

# SPONSORSHIP BROCHURE

At Pitch Lounge, we deliver a diverse range of events, resources, and marketing campaigns designed to help businesses reach their goals.

Our pitch event series connects startup founders seeking capital with investors, sector-specific professionals, and strategic partners. These events also offer structured and informal networking opportunities, enabling attendees to gain exposure, build relationships, and secure new clients or partners.

We create a relaxed yet professional atmosphere, providing authentic feedback and ongoing support while encouraging follow-ups that foster real business growth. Held regularly online, in-person, and hybrid (2–5 times monthly), our events maintain strong engagement, high attendee retention, and excellent reviews.

## Visit Us

[www.pitchlounge.net](http://www.pitchlounge.net)

## E-Mail

[info@pitchlounge.net](mailto:info@pitchlounge.net)

## Call Us

+49 157 535 22279

# Executive Summary



As dedicated ecosystem builders, we connect capital-raising founders with consultants, investors, and specialised service providers, while providing exposure, tailored support, and valuable connections to all ecosystem stakeholders. While brand Pitch Lounge is two years old, in the past four and a half years, the same team has hosted 125+ events, welcomed 20,000+ attendees, and empowered 600+ startups with pitching opportunities at online, in-person, and hybrid events.

We take pride in promoting, supporting, and connecting startups with the investors they need to grow.

By sponsoring our investor demo, feedback and guidance sessions, or expo-based pitch events, you gain unparalleled exposure, attract new clients, and unlock strategic partnership and investor opportunities.

## Benefits from sponsoring our pitch events



### 1 Widespread Exposure

Sponsors benefit from prominent exposure at our pitch events and via targeted outreach campaigns. Your brand will be promoted to our community of over 22,500+ engaged startup and investor email subscribers (see [newsletter archive](#)), 60,000+ team and company LinkedIn connections and followers, generating 50,000+ weekly organic social media impressions on our company, personal, and community group pages. As ambassadors for relevant initiatives, we often secure our sponsors exclusive cross-marketing opportunities.

### 2 Investment & Other Opportunities

At each event, you will connect directly with pitching startups, investor panelists, and 150–500+ attendees and registrants. Our month-long marketing campaigns further amplify your reach across the broader startup ecosystem—*ensuring you achieve your sponsorship goals and accelerate your growth. See our event reports [here](#).*

Online Feedback Events

Online Demo Events

Expo Pitch Events

Bronze Sponsor

Gold Sponsor

Sponsor Tiers

Silver Sponsor

Build Your Own Sponsor Package

[Contact Us](#)

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# Overview

Explore a vibrant range of startup pitch event themes designed to connect founders, investors, and industry leaders. While FoodTech\* is our forte, Pitch Lounge offers a range of entrepreneurs suitable opportunities to pitch, network, and gain expert feedback—across three dynamic formats: online feedback events, investor demo events, and hybrid expo-based events. Discover how each format can help propel your business to new heights.

## (ACTIVE) EVENT THEMES & BRANDING

### INVESTOR DEMO EVENTS

FOOD & BEVERAGE

FOODTECH (B2B)

MENA FOOD & BEVERAGE

BEVERAGE PITCH LOUNGE



### FEEDBACK/COACHING EVENTS

FOODPRENEURS COLLECTIVE

DRINKPRENEURS COLLECTIVE

FEMALE FOUNDER  
(sector agnostic)



### EXPO-BASED PITCH EVENTS



\*Jamal Maxey, our co-founder, was chosen as a FoodTech Top 100 Global Shaper 2024

(TheFoodCons)

\*Sascha Dutta, our co-founder and a leading F&B Startup Community Builder, is also ex corporate food sector

## \*INACTIVE OTHER EVENT THEMES

EdTech, Marine & AgTech (*but partly inc. in FoodTech B2B above*), ClimateTech, Health & Wellness, Hospitality, TravelTech, AI & Emerging Tech, and Gaming are past events and/or ready for (re)launch

## DESIGN YOUR OWN + SECURE OUR HELP

Ideas for events? Let us know and secure our operational, community, and marketing support!

See our event reports [here](#).

Some of our valued sponsor partners:



[Contact Us](#)



# Types of Pitch Events



Pitch Lounge is a Pitch Events Series that brings together entrepreneurs, investors and community members to create the perfect startup investment environment. We regularly organise startup investor pitch and community events, and invite you to get in touch or explore our website to learn more about our recent projects.

**Different Formats** – See our event reports [here](#).

1

## ONLINE FEEDBACK EVENTS



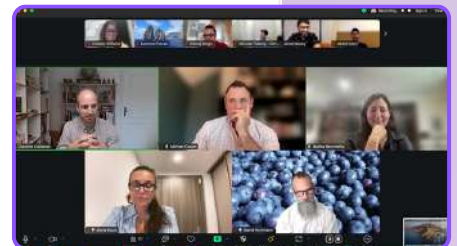
This pitching opportunity is ideal for early-stage startups, whether pre- or post-investment or revenue. We have supported startups seeking valuable feedback on their Seed or Series A investor pitch decks before crucial investor meetings, especially when such guidance is scarce. Our audience primarily consists of founders and consultants; while investors are not widely invited, they do attend. Please note that the event is neither livestreamed nor recorded for publication.

2

## ONLINE DEMO DAY EVENTS

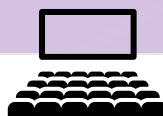


This event format connects capital-raising pitching founders with an investor panel with specific industry expertise who participate in the Q&A rounds. Our team promotes the startups to a targeted audience of over 22,500 engaged email subscribers. Designed for startups from pre-seed to Series C, this format provides valuable exposure to investors, strategic partners, and potential customers seeking new opportunities.



3

## HYBRID EXPOS



At our pitch events, startup founders gain a unique opportunity to present their innovative ideas to a global network of top-tier investors. Partnering with expo organizers, we create a dynamic platform that brings together startup pitch sessions, panel discussions, workshops, hackathons, competitions, and satellite programming—including breakfast and dinner networking events and industry visits—where creativity meets capital and the future of entrepreneurship takes shape.



– See our event reports [here](#).

