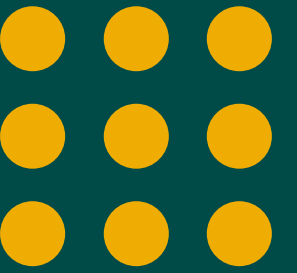


Fastlane

A tailor-made venture program for the Dutch
Agrifood community

Powered by:

INVESTNL

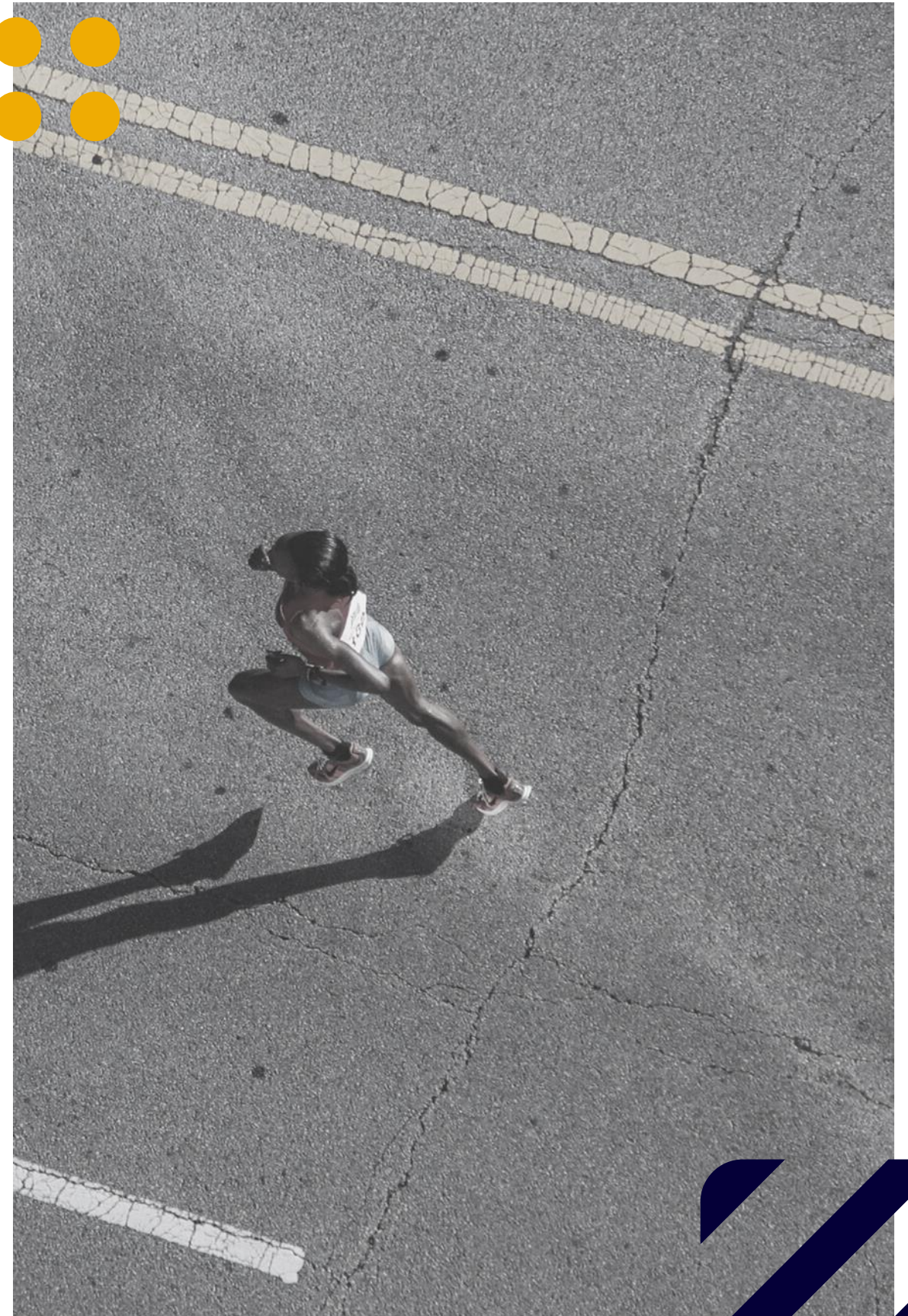
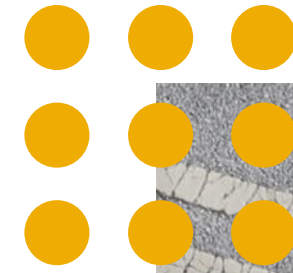


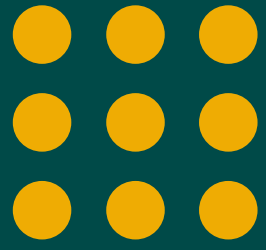
FASTLANE

WHY FASTLANE?

