



BITES19

The Pitch Event for Agri, Food & Gastro / Tech Startups
6th Sep 2019 | 12:30 – 17:00 | Digital Eatery | Berlin

Partner & sponsoring deck

organized & powered by



crowdfoods

Food Entrepreneur & Startup Association
FESA | www.crowdfoods.com



Startupnight „Bites“ 2019

 **STARTUPNIGHT**
SEPTEMBER/06/2019 

The Agri, Food & Gastro / Tech Pitch Event – connecting investors & startups | 6th of September 2019 | 13:00 – 17:00 | Digital Eatery | Berlin

- Conjoined sidekick event of www.startupnight.net and FoodBuzz & crowdfoods – the agri-food/tech startup association for DACHLI
- Up to 150+ investors, B2B attendants & startups expected
- 20+ pitches and exhibition of agri, food & gastro / tech startups

Connecting the agri-food & gastronomy economy & startup scene

- Startups: food, agro, gastro and food-, agro- & gastro-tech
- Agri-food economy: industry, production, service, retail
- Gastronomy & hotel business
- Investors
- Startup service providers

organized & powered by



Startupnight „Bites“ 2019

PR planned

- PR releases planned before and after the Bites19 pitch event
- General PR of the startupnight.net
- Plus special PR in the agri-food & startup sector in Germany, Austria & Switzerland

 **STARTUPNIGHT**
SEPTEMBER/06/2019 


 **booster**
(Das interaktive Magazin für Start-ups, Investoren und Interessierte)

 **foodaktuell & alimenta**
Lebensmittelwirtschaft digital und gedruckt

**Lebensmittel
Zeitung**

f3 farm. food. future.

 **E-FoodBlog**

 **Kompetenznetzwerk
Ernährungswirtschaft**

 **der brutkasten**

**NGIN
FOOD**

We promote & connect the agri-food startup economy.

Startupnight „Bites“ 2019



Schedule: Pitch Conference & Sessions (preliminary planning*)

6th of September 2019 | 12:30 – 17:00 | Digital Eatery | Berlin

10:30 – 12:30 Preparation/ booth installation etc.

12:30 – 13:00 Door opening / networking

13:00 – 13:15 Opening / welcome note (by organizers)

13:30 – 14:30 Food/tech pitch round (10 startups on food & foodtech, each 4 Min.)

14:30 – 15:00 Networking break

15:00 – 16:00 Gastro/tech pitch round (max. 10 startups on gastro & gastro tech, each 4 Min.)

16:00 – 16:30 Agri/tech pitch round (max. 5 startups on agri & agritech, each 4 Min.)

16.30 – 16:45 Closing note & networking

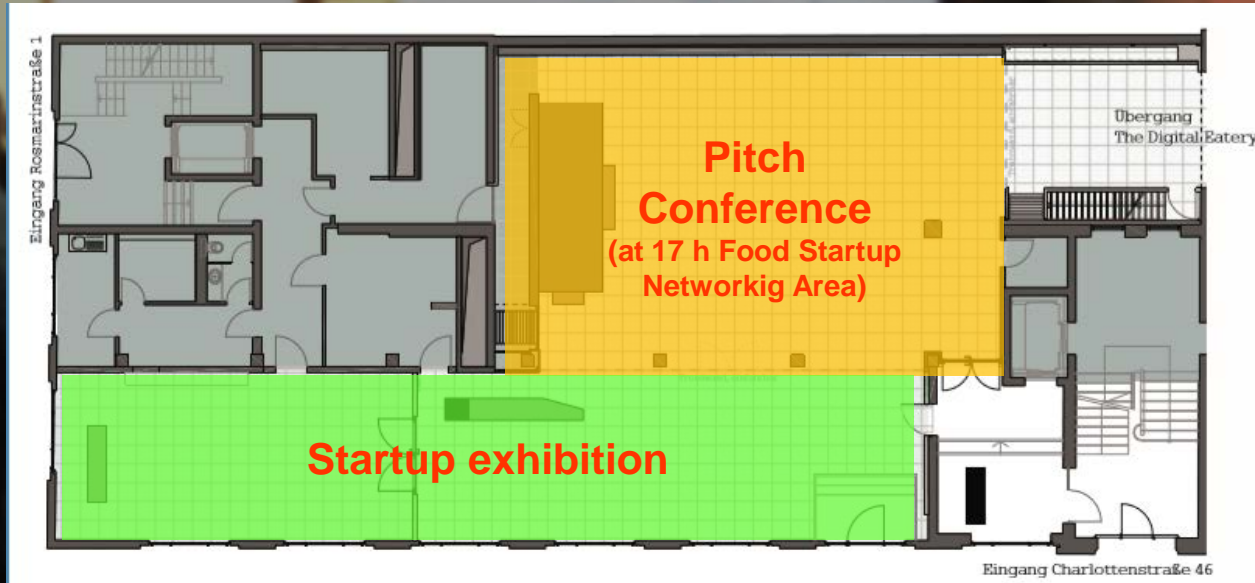
17:00 – 24:00 Public door opening startupnight | #SUN19

*subject to change, depending on registered startups

Startupnight „Bites“ 2019

The Location – Atrium @ Digital Eatery

STARTUPNIGHT
SEPTEMBER/06/2019 



Startupnight „Bites“ 2019

Startup Exhibition – setup & how it could look like



- Max. 26 booths: max. 20 -22 for startups, 3-5 for sponsors
- Free of costs for selected startups (please apply via www.startupnight.net)
- Caution fee of 250 € (as no-show security: will be paid back after the event)



