnology from the University of Hohenheim, an MBA in Engineering Management from the University of Applied Sciences Mannheim and a Master in technical Biology from the University of Stuttgart.



## **Program Manager - Gaia Amatteis**

Gaia has extensive experience in project management working for companies like Techstars, Procter and Gamble and Bosch in different countries like Italy, Germany and Japan. She studied between Italy and Germany and has a Double Master degree in International Business and Economics.



# Our first batch



**Aquapurna** - Germany  
Aquaculture



**Be-Grow** - Germany  
Soil improvement



**Cropt** - Serbia  
Digital recommendation for fertilizer



**PlasticFri** - Sweden  
Foil made from agricultural residues



**SmartCloudFarming** - Germany  
Digital 3D soil maps



# Our Founding Partners



**SPINLAB** THE HHL  
ACCELERATOR

SpinLab – The HHL Accelerator is a startup accelerator located in Leipzig. Founded in 2014 together with the Leipzig Graduate School of Management the SpinLab has helped over 70 startups to reach their goals. With a partner portfolio of over 25 corporations the program welcomed technology-based concepts from various industries like e-health, smartcity or energy. Plus: Their office is located in a beautiful re-invigorated cultural and art industrial hub called Spinnerei. Learn more at [spinlab.co](https://spinlab.co).





With its mineral products, K+S helps farmers to secure world food and supplies the industry with important raw materials. The focus is on the customer and his needs. In order to position K+S successfully globally in the long term, they are increasingly acting in accordance with innovative future concepts to discover new products and growing markets. More about K+S at [kpluss.com](https://kpluss.com)



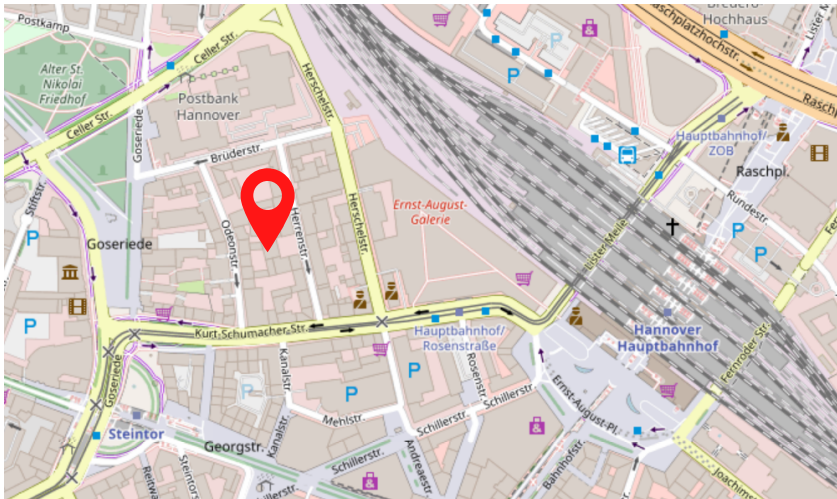
# Contact

For questions and interview requests  
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## SOCIAL-MEDIA



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