

May 20, 2025

**TRUK Accelerator Program  
Launched in Collaboration with  
NEOHUB and Oxentia  
Celebrated the graduation of its first cohort**

**The TRUK Accelerator Program, which was launched in partnership with NEOHUB(DenizBank's subsidiary focused on new generation-technologies), Oxford global innovation consultancy company Oxentia, and Oxtech Ventures,has celebrated the graduation of its first cohort with a Demo Day after nine months of intensive work, bringing nine new sustainability-focused startups into the innovation system .**

Within the scope of the program, startups working in areas such as climate technologies, circular economy,carbon management, sustainable logistics, and green materials presented their solutions, business models and future plans to stakeholders during the Demo Day, after having followed a 9-month journey during which they benefited from customized mentoring, training and access to international experts in Türkiye and the United Kingdom.

**"We support startups from end-to-end to open up to global markets"**

**NEOHUB General Manager Gürhan Çam** stated that TRUK is advancing with a holistic approach that encourages startups to produce value with a sustainability perspective. Çam said, "We have supported all the startups included in our program from the idea stage to their opening up to the global markets. Strengthening the technology and innovation produced in our country with international collaborations creates an extremely important advantage in terms of the global applicability of ideas. As NEOHUB, we are very happy to contribute to the greater representation of our country's entrepreneurial potential in the global arena.

**"We are giving them global competitive edge"**

**Oxtech Ventures Founding Partner Siret Ünsal** gave the following statement, "'Supporting the global growth of startups that offer innovative solutions in the fields of sustainability and technology forms the basis of our investment vision. The TRUK Acceleration Program provides strong support to startups in terms of strengthening their business models, developing and growing their businesses, and becoming competitive and creating an impact in the international arena. We are very happy to be a part of this program that makes a meaningful contribution to the development of the technology ecosystem in Türkiye".

**"We offer a comprehensive support span"**

**Fabio Bianchi**, Managing Consultant & Head of Entrepreneurship at Oxentia said; "The first group of the TRUK program successfully completed the capacity building, training and mentoring stages and developed themselves with a wide range of support during the nine-month period. In the UK leg of the program, investors from the London ecosystem, innovation centers and different players of the entrepreneurship ecosystem came together and had the opportunity to expand their international networks and discover new market opportunities. Our goal for the upcoming period is to evaluate potential investments."

### **Startups within the Program:**

**Agrovech** – Provides data-driven decision support to producers by processing satellite and drone images with artificial intelligence to monitor and analyze agricultural lands.

**Blueit** – Develops technological solutions that optimize water management with digital sensors and data analytics to use water resources more efficiently.

**E-dison AI** – An energy technology startup that develops smart software solutions to make electric vehicle charging stations more accessible and efficient.

**Milkwinner** – An AI-powered agricultural technology solution that optimizes milk production and focuses on increasing animal health.

**Pabblar** – Provides low-cost and environmentally friendly transportation by analyzing idle capacity in logistics networks with artificial intelligence.

**Sensgreen** – An AI-based environmental data management platform that contributes to ESG goals by monitoring air quality and energy consumption in buildings.

**Some Carbon** – A climate initiative that analyzes and offers strategic solutions to reduce carbon emissions, developing carbon capture and management technologies.

**Yugen** – Provides sustainable alternatives to the fashion and design industries by transforming food industry by-products into high-performance, vegan and circular biomaterials.

**Watepresso** – A startup that collects used coffee grounds and turns them into bioplastics and eco-friendly products, pioneering a circular economy in waste management.

### **About NEOHUB:**

NEOHUB is a new-age digital arm of the DenizBank Financial Services Group (DFSG), which is a fully-owned subsidiary of Emirates NBD, driving change and transformation across the organization. NEOHUB is guided by a visionary mission to become the “Business Building Factory.”

As a dynamic subsidiary of DFSG, NEOHUB adopts a versatile approach in driving innovation and entrepreneurship, guided by the United Nations’ 17 Sustainable Development Goals. Their portfolio includes diverse elements such as venture capital investments, open banking, active participation in emerging technology domains, and startup support through our Accelerator program.

### **About Oxentia:**

Oxentia works in partnership with individuals and organisations to build capacity, develop capability and create opportunities to enable innovation. Oxentia started life as an operating division of Oxford University Innovation, the technology transfer company of the University of Oxford. Their roots are in Oxford, but their outlook is global – since 2004 they have supported and empowered clients in over 70 countries. Their clients are as diverse as their work; from corporations, universities and governments to inventors and investors, early-career researchers and FTSE 250 R&D teams to charities and investment banks. They help bring new ideas to life.