

## **Sustainability-oriented Start-ups are Opening up to Global Markets with NEOHUB and Oxentia Collaboration through the TRUK Acceleration Programme**

**DenizBank's new generation subsidiary NEOHUB and Oxford Global Consultancy Company Oxentia operating in the United Kingdom focusing on innovation and technology have joined forces to collaborate. The acceleration programme TRUK, which was implemented to strengthen the start-up ecosystem between the UK and Türkiye, was introduced to the public with a launch event with the participation of the financial world and the start-up ecosystem.**

The launch of the **international start-up acceleration programme TRUK**, which supports the expansion of sustainability-oriented start-ups into global markets, was held at the **British Consulate General** on **October 17, 2024**.

Start-ups that successfully complete the programme that includes mentoring, networking, global-scale training and private consultancy carried out for **four months under the guidance of teams from Türkiye and five months from the United Kingdom** will earn the right to receive an investment from Oxtech Ventures.

**"It is very pleasing to strengthen the connection between the United Kingdom and Türkiye"**

**The British Consul General and Trade Commissioner for Eastern Europe and Central Asia Mr. Kenan Paleo** gave the opening speech at the launch and stated; "As an example of the strong cooperation between the two countries, the TRUK Acceleration Programme aims to support the entrepreneurship ecosystem and ensure that start-ups that produce innovative solutions achieve success in the global arena. It is a pleasure for us to host this program and strengthen the bond between the two countries."

**"Sustainability-oriented start-ups drive economic growth"**

**DenizBank Financial Services Group CEO Mr. Hakan Ateş** said that they are happy to support the TRUK Acceleration Programme that supports sustainability-oriented start-ups to expand into global markets, and further stated in his speech; "As DenizBank, we are aware of the transformative role of the finance sector in the transition to a green economy. Since 2021, we have provided approximately USD 8 Billion funding in many areas, both environmental and social, such as agriculture, SMEs, renewable energy, women's participation in the economy and supporting young entrepreneurs. We have full faith in the contribution that start-ups focusing on the theme of sustainability will make to our future and economic growth. We will continue to be beside them."

**"Innovation and sustainability are essential for us"**

**NEOHUB General Manager Mr. Gürhan Çam** stated, "With this programme, we do not focus only on investing in start-ups. We support them at every stage from the beginning of the process. As NEOHUB, the areas of innovation and sustainability are indispensable for us.

We have strengthened our muscles with our investment in Erguvan, which provides carbon footprint management services to SMEs, and our Izmir Agricultural Technology partnership. We are taking our work in this field even further with the TRUK Acceleration Programme.”

### **“Our start-ups will open up to global markets”**

**Oxtech Venture Managing Partner Mr. Siret Ünsal** emphasized the importance of opportunities vested towards start-ups and stated, “Success in the world of entrepreneurship is possible with access to the right resources at the right time. The TRUK Acceleration Programme will provide these opportunities and accelerate the expansion and growth of our start-ups to the global world, especially the UK market.”

### **“Our programme unlocked the enormous potential of start-ups”**

**Oxentia CEO Mr. Steve Cleverley** underlined the fact that the programme has reinforced the collaboration between the two countries and stated, “The partnership we have established with NEOHUB is extremely important in supporting the global expansion of Turkish start-ups. We are pleased to reveal the enormous potential of start-ups originating from Türkiye, many of which are built on innovative technologies and have already achieved success in their home markets.”

### **About the TRUK Acceleration Programme start-ups**

A total of 10 start-ups took place in the programme launch including **Agrovech** that analyses agricultural data with artificial intelligence, drone and satellite imaging, **Blueit** that optimizes water and wastewater management, **E-dison** that makes electric charging stations smart with artificial intelligence support, **MilkWinner/Lakto Wash** that offers significant advantages to farmers by focusing on quality milk production, **Some Carbon** that provides carbon reduction and management services to sectors with high carbon emissions, **Pabblar** that is the marketplace that makes money while traveling, **Palgae** that develops new algae-based genetic materials for agricultural applications, **Sensgreen** that works towards energy consumption optimization, **Wastespresso** that reduces plastic use by converting coffee waste into bioplastic, and **Yugen** that offers sustainable solutions to the fashion, automotive and furniture industries by transforming pomegranate peel waste into vegan leather.