



**LAURA THISSEN**  
**DIRECTOR**

**CROP IB**  
**26 MARCH 2024**

**STARTLIFE**

**Agrifoodtech Accelerator**

# STARTLIFE ACCELERATES AGRIFOODTECH STARTUPS SHAPING A SUSTAINABLE FOOD SYSTEM



**START  
LIFE**

Agrifoodtech Accelerator

Founded and supported by



**WAGENINGEN**  
UNIVERSITY & RESEARCH



# WE SUPPORT TECH STARTUPS ACROSS ENTIRE VALUE CHAIN



FARM

Agri biotech

Farm mgmt.  
& sensing

Farm, Robotics &  
Systems

Supply chain  
technologies

Alternative protein

Biomaterials

Innovative Food  
& Ingredients

Bio energy

FORK





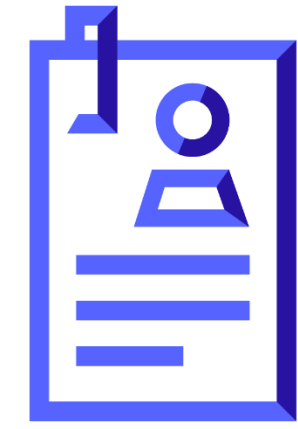
**400 +**

Startups built, funded and supported



**€ 400M +**

Follow-on capital attracted by our startups



**1,500**

Jobs created by our startups

# IMPACT

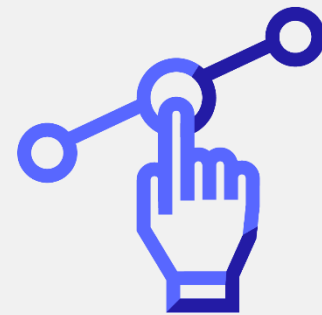
# CORE ACTIVITIES

## FUNDING



- Fund Raising Strategy
- Access to follow-on capital

## TRAINING & COACHING



- StartLife Accelerate
- StartLife à la Carte
  - Mentoring & Coaching
  - Corporate-startup engagement
- Venture Building
- Community Workshops

## PARTNERING



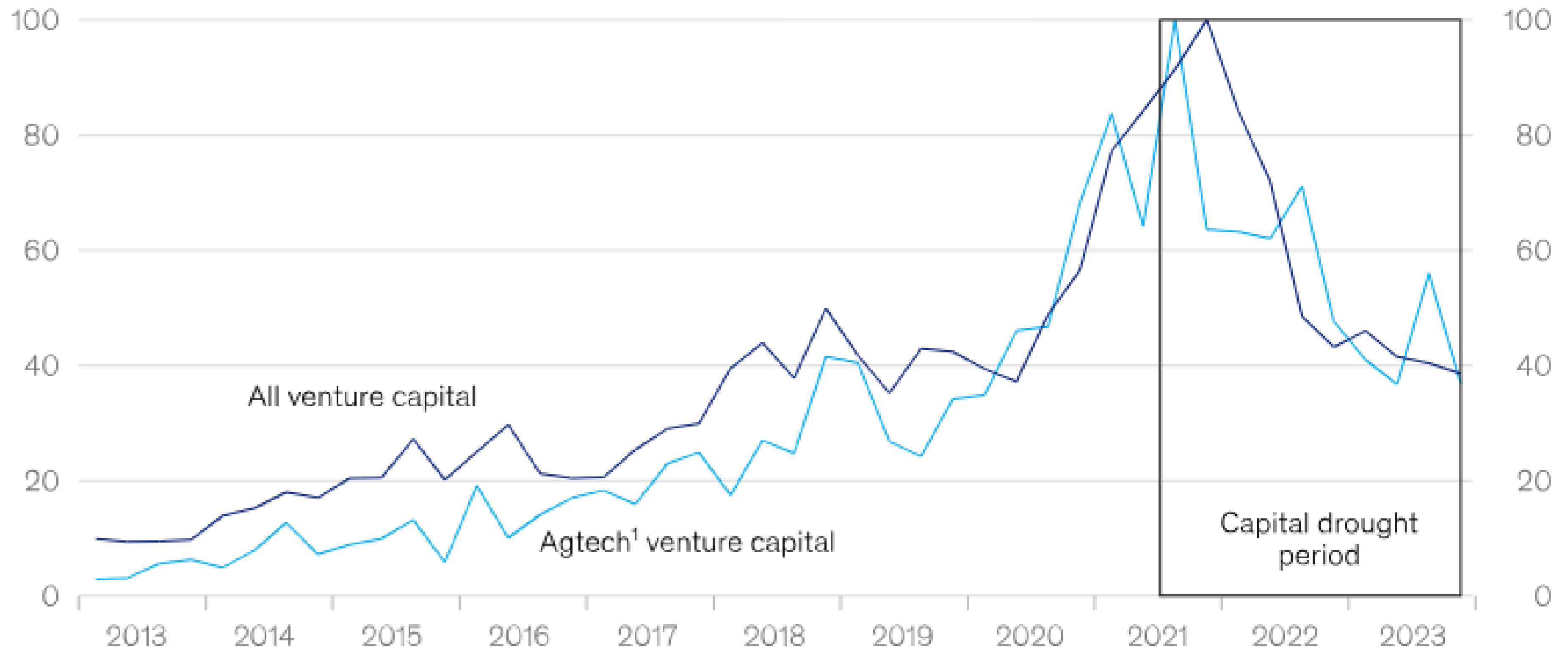
- Corporate partners
- Investors partners
- Program partners
- Technology partners
- WUR experts
- Peer-to-peer



