



# MercachemSyncom

UNLOCKING NEW POTENTIAL

PRESS RELEASE

NOM

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GRONINGEN

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## Start-ups wanted for challenges from Krinkels, MercachemSyncom, FC Groningen, and Cloetta

**Groningen OPEN starts this week. Four companies from Northern Netherlands are looking for start-ups with innovative solutions to challenges they pose. The aim of the new initiative "Groningen OPEN" is to bring established companies and start-ups in the region into contact with each other in an accessible and effective way. Groningen OPEN is organized by Campus Groningen, Founded in Groningen, VentureLab North, and NOM.**

Start-ups often benefit from the accumulated expertise and experience of larger companies, when it comes to product improvement, market knowledge, and adoption. On the contrary, established companies are increasingly dependent on the speed and flexibility of innovative start-ups for their competitiveness. Yet, both parties often find it a challenge to make contact or to work together. Groningen OPEN offers start-ups the opportunity to meet established companies and to respond to their current issues to develop, test, and possibly implement solutions.

### OPEN to innovation

Four established companies—Krinkels, MercachemSyncom, FC Groningen, and Cloetta—have committed themselves to Groningen OPEN. They have set challenges and, in the coming weeks, together with the partners of Groningen OPEN, will look for start-ups that can offer suitable solutions to their problems. By committing to Groningen OPEN, the four established companies show that they are "open" to new ideas, innovation, and collaboration: Groningen OPEN for Innovation.

For example, Cloetta is looking for a start-up that can bring the positive effects of xylitol on oral health to the attention of Dutch consumers in a playful way. Krinkels is looking for methods for the scalable processing of grass into a valuable semifinished or end product. FC Groningen wants to collaborate with a start-up that can help the club provide insights into KPIs in a (live) dashboard. MercachemSyncom would like to get in touch with a (biotech) start-up that can supply specific enzymes quickly and reliably.

### Opportunities for collaboration

The partners of Groningen OPEN—Campus Groningen, Founded in Groningen, VentureLab North, and NOM—use their networks and expertise to connect companies and start-ups. "With Groningen OPEN, we can connect the speed and flexibility of innovative start-ups with the networks and market knowledge of larger companies," says Lusanne Tehupuring, Private Lead of Founded in Groningen. "This combination is valuable and ties in well with our core task: actively connecting and supporting start-ups in the region." Ronald Hesse, Business Developer Campus Groningen, is also convinced of the added value that the new initiative Groningen OPEN can offer: "At Campus Groningen, we actively stimulate the connection and sharing of research, education, and business. Groningen OPEN offers opportunities for even more cooperation between larger parties and start-ups on and around our beautiful campus, where Open Innovation is central."

Groningen OPEN is made possible financially, in part, by the Groningen Agreement to stimulate the innovation climate.



### **Matching and pilot projects**

Start-ups can register for the four challenges until October 30 at the latest. The introductory meetings and pitches will take place at the beginning of November. During an (online) event on November 16, the start-ups that match with the four larger companies will be announced. As soon as there is a match, the start-up and company (the challenge owner) enter a process lasting 8 to 12 weeks to find a solution together. The Groningen OPEN partners will guide and support this process.

More information about Groningen OPEN and the challenges can be found at [www.groningenopen.nl](http://www.groningenopen.nl).

The Groningen OPEN project is a new project from Campus Groningen, Founded in Groningen, VentureLab North, and NOM. After this first edition, an evaluation will determine how the program can be set up as effectively as possible in the future. Established companies that want to participate in the next edition of Groningen OPEN can contact us via the website.

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