

PR & MEDIA PARTNERSHIP



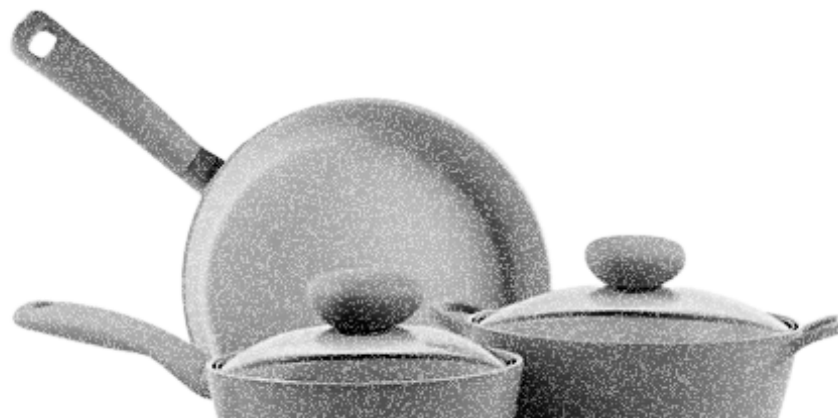


STARTUP KITCHEN



is a place where startup apprentices become master chefs

At Startup Kitchen, we're on a mission to ensure startup apprentices don't get burned in the fast-paced world of business. Through a blend of education, entertainment, and networking, we guide you through the startup culinary process. Our specialties include networking, content production and tailor-made events.



COMMUNITY BUILDER

#1 Start-up focused kitchen in the region

4 Chefs (core team)

Supported by

4 Sous Chefs (volunteers)

4 Main & 38 Network partners

Cooked, sometimes Grilled, occasionally Fried



43 EVENTS across 5 countries and 2 continents

38 PODCASTS

150+ BLOG posts

2 Iron Man Challenges claiming Silver Medals

- And much more!



43E-vent-s

Educate, Entertain & Engage Venture Society in our unique E-vent-s



- **OUR Community meetups**

- **#StartupGrilling** - reverse pitching, where VCs pitch their funds in front of the Jury of Founders. 250+ people at Střecha Radost.
- **#StartupCinema** - a panel & discussion based on the real story Movie from the VC industry - the Theranos and Wirecard Story. 200+ participants.
- **TECH HAPPY HOURS** - a flagship event of the Czech Republic startup Ecosystem partnering with scientific center CERN
- **Christmas Meetup** - the end-year celebration of startup successes. 200+ participants.

- **Business & tech meetups**

- **TRUESDAYS** - a regular networking event for the TECH community and Exapts in the CZE. Every First Tuesday of the month.
- **Commodity Tech London** - Technological meetup for the RichView community in London.

- **Hackathons**

- **Taiwan Ideathon “Dumplings hack”** - held in Taipei to deepen cooperation and collaboration between the Czech Republic and Taiwan.
- **Finbriks hackathon** - weekend hackathon for Komerční Banka focused on PSD2 open banking

Podcasts

Join our Startup Kitchen Talks pumped-up line up



Guy Kawasaki from Apple & Canva, **Tereza Machackova** from Productboard & Credo Ventures & Cyclo Maniac, **Ondrej Bartos** from Credo Ventures, **Michael Schuster** from Speedinvest, **Katherine Maher** CEO of Wikimedia, **Esther Wojcicki** from Washington Post. Honestly, who has better guests?

Published **2x per month**, we cover various issues challenging startup founders, operators, C-levels, investors, or corporates. The target audience is entrepreneurs # innovators **from the CEE region**, mainly V4 countries, age group 18 to 40yrs.

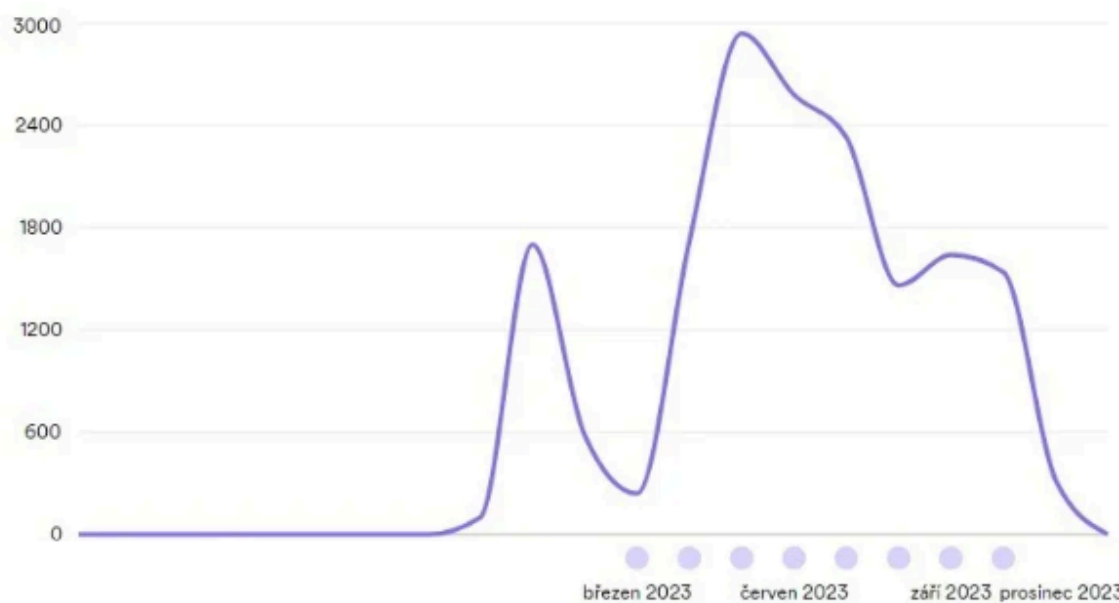
All podcasts available on [Spotify](#) or [ApplePodcast](#).

