

Top Seedz Case Study

The well-known startup, Top Seedz was in the market looking for space to relocate and expand their headquarters and manufacturing space. Start-Up NY incentives helped make that possible.

A BRIEF OVERVIEW

Founded in 2017 in Cheektowaga, NY, nationally acclaimed Top Seedz produces handmade seed crackers, and related food items to 156 grocery chains, specialty shops, and online retailers. The company won the \$1 million grand prize in the 2021 43North startup competition, which supports seed-stage startups with funding. The investment in their company meant growth and change were on the horizon.

CHALLENGE

One of the main concerns regarding this growth was the availability of flex properties that could accommodate Top Seedz requirements within the Buffalo Niagara market and their ability to fully realize available incentives that would ensure the best financial outcome for the startup.

ACTION

The Newmark Ciminelli brokerage team was able to help Top Seedz navigate and understand the requirements that come with Start-Up NY support, while sourcing multiple properties in the region. Newmark Ciminelli's experience with Start-Up NY and their market knowledge were invaluable to Top Seedz as they continued to focus on their core business needs.

RESULT

Top Seedz signed a long-term lease at 101 Oak Street in Buffalo, NY, where their headquarters and manufacturing facilities are ramping up to meet the growing demand for their products. The flex space included 5,000 SF of administrative office and 30,000 SF of production capacity. Top Seedz opened for business on May 1, 2024, once renovations were completed and new equipment purchased.

Newmark Ciminelli assisted other startups in navigating the real estate market and taking advantage of Start-Up NY incentives including **KAV**, and **Helix Intel**.



WHAT IS START-UP NY?

START-UP NY helps new and expanding businesses through tax-based incentives and innovative academic partnerships. START-UP NY offers new and expanding businesses the opportunity to operate tax-free for 10 years on or near eligible university or college campuses in New York State. Partnering with these schools gives businesses direct access to advanced research laboratories, development resources and experts in key industries.

CONTACT

Kyle Ciminelli
President
t 716-817-2015
kciminelli@ciminelli.com

Tim Malchow
Assistant Vice President
t 716-817-2040
tmalchow@ciminelli.com

Ed McGinn
Managing Director
t 716-817-2063
emcginn@ciminelli.com

Zoe Hernandez
Associate Director
t 716-817-2062
zhernandez@ciminelli.com

Jack Hawkins
Associate Director
t 716-817-2043
jhhawkins@ciminelli.com