



2022 Global Fundraising Scale-up Program - “Europe”

Additional Introductory Material 1

“Company Introduction”

Prepared for startups
June 2022
By White Castle Partners



Introductory Materials on White Castle Partners

1. Website

<https://whitecastle-partners.com/>
<https://www.whitecastle-partners.com/accelerator-program>

2. Video presentation

<https://www.youtube.com/watch?v=bdVrVrx8YA4>

3. Brochure

See hereafter



WHITE CASTLE PARTNERS

ADVANCING TECHNOLOGIES THAT BETTER SOCIETY



Unlocking Capital —

Whatever your chosen method of funding your growth, spend less time on fundraising and more time on building your business. Created and strengthened over many years with trusted relationships, WCP Investor Eco-system is comprised of over 5,000 investors, including many of the leading private investment entities in Europe, Family Offices, UHNWIs, VC/PE's and Sovereign Wealth funds.

We offer highly specialised business introductory services with a focus on technology companies. Our extensive network is made of ambassadors and advisors in the fashion and grocery space.

When you partner with us, you get access to our black books and existing executive network who can facilitate high-level introductions into your target customers.

People —



Peter Madsen



Edwin Van Raalte



Laurent Lautier



Wolfgang Kirsch



Daniel Blais



Soyeh Kim



Doris Albiez



Frans Rahms



Scott Sheldon



Helen Häggström



Stefan Bernard



Christian Henning



Andrew Hughes



Holger Wagner

What We Do

Unlocking Capital

We connect high-growth companies with our investment ecosystem, consisting of Family Offices, UHNWI, Super Business Angels and Institutional Investors. WCP is able to maintain a generalist approach across sectors and stages, with a targeted thematic focus.

- Access to Capital
- Capital Raising Events
- The Platform

Talent

Since 2000, our sister company, UNITE, has been building talent-based organisations across EMEA for some of the world's most dynamic, successful, and influential technology companies. We bring you top talent with the right culture fit – whether you need an outstanding leader, key personnel or entire teams covering diverse functions.

- WCP Network
- Innovation Roundtable
- Bespoke Network

Connector Program

We work closely with gatekeepers and decision makers from corporates that act as ambassador for WCP. The companies we work with are actively looking to implement new technology and gain competitive advantages. WCP will leverage our corporate partners and deep network to identify and organise business introductions.

- Startups
- Innovation
- Entrepreneurial Culture

Capital Services



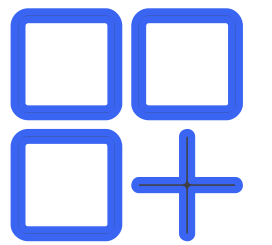
Unlocking Capital

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Capital Raising Events

WCP's flagship event is the annual VROOM Summit, the Principality of Monaco's best known and most prominent fundraising event. WCP also offers smaller monthly spotlight events in Monaco and Luxembourg, bringing together presenting start-ups and small investor groups of select Family Offices, HNWIs, and Institutional Investors.



The Platform

WCP offers a global reach on qualified investment opportunities through a digital platform. It allows our clients to discover and explore a wide variety of projects online. This unique platform allows all types of growth-focused businesses to raise capital and also expand their customer base in the process.

Fundraising

Early Stage Growth, Pre-Series A (250K – 1.5M€)