[Contact Us](#)



# 2025 Numbers

Below are the year-to-date numbers - events, community breakdown, and potential (organic) marketing exposure for sponsors. Expo client events: September-November 2025

**Cumulative Numbers** (01.01.25-24.07.25) – See our event reports [here](#).

## Pitch Events - 16 (3\* in-person, 13 online)

Total Event Registrants - 1764 (LinkedIn), 1072 (Wix W/site)  
Live Attendees - average 40 (in-person), average 90 (Zoom)  
YouTube/LinkedIn livestream viewers (50+) | On-demand: 100+

## Networking Events - 7 (UAE-based)

Unique Event Registrants - 459 (LinkedIn), 288 (Wix W/site)  
Live Attendees - average 25 (in-person)

**Startup applications:** 150+

**Pitching startups:** 82

(new) **Panelist applications:** 20+

**Hosted panelists:** 93

**F&B sampling partners:** 15

**Networking partner firms:** 10+

## Website Sessions (by geography)

US 29%

UAE 20%

India 12%

UK 10%

EU 10%

Other 20%



Year 2

Site sessions

12,350 ↑ 64%

Unique visitors

8,192 ↑ 80%

## Social Media Pages/Profiles

### Focus: company\* page

LinkedIn Followers ~ 3k

\*\*New Followers ~ 1.5k

\*\*Total Posts ~ 1k

\*\*Organic Post Impressions: 121k+

\*\*Engagement Metrics ~ 7k

\*\*\*Engagement Rate: 9.1%

\*\*Per previous 365 Days

\*\*\*▲ 18.5% vs competitors

Other:



\*Jamal Maxey &  
Sascha Dutta  
(LinkedIn profiles  
8-10x larger)

## Email Marketing

[Blog - website](#)

### Community Breakdown

Founders 39%

Investors 23%

Other\* 38%

### Marketing Reach\*\*

**Active Subscribers** 22.5k+

**Open Rate** 50%+

**Click Rate** 16.5%+

\*Consultants,  
buyers,  
distributors, pot.  
customers, etc.

\*\*Based on 23.07.2025 event live now campaign

[Email Newsletter](#) - back catalogue

## LinkedIn (LI) Public Groups

LI Group  
Members

LI USERS  
VIEWING\*  
POSTS

**F&B Pitch Events**

2k+

113k

**Female Founder**

1k+

52k

**MENATI F&B**

0.5k+

53k

\*Per previous 365 Days (k = '000s)

[LinkedIn Newsletter](#) - coming soon

[Contact Us](#)

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# Sponsor Profiles



We unite startups, investors, and professional service firms to create a vibrant ecosystem where meaningful connections, instant matches, and valuable follow-up meetings drive growth for our pitching startups and the wider community. Our sponsors play a crucial role in this ecosystem, providing the expertise and resources founders need to succeed. Below, you'll find an overview of the diverse company profiles that support Pitch Lounge as sponsors.

## Investment Companies

Incubators/Accelerators | Angel Syndicates/  
VC Funds | Fundraising Consultancies

By sponsoring our startup pitch events, key players in the investment ecosystem gain direct access to a carefully selected pool of innovative startups. Your support helps cultivate a vibrant environment where fresh ideas are nurtured—and where the next generation of successful businesses can thrive.

## B2B Professional Services

Import/Export | Legal | R&D | Banking/  
Accounting | Recruitment | Packaging

By partnering with us as a sponsor, B2B professional service firms gain direct access to a diverse pool of innovative startups. These sponsors play a vital role in helping startups refine their offerings, manage operations, and scale successfully.

## Corporate Sponsorship

Companies Undergoing | International  
Expansion | Pitch Lounge Members

By supporting our pitch events, coaching and mentoring sponsors play a pivotal role in guiding the next generation of innovative startups. Their expertise empowers entrepreneurs to sharpen their strategies, elevate their presentations, and build strong, lasting networks for future growth.

## Coaching & Mentoring

Executive Coaching | Pitch Coaches |  
Mentoring Platforms/Circles

By supporting our pitch events, coaching and mentoring sponsors are instrumental in guiding the next generation of innovative startups. Many of our coaches and mentors serve as panelists on Feedback Pitch Events, offering their expertise directly to early-stage founders and demonstrating their commitment to nurturing entrepreneurial talent.

## Scale-up Companies

Presenting Companies | Series A+ startups |  
International Expansion | Pitch Lounge Alumni

Pitching companies are welcome to sponsor the very events in which they participate. Many of our growth-stage alumni also return as sponsors, panelists, and repeat presenters—continuing to support and shape our vibrant community.

## Do not fit these profiles?

If your organization does not match the profiles listed above, do not worry. We are happy to arrange a call to discuss your goals and assess whether there is a strong alignment. If we determine it is a good fit, we are fully committed to delivering sponsor value tailored to your objectives.

## Our promise to you:

At every event, we feature only one sponsor per (sub) profile, ensuring you will not share the spotlight with competitors. This exclusivity guarantees your brand receives maximum visibility and impact.

[Contact Us](#)



# Event TESTIMONIALS



Pitch Lounge has never conducted sponsor outreach - *until now!* We were approached by three of our regular panelists who wanted to further support our existing events (Food & Beverage Pitch Lounge) and/or actively help co-produce new event series on emerging themes (Marine & AgTech, ICT DACH), and sponsor our efforts. We have also worked on expo-based pitch events and stage programming, as well as corporate venture initiatives, and supported partner networking events.

## Sponsors & Clients



"...very impressed with your startup investor pitch event production."

-Sarah DePietro, Manager (Free From Food Amsterdam)

"...It was a pleasure to work with Sascha and Jamal."

-Alejandro Marabi, Sr. R&D Manager (PepsiCo)



**Palmi Palmason**  
Phoenix Investments

"Jamal & Sascha have consistently brought global investor exposure to my startup and innovation network, and supported young founders in my network with pitch opportunities that improved their business models and secured them new partners." Palmi

**Marine & AgTech** (2 events) | **Food & Beverage Pitch Lounge** (11 events)  
2022-2023 Sponsor



"...sincerest gratitude for your invaluable contributions..."