Startupnight „Bites“ 2019

Benefits for exhibiting startups



- Free founder's tickets and a free company booth (mandatory; includes high table 0,80x0,80 m, signage, power supply, WiFi) at Startupnight Bites19 | Digital Eatery
- Space for a rollup + food tasting (tbd.: only cold food, must be prepared before, cutlery & dishes have to be brought by exhibitor; only at Startupnight Bites19 | Digital Eatery)
- Exclusive agrifood-related pitching slots in front of experts and potential customers (Startupnight Bites19 | Digital Eatery)
- Invitation-only speed dating with our corporate partners and investors based on curated matchmaking, so no more waiting in lines (general Startupnight event)
- Our corporate partners will provide different challenges to which you can offer solutions, thus generating direct business impact for yourself (general Startupnight event)
- Invitation-only Pitch & Pitchers event, where startups will pitch their product in an exclusive setting in front of all investors and then enjoy a cold beer, 1:1 discussions and networking (general Startupnight event on 5th of Sep / the day before)
- Various Startupnight awards ([Start Alliance Berlin Competition](#), Startup Choice, etc.), with additional prizes being provided Congstar, IBB, etc. (general Startupnight event)

Expo/booth plan

Draft planning

20 - 22 startups as exhibitor & pitcher

- 1/3 food & beverages (B2C & B2B)
- 1/3 agrifoodtech
- 1/3 gastronomy

3 - 5 sponsors as exhibitor

- VC & CVC
- Food retail / wholesale
- Food industry / multinational
- Accelerators & incubators

Sponsor booths

Pitch conference (seats)

Shared / Common Bar
4 Drink Startups conjoined

Shared / Common Bar
4 Drink Startups conjoined

Closed for pitch
(open at 17h)

Entry for
#SUN19
(17:00 - 24 h)

Optional entry
for pitch
conference ?
(12:30 - 17 h)

Entry for pitch
conference
(12:30 - 17 h)

Eingang Charlottenstraße 46

nicht nutzbare Bereiche

Bereich Meetingraum / 63 qm

Bereich Foyer / 80 qm / abtrennbar von Lichthof mit Durchgang

Bereich Lichthof / 177 qm inkl. Ausstellungsraum

Bereich Ausstellungsraum / abtrennbar

Konferenzstisch klein (BdHt 0,55x0,80x0,50m)

Stuhl Atrium (BdHt 0,55x0,80x0,50m)

Counter (BdHt 1,00x1,10x0,50m)

Stelltisch (BdHt 0,80x1,10x0,80m)

Stelltischbrücke (BdHt 0,60x1,10x1,80m)

Barhocker (BdHt 0,45x0,80x0,40m)

Buffetelement (BdHt 0,80x0,90x2,10m)

■ = 1 Startup/Sponsor booth =
1 Stehtisch (0,80 x 0,80 m)

1 [m] 5
ohne Gewähr

Startupnight „Bites“ 2019

Sponsorship Packages



Supporter

Up from 500 €

- 2 free tickets to pitch event
- 2 free tickets startup night (from 5 p.m.)
- Logo presence at the pitch event
- Access to all areas / events of startupnight

Sponsor

Up from 1.000 €

- 3 free tickets to pitch event
- 5 free tickets startup night (from 5 p.m.)
- Logo presence at the event
- Rollup at pitch event
- Access to all areas / events of startupnight

Presenter

Up from 2.500 €

- 4 free tickets to pitch event
- 10 free tickets startup night (from 5 p.m.)
- Logo presence at the pitch event
- Rollup at pitch event
- Presenter booth (table) at pitch event
- Access to all areas / events of startupnight

Combi

Bites19 & #SUN19

Up from 6.000 €

- Presenter package (for only 1.000 €)
- + Sponsor pack for #SUN19 junior producer (or more) - details see [here](#)
- *Please contact us for further details*

Connect your business with the agri-food economy & startups.

Startupnight „Bites“ 2019

Media- & Network Partner Packages



Media & Network Partner

Non financial

- Has to promote the event min. 2 times in his media / network before the event takes place and min. 1 time after the event
- + additional promotion / posts on social media
- 2 free tickets to pitch event
- 2 free tickets startup night (from 5 p.m.)
- Logo presence at the pitch event
- Access to all areas / events of startupnight

Media & Network Presenter

Non financial

- Has to promote the event min. 4 times in his media / network before the event takes place and min. 1 time after the event
- + additional promotion / posts on social media
- 4 free tickets to pitch event
- 4 free tickets startup night (from 5 p.m.)
- Main media presenter of the pitch event
- Access to all areas / events of startupnight

About crowdfoods.com



The first agrifood/tech startup association in DACHLI* – we connect agri-food startups with the food economy, investors & consumers.



**B2B Food
Network**



**Collabo-
ration &
CoCreation**



**PR,
Marketing
& Events**



**Trans-
formation**



**B2C2C Grassroot
Community**



**Explore, Accelerate
& Scale up**



**Market &
Distribution**

About FoodBuzz.de

We market food innovation by connecting food startups with B2B & B2C customers off- & online.



- Market research
- PR Services
- Popup Store
- Try & Buy
- Social Buzz & Word of Mouth



- ✓ More customer insights
- ✓ More awareness
- ✓ More visibility
- ✓ More conversion
- ✓ More sales

 **STARTUPNIGHT**
SEPTEMBER/06/2019 

BITES19

Ready to „food up“?

More details, tickets & startup exhibition registration:

www.startupnight.net

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Get your „Bites“ now.

Become our partner – your contact

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www.crowdfoods.com – the 1st cross-border AgriFood/Tech Startup Association for Germany, Austria, Switzerland & Liechtenstein

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