

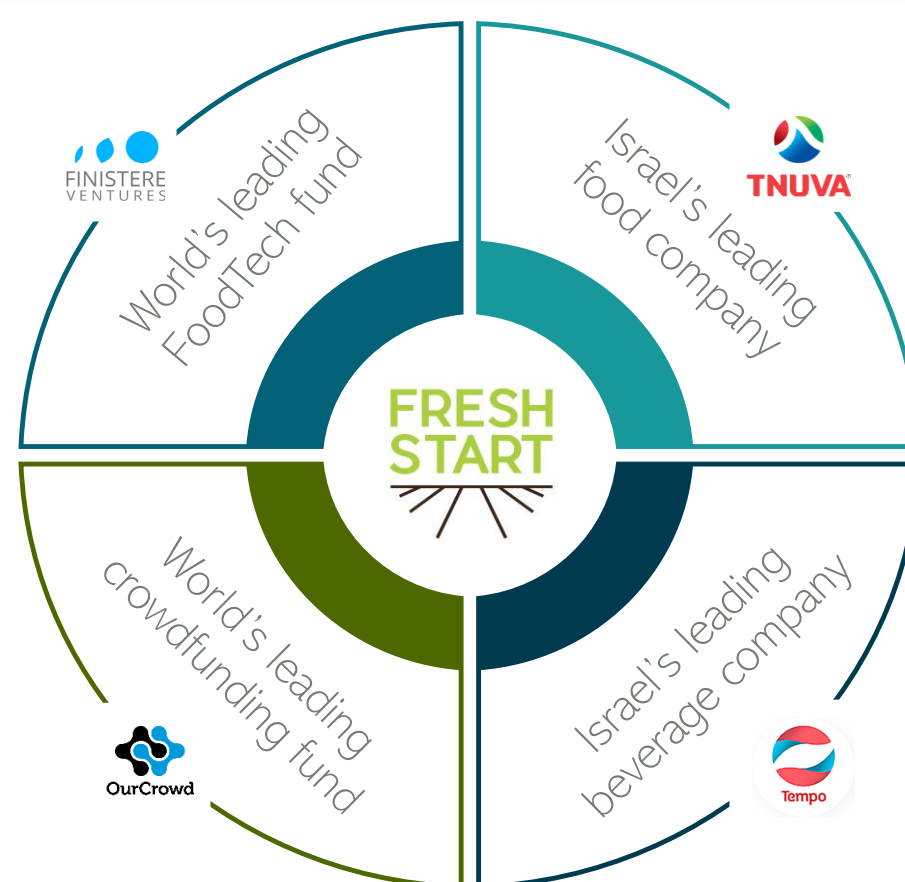
# Fresh Start – Northern IL FoodTech Incubator

Fresh-Start FoodTech Incubator was established early 2020 at the north of Israel, tapping into the surge of Israeli foodtech start-ups, creating a vibrant and dynamic ecosystem.

The incubator is part of the Israeli government \$100M program to build a foodtech cluster in northern Israel, as other successful technological clusters worldwide. By leveraging geographical proximity of research institutes, industry partners and investors, supporting infrastructure for R&D and small-scale production, food technological entrepreneurship is promoted in the area.

Fresh Start intended to grow dozens of impactful foodtech companies from vision to scale over 8 years of franchise and serve as a vehicle for all its strategic and financial partners to initiate and develop foodtech Innovation.

Incubator's partners are strong industrial players and track record financial partners. Supported by its partners' and their global network (PepsiCo, Heineken, Bright Food and more), Fresh Start offers technological and business support to early stage foodtech startups. Fresh Start promotes a **Strong Industry Orientation** from ideation through R&D, to POC, scale up and commercialization. Additionally, it offers generous funding and immediate access to relevant investors for a **Full Funding Cycle**, from bridging period to round A and further. The incubator's partners and team hold proven capabilities of **Company Building**, and **Tech Transfer** expertise.



## Fields of Investments:



Alternative Protein



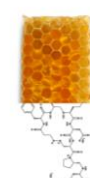
Novel Ingredients



Novel Production Technologies



Smart Packaging



Improved & Personalized Nutrition



Big Data and AI based solutions

## Incubator's Management Team:



**Ronny Barak, CEO**

Serial entrepreneur, successfully led startups from initiation to market, through business partnerships and M&A deals, as CEO, founder and investor.



**Dr. Tammy Meiron, CTO**

Eextensive technological experience in R&D, tech transfer, scale-up, MNC implementations, JV creation and more, .leading foodtech start-ups to success.



**Noga Sela Shalev, VP BD**

Strong marketing and BD background, formerly Tnuva's chief of Staff and Head of lnnovation, successfully lead foodtech projects from development to market.



Visit us at: [Fresh-start.co.il](http://Fresh-start.co.il)

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