The Netherlands is home to many impact-driven pioneers with innovative technologies and ingredients that can play a key role in the transition towards a sustainable food system. However, many of these companies are struggling to survive and grow into scaleups.

Fastlane offers vital support to ventures to overcome common pitfalls that hinder the growth of their businesses. With the help of a multi-disciplinary team of experts, the program aims to fast track the companies' growth, thereby attracting the right investors.



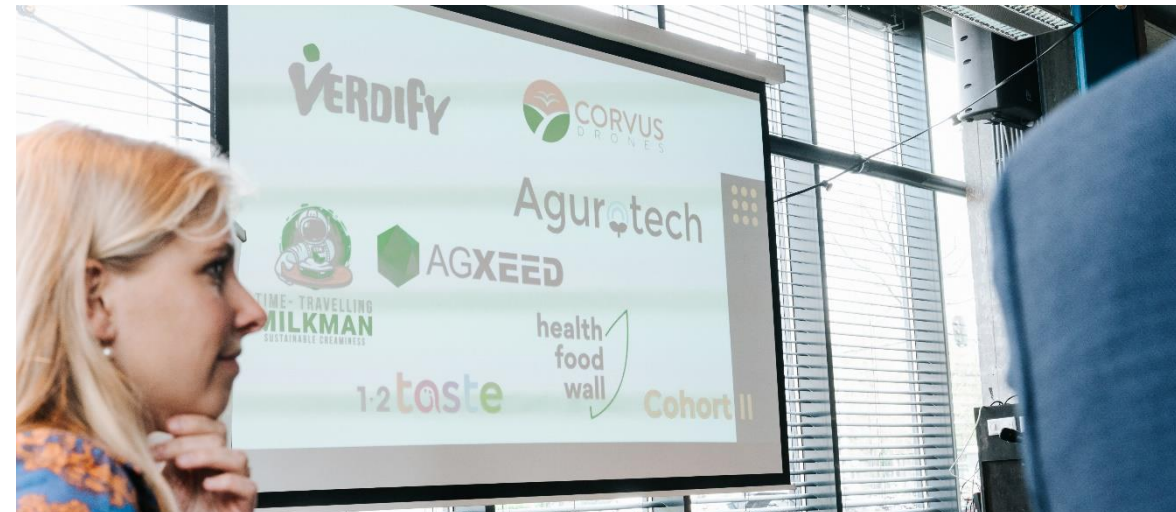


WHEN IN THE FASTLANE, YOU WILL BE ABLE TO ACCELERATE



FASTLANE PROGRAM

Tailored support program to accelerate growth with a 360 scan



FASTLANE ONLINE PLATFORM

Online platform to connect and collaborate with peers and industry experts

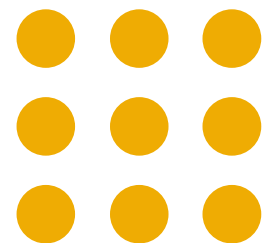


FASTLANE COMMUNITY

Our network of partners, investors and experts is there to provide support

OUR SCOPE

Impact-driven pioneers working on a truly innovative product or technology for a more sustainable food system and having a strong link with the Netherlands.