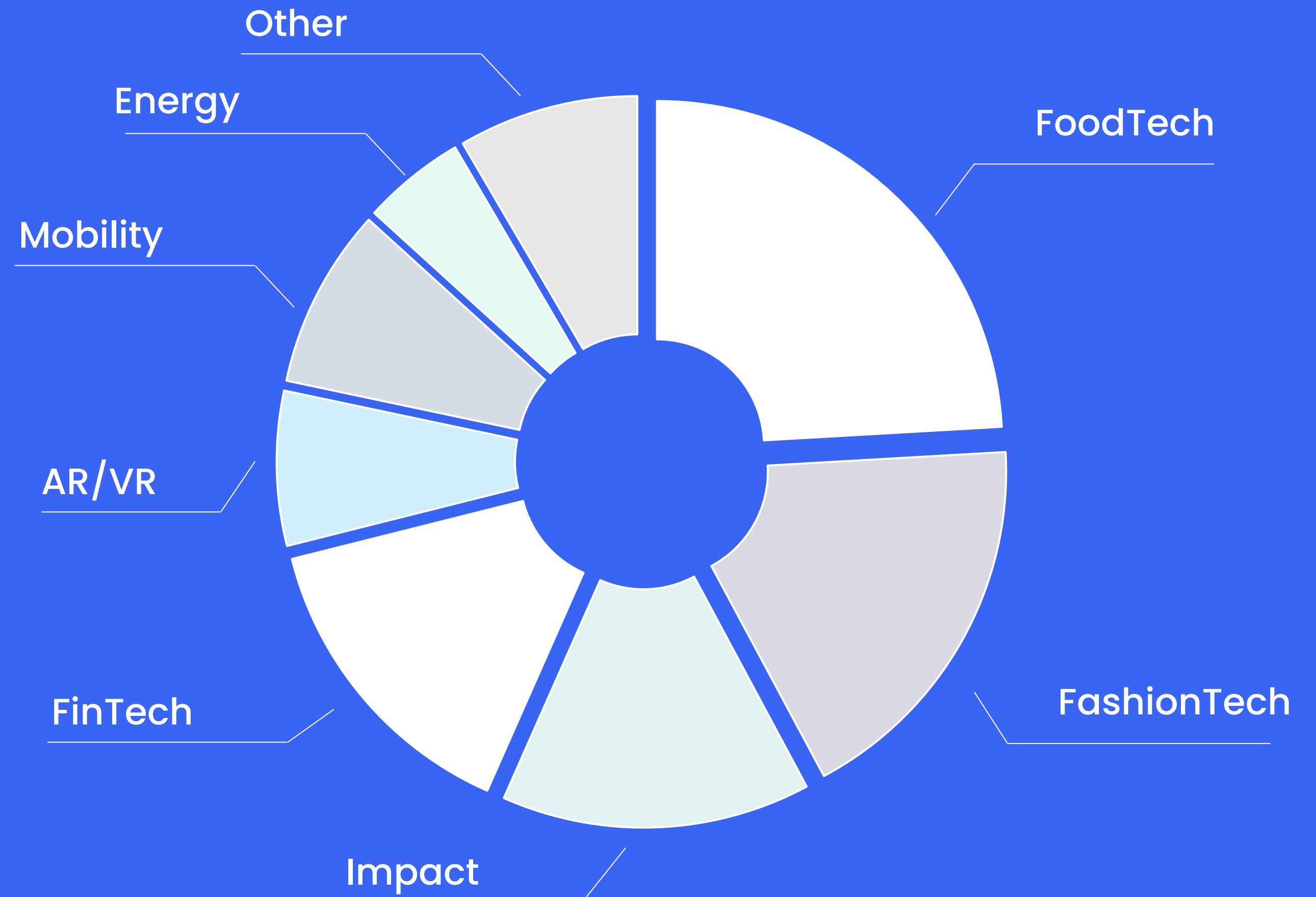
- Received pre-seed funding.
- A proof of concept or working prototype.
- A proven and scalable business model.

Companies Seeking Series-A or Series-B Funding (1 – 15 M €)

- Proven Market Traction
- ARR of at least 1M€, growing
- Selected Verticals

Companies Seeking Growth Stage Funding (Series-C or Later)

