



Kitro joins Metro accelerator in Berlin

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Swiss startup, Kitro, providing solutions for optimizing performance by reducing avoidable food waste, has been selected among the ten startups from the hospitality industry to join the three months program by Metro

accelerator in Berlin. Startups will receive, among others, an offer of €120,000 worth of investment.

METRO Accelerator for Hospitality 2017 powered by Techstars has officially launched the third edition. Ten startups have been selected to participate in the three-month mentorship-driven accelerator program to accelerate, fund and grow their concepts to robust scalable businesses. METRO as a global market leader in Wholesale and Food, brings industry focused opportunities and partnerships for the startups.

Among the ten selected startups, is the Zurich based startup Kitro led by the two Co-CEOs Anastasia Hofmann and Naomi MacKenzie (picture above) . Established in 2016, Kitro offers an integrated product comprising of a hardware (KITRO box) and a software solution that allows food and beverages restaurants to identify, manage and monitor the source and quantity of food waste at all levels of production and service delivery. Kitro's solution thus helps its clients to reduce the hidden cost of food waste.

Kitro, together with other startups from France, Germany, Spain and London, will gain an offer of €120,000 worth of investment, unparalleled access to METRO's intellectual capital, close purpose-driven mentorship from METRO and Techstars industry experts, venture capitalists, and experienced entrepreneurs, a free dedicated working space in Berlin for the duration of the program, judiciously prepared high stakes Demo Day to drive co-investments and the opportunity to become a lifelong member of the METRO and Techstars alumni network.

Metro accelerator program is organised in partnership with Techstars, a global ecosystem that empowers entrepreneurs to bring new technologies to the market. With several startup acceleration and mentorship programs, Techstars supports the most promising startups throughout their lifelong journey, from idea to IPO. Thanks to this collaboration, startups will benefit from the expertise and support of both Techstars and the Metro Group.

Picture: Naomi MacKenzie, Co-CEO Kitro - METRO Accelerator

(RAN)

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