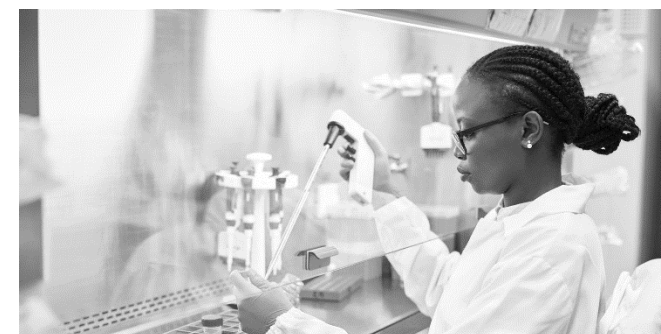
**ALTERNATIVE PROTEINS &
NOVEL INGREDIENTS**



**SMART AGRICULTURE &
SOIL HEALTH**



**CIRCULAR FOOD SYSTEM &
ORGANIC WASTE MANAGEMENT**



BIOTECH FOR AGRIFOOD



**PERSONALIZED NUTRITION &
HEALTH**



OUR SELECTION CRITERIA

IMPACT-DRIVEN

ROBUST & DIVERSE TEAM

SCALABLE BUSINESS MODEL

COMMERCIAL TRACTION

COLLABORATIVE MINDSET

UNIQUE CONCEPT

A SNAPSHOT OF SOME OF OUR EXPERTS



Yori May
Torq Partners
Finance



Louise de Sadeleer
Double Agency
Growth Marketing



Stephan Botz
Gritd
Market Entry



Hanne Gerhards
WeSayHej
Team Empowerment



Harry de Jong
Founders and Builders
Sales and Marketing



Alain Cracau
Goodberries
Business Development



Martijn Messemaker
Independent Advisor
Organization Development



Jennifer Reinhard
WeSayHej
Team Empowerment



Peter de Boer
Willsark
Proposition Development



Mark Jolink
EP&C Patent Attorneys
Intellectual Property



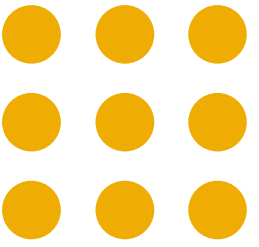
Marc Wesselink
Venture Rock
Sales and Fundraising



Hans Janssen
KplusV
Fundraising



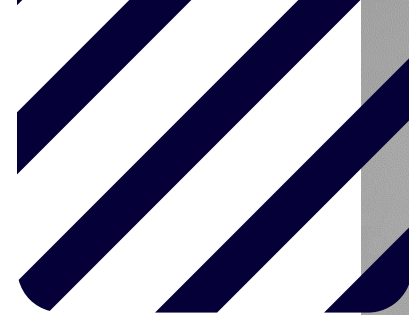
FASTLANE'S PARTNERSHIP NETWORK



FASTLANE PARTICIPANTS



WHAT ALUMNI HAVE TO SAY ABOUT FASTLANE



HEALTH FOOD WALL

Anouk Snelders, Founder: Thanks to Fastlane we were able to develop our branding and identity. Partly because of the focus the programme has given us, we have increased our machinery from 13 to a targeted 70+ fridges this year. We also increased our expected sales growth by 625% this year!



WILLICROFT

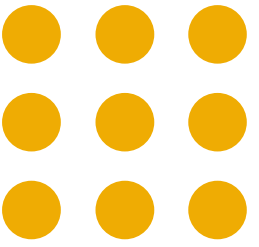
Margot Vandevooort, Head of Operations: "The great value of Fastlane is the personal coaching you receive from various experts. This enables you to see things from a fresh perspective that are often overlooked during day-to-day operations."



1-2 TASTE

Jasper Schouten, Founder: "The programme has developed us as a team by working on our value and by connecting us with multiple investors. It has strengthened our belief in what we do. The future is all about execution and growth."