Number of plays

31 715

Average episode play

1 592



Počet přehrání Zveřejněné epizody

Počet přehrání ⓘ

31 715

Všechna období

Počet přehrání na epizodu ⓘ

1 592

V průměru

Velikost publika ⓘ

374

Posledních 7 dní

Zobrazení ve Spotify ⓘ

1 540

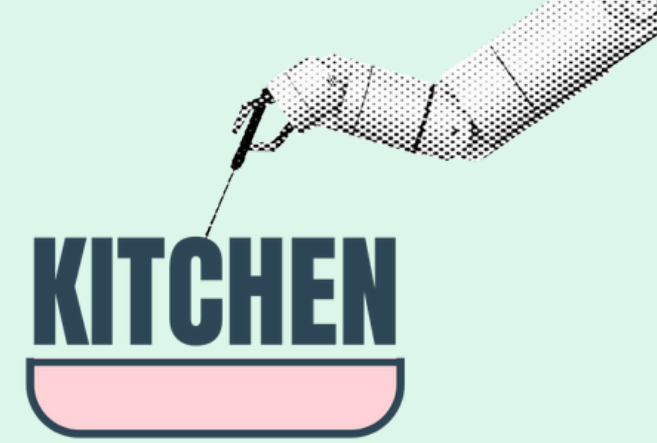
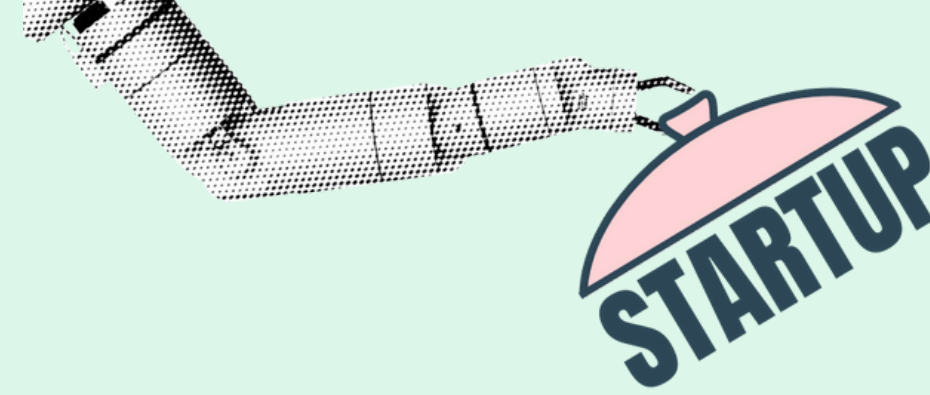
Posledních 30 dní

Sledující ve Spotify ⓘ

117

Blog

Your cook book waiting for your product to spice it up



We regularly publish **blog articles** for the CEE community on our website & Roklen24

A chef specialty - articles about specific industries, case studies & news. This format aims to create a community educational library and resources for the startup community. Why do not we see you there?

- [POWERING STARTUPS AND THEIR VISIONARIES WITH ESOP,](#)
- [HOW TO SQUEEZE THE MOST VALUE FROM STARTUP CONFERENCES AS A FOUNDER,](#)
- [DOZEN OF COGNITIVE LLM CAPABILITIES: OPPORTUNITIES & EXAMPLES – PART 1/4,](#)
- [No-code for startups,](#)
- [Ideathon in Taipei.](#)

VC announcements - we publish everything important that happens in our community

- [LUIGI'S BOX ACQUIRES PRAGUE-BASED PERSOO, STRENGTHENING ITS POSITION IN THE EUROPEAN MARKET](#)
- [ARBONICS GETS €5.5 MILLION SEED INVESTMENT FROM NORDICNINJA, PLURAL AND TILIA IMPACT VENTURES](#)
- [BORN DIGITAL CLOSED AN INVESTMENT ROUND TO SUPPORT COMMERCIAL ROLLOUT OF DIGITAL PERSONA](#)
- [THREATMARK SECURES \\$5 MILLION IN LATEST FUNDING ROUND](#)
- [Tilia Impact Ventures launches €32m impact seed fund,](#)

Newsletter

Every month, half of our hungry consumers find their **STARTUP TAPAS** in their inbox

Fresh news from the **CEE startup ecosystem's** investments funds & fondues.