-Merlyn D'Silva & Jaafar Shubber (Dubai World Trade Centre - DWTC)



**Alyse Holstein**  
HPG PARTNERS

"Thank you, Richa, Jamal, and Pitch Lounge! It is my pleasure to be a part of these wonderful events, with amazing panels of talented women, presenting companies, and attendees!" Alyse

**Female Founder Pitch Lounge** (3-4 events - #4 for Nov. 2025 in the pipeline)  
2022-2024 Sponsor



**HPG**



"Pleased to learn about the positive feedback from everyone who attended."

-Adrian Berry, Director Middle East (Electrolux Professional)

**Elena Suci**  
RSVP Business Angel

"A constant deal flow and relevant clients came from securing a regular investor panelist slot through sponsoring the Pitch Lounge events." Elena

**ICT DACH Pitch Night** (2 events) | **Food & Beverage Pitch Lounge** (8 events)  
2021-2023 Sponsor



"We loved your support at the event..."

-Darko Mandich, CEO (MeliBio) | Phoebe Dunn, Head of Content (Montgomery Group)

....and many other messages of support!

[Contact Us](#)

## 2025 Q3 Events

### July

Thursday | 10 July



Drinkpreneurs Collective  
Pitch Lounge (Global Edition)

BY FOODPRENEURS COLLECTIVE  
**Online Pitch Feedback Event** (Zoom)

[Event Page](#)

Thursday | 17 July



Foodpreneurs Collective  
Pitch Lounge (Global Edition)

BY FOODPRENEURS COLLECTIVE  
**Online Pitch Feedback Event** (Zoom)

[Event Page](#)

Wednesday | 23 July



Beverage Pitch Lounge  
(Global Edition)

BY PITCH LOUNGE  
**Online Investor Pitch Event** (Zoom)

[Event Page](#)

Wednesday | 30 July



Food & Beverage Pitch Lounge  
(Global Edition)

BY PITCH LOUNGE  
**Online Investor Pitch Event** (Zoom)

[Register Now](#)

### August

TBC | August



INFO WEBINAR: Food Expos -  
Dubai, September 2025 (TBC)

BY FOODPRENEURS COLLECTIVE PITCH LOUNGE  
**Online** (Zoom)

[Listing Soon](#)

Thursday | 14 August



Drinkpreneurs Collective  
Pitch Lounge (Africa Edition)

BY FOODPRENEURS COLLECTIVE  
**Online Pitch Feedback Event** (Zoom)

[Listing Soon](#)

Thursday | 21 August



AgTech Pitch Lounge (Asia Edition)

BY PITCH LOUNGE  
**Online Pitch Feedback Event** (Zoom)

[Listing Soon](#)

Wednesday | 27 August



Food & Beverage Pitch Lounge  
(Global Edition)

BY PITCH LOUNGE  
**Online Investor Pitch Event** (Zoom)

[Listing Soon](#)

### September

TBC | September



INFO WEBINAR: Food Expos -  
Dubai, September 2025 (TBC)

BY FOODPRENEURS COLLECTIVE PITCH LOUNGE  
**Online** (Zoom)

[Listing Soon](#)

TBC | September



Foodpreneurs Collective  
Pitch Lounge (MENA Edition)

Partner: Homegrown Ventures  
**Online Pitch Feedback Event** (Zoom)

[Listing Soon](#)

TBC | September



Foodpreneurs Collective  
Networking - Dubai

Partner: Homegrown Ventures  
**In-person Networking Event** (Location TBC)

[Listing Soon](#)

TBC | September



Food & Beverage Pitch Lounge  
(MENA Global)

Partner: Homegrown Ventures  
**Hybrid Investor Pitch Event** (Location TBC)

[Listing Soon](#)



## 2025 Q4 Events

**October**

**November**

**December**

**TO BE  
ANNOUNCED  
SHORTLY**

[Learn More](#)

[Learn More](#)



# INTERESTED IN SPONSORING?

## Visit Us

[www.pitchlounge.net](http://www.pitchlounge.net)

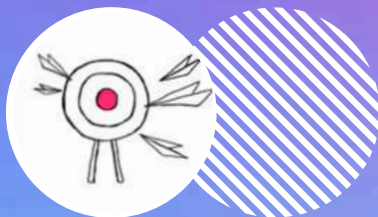
## E-Mail

[info@pitchlounge.net](mailto:info@pitchlounge.net)

## Call

+49 157 535 22279

(incl.  Business)



**Sponsor Us**

**HIRE US**

**FOODPRENEUR COLLECTIVE PITCH LOUNGE (FCPL)**

**TO DELIVER:**

**EVENT PRODUCTION SERVICES**

**BERLIN | DUBAI | GLOBAL | HYBRID | HYDERABAD | LONDON | ONLINE**



# FCPL COMMUNITY



[Foodpreneurs Collective](#) - founded by [Sascha Dutta](#) - is a supportive community for F&B Entrepreneurs & SMEs, Investors, and Industry Experts who want to support the F&B startup ecosystem through events, mentoring, and training.



## NUMBERS\*

### Social Media Following:

LinkedIn (53.25k) | META Apps (~5k)

**LinkedIn/FB/Meetup Groups:** ~13k

### Weekly Impressions:

50-100k organic on LinkedIn  
(1.5-3X with monthly boosted post)

**Email List** (90% F&B or investment linked): 17k email newsletter subscribers



[Pitch Lounge](#) was founded two years ago by the “Pitch Events Guy”, [Jamal Maxey](#), who has produced 100+ pitch events in 5 years - 80% in the F&B sector with the support of the [Foodpreneurs Collective](#) (plus a further 20+ networking/panel events).



\*Numbers =

two personal profiles and  
company pages



# RELATIVE STRENGTHS

Cultivating a vibrant growing community of like-minded people, creating better food for people & the planet, bringing together industry experts, founders and investors to explore, showcase, and collaborate on advancing the future of food.

