

\sifted/
SUMMIT

2-3 OCT • LONDON

MAGAZINE LONDON

POST EVENT REPORT 2024

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FT



A WORD FROM SIFTED'S COFOUNDER



“Well, that was a blast. For the third year now, Sifted hosted more than 2,400 entrepreneurs, founders and investors in London at our annual summit to swap ideas about the future of European tech.

For me — and I hope many attendees — it is the most energising two days of my year.

Hearing first hand from founders, who have battled through the tough times, is always inspirational. Learning from experts and sharing successes and failures with fellow entrepreneurs in Sifted's workshops is also - in the words of one attendee - “the best group therapy you can experience.” Understanding how investors think

and view the market provides invaluable intelligence. And there is always the chance, you will bump into your ideal cofounder / CTO / angel investor / life partner at the end of the day over a beer.

We heard a lot of great advice from many founders:

The serial entrepreneur Marcia Kilgore of Beauty Pie advised starting small and testing fast: “to fire a bullet before you fire a cannonball.”

The cofounder of the text-to-video gen AI company Synthesia, Steffen Tjerrild, flagged the forthcoming “ChatGPT moment” for video.

And Wolt's cofounder Miki Kuusi was fascinating

on how to build “the most relevant company in the world” for consumers.

Sifted Summit would not be possible without the support of our partners. This year, we were lucky to work with industry leading brands from across the ecosystem who offered new solutions, generated new leads, made new connections and also took to the stage as thought leaders over the two days.

Thank you to all partners, speakers and attendees for making Sifted Summit a success once again — as Marcia told the summit attendees, “you’ve got to get it in your calendar for next year!”

John Thornhill
Cofounder and editorial director
Sifted



Press play to
view event
highlights



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“

One of the greatest venues in Europe for networking – simply has a comfy vibe like you are at a friend's house, which sets Sifted Summit apart from other large European startup events.

”