Once a month, together with a tasting of **our news & longer reading** (hot topics for our community, exciting articles from partners).

Our database currently consists of **more than 7,000 relevant contacts** originating in our network and **almost half of them engage**.

READ LATEST STARTUP TAPAS [HERE](#) and [HERE](#)



Monthly Newsletter <> End October '23

Regular - Sent Tue, 31 Oct 2023

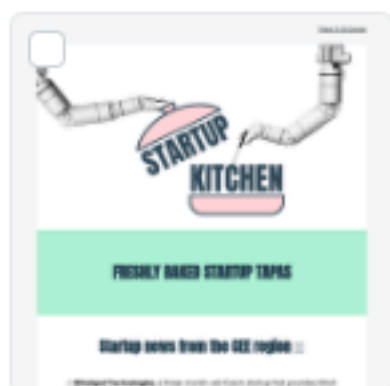
[View report](#)

Recipients
6,967

Opened
48.77%

Clicked
2.8%

CTOR
5.74%



Monthly Newsletter <> End November '23

Regular - Sent Tue, 28 Nov 2023

[View report](#)

Recipients
7,177

Opened
42.71%

Clicked
3.44%

CTOR
8.06%

Emails sent in 2024
126 381

Patron

Every kitchen needs its patron

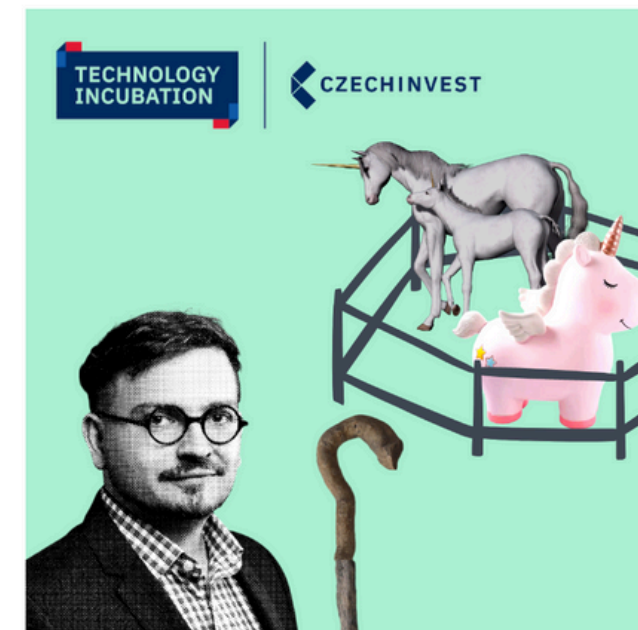
We are enriching our broader team by looking for **patrons**. Kitchen Patrons will embody and support the **goals and activities** of our Startup Kitchen. We are reaching out to global founders, recognized investors and entrepreneurs, and relevant corporate representatives.



I support Startup Kitchen because even though like my steak raw, I prefer my team well-done! And to be honest, Tomas Cironis is just a great folk to share a plate with. His startup tapas were always delicious!

CzechInvest and its Technology incubation program serve as a startup guide & nurturer – helping them grow peacefully and potentially achieve unicorn status. **Ivo Denemark**, the Startup Division Director, is the chief shepherd of the startup herd. We are happy to see your startup paddock so crowded with talent!

CZECHINVEST REPRESENTED BY IVO DENEMARK, STARTUP DIVISION DIRECTOR



Startup Kitchen has a fantastic community of startups and people that we want to be a part of. I enjoy working with individuals who put a piece of themselves into their work, as it reflects in their passion and output. Startup Kitchen is a prime example of that! Given that Raiffeisenbank is all about people, I see great potential in connecting with startups that can help us become a digital bank that is closer to our clients.