- Global Business
- Revenues in excess of 7M€
- EBITDA Profitable



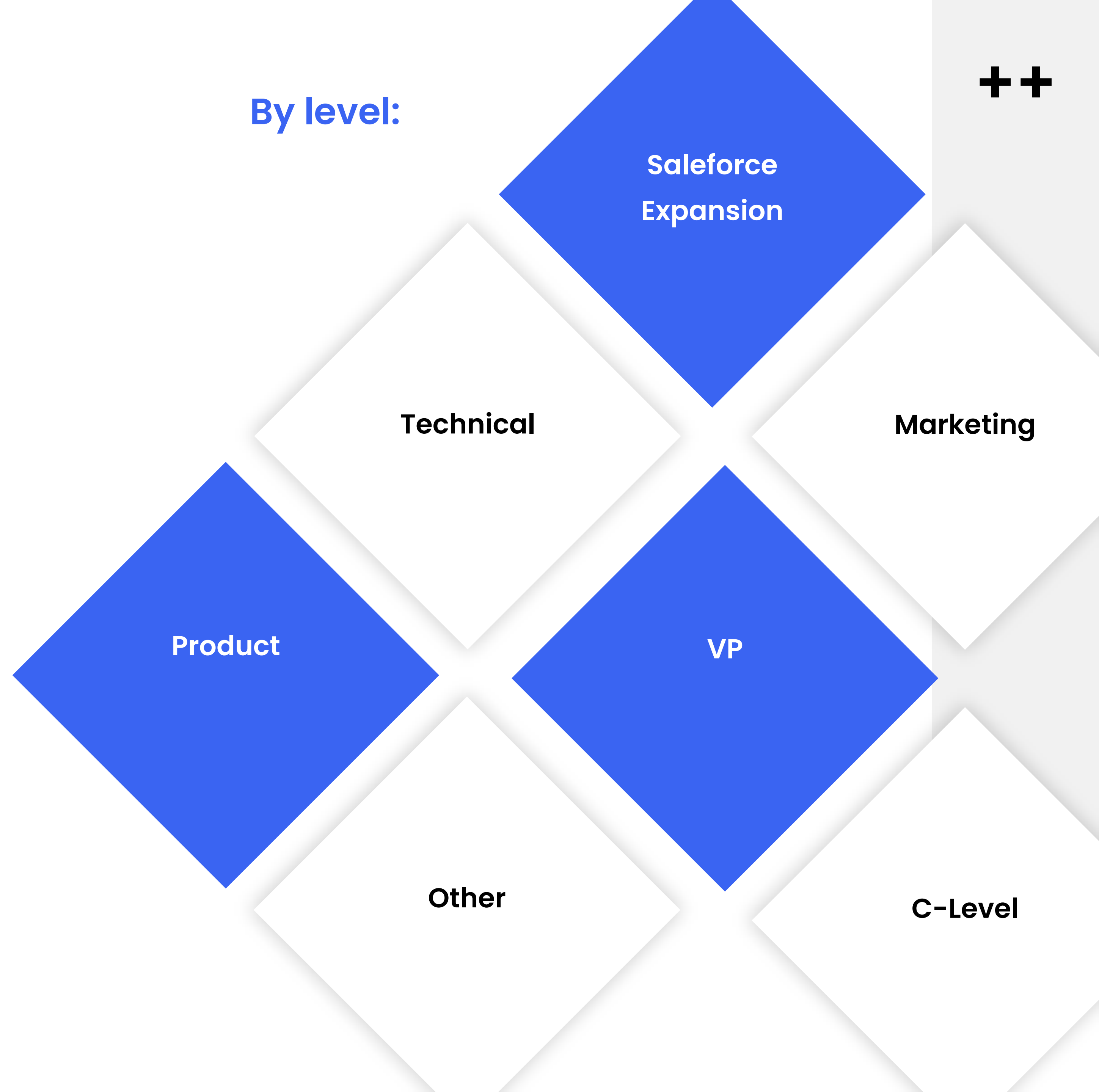
We take care of every aspect of your investment set up so that you can focus on scaling your business. Through our extensive partnership network, corporate contacts and industry experts we are here to accelerate your entrepreneurial journey and make you investment-ready.

