

# Indoor ag fintech startup Contain raises investment round, adds industry veteran to team

*A Techstars graduate, Contain Inc works with industry vendors and more than 20 lenders to facilitate access to capital for North American indoor growers.*

RENO, NV, UNITED STATES, January 4, 2021 /EINPresswire.com/ -- [Contain Inc](#), a fintech platform dedicated to indoor agriculture, today announced that it has closed a round of funding from investors in the US and Europe. They represent investments from indoor agriculture, food and beverage, entertainment and financial industries. The funds will enable further technology development as well as new initiatives that support indoor agriculture. The industry has become ever more relevant in the time of COVID as consumers and produce buyers alike recognize the benefits of local secure produce supply.



Image from Contain Inc

A Techstars graduate, Contain Inc works with industry vendors and a pool of more than 20 lenders to facilitate access to capital for North American indoor growers of all sizes. In 2020, Contain collaborated with Singapore family office ID Capital to introduce a microlearning platform, [Rooted Global](#), that enables corporate employees to grow a little of their own food at home. Its clients include tech and food majors, such as Danone and Dole. Nicola Kerslake, founder of Contain Inc, added: "We have plans to introduce new ways to support the burgeoning indoor agriculture industry in 2021, and this funding round will allow us to do just that."

In addition, Chris Alonzo, President and CEO of [Pietro Mushrooms](#), will join Contain Inc to provide consulting services to future leasing clients. Chris brings a wealth of experience in

planning, constructing and managing indoor farms across two continents. He is a third-generation mushroom farmer in Kennett Township, PA, an area that supplies half of the US's mushroom supply. Nicola Kerslake said: "we're frequently approached by indoor farmers planning large new projects and are delighted to be able to offer the services of such an experienced grower to those looking to bolster their plans before seeking financing." Chris Alonzo added: "I'm excited to bring my expertise to Contain Inc's fast growing team and to engage with a startup that has long supported indoor farmers".

The Company will also be expanding its team in business development, marketing and product development over the coming weeks, and encourages those seeking roles in this exciting space to visit its website at [contain.ag](https://contain.ag) for more details.



Image from Routed Global

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*Nicola Kerslake, Founder,  
Contain Inc*

About Contain, Inc.

Contain Inc is a US-based fintech platform dedicated to indoor agriculture, growing crops in warehouses, greenhouses and container farms. The Company works with leading equipment vendors and with an expanding pool of lenders to aid indoor growers in finding funding for their farms. It is also home to microlearning platform Routed Global, which works with majors such as Danone and Dole to enable employees to grow a little of their own food at home. The Company graduated from the 2019 Techstars Farm to Fork program, backed by Cargill and

Ecolab.

More information: <https://contain.ag>, <https://routed.global>

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