A CLOSER LOOK INTO SOME FASTLANE CASES



Met dit investeringsprogramma kunnen food start-ups groeien als kool

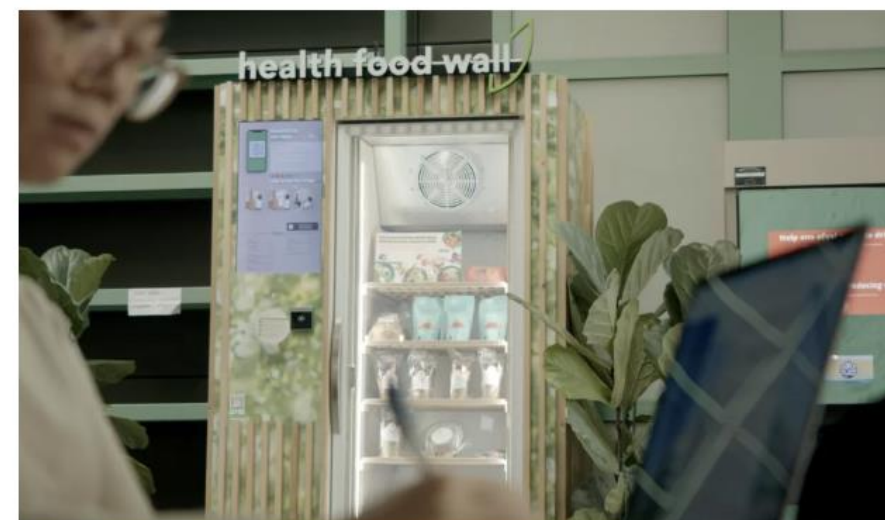
Nederland kent veel innovatieve start-ups die een sleutelrol kunnen spelen in de eiwittransitie, waarbij we verschuiven van dierlijk eiwit naar eiwit uit plantaardige alternatieven. Maar, de stap van start-up naar scale-up blijkt moeilijk. Om dit soort bedrijven te helpen groeien, lanceerden Foodvalley NL, Invest-NL en ScaleUpNation een nieuw initiatief: het Fastlane programma. "Van veganistische kaas tot een bedrijf dat van gras nieuwe proteïne maakt voor veevoer; het Fastlane programma streeft er naar de voedselketen te transformeren om de transitie naar een CO2-neutrale en circulaire economie te versnellen"



[Full article](#)

Gezond vegan voedsel uit de automaat: 'De markt is er klaar voor'

Van OK-chirurgen tot studenten bij het ROC: steeds meer mensen kiezen voor een gezonde maaltijd of snack. Dat merkt Anouk Snelders van Health Food Wall aan de toegenomen interesse voor haar slimme koelkasten. Ze vult deze met veganistisch voedsel, maar zet het niet zo in de markt. "Het gaat ons voornamelijk om de kwaliteit." Inmiddels neemt de concurrentie toe. Hoe houdt zij zich als start-up staande?



[Full article](#)

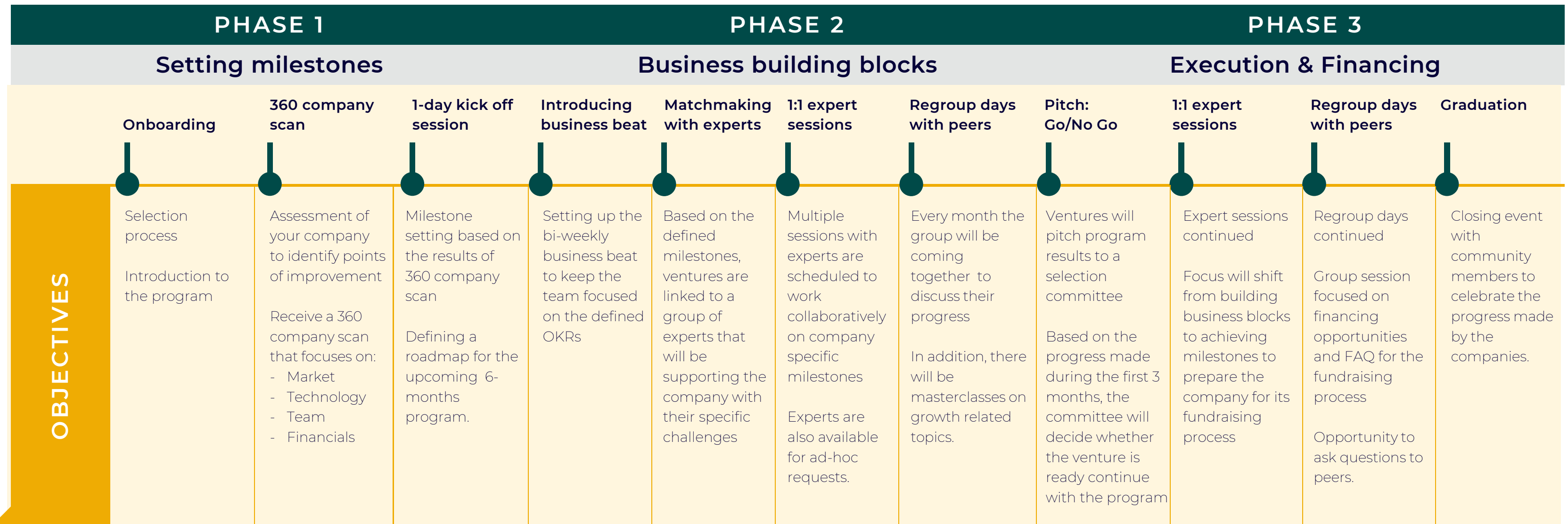
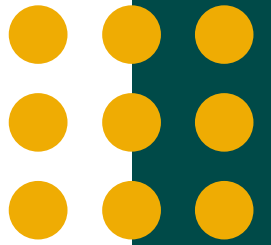
De Nieuwe Melkboer spoort Nederlandse boeren aan hun akkers te 'melken'

