

carrot

The Venture StudioFor Commercializing AgTech

MANAGED BY VERDEX CAPITAL

WHY WORK WITH A VENTURE STUDIO?

The core benefit of co-founding a company with a venture studio is an accelerated path to commercialization with higher success rates than independently founded startups.

We are not simply a source of capital; we co-found new companies and actively participate in setting them up for success.



Carrot forms a new company to commercialize your novel technology.

We recruit experienced leadership.

Participants become shareholders in the new company.

Leadership prepares a business plan and raises capital to launch the business.

Carrot is the lead investor.

HOW IT WORKS?

Carrot does not finance existing companies.

THE CARROT SOLUTION

In our 25+ years of investing in startups, we've gained valuable insights into what makes startups successful, including:

- a validated technology
- a clear value proposition
- a large market opportunity
- a viable go to market strategy
- an investible corporate and capital structure
- solid corporate governance
- sufficient capital to execute the plan













Carrot defines AgTech broadly.

We include any technology connected to the production, manufacturing, logistics and distribution of food and agricultural products.

Technologies may come from anywhere as long as they are relevant to the Canadian agricultural sector.

WHAT DEFINES AGTECH?

WHAT ARE THE STEPS?

Carrot co-founds new companies with IP owners and recruits an experienced CEO for each venture. The CEO builds a business plan, raises capital, and executes on the opportunity, with assistance from Carrot.

Carrot is an institutional investor, seeding each company with a sizable investment, leading the first financing. This helps qualify the opportunity for other investors, making it easier to raise the capital needed to drive the company forward.

WHAT HAPPENS NEXT?

Carrot ensures board-level oversight, and helps its portfolio companies tap into an extensive industry and financial network.



The goal – the carrot, if you will – is to accelerate the go to market process, realize the potential of your innovation, and to generate substantial equity growth, crystallized through an exit.

This is how all parties win.

THE GOAL? VALUE CREATION.

WHEN TO WORK WITH CARROT?





CARROT IS A GREAT FIT FOR:

- Scalable technologies anywhere along the agricultural value chain
- Corporations with proven technology that lack resources and support
- Researchers and inventors looking for a path to market
- Technology founders with a track record of success
- Investors looking for qualified opportunities





Carrot does not finance existing companies. It is intended to be a compelling option for venture scale agricultural technologies without a clear path to market.

- You need financing for an existing company
- Your innovation has no connection to the agriculture and food value chain
- Your solution is not scalable
- You face a long regulatory approvals process
- You're looking for an incubator or accelerator
- You're looking for a grant or traditional venture capital financing

CARROT IS NOT A FIT WHEN...

If you're curious about fit, contact Carrot to learn more.

WHO IS CARROT?

Carrot is a venture studio that forms and funds new companies to commercialize high-impact agricultural and food technologies. Carrot is managed by Verdex Capital.

Verdex Capital is a venture capital investor on a mission to Advance Canadian Agriculture.

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