

# How to Build a Successful FoodTech Start-Up in Israel

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*The*·Kitchen

FoodTech Hub

# Cooking the Future of Food

April 2023





# Strauss Group

- Israel's 2nd largest food company
- Operates in 22 countries
- ~\$2.5B annual revenues
- ~14,500 employees
- #5 coffee company – globally
- #1 fresh dips and spreads (hummus) company in the world







# The Kitchen is a **COMPANIES BUILDER**

**INVEST**

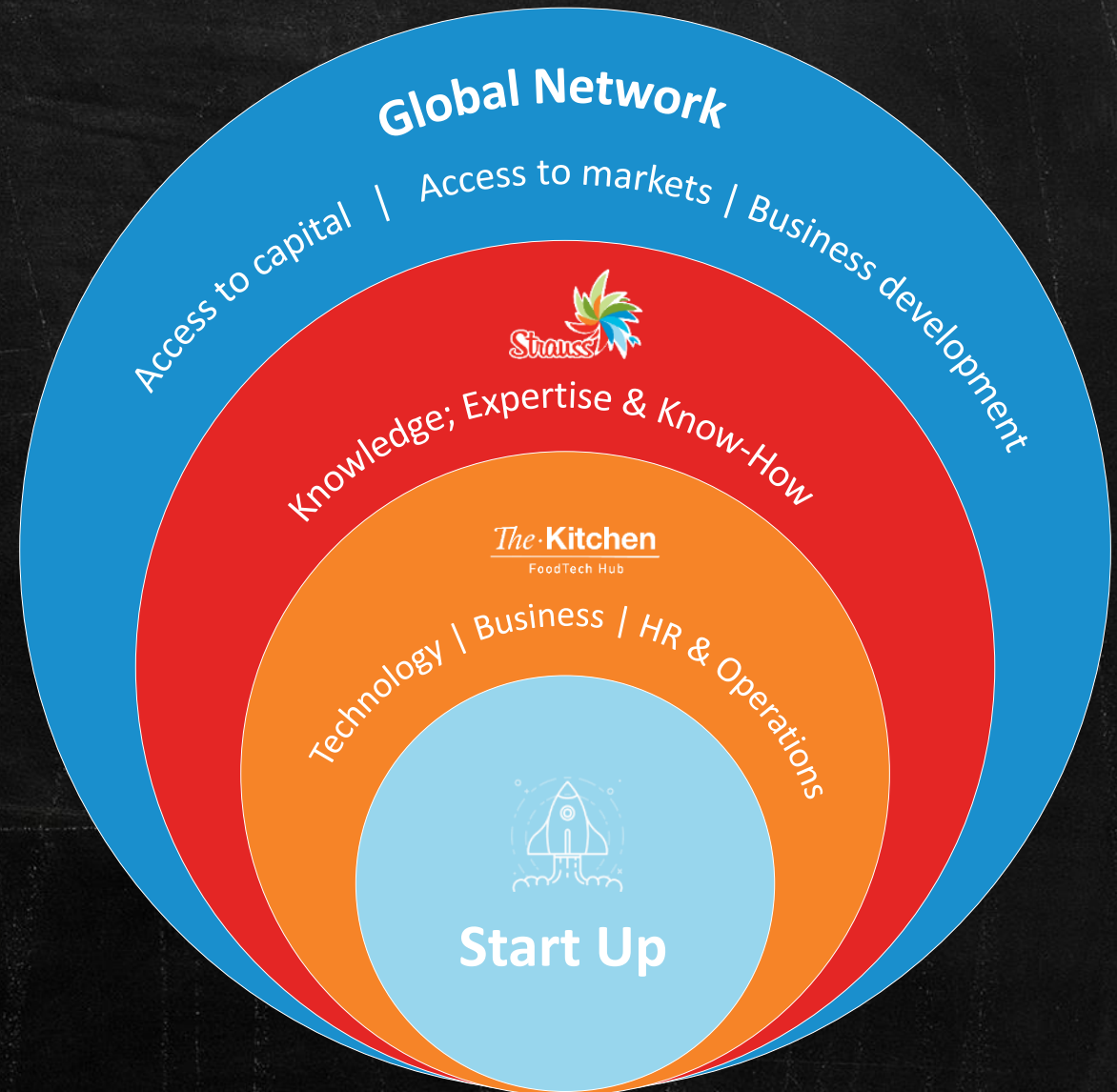
**NURTURE**

**COMMERCIALISE**





# Multi-tier support



# Global partners network





# Venture creation model



Academic  
research



The Kitchen

FoodTech Hub

- ✓ License IP
- ✓ Build a team
- ✓ Invest seed round
- ✓ Launch a startup



Successful  
startup

# Building FoodTech Companies from Seed to Commercialization

Over  
**1,300**

Investment opportunities  
evaluated

**23**

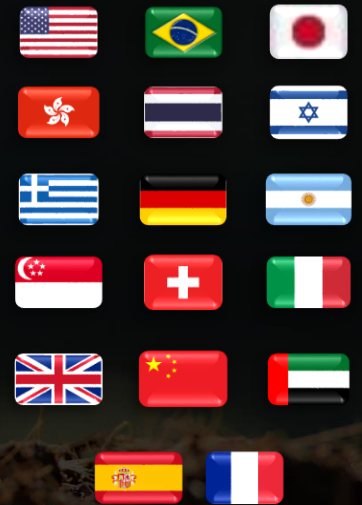
portfolio companies

**\$281M**

Capital invested  
in portfolio companies

**~80**

Investors Worldwide



Over  
**350**

employees in portfolio  
companies including 50 PhDs

**9**

factories built  
with 8 products being  
launched in Israel

**9**

Venture Building -  
License from universities



# 5 Golden Tips on How to to Build a startup



# Know Your Product – Market Fit





**Tell an inspiring story**







**Create a team that  
complements  
one another**



A blue-toned spider web on a dark background, symbolizing a network. The web is composed of concentric circles and radial lines, creating a complex, interconnected pattern. The text "Network in the Ecosystem" is overlaid on the left side of the image.

# Network in the Ecosystem



An aerial, top-down view of a complex multi-level highway interchange. The image shows several overpasses and ramps that create a star-like pattern of asphalt roads. White lane markings and dashed lines are visible on the road surfaces. A few cars are scattered across different levels of the interchange, providing a sense of scale. The surrounding landscape includes some green trees and grassy areas. The overall lighting is bright, suggesting a sunny day.

# Understand Your Marketing Channels



A photograph of a field of wheat at sunset. The sun is low on the horizon, creating a warm, golden glow. The wheat stalks are in the foreground, slightly out of focus, while the background shows a line of trees and a clear sky.

# Thank you

Better industry. Better food. Better world.

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