**RELATIVE STRENGTHS** (assumptions based on existing knowledge):



**STAKEHOLDER  
MANAGEMENT**

**UK-UAE** Market entry

**COMMUNITY** founders et al.

**WHAT ARE YOURS?**

1

2

3



**VIDEO & EMAIL  
MARKETING**

**INVESTOR NETWORK**

**HYBRID/LIVESTREAM**

# EXPERIENCED F&B EVENTS FREELANCE TEAM



**Sascha Dutta**  
(Foodpreneurs Collective)



**Jamal Maxey**  
(Pitch Lounge)

**COLLECTIVE STRENGTHS:** Event Branding & Marketing Strategy | Ecosystem/Stakeholder Mapping & Community Building | Online/Hybrid Events | Post-Event Wrap-Up & Insights Delivery



# EXPERIENCED F&B EVENTS FREELANCER

 EXCEL  
LONDON taste  
LONDON FOODHACK  
LONDON

**Sascha Dutta**  
(Foodpreneurs Collective)

- 20+ years F&B Marketing which includes running:
  - B2C & B2B stands at Excel, NEC, Earls Court & Taste London
  - PR events at the O2 Arena & Top London Restaurants
- +3.5 years as Lead Ambassador FoodHack London, now 2 years as Lead Ambassador FoodHack Dubai running quarterly Meetups
- +4.5 years Foodpreneurs Collective Events online & in-person
- +4.5 years working with Jamal on F&B Pitch Events, Startup Programming, Networking Events & Corporate Venture Partnership Events

 nec  
Birmingham O<sub>2</sub> arena HACK SUMMIT

**RELATIVE STRENGTHS:** Venue Sourcing & Supplier Coordination | Budget Optimization | Social Media Marketing (LI & IG) | Panelist/Media Relations | Sponsor/Partner Management | Event Moderation

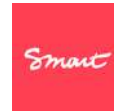
# EXPERIENCED F&B & EVENTS FREELANCER



**Jamal Maxey**  
(Pitch Lounge)



- **Cardiff | Sussex Uni. | London Life | UK Music Festivals** - restaurant/catering, markets, awards, and fundraising events (Fair Trade Wales, Co-op, Students' Union, NCS, Impact & WAFG Awards - Stars Foundation/Philanthropy U., Eat to the Beat/YPN).
- **UK Food Expos** - panel curator/moderator, event design & programming content, promo./media, and attended F&B expos
- **Berlin | Germany | Switzerland | Italy** - Diffusion 2019, FirstFriday, Smart, FoodHack, KitchenTown, Crowdfoods, Minerva Uni., and selected as a Top 100 FoodTech Global Shaper (by TheFoodCons, Italy and a global panel of selectors).



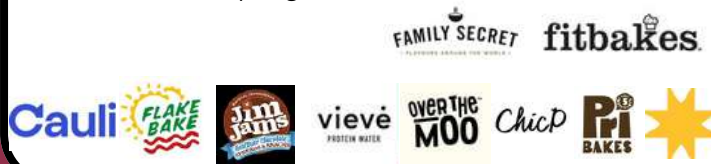
**RELATIVE STRENGTHS:** Event Branding & Ticket Listings (incl. EB) | Guestlist & RSVP Management | Startup Lead Gen. & Sales | Email Marketing | Event Slides | Livestreaming | LI Promo/Event Pages

# UK-UAE IN-PERSON/ONLINE F&B EVENTS | PARTNERSHIPS | SAMPLE STARTUPS



## INTERNAL

- 26 online drink/food feedback/coaching pitch events (since Jan 2021)
- 40+ online investor F&B pitch events (since August 2020)
- 23 in-person networking events in London, Berlin, and Dubai (since Spring 2021)



## EXTERNAL

- 5 in-person investor demo events
- 1 corporate venture in-person pitch event and 5+ meetups
- 3 expo pitch events and other startup programming (panels, workshops, networking lounge, satellite meetups, speaker management, etc.).



Venue/Co-Production  
Event Partners:





# FCPL VERSATILE EVENT BRANDING

- FOOD & BEVERAGE
- FOODTECH (B2B)
- MENA FOOD & BEVERAGE
- FOODPRENEURS COLLECTIVE
- DRINKPRENEURS COLLECTIVE
- FEMALE FOUNDER  
(incl. Foodpreneurs Showcase)
- PITCH EVENTS AT EXPOS



# SCALING EVENT REVENUE

- **Feedback Pitch Events** (2021-2025) - from free & bimonthly for 2 years to monthly, fee-based and profitable since
- **Investor Demo Events** (2020-2025) - scaled from 150GBP to 1500GBP/online event (*from no sponsors to multiple*)
- **Networking Events** - from free entry/donation-based Breakfast Cafes, Meetups with Refreshments, After Work Drinks or 'Netwalking' to fee-based Trade Dinner, Yacht Party, and General Networking Tickets (*usually sold out*)
- **Green Shoots Startup Program** (Gulfood Green) - Website Lead Grab Form, Email Campaign, and (Online) Info Sessions influenced 10 startup to register (resulting in approx. 15-25k USD in additional revenue)

# RECENT EVENT TYPES DELIVERED

- **Hack Summit** (2022-2024) - volunteer support & management (*3 times*)
- **DIFC and DWTC Pitch Events** - F&B sampling tables, startups asked to pre-register interest and offered free networking tickets in return for promising to bring free samples, *Sascha Dutta* liaised with venue, and celebrated F&B sponsors
- **Cafe/Restaurant Meetups** - lean produced events, hosted by businesses in our UK and UAE network (complimentary drink(s), set menu/advance payments, etc.).



# EVENT CLIENT SENTIMENTS

***"...very impressed with your startup investor pitch event production."***



-Sarah DePietro, Manager (Free From Food Amsterdam)

***"...sincerest gratitude for your invaluable contributions..."***



-Merlyn D'Silva & Jaafar Shubber (DWTC)

***"...It was a pleasure to work with Sascha and Jamal."***



-Alejandro Marabi, Sr. R&D Manager (PepsiCo)

***"I loved your support at the FoodHack Summit..."***



-Darko Mandich, CEO (MeliBio)

***"You chose great panelists, prepared well, moderated superbly, and to a full crowd!"***



-Phoebe Dunn, Head of Content (Montgomery Group)

***"Pleased to learn about the positive feedback from everyone who attended."***



-Adrian Berry, Director Middle East  
(Electrolux Professional)