# REALITY CHECK: AGTECH CAPITAL DROUGHT

Venture capital funding in agriculture technology fell 30 percent in 2023.

Quarterly investment activity (normalized to maximum quarterly value observed), %



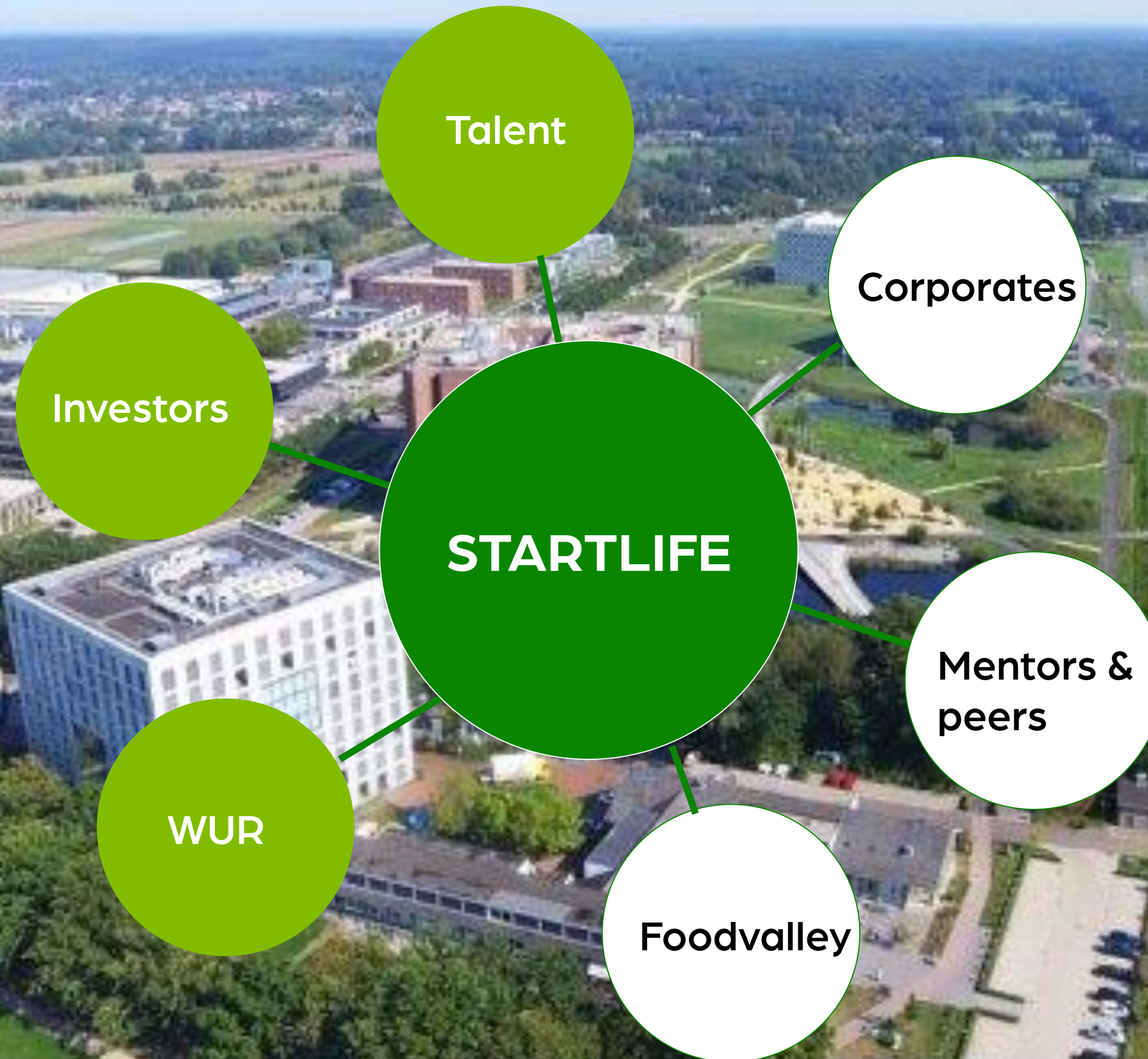
# STARTUPS NEED STRATEGIC PARTNERSHIPS



> CORPORATES FOR  
MARKET ACCESS

> INVESTORS TO  
FINANCE SCALE UP

# CORNERSTONE IN DUTCH AGRIFOOD ECOSYSTEM





# CORPORATE PARTNERS

StartLife matches startups with industry leaders

Givaudan

**Kraft***Heinz*



**citrosuco**



**Cosun**



**PHW**



**K**<sup>®</sup>  
1913  
*we make it grow*



**LIDL**



**Yili**



**CJ** **CHEILJEDANG**



**Limagrain**  
*from earth to life*

**Kubota**



**agrifirm**



**AICL** **PLANET**  
STARTUP HUB

**KWS**



**Rabobank**

# INVESTOR PARTNERS

StartLife matches startups with agrifoodtech investors

anterra<sup>capital</sup>

ASTANOR

 rubio  
impact ventures

ICOS  
CAPITAL

  
SIGNATURE  
AGRI INVESTMENTS

THE  YIELD LAB

pymwymic

INVESTNL

 SHIFT INVEST

DÖHLER | VENTURES

 BOX  
blue ocean  
xerator

FUTURE  
FOOD  
FUND

  
HORTICOOP

 oost.nl

  
PEAKBRIDGE

# STARTUP MENTORS



Pool of serial **entrepreneurs**,  
**experts** and **investors**

**Personal** mentoring  
-> personal development

**Business** mentoring  
-> business development

# STARTUP JOURNEYS



- **Founded:** 2020, Denmark
- **Product:** Crops naturally resistant to fungal infections
- **Collaborations:** KWS
- **StartLife Program 2020**



- **Founded:** 2020, Switzerland
