

HawkTower and the Reservoir to Sponsor the Drone Pavilion at FIRA USA 2024 and Preview a Revolutionary New AgTech Initiative

Woodland, CA – [October 10, 2024] – HawkTower, an early-stage VC firm focusing on breakthrough technologies that sustain and maximize California’s natural resource markets, and the Reservoir, a new nonprofit startup incubator for California’s future, are excited to announce their sponsorship of the Drone Pavilion at FIRA USA 2024, the premier event for agricultural robotics and autonomous farming solutions. Partnering with Monterey Bay DART, HawkTower and the Reservoir will showcase cutting-edge technologies that represent the future of AgTech.

Sponsoring Innovation at FIRA USA

FIRA USA serves as a vital gathering for industry leaders, entrepreneurs, and technologists focused on developing solutions that address agriculture’s most pressing challenges. As part of this year’s event, HawkTower and the Reservoir will highlight their dedication to empowering startups that are revolutionizing specialty crop production through next-generation robotics, automation, and precision agriculture.

“The Reservoir is about fostering innovation where it’s needed most—outside the traditional urban tech ecosystems. FIRA USA brings together the brightest minds in AgTech, and we’re excited to support entrepreneurs who are shaping the future of agriculture with groundbreaking robotics and automation solutions,”* said Danny Bernstein, Managing Partner of HawkTower and CEO of the Reservoir.

Previewing the Reservoir Farms

In addition to showcasing emerging technologies, HawkTower and the Reservoir will provide a sneak peek at their upcoming initiative, the Reservoir Farms, which is designed to advance AgTech startup innovation in California’s specialty crops. Alongside key strategic partners, this groundbreaking incubator will provide startups with real-world testing environments to develop and refine precision agriculture technologies, such as bio-based fertilizers and advanced crop-management systems. A press conference will be held on October 23, 2024, at FIRA USA to unveil the key details, parties involved, and launch roadmap.

This cooperative robotics incubator, located near working farms, offers startups the ability to develop and test cutting-edge agricultural technologies in real-world conditions. It is expected to foster job creation and workforce development in AgTech.

“Our work at the Reservoir is about creating lasting economic impact and building the next generation of technology ecosystems,” added Bernstein.

About HawkTower

HawkTower is a venture capital firm committed to investing in startups that sustain and maximize California’s natural resources and address critical environmental and industrial

challenges. The firm focuses on early-stage companies that leverage breakthrough technologies to build highly commercialized products, particularly in the agriculture, biosciences, and carbon reduction sectors.

About the Reservoir

The Reservoir is a nonprofit incubator supporting the development of innovative technologies for the future of California's agricultural and bioscience sectors. Through its state-of-the-art labs, real-world testing environments, and tailored startup support programs, the Reservoir provides startups with the resources and networks needed to thrive outside of California's traditional tech hubs.

Media Contact:

Grace Wodecki
Brand Manager, HawkTower & the Reservoir
grace@hawktower.com
831-601-7853
hawktower.com / thersvr.org