

ICL Group to launch ICL Planet Startup Hub for foodTech domains

02 June 2021 | News

ICL, a leading global specialty minerals and specialty chemicals company, announced it has ICL Planet Startup Hub. The new innovation platform is expected to help propel innovative foodTech and agriTech start-ups to the marketplace and to provide enterprises with an extensive network of support, including investment and mentorship.



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ICL Planet was created as an innovation catalyst serving early stage, pilot-ready start-ups, as well as more mature, market-ready start-ups operating within the agriculture and foodTech domains. The initiative was driven to advance and nurture game-changing technology companies active in addressing critical global needs and making a positive and sustainable environmental impact.

The new start-up hub will center activities on two core areas of competency. The first will focus on areas related to crop nutrition, such as organic fertilizers, nutrient use efficiency, biostimulants, micronutrients and nitrogen fixation. The second will focus on foodTech start-ups active in the areas of alternative proteins, natural ingredients, plant-based functional ingredients, and white biotechnology, that can demonstrate a measurable positive environmental impact.

ICL Group Ltd. is a leading global specialty minerals and chemicals company that creates impactful solutions for humanity's sustainability challenges in global food, agriculture, and industrial markets

ICL has named Hadar Sutovsky VP of External Innovation and General Manager of ICL Planet. Sutovsky is a seasoned player in the global foodTech and sustainable agriculture arena.

“As global leaders in the field of agriculture, food, and engineered materials, we are constantly developing impactful solutions to improve the quality of life for millions worldwide via our established R&D infrastructure,” adds Sutovsky. “Our value proposition is much more than merely funding; we answer early stage companies’ needs to run pilots and move them to the commercial stage with full support.”