



### **EDURINO wins SevenVentures Pitch Day 2025**

- **Co-founder Irene Klemm impresses the jury with her pitch for the digital children's learning platform EDURINO and prevails in the final against AI learning companion Knowunity**
- **The semi-final pairings see EDURINO beat Evela Health and Knowunity beat HEY HOLY**

**Unterföhring, October 22, 2025.** Munich-based start-up EDURINO, with its digital learning platform for children, is the winner of SevenVentures Pitch Day 2025. Co-founder Irene Klemm impressed the jury, that consisted 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), with her pitch and won media services from ProSiebenSat.1 for a video campaign worth EUR 3 million and her own TV commercial.

In an exciting first semi-final match, EDURINO prevailed over Evela Health and co-founder Eva-Maria Meijnen's pitch after a split decision with three votes to two from the jury. Evela Health operates a digital platform developed by doctors that supports millions of women going through menopause with personalized therapy plans, expert guidance and AI-powered analytics. The second semi-final was won by founder Benedict Kurz with his AI learning companion for schoolchildren, Knowunity, against HEY HOLY, a brand for breed-specific dog food, again after a close vote of three to two.

In the grand finale between EDURINO and Knowunity, Irene Klemm's presentation impressed the five-member jury the most. After the two-minute semi-final pitches, both competitors had only one minute each to summarize their business idea and the vision behind their start-up. EDURINO, which Irene Klemm founded in 2021 together with Franziska Steiner, will now be featured in a TV commercial as part of an extensive campaign on ProSiebenSat.1 channels. The company 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 works with a combination of tactile figurines, ergonomic pens and a secure, ad-free app, and was developed by speech therapists, primary school teachers and educators.

**Florian Weber, Managing Director of SevenVentures:** "A decisive criterion for us jury members in favor of EDURINO was the company's TV readiness, i.e. its ability to find the right storytelling for millions of viewers and thus potential customers with its own product. The start-up's business model impresses with its clarity, creativity and scaling potential, and I am confident that the TV campaign for EDURINO will be a complete success. Congratulations once again to Irene, who really impressed in every respect and rocked the Pitch Day stage."

**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.

**Contact**

Patrick Schmid  
Senior Manager Business Communications  
Phone: +49 [0] 89 95 151 44 1655 77  
E-Mail: [Patrick.Schmid@seven.one](mailto:Patrick.Schmid@seven.one)

ProSiebenSat.1 Media SE  
Medienallee 7 / D-85774 Unterföhring

Press release online: [www.ProSiebenSat1.com](http://www.ProSiebenSat1.com)