Talent

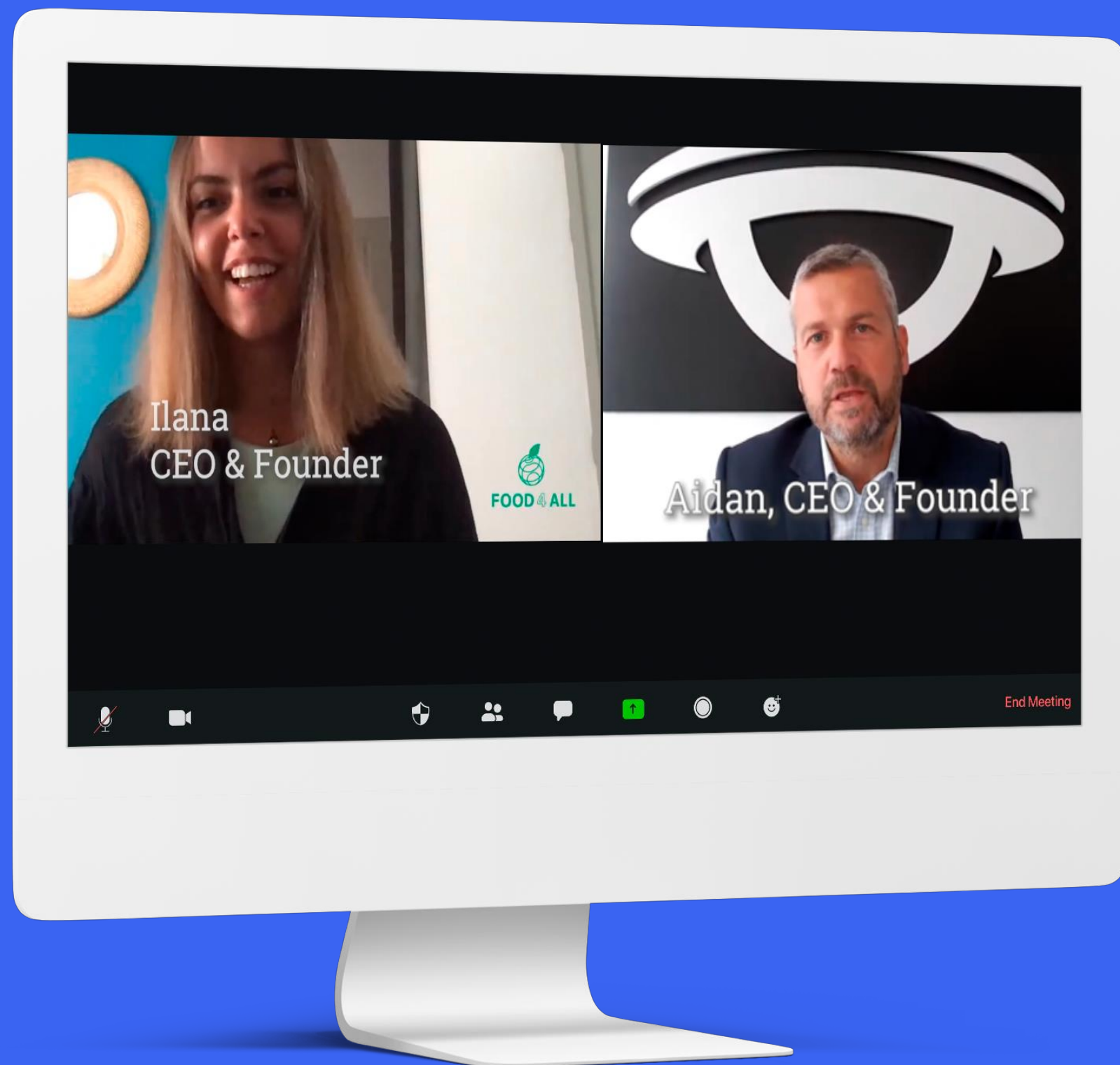
By sector:

- Acquisition and Advertising
- Content and Experience
- Logistics and Supply Chain
- Analytics and Data Management
- Payment and Services
- Social and Relationship
- Store Technology

By level:



Virtual Spotlight —



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The Virtual Spotlight is an opportunity for companies to share their pitch with international investors thus being unrestricted by location. These investors are handpicked by our team with the specific industry in mind. The format resembles a traditional pitch event dedicated to one company and hosted online.

We help you prepare a video pitch including a professionally designed presentation and voiceover recording. The Virtual Spotlight event features a live stream of your video pitch, followed by a live Q&A between the founders and investors, all hosted exclusively on our interactive web platform.

The presentation is stored on the VROOM website and is accessible to registered VIP members only.



Mainstage Event

VROOM Summit Monaco Main Stage Investment and Innovation Event, is one of the most prominent technology investor events in the Principality. The VROOM Summit features exceptional investment opportunities sourced from across the globe.

We scout for these companies through our VROOM Caravan events across various locations with support from our local ambassadors and mentors. The VROOM Main stage event in Monaco annually attracts over 200 UHNWIs, Family Offices, and Institutional Investors.

Investment Ready —



Advisory Board & Mentorship



Work with experienced entrepreneurs, tech executives and advisors.

Pitch Coach



Personalized coaching to help you deliver a concise and convincing pitch to investors.

Innovation & Partnerships



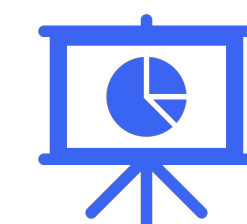
Tech Partners providing founders the tools necessary to build and run a successful company.

Smart Funding Marketing



Create a financing strategy and connect with the right kind of investors.

Data Room



Guidance to build a Virtual Data Room with important company information for the investors..

Talent



Find the game-changing talent to support your growth

Success Stories



Contact



Our Location

Fontvieille

Monaco

Office Hours

Monday – Saturday

09:00 – 18:00



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CEO



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