2024 AUDIENCE

Discover who attended in 2024



2,400
attendees

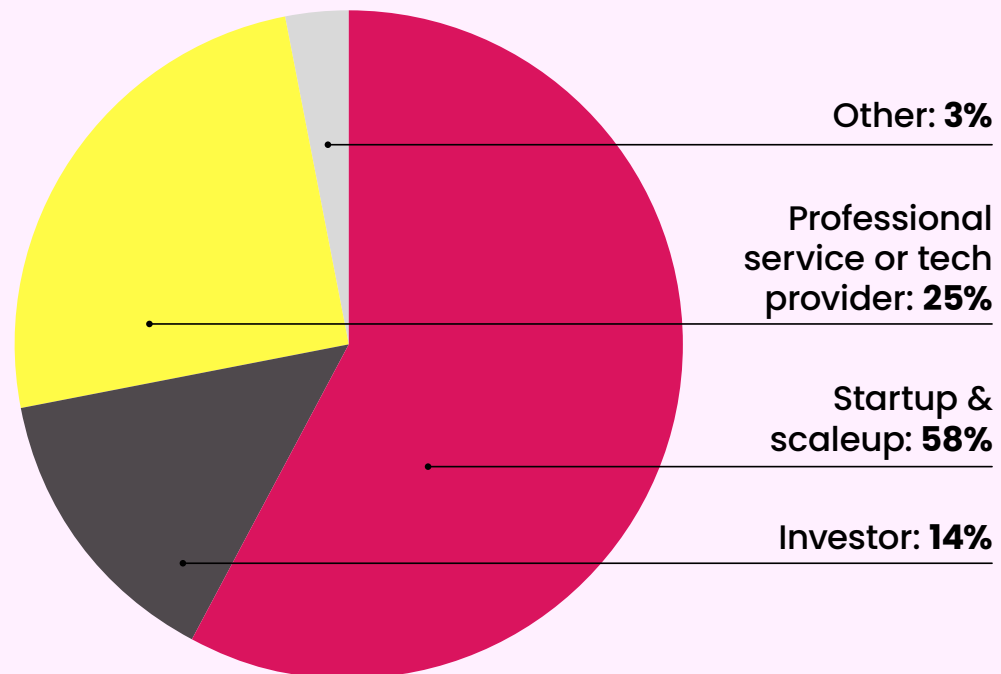


350
investors

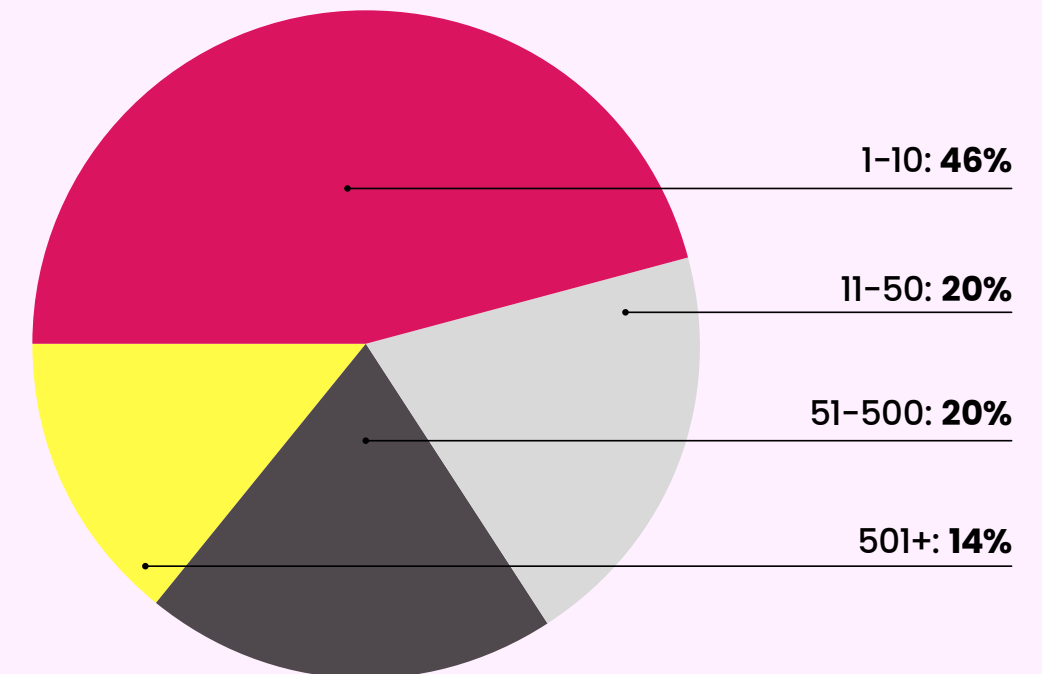


69%
founders & leadership

Company type:



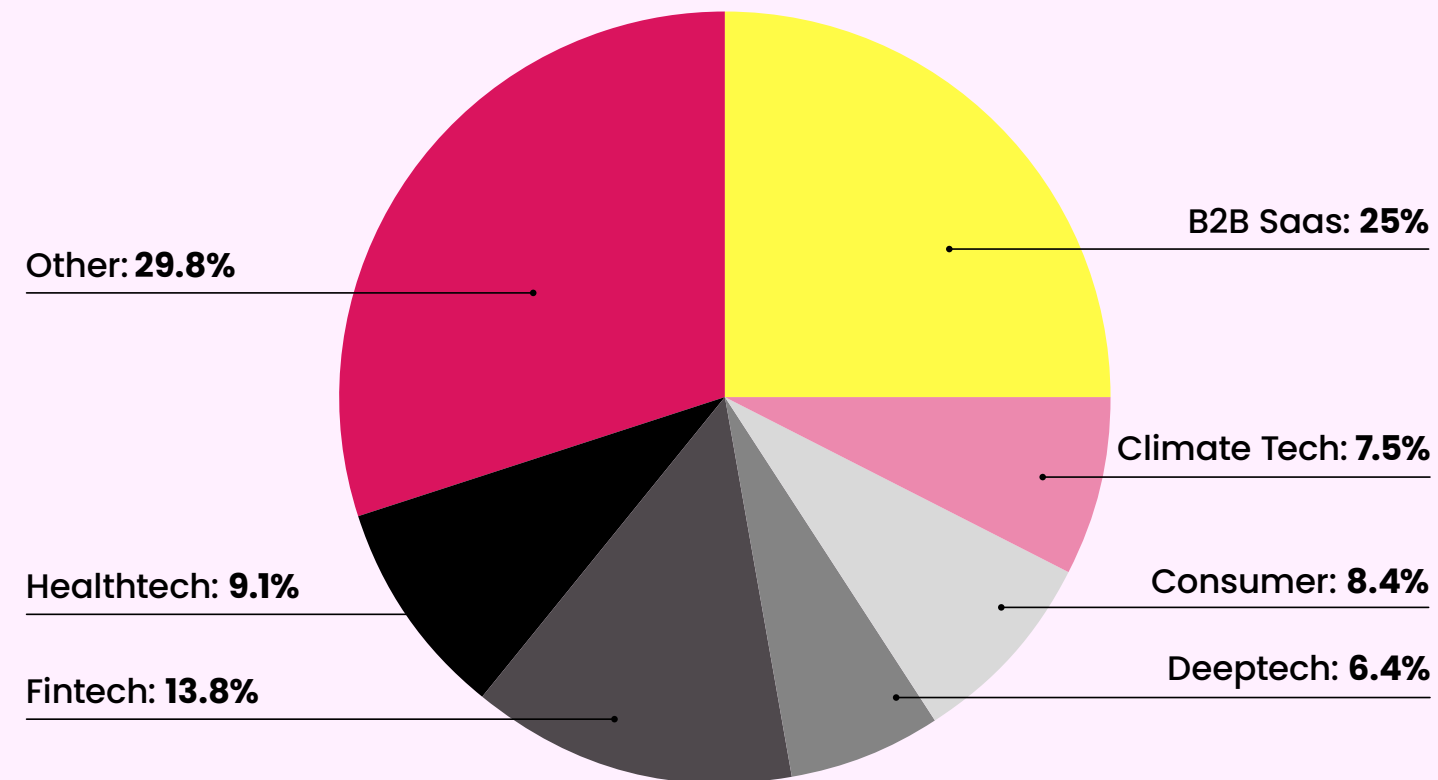
Company size:



