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**For Immediate Release**

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## **Next Creative Co. Joins ACRE AgTech to Help Launch Startups**

West Olive, MI – ACRE AgTech is excited to announce its new partnership with Next Creative Co. a marketing design agency located in Holland, Mich. ACRE specializes in helping farmers and agriculture-related entrepreneurs commercialize, license or sell ag-technology inventions. Next Creative will assist the entrepreneurs with strategic planning, branding, website and video needs.

“Partnerships like this make West Michigan an ideal place to start a business,” stated Tim Hackney, founding partner of Next Creative Co. “And for agtech entrepreneurs, no other organization has the connections and expertise in agriculture that ACRE can provide them.”

Next Creative brings their specialized expertise to ACRE’s current roster of private sector sponsors who provide essential services that startups need to achieve success. ACRE continues to build relationships with sponsors from additional sectors in order to offer a complete spectrum of business services for their portfolio companies.

Entrepreneurs who come to ACRE seeking services have a wide variety of backgrounds - from engineers to mechanics, chemists to software developers, biologists to farmers. ACRE guides and assists the entrepreneurs with the challenges that are specific to agriculture, like on-farm product testing and ag-sector venture capital, and with challenges every startup faces, like business planning, prototype development, and market research. West Michigan is the nexus of all the things agtech startups need for success: a vibrant entrepreneurial ecosystem, engineering expertise, and a strong agriculture economy.

ACRE AgTech is a non-profit entrepreneurial support organization that has been providing connections and resources to agtech entrepreneurs in Ottawa County and across Michigan since December 2014. ACRE receives support from GreenStone Farm Credit, Watson IP, BizStream, Rehmann, and Next Creative. For more information about ACRE AgTech, please visit our website [www.acreagtech.com](http://www.acreagtech.com) or contact us at 616-994-4745 or [info@acreagtech.com](mailto:info@acreagtech.com).

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