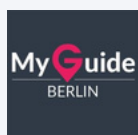


STARTUP INFO SHEET

Food & Beverage Pitch Events

Event Partners



STARTUP INFO SHEET

Event Producers/Sponsors

Sascha Dutta from Marketing Strategiser & Jamal Maxey from Phoenix Investments with sponsorship from Palmi Palmason (Phoenix Investments) and Ryan Kolar (ARIISE Partners) - your contact details will automatically be shared with these companies as we CC them into correspondence.

Daniel Levin (Event Host)

Daniel Levin, also an experienced cookery teacher and food tour guide, has moderated many Food & Beverage (F&B) Pitch Events as a champion of the F&B startup-investor ecosystem.

Event Format

- Online on Zoom
- Welcome by event co-hosts
- Presenting the Advisor Panel and Startups
- 3-4 pre-selected startups (up to 20 min per startup focus)
- 5-7 min/pitch (including explainer videos, pre-recorded and/or live)
- 13-15 minutes Q&A with Advisor Panel
- Optional questions to the audience (poll type)
- Event Closing statement (plus optional post-event networking in Zoom breakout rooms)

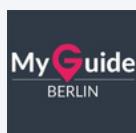
Advisor Panel

- 1 [Elena Suci](#)**
Founder (RSVP Business Angel). Funding Expert. Angel Investor.
- 2 [Martin Barnes](#)**
8 Seconds 2 Connect/Pitch Club (Founder/Presenter). Pitch Trainer & Public Speaker.
- 3 [Palmi S. Palmason](#)**
Founder & Chairman (Phoenix Investments). Sustainable Seafood. Aquaculture and FoodTech. Mentor and Investor.
- 4 [Ryan Kolar](#)**
Founder & CEO (ARIISE Partners). Accelerator/Incubator Director. 8x Founder - 5 successful exits. Private Equity Investor.
- 5 [Sascha Dutta](#)**
Founder & Director (Marketing Strategiser). F&B Branding Expert. F&B Startup Community Builder.

Benefits for You

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

Event Partners



STARTUP INFO SHEET

Eligibility & Initial Requirements

Are you a startup that delivers unique impact and has a pitch deck?
Email pitch@pi.is 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 investment round)
- The budget breakdown (for the use of potential investment)

Full Documents (optional)

Useful for detailed investor meetings following the event:

- 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 Advisor Panel)
- Pitch deck content/design upgrade suggestions and referral(s)
- Pre-event technical rehearsal
- Exposure and investor-matchmaking for your startup

Post-event Support

- Video Recordings (59.50EUR inc VAT)
- Post-event 2-page promo (29.75EUR inc VAT)
- Consultancy Services
- Further Investor Prospecting

Pricing* Structure

- | | |
|--------------------------------|--------------------|
| • Startup Application | Free |
| • Selected Startups | 297.50 EUR inc VAT |
| • General participants | 11.90 EUR inc VAT |
| • Extra Pre/Post-Event Support | Variable |

**Promotional discounts are available sometimes*

Advisor Panelist Services

- Elena:** finding investors and financial modeling
Martin: startup pitch accelerator service
Palmi: free post-event mentoring sessions
Ryan: capital-raising campaign and/or incubation
Sascha: F&B marketing & branding strategies

Event Partners