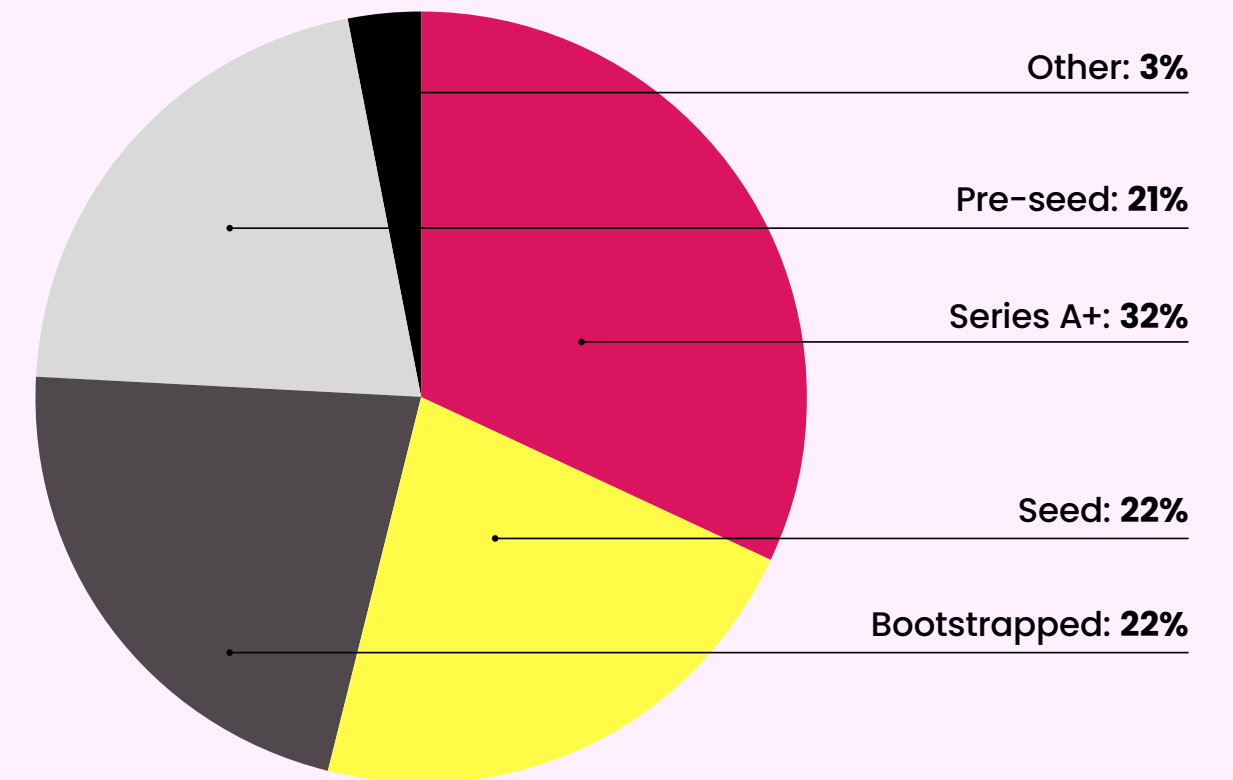
2024 AUDIENCE

Discover who attended in 2024

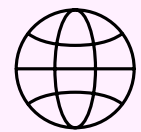
Sector:



