
Press release



The Female Company wins EUR 3 million media budget at SevenVentures Pitch Day 2024

Unterföhring, October 16, 2024. The winner of this year's SevenVentures Pitch Day has been chosen: The Female Company convinced the jury, consisting of Managing Director SevenVentures Florian Weber, Managing Director and CHRO flaconi Alexandra Szarmach, Co-Founder Mawave Jason Modemann, CEO Oonique Boris Hardi and CEO Spotlight! Sophia Tran yesterday evening. By winning, the FemCare company secured a media budget of EUR 3 million and its own TV advert. Ann-Sophie Claus' innovative start-up not only wants to use its TV advert to raise awareness of its products, but also to bring a still taboo subject - the female cycle - to the mass market, raise awareness and offer menstruating people sustainable and safe alternatives.

With products that appeal to a broad female target group and a scalable and high-margin business model, The Female Company won over the jury. The extremely confident pitch and the personal and emotional approach of the jury ensured a clear final vote.

Ann-Sophie Claus, CEO The Female Company: "We are overwhelmed and incredibly grateful to be the winners of the SevenVentures Pitch Day 2024. This success shows that our commitment to women's health and sustainability is resonating. We look forward to taking the next step with the TV coverage we have gained and taking The Female Company to the next level. This is how we bring FemCare into people's minds and break the taboo in the mass market."

Florian Weber, Managing Director SevenVentures: "I've been involved in several SevenVentures Pitch Days as a judge and yet the quality of the final pitches and participants inspires me every year! All four start-ups delivered impressive presentations. It was particularly nice to see how diverse our finalists are - they offer solutions for a wide variety of everyday problems. Congratulations to the team from The Female Company. We at SevenVentures are already looking forward to working together on their TV advert and media planning, using our reach to make the brand even better known in German-speaking countries and promote the start-up's growth."

In addition to The Female Company, NeoTaste, Plantura and BettaF!sh made it to the final this year. The four ambitious growth companies presented their business models in two-minute short presentations in the final of this year's SevenVentures Pitch Day under the motto "Joyning Your Journey". These could not only be followed live at the New Com Summit, this year's venue for the SevenVentures Pitch Day, but also on Joyn, ProSiebenSat.1's streaming platform.

The road to the final

NeoTaste and BettaF!sh fought a duel in the first semi-final. Founder Hendrik Sander presented NeoTaste. On the platform, members receive exclusive offers in over 6,000 restaurants in almost 50 cities in Germany, the Netherlands, Austria and the UK. BettaF!sh by Deniz Ficicioglu is fighting against overfishing of the oceans and the environmental impact of the fishing industry with its plant-based fish alternatives made from seaweed and plant proteins. In the end, BettaF!sh secured victory and advanced to the final with a score of 3:2.

In the second duel, The Female Company faced Plantura. The Female Company was represented by Ann-Sophie Claus. She founded the FemCare company in 2018 with Sinja Stadelmaier to remove the taboos surrounding menstruation and support women with sustainable and safe feminine hygiene products such as organic tampons and washable period underwear. Opposite them were Melissa Raupach and Felix Lill, two founders of Plantura. The young company offers plants and matching environmentally friendly care products online in order to reduce the use of chemicals, promote natural alternatives and simplify gardening at home. With a 4:1 vote, The Female Company won the battle and secured its place in the final.

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.

About The Female Company: The Female Company, founded in 2018 by Ann-Sophie Claus and Sinja Stadelmaier, is a FemCare company based in Berlin. The company breaks taboos with loud communication and education and offers sustainable products for periods, pregnancy and women's health. For example, organic tampons and washable period underwear. Further information can be found at: <https://thefemalecompany.com>

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