# FREELANCE PRICING MODEL

## BRONZE @ £2500/event

### Includes:

- Full Event Production & Logistics (w/ remote support on the day)
- Venue Sourcing & Supplier Coordination
- Budget Optimisation
- Guestlist Curation & Ticketing Setup (via EB only and/or via other (multiple, up to 3 - channels), if preferred)
- Branding & Basic Content Creation
- Sponsorship & Speaker Outreach & Management
- Ticket Sales Support, Registration Reporting, and Email Reminders

*CAVEAT: Assuming we receive referral commission (additional freelance fees) for any ticket sales/sponsor through FCPL*

### Excludes:

- Supplier costs (e.g. venue hire, photo/videographer, printing costs)
- Attending in-person and cost\* of someone to attend
- Posting from your company social media accounts

## SILVER @ £4000/event

Same as bronze **except**  
no referral commissions (additional freelance fees) for  
ticket sales or sponsors which come through FCPL

### Event Scope (in terms of quotation

3-4 hours

Approx. hosting 50-300 people

F&B-linked is preferable (if you want Sascha Dutta  
involved and to tap into the Foodpreneurs Collective)

## GOLD @ £6000/event

Same as silver with no  
referral commissions (additional freelance fees)  
for ticket sales or  
sponsors through FCPL

+

### Includes (social/content active support):

- Marketing asset creation (incl. video)
- Posting 4x/week from your company social media accounts and/or\* from FCPL accounts
- Engaging with followers to continue the community building ahead of the events
- Running weekly email campaigns from your company email and/or\* Pitch Lounge WIX 1M monthly email account (setting your email as the "sender" AND "reply" email is permitted)

# THANKS FOR CONSIDERING HIRING US

Let's collaborate  
to have a greater impact  
on the future of food!

**SASCHADUTTA@FOODPRENEURSCOLLECTIVE.NET**





# STARTUP CEREMONY BROCHURE

## Visit Us

[pitchlounge.net/startupceremony](http://pitchlounge.net/startupceremony)

## E-Mail

[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

## Call Us

+49 157 535 22279  
(incl. ☎ Business)





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# OVERVIEW

## Food Security SummitX



The Food Security SummitX (Dubai 2025) is taking place 17-18 September at The H Hotel, Dubai.

This is not just another Summit — it is your opportunity to collaborate with 500+ stakeholders shaping the future of food security in the UAE, the GCC Region, and worldwide.

This summit envisions a world where global stakeholders— ranging from AgTech innovators to policymakers and sustainability experts—come together in collaborative efforts to nourish all. By focusing on cross-regional partnerships, SummitX seeks to foster a spirit of unity and shared commitment to overcoming food security challenges, ensuring that no one is left behind in the quest for a hunger-free world.

## What is

## #foodsecuritysummitx?

17th Sept -18th Sept 2025



A platform uniting food systems and technology to drive innovation in global food security.



A conference with top leaders and experts to prepare your organization for the future.



Empowering sessions to sharpen strategies, go global, and gain 10M+ impressions.



A global exhibition to boost visibility and connect with key industry players.



Unparalleled networking with global industry leaders.



Startup Ceremony  
Pitching & Awards

[Contact Us](#)

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# STARTUP CEREMONY

The Startup Ceremony is an integral part of the Summit program.

It will happen over two afternoons, with the “Pitch Lounge” taking place in the afternoon on Day 1 and the “Excellence in Food Security Awards” during the afternoon on Day 2.

While the Pitch Lounge will feature early- and growth-stage startups developing cutting-edge innovations for global food security, pitching to an audience of investors, the Awards honor outstanding achievements, leadership, and innovation in food security and agriculture - individuals, organizations, and initiatives creating meaningful impact in addressing global food challenges and fostering sustainability.

## WHEN & WHERE

Venue: The H Dubai, UAE

Pitch Lounge: Wed. 17 Sep (3.25-4.25 PM)

Awards Ceremony: Wed 17 Sep (5.05-6 PM)  
Thu 18 Sep (4.45-5.30 PM)



September  
2025

## PITCH LOUNGE - ELIGIBILITY

The Pitch Lounge welcomes early- and growth-stage startups that are addressing the challenges of global food security across the entire food value chain. This includes (but is not limited to):

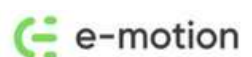
AgTech innovators advancing food production | Startups building sustainable, eco-friendly practices | Supply chain solution providers | Water management, biotechnology, renewable energy, and urban agriculture companies

For a wider range of covered problem and solution themes, see the [Conference Deck](#)

## ACCESS CONDITIONS & PAYMENT REQUIREMENT - DELEGATES | EXHIBITORS | OTHERS

- Any startup is eligible to apply.
- Shortlisted startups must purchase a Delegate Ticket (or have valid access to the Summit stage program via qualifying as either delegate, exhibitor, sponsor, or Pitch Lounge member)
- Growth & Innovator Exhibitors (registered after 04.09.2025 have free pitch access included.
- Cultivator Exhibitors (all registration dates) can purchase a Pitch Slot as an Exhibitor Add-on – *only an additional \$200!*

Some of our partner companies:



[Contact Us](#)



# PITCH LOUNGE

## Format & Benefits



### What is the format of the Pitch Lounge?

Each participating startup is given 3-5 minutes to deliver a focused and impactful pitch, followed by 2-5 minutes of Q&A with the investor panel. Between 4-6 startups are featured per hour, ensuring a dynamic pace and keeping investor attention fully engaged. The structure is designed to help founders communicate their core idea clearly, while still allowing room for insightful follow-up questions.

### Who moderates the session?

The pitch sessions are overseen by experienced moderators who guide the flow of presentations and discussions. Alongside them, an investor panel and/or an engaged audience of industry leaders will interact with each startup, providing both constructive feedback and valuable perspectives from real decision-makers. This creates a professional yet supportive environment for founders to showcase their innovation.

### What kind of exposure do startups receive?

Startups gain direct access to an audience that truly matters — an audience composed of investors, mentors, and senior executives from across the global food security sector. Presenting on the main stage of the Summit ensures maximum visibility, with every pitch integrated into the Summit's central agenda rather than a side-track session.

### How wide is the reach beyond the live audience?

In addition to the 500+ delegates attending the Food Security SummitX in person, startups benefit from extended visibility across Pitch Lounge and Summit's digital channels. This includes more than 100,000 weekly impressions across social media platforms and distribution to a subscriber base of over 50+ industry professionals and investors through email newsletters. Your pitch is not just seen on stage but amplified globally.