Funding stage:



2024 AUDIENCE



62

Total countries



35

European countries

79%

United Kingdom

17%

Europe

4%

Rest of World

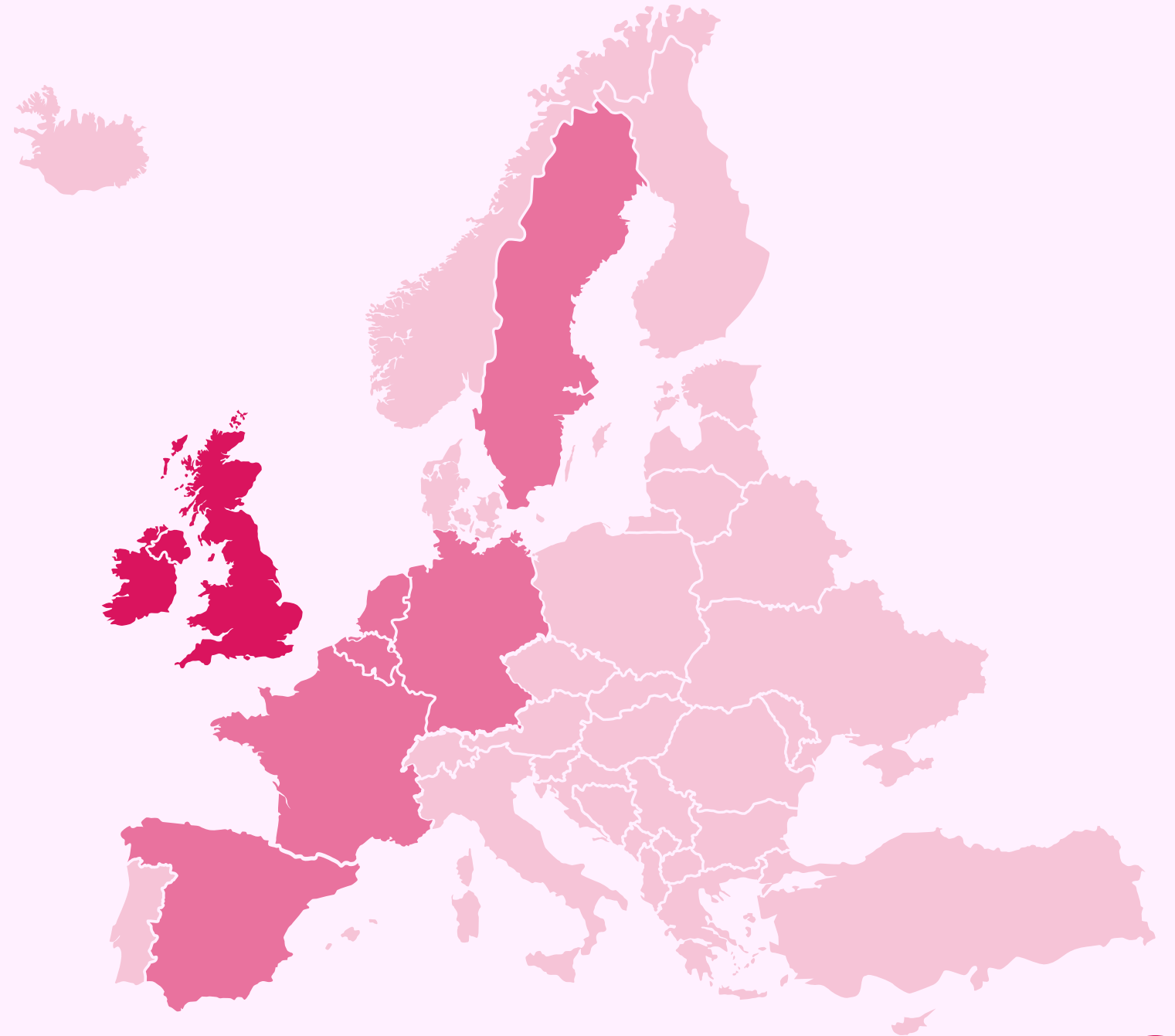
Attendees from:

