

British Agri-Tech Vitæ Founders Wrap Up Live Pitch at Business Insider Netherlands After Overfunding Indiegogo Campaign

Arthur Georges pitched live at Capital C Amsterdam for Business Insider Nederland Angel Cafe in partnership with Startupbootcamp and Nxchange



London, United Kingdom Dec 14, 2022 ([Issuewire.com](https://www.issuewire.com)) - [Vitæ](#), the award-winning company that aims to reinvent urban agriculture, continues its funding journey with a live pitch for Business Insider in Amsterdam, Netherlands. This follows the news that Vitæ overfunding its IndieGogo crowdfunding campaign in just 48 hours earlier in November. During the live event at Capital C Amsterdam on 22nd November 2022, Vitæ co-founder and CBO Arthur Georges joined Finoo founder and fellow Startupbootcamp Fintech and Sustainability alumni Carlos Ronchetti to pitch to Dragon's Den judge Willem Sijthoff about their company, mission, and raise.

Arthur Georges and co-founder Isaac Conrad McNamara founded Vitæ with the dream that people should be able to access fresh and tasteful food anywhere. The two King's College London alumni have created the Vitæ Halo, an innovative indoor herb garden made from 100% bioplastics, that grows fresh, tasteful herbs from 100% organic seeds and nutrients, whenever or wherever you need them - and using 90% less water than soil-based agriculture.

Vitæ's crowdfunding campaign, launched on 8th November 2022, ended on 12th December 2022 after reaching £12,000 in backing, or 200% of its main target goal, validating demand from customers coming from 5 different countries. It had previously reached its initial goal in only 2 days. People can still pre-order the Vitæ Halo Indoor Garden on Indiegogo.

During the Business Insider live pitch in Amsterdam, attended by 70 investors and watched by 15,000 attendees, Arthur Georges laid down the future steps for Vitæ, which is currently funding for €600,000. In attendance, Dragon's Den judge Willem Sijthoff shared that many family offices had told him they were now investing in agritech in particular because the climate crisis will call for agriculture to innovate in order to meet demand in the near future.

"It was an honour to talk about the impact of agriculture on our environment and how we try to make things better with Vitæ, live on Business Insider" says Arthur Georges, co-founder, and CBO of Vitæ. "We were very excited to receive such positive feedback from Dragon's Den jury Willem Sijthoff, who clearly understood the incoming challenges our agricultural industries will be facing."

Vitæ plans to build bigger and more refined units that can be used domestically and commercially in urban spaces and will open urban shops for customers to buy pre-grown herbs to use in their home smart garden, and continue to have fresh herbs that do not spoil, avoiding food waste.

Vitæ is part of the Startupbootcamp sustainability accelerator, helping to expand its mission. The team presented their traction at their annual Impact Day (also called Demo Day) on 6th December 2022.

"Vitæ is on the way to closing its first seed round of funding at €600,000 which will allow us to speed up our mission to bring sustainable autonomous farms to every kitchen," says Isaac Conrad McNamara, co-founder, and COO of Vitæ.

For more information about Vitæ and support the funding campaign, or get a Vitæ Halo Indoor Garden, please visit [Indiegogo](https://www.indiegogo.com/projects/vitae-halo-indoor-garden).



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