### Why is this a valuable opportunity?

The Startup Ceremony is more than just a pitch slot — it is a gateway to credibility, connections, and growth. Startups not only receive live feedback and engagement from leading investors but also establish a presence within one of the most important gatherings on food security innovation. This combination of stage time, media exposure, and access to decision-makers makes it a unique opportunity to truly stand out on an international stage.

### Additional Benefit – Long-Term Visibility

The Startup Ceremony extends your reach beyond the two-day Summit. With post-event media coverage, session recordings, and continued promotion across Pitch Lounge and Summit networks, your startup stays visible to investors and industry leaders well after the event, building lasting recognition and credibility.



# FOOD Security Summit X

Collaborate to Nourish

**17-18th September 2025 | Dubai**

Secure your pitch slot now to pitch to an investor panel drawn from a sample of our confirmed investor registrants below (and others) and persuade them to support a multiplication of your efforts towards Food Security.

## EXAMPLE ATTENDING INVESTORS



**AGNE RACKAUSKAITE**

Impax Asset  
Management



**AMIT GROVER**

Grover & Company



**ANNA DE BACCI**

De Bacci Capita



**H.E. DR. OBAID SAIF  
HAMAD AL ZAABI**

Arab Authority for  
Agricultural  
Investment and  
Development



**SINDA ZAKRAOUI**

Tau Capital



**JOSE SERNA**

Solvable  
Syndicate



**PIYUSH SURANA**

Gulf Islamic  
Investments



**SHIRLEY SHAHAR**

Desertech  
Ventures



**SOPHIA MOULIN**

Epicon Capital  
Club

# APPLICATION & Next Steps

## 1 Deadline

23.59 on Monday, 8th September

## 2 How to Apply

Startups wanting to pitch in the Pitch Lounge during the Startup Ceremony at the Food Security SummitX 2025 should apply on the Pitch Lounge website at [www.pitchlounge.net/startupceremony](http://www.pitchlounge.net/startupceremony). As part of the application form, each startup is asked to submit a pitch deck (while completing the form OR emailing it to [expo@pitchlounge](mailto:expo@pitchlounge) before the above deadline). This will be reviewed to ensure your eligibility.

## 3 Selection & Guarantee

Unlike many pitch events, the Startup Ceremony follows an inclusive approach. There is no competitive shortlisting process (and we reserve the right to shortlist on a rolling basis - even before the published deadline - up until pitch slots are all taken). Every eligible applicant who is shortlisted must either subsequently purchase a Pitch Slot Exhibitor Add-On, Pitch Slot for Delegates, or a bundled package that includes a Pitch Slot / Panel / Speaker Opportunity (not already taken up in another session). Once your complete application (including a pitch deck) has been received and reviewed, the Pitch Lounge team will respond within 24 hours with a positive/negative shortlisting decision and further steps. They will include the Food Security SummitX producers in all communication to ensure a smooth process and transparency as you are guided toward the next steps, including receiving your official registration link and confirmation of your stage participation.

## 4 Pre-Event Requirements

To ensure that each startup is fully prepared and compliant with event regulations, there are a few pre-event requirements. Startups must provide their FINAL pitch deck by 23.59 on Monday, 15th September. In addition, all pitching founders or representatives must share their speaker details (including foreign passport or UAE ID) within 24 hours of the shortlisting decision as this is needed for your speaker license application.

## 5 Support from Pitch Lounge

Throughout this process, Pitch Lounge provides hands-on support to ensure every founder is stage-ready and confident. This includes pitch deck reviews, personalized and/or group\* pitch coaching practice sessions, timed rehearsals/reviewing your pre-recorded timed pitch videos, and briefing videos to help startups refine their messaging and delivery. From the moment you apply until you step onto the stage, we will provide you with the guidance and resources to shine in front of a global audience of investors, industry leaders, and potential partners. \*E.g. Shortlisted startups - free/discounted access to [Foodpreneurs Collective Pitch Lounge](#) (MENATI)



# PITCH LOUNGE Products

## Secure your pitch slot during the Startup Ceremony at the Food Security SummitX 2025 Dubai

Showcase your startup to our audience of investors, industry leaders, potential partners, and the media.

The image displays three overlapping cards for the Pitch Lounge products at the Food Security SummitX 2025. The cards are for Delegate Add-On, Exhibitor Add-On, and Startup Pitch Slot. A green hand icon points to the Exhibitor Add-On card.

Product	Price (USD)	Price (AED)
Delegate Add-On (Startup Pitch Slot for Delegates)	499	1830
Exhibitor Add-On (Pitch Slot for Cultivator Exhibitor)	200	735
Startup Pitch Slot (Bundled Discounted Delegate + Startup Ceremony Pitch Ticket)	1399	5140

Investor Companies:

Grover&Company



DESERTECH  
VENTURES

Food Security  
Capital

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# Excellence in Food Security Awards 2025

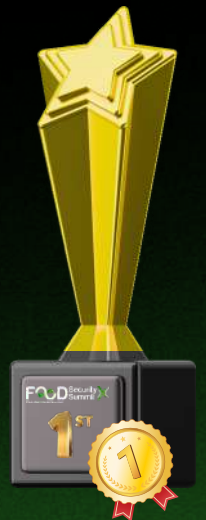
- The Excellence in Food Security Awards 2025 honor outstanding achievements, leadership, and innovation in food security and agriculture. These awards recognize individuals, organizations, and initiatives creating meaningful impact in addressing global food challenges and fostering sustainability.

## WHY NOMINATE?

- **Global Recognition** – Showcase your impact on an international stage.
- **Enhanced Credibility** – Build trust as a recognized leader in food security.
- **Networking Opportunities** – Connect with policymakers, investors, and industry leaders.
- **Media Exposure** – Gain visibility through promotions and press coverage.
- **Inspiration** – Share your success to inspire the global community.

