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# Anthill Ventures launches India's first speed scaling programme for alco-bev startups

Anthill Spirits will aim to fund up to $1 million over the stages of the venture-building process

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**Anthill Spirits will aim to fund up to $1 million over the stages of the venture-building process**

Anthill Ventures, a global venture capital and speed-scaling ecosystem, has announced the launch of Anthill Spirits, India's first speed-scaling accelerator programme dedicated to supporting early-stage alco-bev startups. Anthill Spirits will provide funding and market access to entrepreneurs to help create innovative brands and technologies in the rapidly growing Indian alco- bev industry, which is estimated to be worth close to $50 billion by 2023.

Anthill Spirits will aim to fund up to $1 million over the stages of the venture-building process, with a compelling vision, a clear business plan and a strong founding team and core team in place. Eligible startups must have a running business in at least two key core markets, demonstrate a product-market fit and have a significant market size.

Anthill Spirits' venture builder accelerator programme will provide startups with funding and market access, as well as guidance and know-how in areas, such as business model refinement, new product development, marketing, market access, celebrity engagement and stage-based access to capital.

Anthill Ventures has a notable portfolio in the alco-bev industry, including award-winning brands like NAO Spirits (Hapusa and Greater Than) in the gin segment, which recently bagged a strategic investment from Diageo, ready to drink and lifestyle beverage brand, Salud, which is redefining the way alcobev marketing is done by adopting techs like NFT, category disruptor and leader in meads, Moonshine, and the first women-led Indian Alcobev craft spirit, Matinee. Anthill Spirits aim to build an ecosystem of founders, partners, mentors, corporates and investors to nurture and scale innovative alco-bev brands.

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Read online: https://nuffoodsspectrum.in/news/15/19905/anthill-ventures-launches-indias-first-speed-scaling-programme-for-alco-bev-startups.html

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