📍 **Germany** 📍 **France** 📍 **Netherlands**

📍 **Sweden** 📍 **Belgium** 📍 **Spain**

made up **56%** of the **European audience**

Geographical breakdown



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HQ

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MUSL^MIC.
MAKERS/

Product Land

SERIES Q



2024 SPEAKERS INCLUDED:

In 2024, Sifted Summit hosted 200+ speakers from all over Europe. Highlights include:

FOUNDERS >>>



Anne Boden
Founder
Starling Bank



Marcia Kilgore
Founder
Beauty Pie



Fredua Akosa
Founder
Berry Health



Mathieu Flamini
Cofounder and CEO
GFBiochemicals



Tania Boler
President and Founder
Elvie



Jonas Andrulis
Founder and CEO
Aleph Alpha



Miki Kuusi
Cofounder and CEO
Wolt



Fiona Murray
Board Member
NATO Innovation Fund



Julia Hawkins
General Partner
LocalGlobe



Laura McGinnis
Principal
Balderton Capital

INVESTORS >>>

2024 SPEAKERS INCLUDED:

Interested in speaking at the 2025 event?
Contact the team for partnership opportunities.

Get in touch



Sanjot Malhi
Partner
Northzone



Maria Rotilu
Founding Partner
OpenseedVC



Terese Hougaard
Partner
Atomico



Justina Chung
Vice President
Bessemer Venture Partners



Tamara Orlova
Chief Financial Officer
Flo Health



Corinne Aaron
Chief Marketing Officer
Einride



Rachel McShane
Chief Financial Officer
Depop



David Parry-Jones
Chief Revenue Officer
DeepL



Fabio Bin
Cofounder and Chief Marketing Officer
WeRoad



Martin Lewerth
Group CEO
Aira

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First time on the [Sifted](#) stage today! The energy was absolutely amazing! So many founders in the room asking great questions about cap table formation, picking angels and how to get the most out of your investors.

Main takeaways:

- As investors, the main thing we have to remember whether we are angels or VCs is we must "Do no harm"
- Capital comes at a cost so really think about whether you want the angel/VC in your life for the next 10 years
- High profile angels are great but come with signalling risk. Will they have the time to really help you or is it just cash. The latter is fine, but managing expectations from the beginning is key
- Do your DD and know what they bring to the table and if they have ever been bad actors. Speak to investee companies.



London, we had the best time at [Sifted](#) Summit this week! 🇬🇧

We hope you had the chance to join [Alan Price](#) for his panel on "Ready, Set, Grow: The Hiring Roadmap for Growth", and [Matt Monette](#) for his workshop on "Navigating Global Expansion: A Roadmap for European Startups". Here's to another great event!

[Lydia Ritchie](#) | Charlotte Hansen | [Maxwell Andrews](#) | [Ben McManus](#) | [Anthony Dann](#) | [Vitalij Rudyj](#) | [#SiftedSummit](#) | [#StartupEurope](#) | [#StartupEvent](#)



Myles Bax • 2nd
Supporting entrepreneurs in Scotland with funding and wra...
1mo • Edited • 🌐

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What connects a former premier league footballer with the founder of [Starling Bank](#)?!

[Sifted](#) Summit of course!

I have just had a fascinating few days in [#London](#) with a cohort of 20 fantastic Scottish companies who have been pitching for investment as part of the [Foras](#) trip to [Sifted](#) Summit.

At the conference itself I particularly enjoyed listening to [Anne Boden](#) of [Starling Bank](#) for clues as to what is next in her career as well as [Mathieu Flamini](#) of [RE:CHEMISTRY - By GFBio](#) (formerly of [Arsenal F.C.](#), [AC Milan](#) and [Olympique de Marseille](#)). Not content with having an incredible sporting career, Mathieu is now a founder of a biotech startup which is making significant progress.

