

INSEAD Entrepreneurs' Group Business Angels Event

Wednesday 3 March 2021



IMPORTANT NOTICE

The presentations made during this event are of a general nature about the businesses, target markets, products or services, business models, development stage, and strategy for the future.

Should any presentation constitute subject matter comprised by the Financial Services and Markets Act 2000 (the "Act") or rules issued pursuant or in relation thereto, the following apply:

- The content of any such "promotion" made has NOT been approved by an authorised person within the meaning of the Act, and such approval is, unless this exemption or any other exemption applies, required by section 21 of the Act;
- Any such presentation are ADDRESSED ONLY TO persons that, at the beginning of this meeting, benefit from exemptions from the prohibition of financial promotion by persons not authorised by the FSA, including "Investment Professionals" (including persons authorised by the FSA), "Certified High Net Worth Individuals", "High Net Worth Companies, Unincorporated Associations Etc.", "Certified Sophisticated Investors", "Self-Certified Sophisticated Investors" and "Associations of High Net Worth or Sophisticated Investors" as comprised by respectively Articles 19, 48, 49, 50, 50A or 51 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (No. 1529), as amended. As a consequence hereof, any such "promotion" is exempt from the general restriction (in section 21 of the Act) on the communication of "invitations" or "inducements" to engage in investment activity.

RELIANCE ON ANY PROMOTION THAT MAY FOLLOW FOR THE PURPOSE OF ENGAGING IN ANY INVESTMENT ACTIVITY MAY EXPOSE AN INDIVIDUAL TO A SIGNIFICANT RISK OF LOSING ALL OF THE PROPERTY OR OTHER ASSETS INVESTED.

ANY INDIVIDUAL WHO IS IN ANY DOUBT ABOUT ANY INVESTMENT TO WHICH ANY PRESENTATION MAY RELATE SHOULD CONSULT AN AUTHORISED PERSON SPECIALISING IN ADVISING ON INVESTMENTS OF THE KIND IN QUESTION. The conditions for qualifying as any such type of recipient as mentioned above are set forth in papers available from the chairman of the meeting.

Any person, including any entrepreneur, wishing to contact any other person as a consequence of any activity of the Entrepreneurs and Business Angel Network is reminded to abide by all applicable laws and regulations. In relation to any "financial promotion", this means compliance with the Act, as amended, and the other relevant regulations issued under the Act. This includes that:

(i) Entrepreneurs should only send materials to persons or in a manner permitted by law, including but not limited to, any of the exemptions included in The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (No. 1529); and

(ii) To assure legal compliance with the above, the Alumni Association strongly recommends that all persons (A) act through a person authorised by the FSA, or (B) only communicates with an interested person after having verified that the person is of the type comprised by the second bullet point above as comprised by respectively Articles 19, 48, 49, 50, 50A or 51 of The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (No. 1529), as amended.

blonde gone rogue

<https://blondegonerogue.com/>

The future is sustainable. In fashion, too. But today Millennials and Gen-Zers are struggling to find clothing that matches their values and their budget. **blonde gone rogue** is a sustainable fashion start-up on a mission to solve this problem across the UK and Europe. Following the brand's motto 'Fashionable. Sustainable. Affordable', the London-based brand creates apparel that strikes the balance between edgy and mainstream fashion, produced in a sustainable, ethical and transparent way and sold at fair prices.

Gergana Damyanova (MBA19J) is **Founder** and **CEO** of **blonde gone rogue**. Gergana started her career at Royal Philips in the Netherlands where she held various roles in Supply Chain, Finance and Data Science before graduating from INSEAD in 2019. Her interest in sustainable businesses, enabling growth through data and fashion as a tool of self-expression culminated in founding blonde gone rogue.

Eszter Koves (MBA 14J) is a **blonde gone rogue Advisor**. Eszter is an angel investor focusing on sustainable consumer businesses. She has a wide experience in e-commerce, including Amazon Fashion, and is a Mentor at Virgin Start-up.



www.cartup.ai

CartUp has developed leading-edge AI-powered Merchandising, Search and Reviews software for e-commerce to deliver captivating experiences and increase sales. CartUp AI is superior to competitor software, because it is 100% AI-based (versus partly manual rules-based applications); it has genuinely innovative functionality such as machine-learning review analysis and presentation; it can be implemented very rapidly, as it is cloud-based with pre-built integrations to major e-com platforms; and it is affordable to SMEs. Initial implementation in NL has delivered consistent 5-10% revenue growth within weeks.

Jeroen Hendriks is **Co-founder** and **CEO** of **CartUp**. He has held senior leadership roles in organisation and technology transformation and was Business Development Director at Avanade, a digital transformation joint venture between Microsoft and Accenture. Jeroen spent his early career at PA Consulting and Shell.