KRISTÝNA MINÁŘOVÁ, INNOVATION & PARTNERSHIP MANAGER @RAIFFEISEN BANK



SOCIAL MEDIA

Trend makers locally, catching up regionally



LINKEDIN



INSTAGRAM



TWITTER

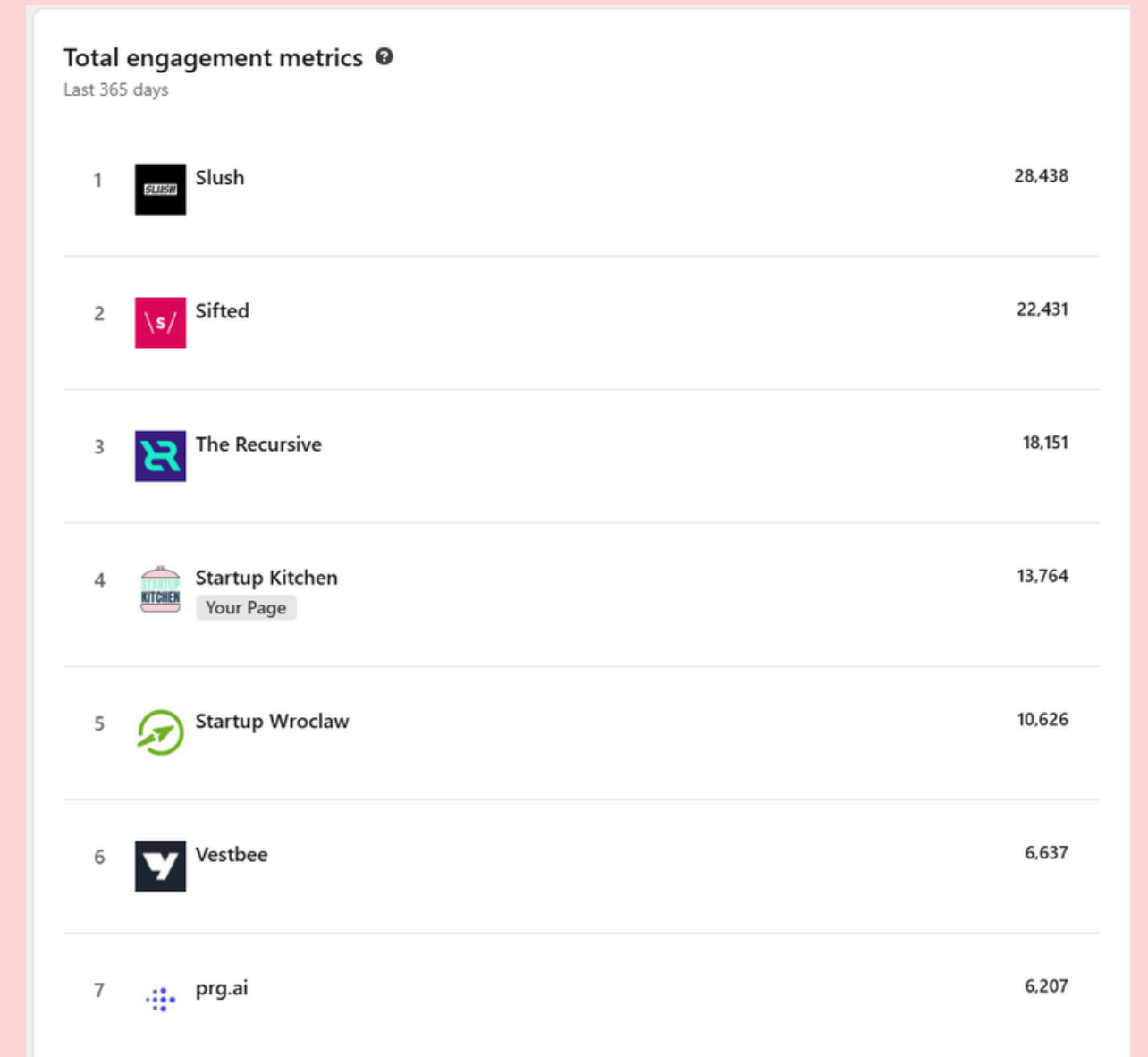
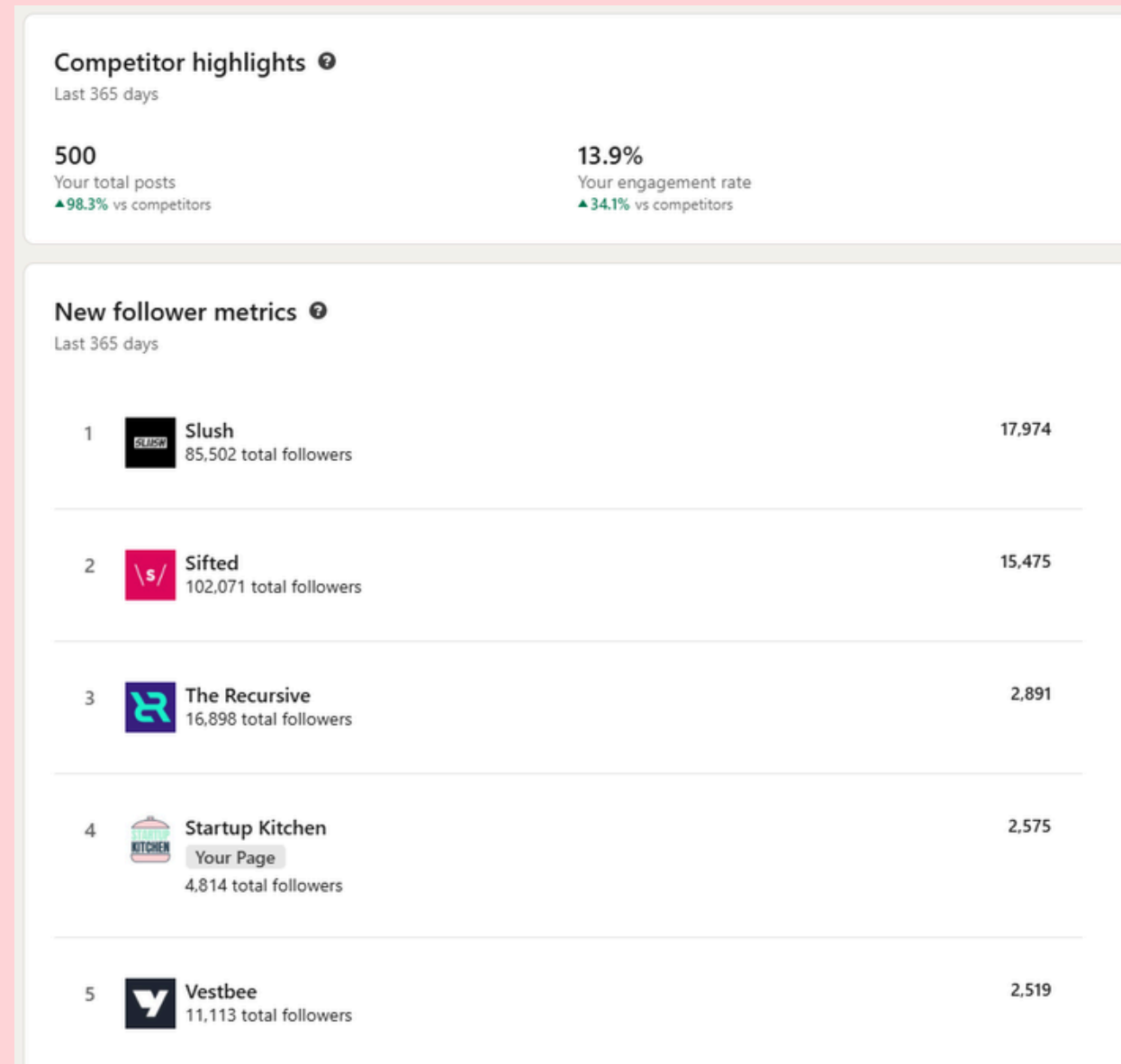


