



**ROOTCAMP** A SPINLAB  
INCUBATOR

**Disrupt the agri-food value chain**



# AGRIFOOD INDUSTRY

\$8 trillion  
industry

\$3B in  
investments  
in Europe

The least digitized  
of all major  
industries

Growing pressure  
due to unsolved  
challenges



# UPSTREAM AGRIFOODTECH SEGMENTS

Ag-Biotechnology



Farm Management  
Software, Sensing &  
IoT



Supply Chain &  
Packaging Solutions



Novel Farming Systems



Agribusiness  
Marketplaces

Bioenergy &  
Biomaterials

Farm-Robotics,  
Mechanization &  
Equipment

Innovative Food



## ROOTCAMP MISSION

We establish collaboration  
between corporates and the best global startups,  
to enable and scale innovation.

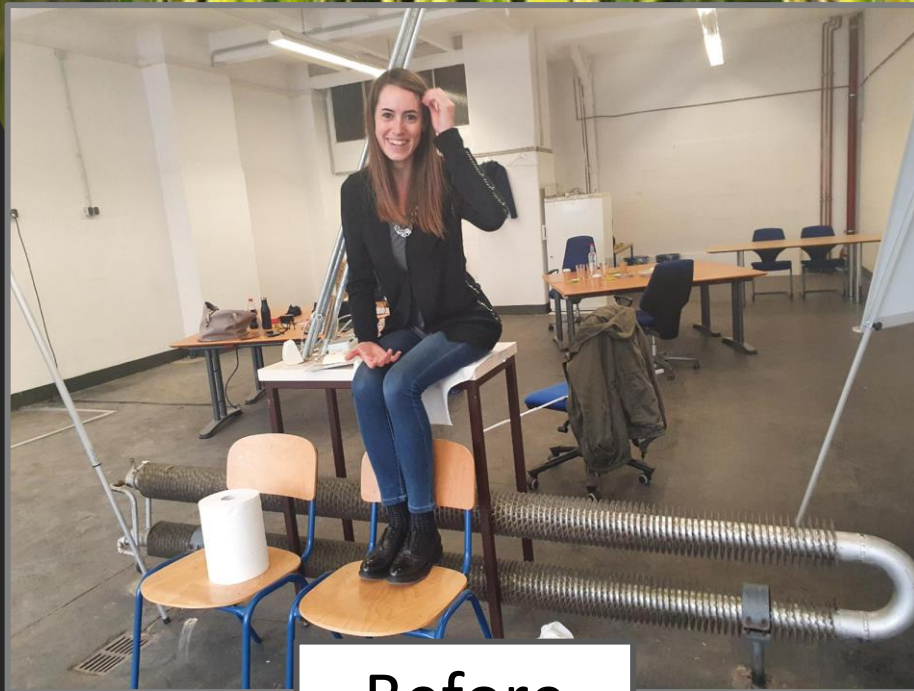


# REGIONAL AGRIFOODTECH INDUSTRY





# HANNOVER



Before



After



# ROOTCAMP PROGRAMS

up to 55k euro

**EARLY-STAGE  
STARTUP**

**ACCELERATION PHASE**  
3 months

**INTEGRATION  
PROJECT**  
3-9 months

**LATER-STAGE  
STARTUP**

**STARTUP CAMP**  
1 week

**CORPORATE  
INNOVATIVE  
THINKERS**

**INCUBATION PHASE**  
up to 12 months



## TAKEAWAYS

1. Global scouting of solutions to match industrial challenges
2. Implementation of innovation in the agri-food value chain
3. Establish win-win situations for corporations and startups





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