
Press Release



SevenVentures Pitch Day is back in 2024: SevenVentures cooperates with New Com Summit and streams the award ceremony of the lucrative start-up prize live on Joyn

- SevenVentures, the investment arm of the ProSiebenSat.1 Group, once again organizes the start-up competition for media services worth EUR 3 million and budget for own TV spot
- 12th edition of the competition in cooperation with the New Com Summit and elaborately staged final show on 15 October in the Wappenhalle in Munich
- SevenVentures Managing Director Florian Weber to host the jury and presenter Steven Gätjen to lead the pitches and award ceremony
- The final of the competition will be streamed live on Joyn for the first time on 15 October from 5 pm

Contact:

Patrick Schmid
Manager Corporate & Business Communications / Spokesman Commerce & Ventures
Tel. +49 [89] 9507 2446
E-Mail:
Patrick.Schmid@ProSiebenSat1.com

Unterföhring, March 20, 2024 - In autumn 2024, the SevenVentures Pitch Day will once again offer young companies an attractive platform to present their business models to a live audience and an expert jury and the chance to win a lucrative advertising budget. According to Forbes Magazine, the established start-up competition is one of the most important events in the start-up scene worldwide, as it provides the winners with an extremely valuable prize: Media services for a moving image campaign totalling 3 million euros. In addition, the winning company receives an extensive budget to produce its own TV advert.

ProSiebenSat.1 Media SE
Medienallee 7
D-85774 Unterföhring

Press release online:
www.ProSiebenSat1.com

Innovative start-ups with consumer-orientated products and services have the chance to win. In addition, the companies should already be at a stage of development where they can benefit sustainably from the advertising impact of a moving image campaign with TV advertising as a central component and thus quickly scale their business model for a broad market. The start-up competition is therefore primarily aimed at German-speaking B2C growth companies that want to expand their customer base in the domestic market, as well as international companies that are about to enter the DACH region. The start of the application phase will be announced by SevenVentures in the summer.

The final of the competition, in which the four most promising start-ups will participate following a pre-selection by SevenVentures, will take place this year as part of the New Com Summit 2024 on 15 October at 5 pm in the Wappenhalle München on Konrad-Zuse-Platz. The New Com Summit, a specialist conference for online marketing and e-commerce, will bring together influential personalities, leading brands and innovative start-ups from the German marketing and e-commerce landscape on 15 and 16 October under the motto "The Consumer's Journey of Tomorrow". Last year, the event delighted participants with brands such



as Douglas, Otto, Zalando and many more. This year's edition offers a platform for networking and the exchange of ideas, best practices and experiences. Over 50 speakers from various industries will share their expertise and insights on innovations in the fields of communication, community and commerce on four different stages. The conference expects around 1000 people - mainly brand decision-makers and founders - on site and will broadcast the event in parallel via livestream. In its third edition, the New Com Summit is supported by sponsors such as Meta, PVS Europe and American Express.

One of the highlights of the event is the organization of the 12th SevenVentures Pitch Day on the first day of the conference, to which SevenVentures Managing Director Florian Weber will invite a renowned jury. Further jury members will be announced by the makers in the coming months. Host Steven Gätjen will lead through the evening and accompany the pitches of the four finalists as well as the subsequent awarding of the most promising business model by the jury.

Florian Weber, Managing Director and Chief Commercial Officer, SevenVentures: "The SevenVentures Pitch Day has enormous appeal among start-up competitions in the DACH region and beyond. The winners can look forward to their own TV and digital campaign worth millions - a growth driver for young, up-and-coming companies that want to scale their business model. Success stories like that of Bears with Benefits, the winning start-up from 2022, underline how crucially our media budget can leverage a brand's reach and awareness at the right time. I am delighted that the SevenVentures Pitch Day will once again take place this year as a high-quality staged streaming event together with a great cooperation partner, the New Com Summit, which offers us an attractive environment for strong pitches and exciting live show moments."

About SevenVentures: SevenVentures is the investment arm of ProSiebenSat.1 and the leading TV media investor. As a partner for fast-growing consumer-oriented companies, SevenVentures offers a flexible investment model consisting of minority stakes and media cooperations: In return for shares in their equity (media-for-equity) or revenue shares (media-for-revenue), companies receive advertising time on ProSiebenSat.1 stations and platforms. The investment focus is particularly on the consumer goods, retail and services sectors and on companies that have the potential to achieve sustainable success through the use of TV advertising.