



# STARTLIFE A LA CARTE

Tailored Support for Seed Stage AgriFoodTech Startups

# StartLife A La Carte



## // Hi Founder!

We're delighted that you are interested in the StartLife A La Carte program, a fully tailored support program for ambitious AgriFoodTech startups that want to take a leap in their growth. With this program, we help startup founders reach their goals by giving them access to our ecosystem, expertise, and facilities.

StartLife A La Carte is a hybrid program specifically designed for startups from all over the world with a proven product-market fit. And, as the name suggests, it allows you to choose exactly what you need from our 'support menu'.

StartLife has provided tailored support to ambitious founders since its inception in 2010. Since 2020, we offer this service under the name "StartLife A La Carte". Via this program, founders have attracted new investors, set up game-changing pilots, and established valuable partnerships, to name a few examples. If you are a good fit, we would love to have you on board and help you grow too.

**Loet Rammelsberg**  
*Program Director, StartLife*





Wageningen Campus

# Is StartLife A La Carte for you?

A La Carte is specially designed for startup founders in the Food & AgriTech space with some experience under their belts, meaning that **you already have market validation and first funding**. Our preference is AgriFoodTech startups who are already actively looking to connect with our ecosystem. This can be with Wageningen University & Research, our corporate partners, our investors, and/or our mentors.

## Startups that match the following criteria can apply:

- **Have a validated product–market fit**
- **Are active in FoodTech or AgriTech**
- **Are developing a highly innovative technology or product**
- **Contributing to UN Sustainable Development Goals**
- **Have at least two founders participating in the program**
- **Have the ambition to scale and grow fast**
- **Would truly benefit from receiving support from StartLife**
- **Willing to travel at least once to the Netherlands (if based outside Netherlands)**

! If you do not have a validated product–market fit yet, please check our StartLife Accelerate program: you might be a suitable candidate for that program instead. Please reach out to our Startup Analysts if you have any questions on this.

// Together **with StartLife**, we endeavor to **accelerate the development of** different **food** applications with fiber ingredients.



**Peyman Salehian**  
Co-founder & CEO, Allozymes (Singapore)

# StartLife A La Carte Menu

## Appetizer



### **BUSINESS COACH**

The centerpiece of our banquet of services is your own dedicated StartLife Business Coach, your knowledgeable waiter, who can recommend, in consultation with you, the best menu items for your appetite. You can choose what you like, as much as you need. Of course, a good waiter checks up on you. That's why throughout the year, you'll meet with your coach 4 times, ensuring you'll leave our program with full satisfaction.

## Starters



### **MENTORS**

Utilize our stellar pool of startup mentors who provide invaluable guidance and expertise, helping founders navigate challenges and make informed decisions. You can directly connect with our mentors via your own StartLife Account. Twice a year, we also organize a mentor BBQ.



### **OFFICE & MEETING SPACES**

Want to get close to the action in Europe's Agrifood hotspot? You're welcome to work from our startup flex offices in Plus Ultra II on Wageningen Campus. We can also help with the facilitation of your own (rental) office space on the campus.

# StartLife A La Carte Menu

## Main Courses (1)



### ACCESS TO INVESTORS

We have great working partnerships with leading AgriFoodTech investors, from preseed to growth stages. We can increase your chances of securing funding by advising you on the best approach to successfully engage with investors and warmly introduce you to our investor partners.

From February 2025, these are our **Investor Partners**: [Anterra Capital](#) - [Astanor Ventures](#) - [BOX](#) - [Döhler Ventures](#) - [Future Food Fund](#) - [Horticoop](#) - [Icos Capital](#) - [Invest-NL](#) - [Oost NL](#) - [PeakBridge](#) - [Pymwymic](#) - [SHIFT](#) - [Signature](#) - [The Yield Lab](#)



### ACCESS TO CORPORATES

By being part of StartLife A La Carte your startup gets exposed to our growing pool of corporate partners looking to engage in industry pilots and venture activities. Benefits include: customer feedback, industry insights, access to testing facilities, distribution channels, scaling expertise, and more.

From February 2025, these are our **Corporate Partners**: [Agrifirm](#) - [Citrosuco](#) - [Corteva](#) - [Cosun](#) - [Hershey](#) - [ICL Planet](#) - [Kraftz Heinz](#) - [KWS](#) - [PHW](#) - [Rabobank](#) - [Yili](#)



### ACCESS TO WAGENINGEN UNIVERSITY

As one of our founding partners, **the world's leading agricultural university** offers many benefits for startups like yours. Think access to researchers, shared facilities, and ease of collaboration. Examples of collaboration with Wageningen University are consortia, research farms, and student support projects.

