



# STARTLIFE ACCELERATE

Empowering early-stage AgriFoodTech startups  
to transform our food systems

# StartLife Accelerate



## // Hi Founder!

We're delighted that you are interested in StartLife Accelerate, the flagship support program by Europe's longest running and leading AgriFoodTech accelerator. Since 2010, StartLife has empowered ambitious founders from all over the world to build and grow AgriFoodTech startups that shape a sustainable food system.

With StartLife Accelerate we support early-stage startups to accelerate their business development with the ambition to (re)shape the future of food. It's entails a high quality, practical, cohort-based program.

If you are looking to become a leader of change, we would love to help you grow, too.

**Jean Boudillon**  
*Program Manager, StartLife*





# STARTLIFE

Agrifoodtech Accelerator

Shaping A Sustainable Food System

STARTLIFE  
Accelerate Spring 2019

- NERITE
- FarmOn
- NANON
- STARTLIFE

STARTLIFE.ES



A large audience of approximately 50-60 people is seated in white plastic chairs arranged in a semi-circle on a terrazzo floor. They are facing the stage. Many audience members have small orange cards or brochures on their chairs. The room is lit with green ambient lighting, particularly around the stage and the backdrop. A woman in a black dress is seated on a yellow chair on the stage, facing the speaker. A man in a white shirt and brown pants is standing on the stage, gesturing with his hands as he speaks. A large green backdrop with the STARTLIFE logo and text is behind him. To the left of the stage, there is a tall green table and a black speaker. A banner with logos is also visible on the left. The floor is a light-colored terrazzo with dark speckles. The walls are grey with some text visible at the top, including 'STARTLIFE' and 'PLYS ULTRA'.

# Is StartLife Accelerate for you?

**StartLife Accelerate is open to startups that:**

- **Are active in AgriTech or FoodTech**
- **Are developing a highly innovative technology or product**
- **Are addressing a relevant social, health or environmental need**
- **Are beyond the idea phase: you have a prototype or Minimal Viable Product (MVP)**
- **Have at least two founders/team members able to take part in the curriculum**
- **Have the ambition to scale and grow fast**
- **Show full commitment to participate in all elements of the program**

! If you already have a **validated product-market fit**, please check our **StartLife A La Carte** 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.



# Finding the answers you need to shape the future of food

Building a company with the aim of bringing about structural change in an industry is a true challenge. You are still **seeking answers to vital business questions such as:**

- ? **How can I turn my solution into a viable business model?**
- ? **What do my potential customers think of my solution?**
- ? **Have I missed or overlooked relevant information?**
- ? **How do I successfully attract funding?**

To help you find the answers you need and build valuable connections that will help accelerate your business, StartLife has lined up a large team of professionals that are all eager to support you in your quest to realize your ambitions and make an impact.

As the saying goes, *"it's not **what** you do or know" but "**who** you know"*. Having the right connections in the business makes a big difference. StartLife has a global Food & Agriculture network, which includes, but is not limited to, dedicated startup coaches, experienced business mentors, peer startups, renowned research institutes, cooperative corporates, impact-driven investors, and leading service providers. We are happy to warmly introduce you to the right people in our global AgriFoodTech ecosystem.

 **13**  
Editions

 **114**  
Startups

 **19**  
Countries

 **62%**  
Follow on funding

 **88%**  
Survival rate

**StartLife Accelerate**  
**in numbers**

**Startups** alumni rate  
'StartLife Accelerate'  
with a **Net Promoter**  
**Score of 92!**



# Premier support program for AgriFoodTech Startups

StartLife Accelerate combines all of the services we have to offer and offers the most involvement of all the people and parties involved with StartLife. Our partners provide an array of perks and benefits specifically tailored to support startups in their growth journey.

- ✓ Stage-gate approach with deliverables:  
**Only the best** startups **will graduate** from the program!
- ✓ Practical **training sessions** to enhance your business development
- ✓ **Peer-to-peer sessions** to discuss learnings and next steps
- ✓ **Startup mentoring** by serial entrepreneurs, senior professionals, and business angels
- ✓ Access to **investors** that provide funding from seed to growth.  
(StartLife's Investor Partners have a combined active fund of more than €1 billion!)
- ✓ Connect with **leading Corporates**, from farm to fork
- ✓ Access to **Wageningen University & Research** experts
- ✓ Gain visibility for your job openings on our dedicated AgriFoodTech **startup job portal**
- ✓ Discounted rates and potential **showcasing at premier industry events**, plus one free ticket to our renowned **F&A Next** summit ticket for each startup.
- ✓ Perks and **Benefits from our partners**. [www.startlife.nl/perks-benefits/](http://www.startlife.nl/perks-benefits/)

In StartLife Accelerate, the best trainers, successful entrepreneurs, and world leading Wageningen University & Research experts offer you the resources you need to successfully build your startup and prepare for accelerated growth. The curriculum covers the most crucial elements to prepare you for success.

StartLife's exclusive accelerate program is designed for the most promising AgriFoodTech innovators worldwide. Our program is highly selective—only the strongest startups advance, and there is a chance that not all participants will graduate.

We use a stage-gate model to ensure investor-ready startups. Our selection process includes **three competitive cut-offs**:

- ✔ **Week 1 – Founder Mindset & Team Readiness:**  
 We assess your entrepreneurial mindset, commitment, and adaptability (Cut-off 1).
- ✔ **Month 2 – Business Model & Financial Viability:**  
 Your market traction, revenue potential, and scalability are evaluated (Cut-off 2).
- ✔ **Final Stage – Investor-Ready Pitch Deck:**  
 Only the most investment-worthy startups will present at StartLife’s Demo Day in front of leading VCs, corporates, and ecosystem partners (Cut-off 3).