SPOTIFY



FACEBOOK

LINKEDIN



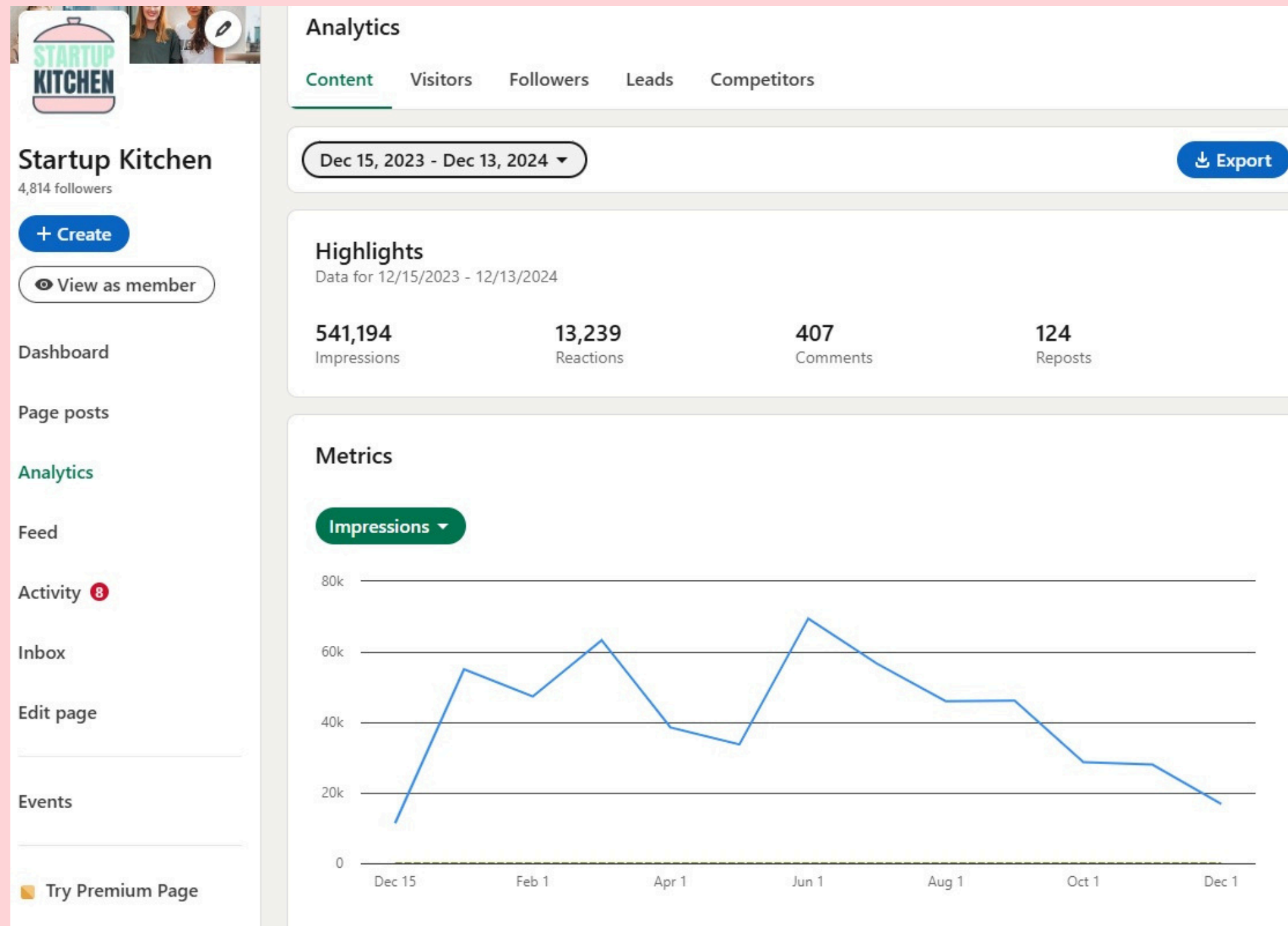


LINKEDIN &



INSTAGRAM

The most popular & fastest growing channels



Startup Kitchen
4,814 followers

Analytics

Content | Visitors | Followers | Leads | Competitors

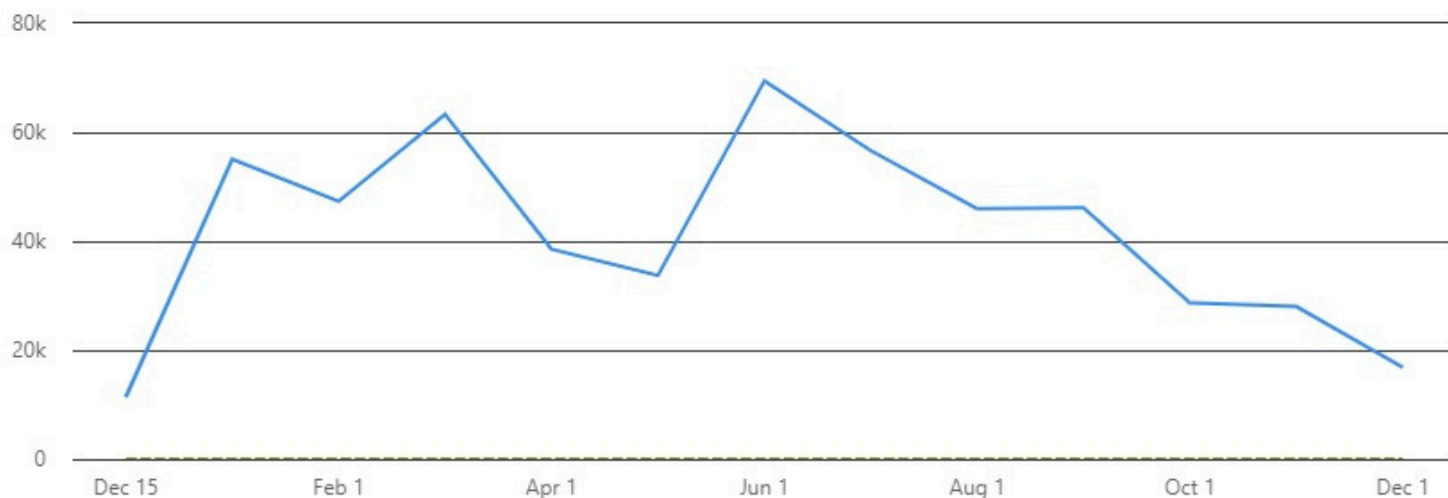
Dec 15, 2023 - Dec 13, 2024

Highlights
Data for 12/15/2023 - 12/13/2024