Alle sojamelk in Nederlandse winkels werd tot voor kort in het buitenland gemaakt. De broers Tom en Bart Grobber brachten daar verandering in. Met De Nieuwe Melkboer 'melken' zij hun eigen sojaveld en willen ze hun Nederlandse collega's aansporen om op hun akkers ook soja en haver voor plantaardige zuivelproducten te gaan verbouwen.



[Full article](#)

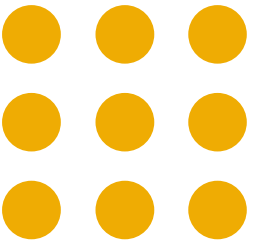
A TAILORED PROGRAM TO PREPARE FOR FUNDRAISING



- Ongoing support from venture partner
- Bi-weekly check-ins for continuation of the business beat

Overview of the 6-months roadmap

PARTICIPANTS RECEIVE..



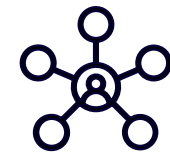
COMPANY SCAN TO SET PERSONAL MILESTONES

A 360° scan to make a development plan to prepare for a new funding round.



TAILORED 1-ON-1 ADVICE FROM A TEAM OF EXPERTS

Candidates receive a €10k budget for tailored advice from industry experts and entrepreneurs.



ONLINE PEER-TO-PEER COMMUNITY & TOOLS

Access to the community of alumni, peers and industry experts to connect and collaborate.



ACCESS TO A NETWORK OF INVESTORS & CORPORATES

Throughout the program, companies will be able to connect with investors and corporates

For a participation fee of only €1k participants receive a €10k budget to hire industry professionals next to dedicated support from the team

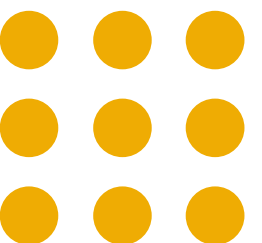
THE PROGRAM IN 2023

Edition III Dec 2022 – May 2023

Edition IV June 2023 – Dec 2023

TIMELINE EDITION IV

- MARCH 1** Applications open for Cohort IV
- MAY 21** Closing applications
- MAY 31** First selection & invitation for the final selection day
- JUNE 7** Final selection day
- JUNE 12** Kick off Cohort IV
- DECEMBER 8** Graduation day Cohort IV



WANT TO APPLY?

Apply on our [website](#) before the 22nd of May and if you have question please reach out to:

diederik.greeve@invest-nl.nl

Your application should include a pitch deck with:

- A description of your business
- Your growth ambitions for the 24-36 months
- Overview of your financials
- The impact case





INVEST-NL

VENTURE PARTNER

Michiel Strijland

Michiel.strijland@invest-nl.nl

+316 34 18 19 36



INVEST-NL

VENTURE PARTNER

Liz Duijves

liz.duijves@invest-nl.nl

+316 202 555 14



GRITD

PROGRAMMA MANAGER

Gijs van de Molengraft

gijs@gritd.nl

+316 81 72 78 94



INVEST-NL

VENTURE PARTNER

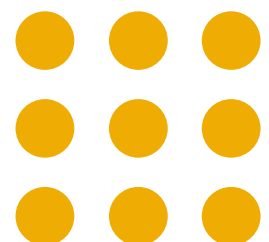
Diederik Greeve

diederik.greeve@invest-nl.nl

+316 26 08 58 30

FASTLANE

fastlane@invest-nl.nl



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Get in touch