



The Startup Club

We are committed to supporting entrepreneurs in their startup journey. We are the fastest-growing online network of startups & entrepreneurs.

We organise pitch events for early-stage startups, for mature startups, and capital raising pitch competitions.

With a COO with 20+ years in investor networking and startup pitch events, we attract high-profile and industry-specific investors, entrepreneurs, and consultants willing to invest, share experience, and advise startups.

Food and Beverage V (25 March 19:00-21:00 CET)

- Welcome by Startup Club event co-hosts
- Presenting the Advisor Panel
- 2-4 pre-selected startups (up to 25 min per startup focus)
- 5-7 min/pitch (including explainer videos, pre-recorded and/or live)
- 18-20 minutes Q&A with Advisor Panel
- Optional questions to the audience (poll type)
- Event Closing statement (plus optional post event networking on Humby)

Advisor Panel

[Alyse Holstein](#) - Founder & CEO (HPG Partners). Global Business & Tech. Accelerator. Innovation Management.

[Jeremie Proteau](#) - Founder (Digital FoodLab). FoodTech Expert. Serial Entrepreneur & Business Angel.

[Michael Harvey](#) - Storyteller (Stories at Work). Coach & Trainer. Storytelling for Presentations & Leadership.

[Palmi S. Palmason](#) - Founder & Chairman (Phoenix Investments). Sustainable Seafood. Aquaculture and FoodTech. Mentor and Investor.

[Sascha Dutta](#) - Founder & Director (Marketing Strategiser). F&B Branding Expert. FoodHack London Lead Ambassador.

Benefits For You?

1. Connected to high-profile investors, (serial) entrepreneurs, and consultants in your sector
2. Receive real-time feedback to improve your business case, pitch deck, and presentation
3. Compare your startup to others within the industry and potentially partner together
4. Form lasting relationships with Advisor Panel members, event hosts, and others
5. Secure investment – ask us about our recent success stories!



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Eligibility & Initial Requirements

- Are you a startup that delivers unique impact and/or has a costed business plan?
- Email jamal@startupclub.biz with about your business and motivations to pitch

Key documents/info (as part of the application stage)

Draft (5-7 minutes) pitch deck

Fundraising/Investment target (at this stage and others)

The budget breakdown (for the use of potential investment)

Full Documents (ideally before the pitch)

- Finalised (5-7 minutes) Pitch Deck
- Explainer video and/or pre-recorded pitch* (less than 7 minutes total)
- Business plan document
- Financial forecast for 3-5 years
- Investment/Fundraising target & offer (what do you expect from investors and what are you offering)
- Budget - expected use of the investment
- Management Summary (business plan on 1-2 pages with numbers)

Pre-Event Support

- Identifying gaps in your documentation (Event Team and Advisory Panel)
- Design/branding upgrades of your pitch deck (Meiraj Ahmed)
- Online technical rehearsal (Michael Prediger, Jamal Maxey, Daniel Levin & Richa Cibbar)
- Exposure and investor-matchmaking for your startup (via Startup Club founder Team and 20+ Club Managers)

Post-Event Support (Optional)

- Video Recordings
- Marketing Packages
- Consultancy Services
- Further Investor Prospecting

Online Pitch Night Ticket Prices:

Startup Application	Free
Selected Startups	200 EUR (+VAT*)
General participants	10 EUR (+VAT*)
Extra Pre/Post-Event Support	Variable

*Where applicable