Arvind Rapaka, **Co-founder** and **CTO** of **CartUp**, is a recognised AI technology guru and experienced start-up entrepreneur.

Alastair Charatan (MBA 89J) is **UK Country Manager** at **CartUp**. Alastair's background is as a supply chain director in retail, e-commerce and B2B at Travis Perkins, Saint Gobain, SIG and Woolworths. Prior to this, he spent 12 years in supply chain, business transformation consultancy at PA Consulting and PWC, focusing on retail and e-commerce. He has been an independent consultant since 2017.



DAYMADE

WIN PRIZES | PLANT TREES

www.daymade.co.uk

Backed by Zeal Ventures, **DAYMADE** is re-imagining the £300bn lottery market for Gen Z and millennials by offering prizes from brands they love. Every week, our players enter our competitions to win prizes ranging from £25 eco gift boxes to a £25,000 MADE.COM home makeover (all for the price of a coffee). We plant a tree with every transaction through our partner Trees.org (over 120k to date), and we offset the carbon footprint of our travel prizes and team. Our games and competitions do not constitute gambling - instead we operate prize draws similar to Omaze.com and ITV Win (<https://www.itv.com/win/>).

Andrew Broekelmann, (MBA 14D) is **CEO** of **DAYMADE**. After starting my career in investment banking (Wells Fargo) and then management consulting (Bain and Oliver Wyman), he decided to switch tracks and apply his energy and learnings towards helping build and scale new ventures that have the potential to disrupt the status quo.

Settld.

www.settld.care

Settld is transforming deathcare and the end of life journey for bereaved individuals and professionals who support them. Our platform automates cross-industry death notifications and manages administration through to resolution. Settld plans to transform into an end-to-end deathcare preparation tool and marketplace for end of life services - bringing compassion, transparency, and efficiency to an industry long in need of disruption.

Our team has experience across startup, private and public sectors, and is backed by an expert panel of advisors. The company has won £283k in non-diluting grant funding and is raising its first seed round to help capitalise on its early successes.

Vicky Wilson, CEO of Settld, has eight years of international marketing, operations, product and logistics experience in Amazon, building new customer centric products and services. She is a Volunteer for Quaker Social Action Funeral Poverty charity, with Funeral Arranger work experience.

Tao Mantaras is **co-founder** of **Settld** and ex-CFO of BibliU, a VC backed edtech company providing e-textbooks to higher education universities.



www.unrooteddrinks.com

Unrooted Drinks is a sustainable drinks company that produces a range of functional shots, each inspired by Africa's legendary baobab fruit. Our mission is to build a category around this super fruit, whilst supporting the local communities and environment where our baobab fruit comes from. Unrooted Drinks launched in the UK in early 2020 and is currently stocked in Sainsbury's, Holland & Barrett, Planet Organic, Selfridges and more.

Nathan Clemes, Founder of Unrooted Drinks, started his career in Consumer M&A at Deutsche Bank, advising on over \$100bn worth of transactions from 2012-2017. Prior to this Nathan studied at Warwick Business School (BSc Management) and King's College London (MSc Accounting & Finance). In late 2017 Nathan left banking to start Unrooted Drinks, a functional drinks business.

Alexandre De Gandt (MBA 05D), invested in Unrooted Drinks in early 2020. He is an angel investor and entrepreneur based in France.



www.uprooted-farms.co.uk

UpRooted Farms grow and sell the tastiest mixed leaf salad in London proven by our main customers Ottolenghi and Farmdrop. They picked our produce in every blind taste test and have publicly said there is nothing comparable on the market in London. We grow locally and sustainably with the ambition to displace Florette and private label salad brands as the market leader in EU and beyond.

Highlights:

- 3 years preferred Ottolenghi supplier with LOI of >1.5 tons of salad
- Listing on Farmdrop Q1 2021, scale-up talks for H2 2021
- Experienced team ready to tackle huge retail market opportunity (£110bn global, £0.5bn UK)
- Raising capital to finance highly automated plant factory to serve demand

Tobias Hoering, is **CEO of UpRooted Farms**. He is ex LBS and Kearney with over 9 years' experience as a principal (junior partner) in strategy consulting for FMCG companies. Tobias is experienced in corporate strategy, sales growth and operations. Over the past three years, he pushed UpRooted Farms from concept to MVP with initial sales and is now prepared to scale to meet customer demand.

Lara Gilman, (MBA 09J) is **Advisor to UpRooted Farms**. Lara is the current co-lead of iwoca-pay, a service to help small businesses with cash flow. She was co-founder of Yooz (an international remittance service connecting the UK to India) and has great knowledge of what it means to start and run a business.