At every stage, only the most scalable, high-impact startups will continue.

To ensure you get the most out of the program, most training sessions are 1-to-1. This way, each session is highly relevant for you and provides maximum impact on the development of your startup as well as yourself as an entrepreneur.

BUSINESS STRATEGY		TECHNOLOGY		FINANCE & FUNDING	
	Customer validation		Expert deep dives		Startup finance
	Go to market		Roadmap		Funding strategy
	Lean metrics		Scalability		Investor desk

“ **In just 12 weeks**, I went from just the technology and concept **into a real company** with a clear business plan.



**Birgit Dekkers**  
 PhD – Founder, Rival Foods

## Subjects of workshops and training sessions:

- > **Lean Validation**
- > **Market Segmentation**
- > **Key Performance Indicators**
- > **Business Valuation**
- > **Art of the Deal**
- > **Pitching with Impact**
- > **Measuring your impact**
- > **Building your Cap Table**
- > **How to Close VC Funding**
- > **Attracting Non-dilutive Funding**
- > **Intellectual Property Protection**
- > **Financial Modelling**
- > **Legal Structuring**

### WORK WITH LEADING BRANDS AND PROFESSIONALS

StartLife collaborates with the world's leading AgriFood brands and professionals to help boost your business. Our partners provide support through a variety of measures including specialized support, training, industry insights, mentoring, pilot programs, and funding. You have the opportunity to meet our partners for 1-to-1 support. Please visit our website for a complete overview of all corporates, investors and service providers that are [official partners of StartLife](#).

### DEDICATED BUSINESS COACH

Every startup that joins StartLife Accelerate is assigned a dedicated business coach from the StartLife team. This is your primary contact person for any support question you might have or introduction that is needed to our network. The introduction can be to a science group within Wageningen University & Research, a leading F&A investor, or a leading corporate that will be your launching client. Also, after you've finished the 3-month program, your business coach will remain a supportive business friend.

“ **Still long after** the program StartLife **provides us with leads or relevant opportunities** that they come across and provide **warm introductions to potential partners**.



**Olaf van der Veen**  
Founder, Orbisk



Throughout the program, and in addition to the set dates and times, you're welcome to work from our startup flex offices in Plus Ultra II on the Wageningen Campus.

**Plus Ultra II is a business center and incubator in the heart of Food Valley,** with approximately 10,500 m2 space for sustainable business activities in a unique ecosystem of agriculture, nutrition, and health. 2,500 m2 of the center is solely intended for innovative AgriFood(tech) startups and scale-ups.



## Free co-working space in the heart of Food Valley!

### Access to Talent

Being part of StartLife also allows you to gain visibility for your vacancies on our very own AgriFoodTech [job portal](#). This gives you access to many WUR students who are looking for an internship, as well as talented engineers, business developers, and co-founders who are actively seeking a next career challenge in our ecosystem.



# What's the deal?

## WE OFFER:

- > Guaranteed impact on your business development and personal growth.
- > Full commitment from the StartLife team and community for 3+ months to boost your startup. Plus, an optional 6 months of business coaching for selected companies. Your success is our priority.
- > 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 ASK:

- > Full commitment to follow the program.
- > An intrinsic motivation to engage with our partners and the Food Valley Ecosystem.
- > In person participation during the Kick Off Week (at the start) and the Demo Day (at the end).

# Program Timeline

From start to finish, the program takes about 12 weeks. The Kick Off and Investor Readiness Weeks include a series of meetings and trainings. The sessions take one to two hours every day giving you the opportunity to plan other activities for the rest of the day. Every two weeks, you will have peer-to-peer sessions to work on your fundamental business assumptions.

The program culminates in the Demo Day. On this day, you will present your startup to a global audience of investors, corporates, partners, and other stakeholders from the StartLife community.

Only on two occasions we expect you to join in-person in Wageningen: "Kick Off Week" and "Demo Day".

<b>Next Program</b>	<b>Demo Day</b>	<b>Apply by</b>
Apr-Jul 2026	Sep 2026	Dec 2025

# 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

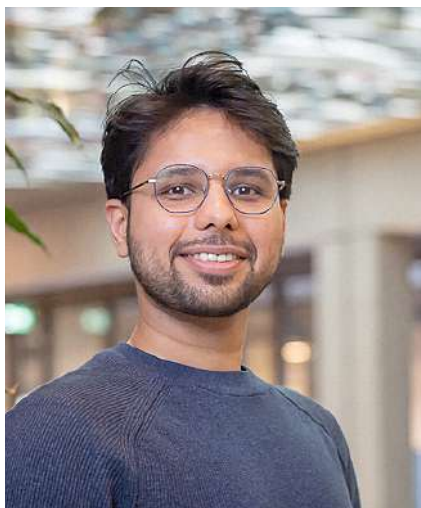
Over €650 million in funding to date



# Still questions or want to join our program?

## PERSONAL INTAKE

Want to discuss with us in person if and how StartLife (Accelerate) 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.



**Shivam Sharma**  
*AgriTech Startup Analyst*



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

**Request a personal intake**





Wageningen Campus

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and invitations to our events

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