GERMINATE BY SPROUT

Empowering researchers & technical experts to translate innovation into commercial opportunities

"I wish I had this knowledge 20 years ago!"

Senior Scientist, AgResearch

SPROUT
BREAK NEW GROUND

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Upcoming Germinate dates in 2027

Germinate 2027 Dates

Summer27: 11 Feb - 1 April
Autumn27: 6 May - 24 June
Winter27: 29 July - 16 Sept

96%

of participants learnt skills during Germinate that will also be useful for future projects

86%

of participants have a deeper understanding of the customer and industry after completing Germinate

83%

of participants believe Germinate taught them skills that will help their project succeed commercially

What is Germinate?

Germinate is a programme delivered by Sprout in collaboration with leading universities and research institutes.

Germinate provides the tools and know-how for researchers to apply commercial thinking for developing impactful, commercially viable solutions to real-world problems.

Who is Germinate for?

Germinate is currently available to universities and research institutes. Germinate is ideal for researchers and post-graduate students who are:

- Considering, or currently, working on a science or technology focused project
- Interested in creating real-world impact and developing solutions to industry problems

Why complete Germinate?

Germinate is designed to grow the capability of researchers to add a commercial lens to their science or technology. By completing Germinate, researchers gain:

- **Skills required to support the commercial success of a research project**
- **Tools that can be leveraged for future research projects**
- **An improved understanding of customers and their importance**
- **The ability to articulate the commercial application of their science or technology**

Universities and research institutes can utilise the insights gained from Germinate to inform internal processes and decision making.

What is Germinates structure?

The Germinate programme is customisable to suit the needs of the participating university or research institute based on the following package:

- Seven week duration
- 3-5 members per team
- An in-person idea validation workshop at the start of the programme
- Six online mentoring sessions per team
- An in-person presentation day with a guest speaker at the end of the programme

"Really appreciate the mentoring and guidance to think outside the square"
Senior Engineer, Plant & Food Research

"Gave me a different perspective on how I approach my science, and that really understanding the problem (before trying to solve it) is the most important step."
Senior Scientist, AgResearch

During the programme, participants will also:

- Arrange and complete relevant customer interviews for their project
- Have access to commercial expertise and connections through the Sprout team and mentors
- Make the most of Sprout's industry knowledge and connections

Germinate Workshop

An introduction to idea validation methodology. Provides the tools and framework for researchers to understand their customer, problem and value proposition.

Germinate Mentoring

Participants receive support to implement the idea validation tools and complete customer interviews. Mentors also provide commercial perspective from their experience.

Germinate Presentation Day

Research teams share their learnings in a pitch format. Provides an opportunity to collect additional insights and guidance from the Sprout team and mentors.

Ready to Germinate?

If you're a university or research institute that wants to equip their researchers with the tools and support to determine the commercial viability of their projects...

Contact kylah@sproutagritech.com (or) germinate@sproutagritech.com

SPROUT®

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Sprout is New Zealand's leading early-stage startup accelerator and investor, in the agrifood value chain.

We turn breakthrough science and ideas into globally scalable startups through early-stage funding, hands-on venture support, and powerful industry partnerships. From building teams to navigating growth - we're with founders every step of the way.

Sprout products are made possible with the help of our partners:

INVESTMENT PARTNERS: DYDX, OurCrowd, Fonterra Dairy for life

STRATEGIC PARTNER: AGMARDT

AGENCY PARTNERS: Callaghan Innovation Te Pokapū Auaha, CEDA Central Economic Development Agency, Ministry of Business, Innovation & Employment Hīkina Whakatutuki

INDUSTRY PARTNERS: bnz let's find a way, Fonterra Dairy for life, James & Wells Intellectual Property, LIC, Zespri Kiwifruit, T&G A BayWa Company