- **Product:** Solar panels for greenhouses
- **Funding:** €2M (seed)
- **StartLife Program 2022**



# ALIGN OBJECTIVES & KPIS



Exhibit 1: Motives for startups to partner with corporates

## Why partner in the first place?



### Startups' motives

Percentage (n=150)



### Corporates' motives

1

Gain access to faster innovation and product development

2

Gain early insights into new technologies and previously untouched customer segments

3

Gain insights on new ways of working

4

Gain access to top talent

5

Receive a financial ROI

# WHAT DO STARTUPS SAY

//

StartLife helped us to find **R&D collaborators, meet with regulators, potential corporate customers,** and help **build our team** in the Netherlands.



**Mihir Pershad**  
Founder and CEO,  
Umami Meats

//

//

StartLife gives you **great focus,** help set the **right priorities,** and provides valuable connections to committed and **relevant stakeholders.**



**Harmen Smid**  
Co-founder/CEO  
S&dB

//

# F&A NEXT

9<sup>th</sup> edition | 22–23 May 2024 | Wageningen



- > High energy event, bringing together the perspectives of **startups, corporates** and **investors**
- > Attracts annually **700+** unique **participants** from > 40 countries\*
- > Organised by StartLife, Wageningen University & Research, Rabobank, and Anterra Capital

[Watch F&A Next 2023 After Movie\\*](#)

# Thank you



**StartLife**

[www.start-life.nl](http://www.start-life.nl)

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