
Press release



The finalists of the SevenVentures Pitch Day 2024 have been announced

- **Four companies are competing in the final round for a €3 million media budget: the up-and-coming FemCare company The Female Company, the smart app for exclusive restaurant deals NeoTaste, the practical one-stop shop for plants and gardens Plantura and the innovative start-up for sustainable fish alternatives BettaF!sh**
- **For the first time, the final of the start-up competition will be broadcast live on Joyn: On October 15, from 5:45 p.m., presenter Steven Gätjen will guide viewers through the evening**

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Unterföhring, October 2, 2024. The participants of this year's SevenVentures Pitch Day have been announced: The Female Company, NeoTaste, Plantura and BettaF!sh have prevailed in a high-quality field of applicants and convinced the internal selection committee of SevenVentures, the investment arm of ProSiebenSat.1. The four ambitious start-ups will compete against each other in the final on October 15, 2024 at the New Com Summit in Munich's Wappenhalle.

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The Female Company specializes in feminine hygiene, sells natural period products from period underwear to organic tampons and is also committed to removing the social taboo surrounding menstruation. On the NeoTaste app, food enthusiasts can discover new restaurants in almost 50 cities in Germany, Austria, the UK and the Netherlands and receive exclusive discounts and offers, which also helps catering businesses to attract new customers. The Munich-based company Plantura offers environmentally friendly products for sustainable gardening in order to reduce the use of chemicals and promote natural alternatives. In addition to selling plants, seeds, organic fertilizers and pesticides, Plantura also operates an extensive knowledge platform with instructions and tips on gardening and plant care. BettaF!sh develops plant-based fish alternatives from seaweed and plant proteins. The innovative products TU-NAH and SAL-NOM, which replace smoked salmon and tuna, have an impressive flavour and texture and help to reduce overfishing in the oceans and the environmental impact of the fishing industry.

The winner of the SevenVentures Pitch Day 2024 can look forward to a lucrative prize: media services for a moving image campaign worth EUR 3 million and their own TV advert. To win, the companies must prove themselves in front of an expert jury, present their business model to an audience at the New Com Summit and the viewers of the live stream on Joyn and go through a semi-final and final round: In addition to SevenVentures Managing Director Florian Weber, Jason Modemann (Co-Founder Mawave), Alexandra Szarmach (CHRO and Managing Director flaconi), Boris Hardi (CEO Oonique) and Sophia Tran (CEO Spotlight!) will decide which of the four companies' pitches they consider to be the most convincing.



Who will follow in the footsteps of the 2022 winner, Bears with Benefits, will be decided on October 15, from 5:45 p.m. at the New Com Summit in the Wappenhalle at Konrad-Zuse-Platz 7 in Munich. Experienced ProSieben presenter Steven Gätjen, who is an investor himself and has a great deal of enthusiasm for the start-up scene, will guide viewers through the exciting evening. For the first time, the SevenVentures Pitch Day will also be streamed live free of charge on Joyn.

Florian Weber, Managing Director SevenVentures: "The numerous strong applications and the entrepreneurial quality of the finalists at the SevenVentures Pitch Day impressively demonstrate how much potential there is in the German start-up landscape. The four start-ups all have the ambition not only to change their respective industries, but also to have a positive impact on our society, which I find very impressive. I am looking forward to experiencing exciting live pitches with my fellow jury members and implementing a great campaign with the winning company that will massively accelerate its development."

Alexandra Szarmach, CHRO and Managing Director flaconi: "The finale of the SevenVentures Pitch Day offers an excellent platform to discover the inspiring stories behind the start-ups. I am particularly pleased that many female founders are also taking part this year. My wish for all pitch participants: Be authentic, show us your enthusiasm and enjoy this special moment - because your passion is the key to your success!"

Sophia Tran, Chief Executive Officer Spotlight!: "I can hardly wait to see the four finalists on stage. With their completely different business ideas, the pitches promise an exciting variety of content - so the audience can look forward to a great show! It's always inspiring to see how much innovation is possible in different industries, especially with diverse founding teams. Choosing the winner will certainly be a challenge for us judges in the neck-and-neck race between these four great start-ups, but I'm happy to embrace it!"

More information is available at www.commerceandventures.com/pitch-day

About SevenVentures: SevenVentures is the leading TV media investor and, as a company in the Commerce & Ventures segment of ProSiebenSat.1 Media SE, the ideal partner for fast-growing consumer-oriented companies, particularly from the consumer goods, retail and services sectors, that have the potential to achieve sustainable success through the use of TV advertising: In return for shares in their equity (media-for-equity) or revenue shares (media-for-revenue), companies receive advertising time on ProSiebenSat.1 stations in particular. ProSiebenSat.1 bundles the Group's minority and majority investment areas in the Commerce & Ventures segment. In addition to SevenVentures with the SevenAccelerator, this also includes the SevenGrowth unit and the companies of the NuCom Group.