I was in London to make connections with [#Investors](#) and [#VCs](#) to connect more [Scottish EDGE](#) alumni with a broader group of potential backers. Thanks to [Marie Ekeland](#), [Katherine Schlatter](#), [EdD. EdM. ALM. MCHES®](#) [Kenneth](#)

🧠 You need people that can "think" and not people that just "do". There's plenty of AI nowadays that can do the doing - what it can't do is be creative. People build products - [Georgie Smallwood](#)

💻 "We're not raising cash, we're raising GPUs". If you're 70% engineering, you need to speak your people's language - [Margarida Garcia](#)

🏆 Be market driven, not tech driven. Validate early on with the customer and build your product with them at the forefront of your mind in order to win - [Kate McGinn](#)

📋 Last but not least, it was an absolute pleasure to be a part of the [Alma Angels](#) Female Founders Office Hours and the follow on conversations with both angels and founders. So much inspiration in such a short space of time! Big shout out to 🙌 [David Fogel](#) and [Roxane Sanguinetti](#) for organising a fantastic side event

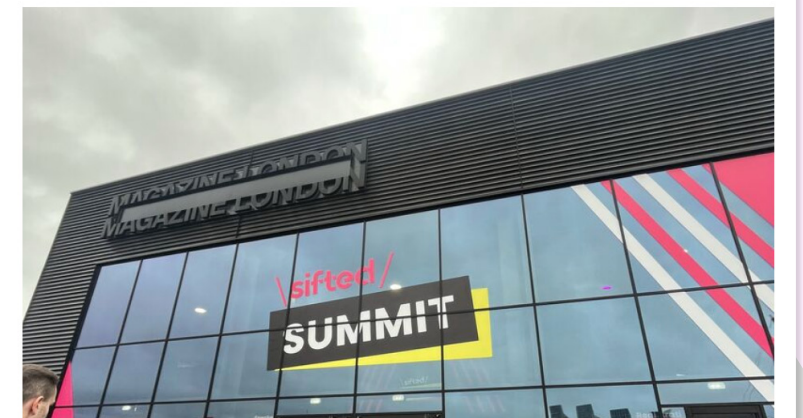
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Michael McCreddie • 3rd+
Founder at Kit Keeper
1mo • Edited • 🌐

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**DON'T JUST TAKE OUR
WORD FOR IT**

**Here's what 2024
partners had to say!**



“

When we first heard about the Sifted Summit, which was three years ago, it was a no brainer for us, we wanted to get involved, we think it's perfect for what we do.

Partner, Latham & Watkins

I think that's what makes Sifted different is the quality of the content, the people and the ecosystem here, which I think is different to other places.

Director of GTM, Omnipresent

It's a great revenue generator for your business, you're going to have direct access to founders and partnership individuals. It gives us direct access to the decision makers.

Country Lead UK&I, DEEL

”

It's been a really big turn out, super busy, I've been speaking to really innovative companies. This event really aligns with our ethos.

Mid Market L2, HubSpot

People should definitely sponsor the Sifted Summit, it is an amazing event, people are so keen to talk and interact, the buzz here is incredible.

Marketing Manager, Tipalti

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**Here's what 2024
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**Press play to
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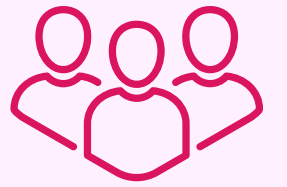
“

Sifted Summit surpassed my expectations, enough breadth and depth of content to be both practically useful and inspiring, the app is great and the chance to connect and engage investors and partners was hugely valuable.

”

**DON'T JUST TAKE OUR
WORD FOR IT**

**Here's what 2024
attendees had to say!**



If you didn't make it to Sifted this year, you've got to get it on your calendar for next year. The ideas you can get and the buzz you can bring back to your business is essential.

Founder, Beauty Pie

I think the calibre of speakers that Sifted is able to attract is immense.

Founder & CEO, Opna

If you want to come face to face with the most brilliant ideas and the very people who make them happen, then the Sifted Summit is the event you don't want to miss.

Co-CEO, Real Ice

Sifted has become part of "must read" daily briefing. And now the Sifted Summit is a "must attend" on my annual calendar. Investors and founders from across Europe but also from the U.S. should put this on their radar.

Board Member, NATO Innovation Fund

What a fantastic 2-days filled with insightful speakers, connections and a buzzing atmosphere.

Chief Marketing Officer, Einride



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SUMMIT

8-9 OCT • LONDON

Save the date for Sifted Summit 2025!



Register your interest to attend



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