## WHO CAN NOMINATE?

- **Individuals:** Innovators, researchers, leaders
- **Organizations:** Companies, corporations, institutions
- **Startups:** New ventures with groundbreaking solutions
- **NGOs & Advocacy Groups:** Driving hunger relief & sustainability
- **Government & Policymakers:** Implementing progressive policies
- **Academic & Research Institutions:** Universities, think tanks, R&D groups
- **Community Initiatives:** Empowering local farmers & grassroots action



## EXPRESS INTEREST | NOMINATION | SELECTION PROCESS

- Once you express interest (email [expo@pitchlounge.net](mailto:expo@pitchlounge.net)), eligible candidates will be invited to submit an official nomination via an online application form.
- Once submitted, the nomination will undergo an initial review, after which a confirmation will be sent to validate the entry.
- Applications are assessed by an expert jury panel, ensuring a fair and thorough evaluation.
- If necessary, nominees may be contacted for additional details to support their submission.
- Selected awardees will be honored at the Excellence in Food Security Awards on September 18, 2025, during the Summit:
  - Day 1 (Wed 17 Sep | 5.05-6 PM)
  - Day 2 (Thu 18 Sep | 4.45-5.30 PM)



# AWARDS 2025

## Products

Excellence in Food Security Awards: Honoring outstanding achievements, leadership, and innovation in food security and agriculture.

Join us in nominating and celebrating individuals, organizations, and initiatives creating meaningful impact in addressing global food challenges and fostering sustainability.

**Startup Ceremony Sponsor**  
17-18th September 2025 | Dubai  
(Secure exposure at the Pitch Lounge, Day 1, at the Excellence in Food Security Awards, Day 2)  
Interested in sponsoring our startup events during the Startup Ceremony in Dubai at the Food Security SummitX 2025?  
USD 10000 | AED 36725  
[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

**Award Nomination**  
17-18th September 2025 | Dubai  
The journey towards global food security begins here. Secure your spot now and be at the forefront of this crucial movement. Together, we nourish the future.  
USD 50 | AED 184  
[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

**Award Pass**  
17-18th September 2025 | Dubai  
The journey towards global food security begins here. Secure your spot now and be at the forefront of this crucial movement. Together, we nourish the future.  
USD 1499 | AED 5505  
[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

 Impact Circle

Expert Jury Company

[Contact Us](#)



# Startup Support

## & Other Packages

### Startup Support

At the heart of the Startup Ceremony is the commitment to ensuring every founder is fully prepared and confident before stepping onto the stage. All pitching startups receive an (optional) 45 minutes of pre-event coaching / a timed rehearsal session that also includes a personalized briefing that covers both delivery and event logistics. In addition, Pitch Lounge provides access to coaching templates, pitch deck resources, recording samples, and rehearsal tools, helping startups refine their story and presentation. This end-to-end support means you arrive at the Summit ready to impress investors, mentors, and global stakeholders.

### Summit Passes

- **Attendee Pass:** \$299
- **Delegate Pass** (Discounted): \$899

### Exhibitor Packages

- **Cultivator Exhibitor:** \$3,000 (+\$200 for pitch)
- **Growth Exhibitor:** \$4,500 (pitch included)
- **Innovator Exhibitor:** \$7,000 (pitch included)

### Accommodation

**Number One Towers, Dubai** – \$250 | 16–19 September  
(stay for 2 people, incl. breakfast, 2km from venue)

### Pitch Access Options

- **Cultivator Exhibitor Add-On**  
(Startup Pitch Slot): \$200
- **Delegate Add-On** (Startup Pitch Slot): \$499
- **Bundled Delegate** + Startup Pitch Slot: \$1,399

### Sponsorship Opportunities

- **Table Tent Sponsor:** \$1,500
- **Coffee Break Sponsor:** \$2,999
- **Networking Lunch Sponsor:** \$3,999
- **Startup Ceremony Sponsor:** \$5,000

**For more options, visit:**

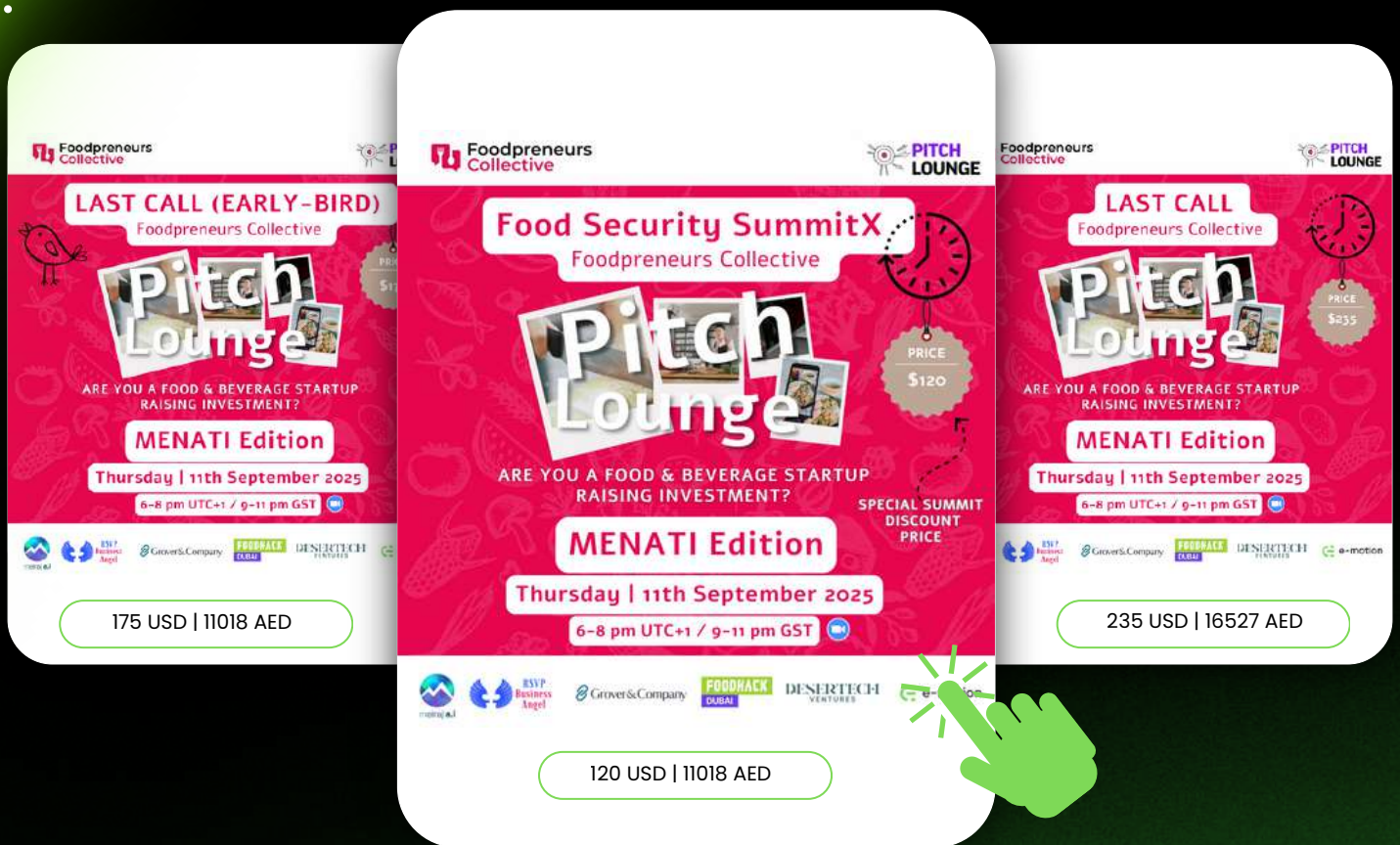
[www.pitchlounge.net/sponsorfoodsecurity](http://www.pitchlounge.net/sponsorfoodsecurity)