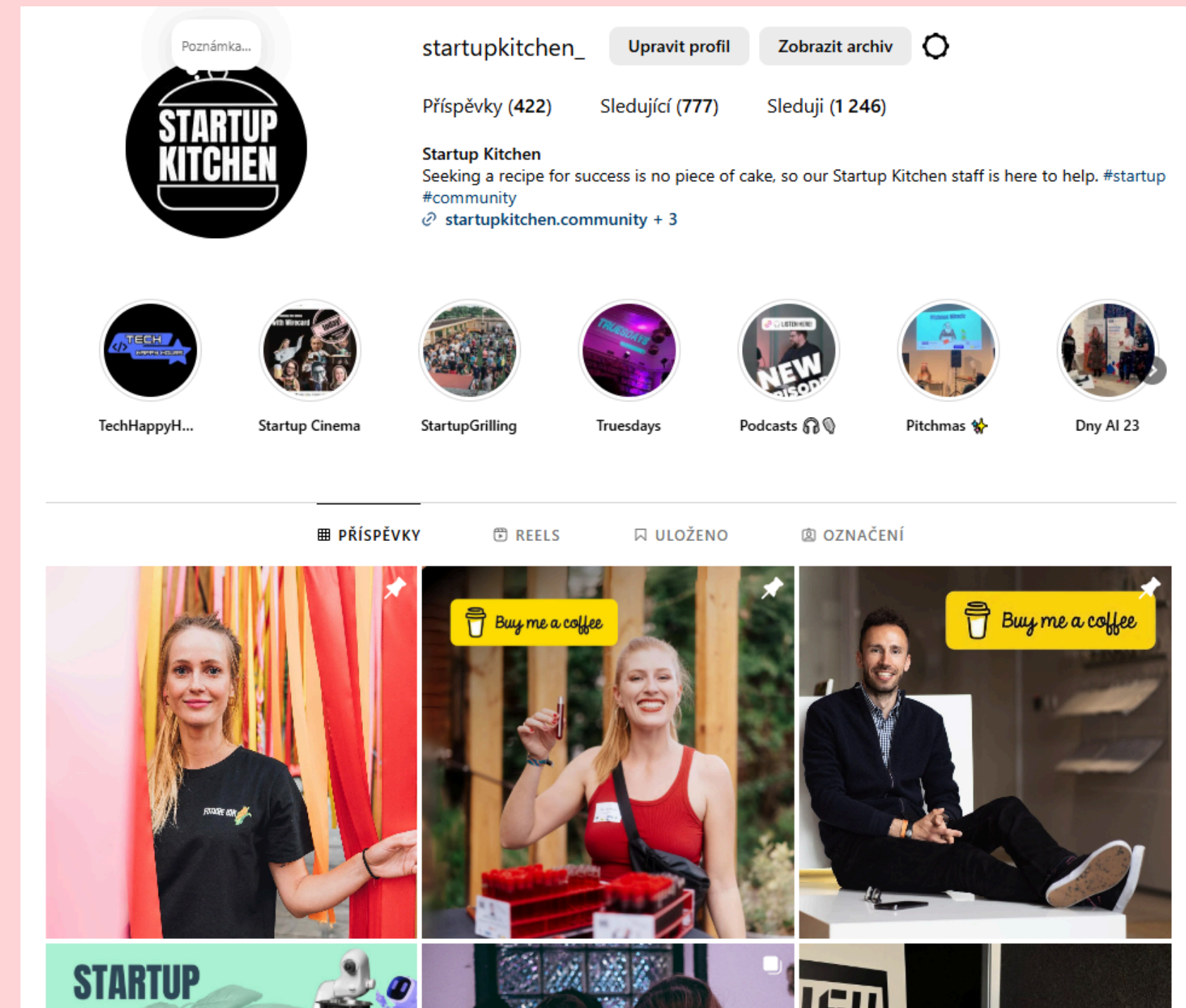
541,194 Impressions	13,239 Reactions	407 Comments	124 Reposts
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Metrics

Impressions



Date	Impressions
Dec 15	12k
Jan 1	55k
Feb 1	48k
Mar 1	62k
Apr 1	38k
May 1	35k
Jun 1	68k
Jul 1	55k
Aug 1	45k
Sep 1	45k
Oct 1	28k
Nov 1	28k
Dec 1	18k