# StartLife A La Carte Menu

## Main Courses (2)



### PEER-TO-PEER SESSIONS

Learning from peers enables startups to advance growth by two or three times their normal levels. We'll connect you with other startups in your domain to share learnings and brilliant ideas, apply for grants and solve problems together.



### PROFESSIONAL SERVICES

As you develop your company, you will encounter challenges that often require support from external professional services, such as accounting, intellectual property protection, grant applications, and legal matters. Our trusted program partners have successfully supported many of your peers and, in addition, offer exclusive perks and benefits to help accelerate your startup.

From February 2025, these are our **Program partners**: [Axon Lawyers](#) - [BDO](#) - [Catalyze](#) - [Edera Lab](#) - [EP&C](#) - [FlexIEbel](#) - [Nizo](#) - [NoMilk2Day](#) - [Normec Foodcare](#) - [Planet B.io](#) - [Zebra Legal](#) (Visit our website to see how these partners can be of help.)



### ACCESS TO TALENT

With Wageningen University next door, we're in close proximity of young talent. Hire the best of the bizz, from food engineers, to business developers and co-founders, by promoting your job vacancies on **[StartLife's Job Portal](#)**.

# StartLife A La Carte Menu

## Dessert



### GLOBAL EXPOSURE

We happily introduce you to our global agrifood innovation community via our various communications channels, and proudly share any future milestones you may have in the future (fundraising, product launches, milestones, strategic partnerships or customers).



### SHOWCASING AT EVENTS

You may get the opportunity to become a speaker or exhibitor at international gatherings, conferences and meetups, including our very own premier **F&A Next** summit, deep dives with partners, and demo days. Or benefit from special discounted rates. If selected for our A La Carte program, you get a free F&A Next ticket.



### UTILIZE OUR STRONG REPUTATION

StartLife has a strong reputation in the global agrifood industry. Once you are in our program, you may use StartLife's name and logo in your communication to show you have our support.



# Program Timeline and Application

We welcome **StartLife A La Carte** applications on a rolling basis. Once a month, we review the latest applications and select startups for acceptance onto the program. If we think you're a good fit, meaning you can benefit a lot from our support, then we get in touch with you with the offer to join the program.

If your startup is accepted into our program, you sign a collaboration agreement with StartLife for one year. From that point on you'll have 12 months of access to our support services. Our goal is to equip you with the tools and connections necessary for success.

After one year, you automatically become a StartLife alumnus. You'll remain part of our community and have access to our community events. These include Demo Days, barbecues, workshops/webinars and opportunities to pitch throughout the year. And we continue to showcase your awesomeness and share the great milestones you will achieve in the years ahead.

## Are there any fees?

There are no fees for joining the program and we don't take any equity. Our foundation is backed by a mix of public and private funding to support innovation, giving us the means to support you fully **free of charge**. Any traveling to and staying in Wageningen comes at your own expense though.



We're fortunate to benefit from **StartLife's** expertise and amazing network. Their support **provide us with valuable opportunities** to meet partners and investors who'll **help us grow and prosper.**



**Kinneret Shefer PhD**  
Co-founder & CEO, GeneNeer (Israel)



# Why StartLife?

StartLife is a unique community of passionate startup and agrifood professionals who are wholeheartedly committed to impact-driven innovation in the agrifood industry. Practically all team members have a solid academic and/or business background in food & agriculture, some are former startup founders and belong to farmer families themselves.

Both our team and community members are driven by the collective belief that tomorrow's global food supply challenges demand a radical approach to innovation and that startups are, and will be, the force behind the innovations needed to meet the global food demand in the future. Hence, **StartLife's mission is to accelerate startups that shape a sustainable food system.**

Since our foundation in 2010, we have supported and funded 400+ AgriFoodTech startups, which have attracted over €650 million in funding to date.

## 2010

Since our foundation in 2010

## 400+

We've supported and funded 400+ startups

## €650M

Over €650 million in funding to date



# Still questions or want to join our program?

## PERSONAL INTAKE

Want to discuss with us in person if and how StartLife (A La Carte) can help your AgriFoodTech startup become (more) successful? Our Startup Analysts are happy to set up a video call with you or answer your questions by email.



**Francesco Stagni**  
*AgriTech Startup Analyst*



**Madelief de Groot**  
*FoodTech Startup Analyst*

**Request a personal intake**



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and invitations to our events

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