



SevenVentures Pitch Day 2025: The four finalists have been selected

- **FemHealth start-up Evela Health competes against digital children's learning platform EDURINO, dog food brand HEY HOLY and AI-powered learning app for schoolchildren Knowunity.**
- **Investment experts from SevenVentures have selected four high-growth B2C start-ups for the final on 21 October at the New Com Summit.**

Unterföhring, 30. September 2025. The finalists for this year's SevenVentures Pitch Day have been announced: EDURINO, HEY HOLY, Knowunity and Evela Health. The first three start-ups impressed the internal selection committee of SevenVentures, the investment arm of ProSiebenSat.1, during a five-week application phase. Evela Health had already secured its place in the final in July by winning a SevenVentures wild card at Businettes' Female Founders Summit in Munich. The four up-and-coming B2C start-ups will compete against each other on 21 October 2025 at the New Com Summit in Munich's Wappenhalle, where the lucrative competition will be held for the second time in a row.

Evela Health operates a digital platform developed by doctors that closes a key gap in care for women with the help of personalized therapy plans, expert support and AI-assisted analyses. The company's goal is to help millions of women in mid-life who suffer from untreated symptoms of menopause feel better and age healthily.

EDURINO specializes in introducing preschool and primary school children to digital learning in a responsible and playful way. The start-up operates a digital play and learning system that combines haptic figures, ergonomic pens and a secure, ad-free app, and was developed by speech therapists, primary school teachers and educators.

In 2022, **HEY HOLY** entered the market as Europe's first brand for breed-specific dog food. Every HEY HOLY recipe is carefully tailored to the needs of the respective dog breed, with fresh meat, no fillers and 100% grain-free. Thanks to flexible subscription models, dog owners can have healthy food for their four-legged friends conveniently delivered to their homes.

Knowunity is a digital learning platform that offers students an AI-powered companion to personalize and optimize their individual learning process. The business model is based on a combination of free basic features and a premium subscription that offers advanced features such as individual learning plans, in-depth content and additional support.

The winners of SevenVentures Pitch Day can once again look forward to a lucrative prize in 2025: media services for a moving image campaign worth €3 million and their own TV commercial. This year, the four companies will have to prove themselves to a renowned jury consisting of Sherin Maruhn (VC investor and business angel), Marlena Hien (co-founder of Bears with Benefits), Claire Siegert (CEO of Businettes Germany), Michael Kibele (CEO of New Com) and Florian Weber (managing director of SevenVentures). The five jurors will decide in two semi-final rounds and a final round which business model they believe is best suited for an extensive TV and digital campaign and which of the company founders has impressed

them most in terms of personality and content. The startups' pitches will take place in front of an audience at the New Com Summit and will be broadcast live on YouTube. Sat.1 Frühstücksfernsehen (Sat.1 Breakfast TV) presenter Daniel Boschmann will guide viewers through the evening.

On 21 October from 5:45 p.m. at the New Com Summit in the Wappenhalle at Konrad-Zuse-Platz 7 in Munich, it will be decided who will follow last year's champion, The Female Company, and will be featured on ProSiebenSat.1's channels and platforms in the future.

Florian Weber, Managing Director of SevenVentures: "The large number of compelling applications and the extremely high quality of the finalists at the SevenVentures Pitch Day once again impressively demonstrate the potential of the German start-up scene. All four start-ups not only share an attractive and viable business model, but also the aspiration to make a positive contribution to society. I look forward to joining my expert jury colleagues in experiencing exciting live pitches from a wide range of industries and working with the winning start-up to implement a campaign that will significantly promote its long-term growth."

More information on: <https://www.commerceandventures.com/pitchday>.

About SevenVentures: SevenVentures is the leading TV media investor and, as a company in the Commerce & Ventures segment of ProSiebenSat.1 Media SE, the optimal partner for high-growth consumer-oriented companies, especially 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. In the Commerce & Ventures segment, ProSiebenSat.1 bundles the Group's minority and majority investment areas. In addition to SevenVentures with the SevenAccelerator, this also includes the investment unit SevenGrowth and the companies of NuCom Group.

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