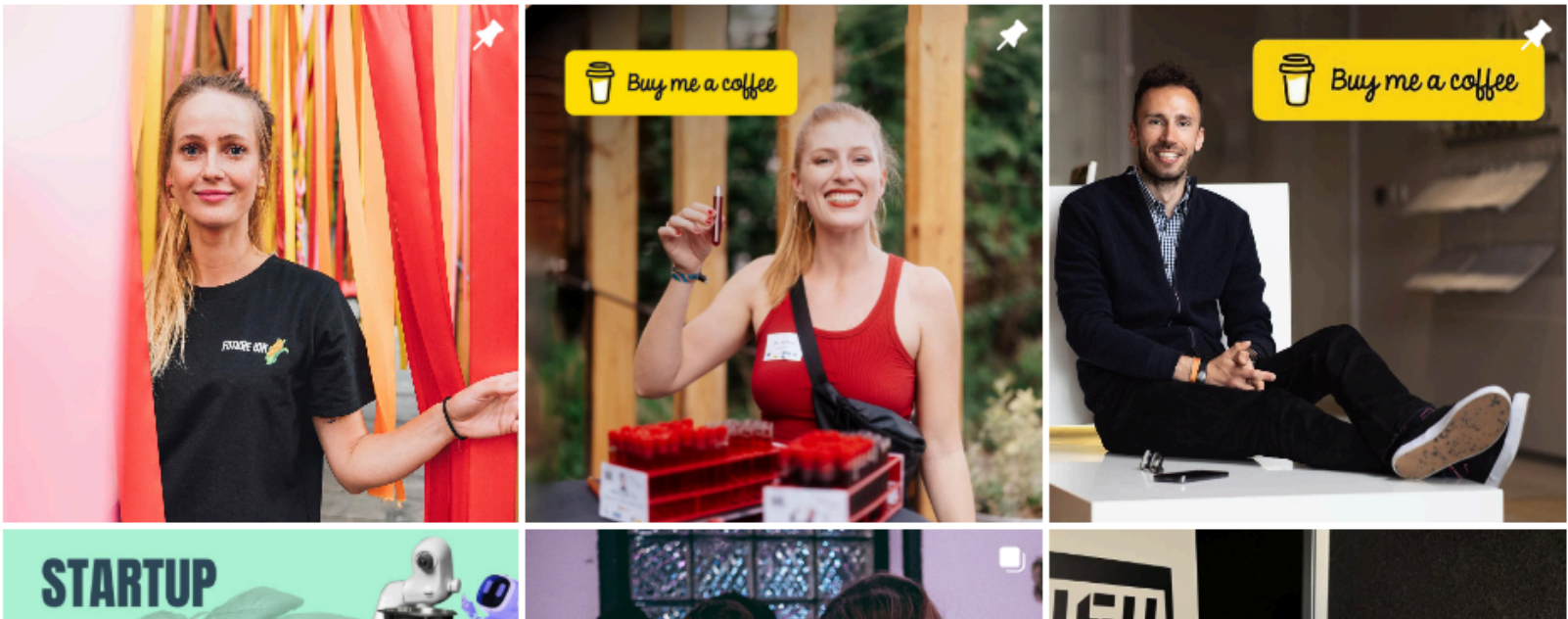
startupkitchen_ | Upravit profil | Zobrazit archiv

Příspěvky (422) | Sledující (777) | Sleduji (1 246)

Startup Kitchen
Seeking a recipe for success is no piece of cake, so our Startup Kitchen staff is here to help. #startup #community
@startupkitchen.community + 3

TechHappyH... | Startup Cinema | StartupGrilling | Tuesdays | Podcasts | Pitchmas | Dny AI 23

PRÍSPĚVKY | REELS | ULOŽENO | OZNAČENÍ



How do we think about our content

We can do a standard promotional content with you...
or we can cook something special.

When we host a pitch contest, we let founders bake & decorate while pitching.
Investors present while flambeing eggs and pineapples.

Our podcast guests sometimes get rock-climbing presents or answer questions about fried insects
and volcanos. And some metaphors even make sense in the end.

Our content is unique and instantly recognizable. This is how we will think about your content as well.



YOUR PARTNERSHIP OFFER

PODCAST GUEST

- 1x Guest to the KITCHEN TALKS, topic to be specified,
- Published on Spotify, ApplePodcast, our Website, Roklen24

PODCAST ADVERTISEMENT

- 1x 90sec Advertisement (recorded by Partner) at the beginning of the selected episode.

FOLLOW-UP CONTENT FROM PODCAST

- 3x short reels highlighting the most important parts,
- Shared on LinkedIn & Facebook, Twitter & Instagram,
- 1x dedicated slot in the “Podcast Newsletter”,

NEWSLETTER (7.000+ subscribers)

- 1x promotion of your blog article & podcast,
- 12x your logo in every newsletter,
- 1x promotion of patron,
- 1x promo banner,

THANK YOU SoMe Post

- 1x LinkedIn & Instagram & Facebook & Twitter,

PR ARTICLE or INTERVIEW

- 3x on a mutually agreed topic, published on our website,

LOGO PROMOTION

- On the Startup Kitchen website,
- At all events as a partner automatically,

PATRON at the Website

- Your photo and quote on why you support the startup ecosystem,

EVENTS

- Partner of events with logo visibility on-site,
- Welcome speech at either #Grilling or #Cinema,

TAILORED NETWORKING

- 3x connecting with startups, founders, or students of your choice, and we'll arrange the introduction

PRICE: 520.000 czk + VAT

GET IN TOUCH

Tom Cironis

Master Chef

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tom@startupkitchen.community