[Contact Us](#)

# PITCH LOUNGE

## Online Pitch Practice Event

Thursday, 15 September 2025 



The image displays three overlapping promotional cards for the Pitch Lounge event. The central card is highlighted with a green hand icon pointing to it. Each card features the Foodpreneurs Collective logo, the event title 'Pitch Lounge', and the 'MENATI Edition' branding. The cards also include the date 'Thursday | 11th September 2025' and the time '6-8 pm UTC+1 / 9-11 pm GST'. The central card is priced at 120 USD | 11018 AED, while the two side cards are priced at 175 USD | 11018 AED and 235 USD | 16527 AED respectively. The cards also mention 'Food Security SummitX' and 'Special Summit Discount Price'.

**Foodpreneurs Collective**

**Food Security SummitX**

**Pitch Lounge**

**MENATI Edition**

Thursday | 11th September 2025

6-8 pm UTC+1 / 9-11 pm GST

120 USD | 11018 AED

175 USD | 11018 AED

235 USD | 16527 AED

Investor-Advisor  
Panelist Companies

**DESERTECH**  
VENTURES

**Grover&Company**

**TAU**  
Capital

**GLOBAL DEEPTech**  
VENTURE CAPITAL

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# SUMMIT PACKAGES

## Exhibitors

Exhibit With Us:

Secure a base at the Food Security SummitX 2025  
Connect And Expand Your Reach

Food Security SummitX 2025 is the premier platform for companies to showcase their latest innovations, products, and services to an engaged, global audience in the food security and agriculture sectors.

**FOOD Security SummitX**  
Collaborate to Nourish  
17-18th September 2025 | Dubai

**Growth Exhibitor**

The journey towards global food security begins here. Secure your spot now and be at the forefront of this crucial movement. Together, we nourish the future.

[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

3000 USD | 11018 AED

**FOOD Security SummitX**  
Collaborate to Nourish  
17-18th September 2025 | Dubai

**Cultivator Exhibitor**

The journey towards global food security begins here. Secure your spot now and be at the forefront of this crucial movement. Together, we nourish the future.

[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

6500 USD | 23872 AED

**FOOD Security SummitX**  
Collaborate to Nourish  
17-18th September 2025 | Dubai

**Innovator Exhibitor**

The journey towards global food security begins here. Secure your spot now and be at the forefront of this crucial movement. Together, we nourish the future.

[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

4500 USD | 16527 AED

Example  
Exhibitor  
Companies



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# SUMMIT PACKAGES Sponsors

Partner With Us:  
Sponsor the Food Security SummitX 2025  
Elevate Your Brand

As a sponsor, your organization will play a pivotal role in supporting an event dedicated to showcasing innovation and fostering discussions that address critical global challenges.

**FOOD Security SummitX**  
Collaborate to Nourish  
17-18th September 2025 | Dubai

**Coffee Break Sponsor**

This vibrant platform fosters networking and the formation of strategic alliances, essential for addressing global food security challenges with over 1,000 attendees from regions including Asia, Europe, Africa, and the Middle East.

USD 2999 | AED 11014  
[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

**Startup Ceremony Sponsor**  
(Secure exposure at the Pitch Lounge, Day 1, and the Excellence in Food Security Awards, Day 2)  
Interested in sponsoring our startup events during the Startup Ceremony in Dubai at the Food Security SummitX 2025?

10000 USD | 36725 AED  
[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

**Networking Lunch Sponsor**

This vibrant platform fosters networking and the formation of strategic alliances, essential for addressing global food security challenges with over 1,000 attendees from regions including Asia, Europe, Africa, and the Middle East.

USD 2999 | AED 14686  
[expo@pitchlounge.net](mailto:expo@pitchlounge.net)

For more options, visit:

[www.pitchlounge.net/sponsorfoodsecurity](http://www.pitchlounge.net/sponsorfoodsecurity)

Example Sponsors Companies



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# ARE YOU JOINING THE STARTUP CEREMONY?

## Visit Us

[pitchlounge.net/startupceremony](http://pitchlounge.net/startupceremony)


## E-Mail


[expo@pitchlounge.net](mailto:expo@pitchlounge.net)


## Call Us

+49 157 535 22279  
(incl.  Business)

## Register Now

 **Startup Ceremony:** [www.pitchlounge.net/startupceremony](http://www.pitchlounge.net/startupceremony)

 **Summit Delegate Registration:** [www.pitchlounge.net/summit](http://www.pitchlounge.net/summit)

 **Exhibitor Packages:** [www.pitchlounge.net/exhibit](http://www.pitchlounge.net/exhibit)

 **Sponsorship:** [www.pitchlounge.net/sponsorfoodsecurity](http://www.pitchlounge.net/sponsorfoodsecurity)