

Global Investment Advisory firm U-Start launches the hunt for Europe's top start-ups, ripe for investment

- *U-Start Conference Europe is the fourth and final satellite event hosted by U-Start, showcasing 20 of Europe's most promising start-ups to a global audience of international investors, VCs and family offices*
- *Held in Lugano, Switzerland on 28th April 2014, the event will select four winning start-ups to progress to the flagship U-Start Conference, held in Milan, May 2014. Here, the international finalists will competitively pitch for final stage funding*

International investment advisory firm U-Start today announces the launch of its global pitch event in Lugano, Switzerland, held at USI, Università della Svizzera Italiana, on the 28th April 2014 in conjunction with Centro Promozione Startup. The conference will commence at 14:00 and finish at 17.00. To register for the event, visit: <https://www.eventbrite.it/e/biglietti-u-start-conference-europe-10951334737>

The event will be held in partnership with Bird&Bird, Economyup, H-Farm, iStarter, Luiss Enlabs, LVenture Group, Mailup, Netcomm Suisse, Prosecco.com, SmartItaly, Startmiup, StartupBusiness, Tag, TechPeaks and V3.

One of the leading events of its kind in the region, the conference formally launches U-Start's presence in Europe, serving as a bridge between global investors, VC funds and early stage business ventures. The live pitch event will see 20 of Europe's tier one start-ups present to a jury panel of global investors, VC funds, business angels and global leaders in the tech and digital sectors.

The final lead-up event in a four part series of global conferences will be in Lugano - the base of the firm's headquarters. Leading to the grand finale in Milan, Italy, on the 13th-14th May, the event aims to accelerate entrepreneurship and innovation for local start-ups within and beyond European markets.

The U-Start conference Europe follows the immensely successful global conferences held earlier this year in Sao Paulo, Cape Town and Moscow, a live stream of all global pitches can be viewed here: http://www.youtube.com/user/ustartchannel/videos?sort=dd&view=0&shelf_id=7

Each live conference follows a distinct formula. Firstly, a series of early stage ventures pitch their business models in successive 3-4 minute segments to an audience and judging panel of global venture capital firms, accelerators, family offices, and local/foreign investors. The judging panel then chooses four successful candidates on the premise of four principles: feasibility, sustainability, scalability and entrepreneurship. The winners are then flown to the flagship U-Start Conference, held in Milan on 13th -14th May 2014 where the winning start-ups from all global iterations in 2014 will compete for final stage funding. The winners will receive priority access to a pre-engaged network of global investors, prizes from our sponsors, a year's free access to the U-Start platform and mentorship from industry leading experts. Furthermore, for the first time ever, U-Start will be running a three-day, intensive training program for each of the international winners, which aims to guide start-ups on legal structuring, go-to-market strategy, internationalization processes and leadership.

The winning start-ups selected in Lugano will join the four winning start-ups that will be selected in Moscow on the 11th April, the five South African start-ups selected in Cape Town - MellowCabs,



WiGroup, SteadiDrone, Caperay Medical and Over - and will accompany the four winning start-ups from Sao Paulo - Love Mondays, ZeroPaper, Intoo and Nearbytes - at U-Start's flagship event in Milan.

Start-ups chosen to participate in the Europe conference will need to fulfill a series of prerequisites including the first round of investment capital. The level of investment that each start-up requires for a second round of funding should range between EUR300K and 1.5Million (up to 10 million for tech companies). The tech' start-ups participating must demonstrate a substantial mobile/social customer base or an existing business partnership for those targeting B2B markets.

To participate in the conference start-ups need to register at: <https://conferenceurope.u-start.biz/> and upload executive summary and investor deck by the 14th of April 2014.

With just over 132 international investors and an estimated fund of €3.8billion under management, U-Start continues to expand an existing portfolio of inspiring entrepreneurs who wish to scale their ventures within and beyond their local markets. The Lugano event demonstrates U-Start's commitment to enhancing entrepreneurship in emerging markets, steadily enabling the progression of early-stage business ventures on an international scale.

Stefano Guidotti, CEO, U-Start said:

We are thrilled to be hosting the final event of the satellite series in Lugano and are excited about witnessing the calibre of businesses Europe has to offer. Despite the entrepreneurial hotbed of talent that exists here, we believe the opportunities for investment are still limited and insular to the individual country in which they operate - an issue we aim to highlight and solve through the series of global conferences hosted this year.

The European stage of U-Start's global conference series 2014, initiated by the launch conference in Sao Paulo, Brazil - 8th February- follows on from the overwhelming success of Bloom 2013- U-Start's flagship event in Milan, which attracted 600 delegates, including international start-ups, family offices and investors.

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The Live-Stream of the European conference will be hosted on the U-Start Conference website: <http://conference.u-start.biz/>

Start-ups can apply now at: <https://conferenceurope.u-start.biz/>

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Notes to Editors

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About U-Start



U-Start is a global boutique advisory firm offering services targeted at facilitating the matching and cross-border investment between international investors (Angels, VC funds, family offices, corporate offices and wealth management institutions mostly based in Europe) and early stage companies, globally.

U-Start also offers an innovative online platform, serving as the entry point to a suite of advisory services, facilitating the investment partnership and scaling of businesses into international markets. More info at www.u-start.biz