



Press Release

Friday, April 26, 2024, Istanbul

NEOHUB and Oxentia sets off TRUK, an accelerator programme for sustainability-focused startups

The new generation subsidiary of DenizBank, NEOHUB and Oxford Global Consultancy Company Oxentia which is specialized in innovation and technology in the United Kingdom have cooperated for TRUK Accelerator, an international startup accelerator programme supporting the sustainability-focused startups to open up to global markets.

Entrepreneurs who successfully complete the programme covering mentorship, network creating opportunities, global training and private consultancy will earn the right to receive an investment by Oxtech Ventures.

The entrepreneurs will find an opportunity to develop their startups in the United Kingdom ecosystem as well as the Turkish market and gain a global presence thanks to the dual-stage structure of the programme which will be conducted with the guidance of Turkiye team for four months and UK team for five months. The application deadline for the programme is May 10.

"TRUK is our new call for startups supporting sustainability"

NEOHUB General Manager Gürhan Çam who has made a remark on the cooperation said "TRUK is our new call for startups that take responsibility to support sustainability and protect the natural resources. In our programme where we have joined forces with Oxentia we are going to support the innovations which will shape the future of startups focused on sustainability. This cooperation between Turkiye and the United Kingdom is a crucial extension of our efforts in the direction of expanding our activities across the global arena. We are going to continue to support the startup ecosystem in our country using every means we have in the upcoming future as well."

"We are excited to support the global expansion of the Turkish startups"

Oxentia General Manager Steve Cleverley commented "Cooperating with NEOHUB, we are excited to support the growth of the Turkish startups on a global scale. Our work experiences in the region demonstrated to us that there are many startups coming out of Turkiye that are innovative and successful in their local markets and founded on groundbreaking technologies. Our goal is to support these startups to expand their international perspectives, tap into their potentials and reach out to new markets to accelerate their growth.