# HORTIHEROES STARTUP ENTRY MARKET ACCESS TO THE FOOD & FLOWER INDUSTRY

#### ИORTI ИEROES

# 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, yearround 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 nutrional 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 emmission 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

#### KORTI Keroes

#### NETWORK

Peers Academy Experts Companies







#### SHOWCASE

Online WHC Fairs Events Media





Test Meet Work



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.
- Multipe 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."



# -FOUNDER PAR+ BY FOTONIC WILLEM KESTELOO

"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."



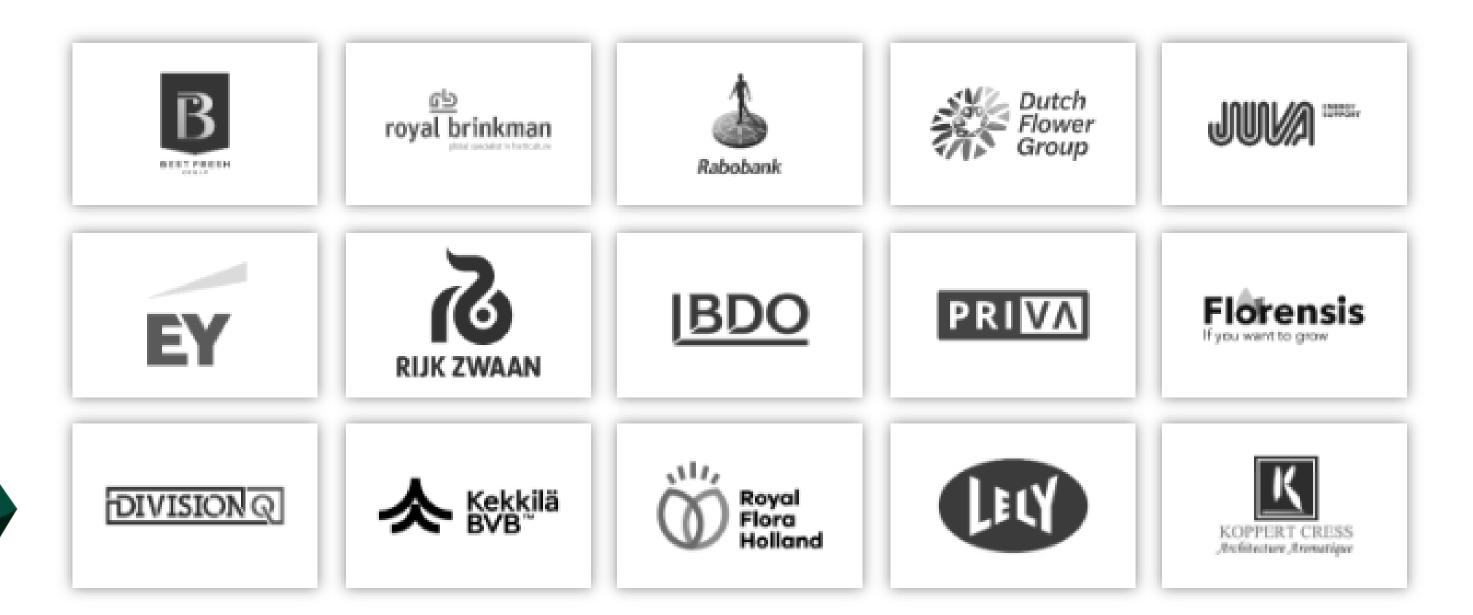
# ROV VAN BEEST - CO-FOUNDER PEAX DATA

"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."

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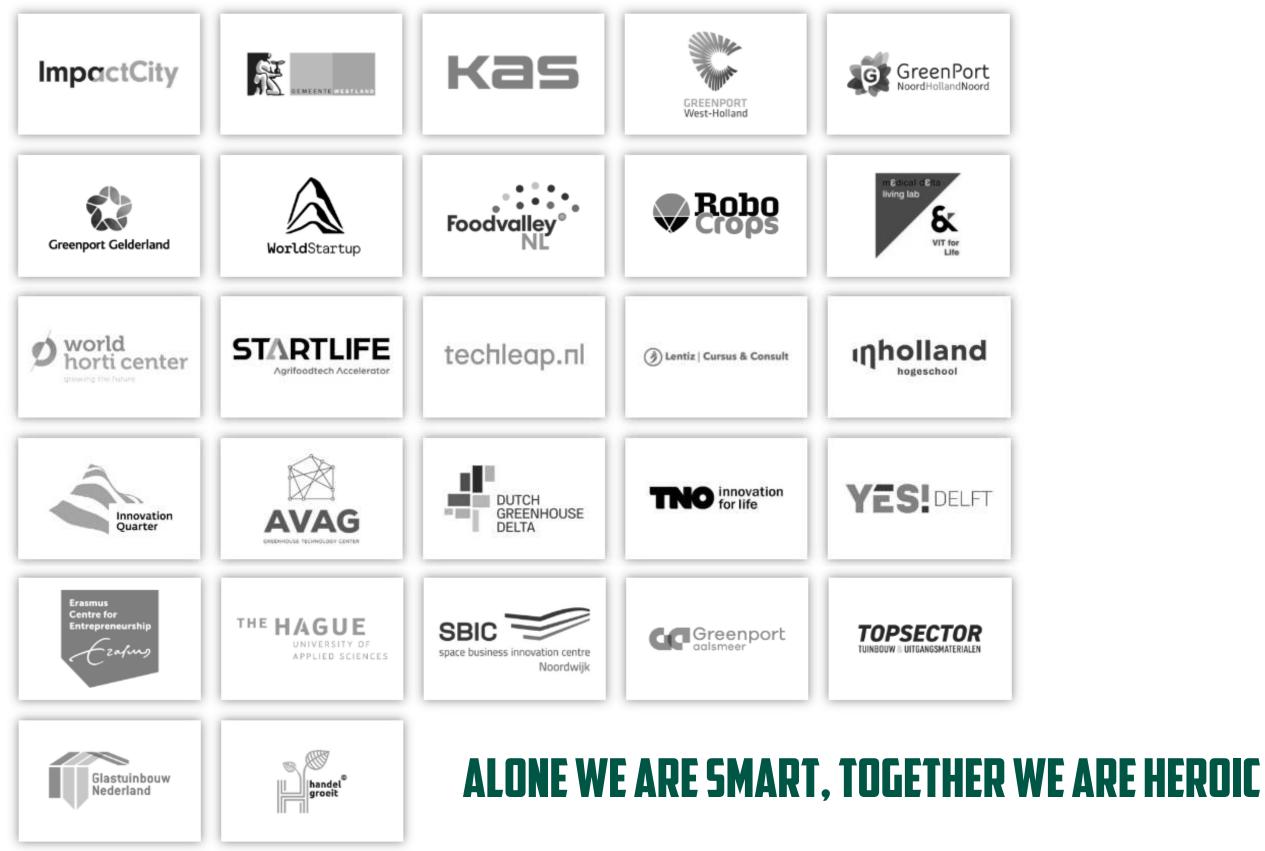
## HORTHEROES PARTNERS



#### **ALONE WE ARE SMART, TOGETHER WE ARE HEROIC**



# **ECOSYSTEM PARTNERS**





# HORTIHEROES STARTUPS & SCALE-UPS

PAR+ Albotherm















# IF YOU'RE GOING TO REBEL, Do it with purpose

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#### KORTI Keroes