



**HORTIHEROES STARTUP ENTRY**

**MARKET ACCESS TO THE FOOD & FLOWER INDUSTRY**

# CHALLENGES IN HORTICULTURE

- **Labor**  
The scarcity of labor and the need for talent
- **Raw materials**  
Producing with fewer resources (energy, water, food, growing media)
- **Market**  
Shift in customer demands toward local, sustainable, year-round production with transparency about origins, ingredients and production methods
- **Policy**  
Changes in laws and regulations
- **Digitalization**  
Transition to (semi) autonomous cultivation and taking over repetitive work by robots





# FOCUS AREAS

- Sustainable horticulture / indoor / outdoor growing
- Robotics / automation
- Energy & water management
- Power of plants (green environment and nutritional value)
- Optimize the supply chain
- Complex constructions
- Consumer concepts with fresh food, plants, flowers



# STARTUP CRITERIA

- Founding year: max 5 years active in this industry with this innovation
- Stage: idea/validation, launching customer, proven BM, scaling
- TRL level: min. 5+
- Solution for a current challenge towards a zero emission chain of Food & Flowers
- Has some early market traction (1st customer, pilot, letter of intent)
- Clearly defined beachhead market and target market large enough for sustainable business growth
- Improvement or USP compared to existing solutions for this 'challenge'?





**NOT AN INCUBATOR OR ACCELERATOR**  
**INDUSTRY INNOVATION COMMUNITY**

## NETWORK

Peers  
Academy  
Experts  
Companies

## FACILITIES

Test  
Meet  
Work



## SHOWCASE

Online  
WHC  
Fairs  
Events  
Media

## START TO SCALE

Access to talent  
Access to funding  
Access to launching customers



## PROGRAM OFFERING, DURATION & COST

- Access to the HortiHeroes network of established companies, growers, and research institutes.
- On- and offline showcasing of your product.
- Possibility to pitch on HortiHeroes and Partner events.
- Yearly offline Founder Peer2Peer Session.
- Multiple online Founder Peer2Peer Sessions.
- Yearly cost of the Startup Entry Program can be found on the right.

Year	Fee per year
1	Free of charge
2	€250,-
3	€350,-
4	€450,-
5	€550,-





**BRAM TIJMONS - CO-FOUNDER PATS DRONES**

“The exposure we have had in our first years through HortiHeroes to validate and find the right entrances in the network is priceless. It helped us find (pilot) partners and customers.”





**WILLEM KESTELOO - CO-FOUNDER PAR+ BY FOTONIQ**

“HortiHeroes is the perfect partner specifically for those innovators trying to break into this world leading industry. Real introductions to real growers, leading to real (pilot) projects for real impact.”



**ROY VAN BEEST - CO-FOUNDER PEAX DATA**

"HortiHeroes has really helped us get noticed. They connected us with the right people, and that's been a huge boost for our business. We've found great partners and customers thanks to their support."



# HORTIHEROES ECOSYSTEEM





# HORTIHEROES PARTNERS



BEST FRESH  
GROUPE

  
royal brinkman  
global supplier in horticulture



Rabobank



Dutch  
Flower  
Group

JUVA 1895



RIJK ZWAAN

|BDO

PRIVA

Florensis  
If you want to grow

DIVISION Q



Kekkila  
BVB™



Royal  
Flora  
Holland



KOPPERT CRESS  
Architecture, Aromatique

## ALONE WE ARE SMART, TOGETHER WE ARE HEROIC

# ECOSYSTEM PARTNERS

ImpactCity



Kas



GreenPort  
NoordHollandNoord



Greenport Gelderland



WorldStartup



Foodvalley  
NL



Robo  
Crops



medical delta  
living lab  
&  
VIT for  
Life



world  
horti center  
growing the future

STARTLIFE  
Agrifoodtech Accelerator

techleap.nl

Lentiz | Cursus & Consult

inholland  
hogeschool



Innovation  
Quarter



AVAG  
GREENHOUSE TECHNOLOGY CENTER



DUTCH  
GREENHOUSE  
DELTA

TNO innovation  
for life

YES! DELFT



Erasmus  
Centre for  
Entrepreneurship

THE HAGUE  
UNIVERSITY OF  
APPLIED SCIENCES

SBIC  
space business innovation centre  
Noordwijk

Greenport  
aalsmeer

TOPSECTOR  
TUINBOUW & UITGANGSMATERIALEN



Glastuinbouw  
Nederland



handel  
groeit

ALONE WE ARE SMART, TOGETHER WE ARE HEROIC

# HORTIHEROES STARTUPS & SCALE-UPS





**IF YOU'RE GOING TO REBEL,  
DO IT WITH PURPOSE**