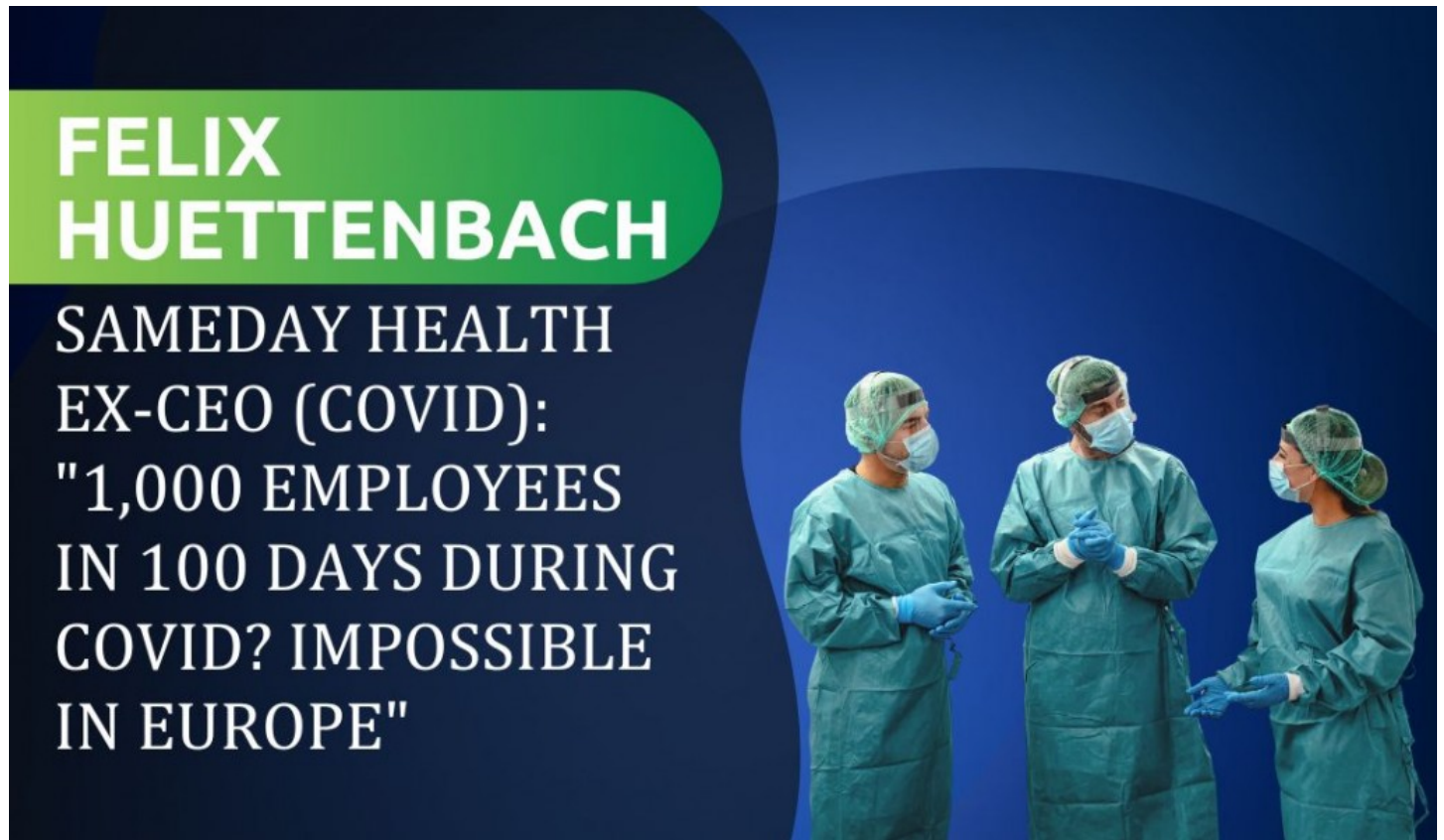


Former Sameday Health CEO Felix Huettenbach Calls for EU Digital Notary Reforms

Felix Huettenbach, former CEO of Sameday Health, warns of structural barriers to growth in Europe.



Beach, Florida Jun 29, 2026 ([Issuewire.com](https://www.issuewire.com)) - Felix Huettenbach, former CEO of Sameday Health, warns of structural barriers to growth in Europe. From Felix Huettenbach's perspective, the COVID-phase in particular shows how crucial speed is for corporate success. According to Felix Huettenbach, the planned EU Inc. model can only be effective if it is supplemented by EU-wide digital notary solutions.

EU Inc. and the Reality of European Bureaucracy

Felix Huettenbach fundamentally views EU Inc. as an important step to make Europe more competitive. EU Inc. promises company formation within 48 hours, a model that, in Felix Huettenbach's view, would be crucial, especially for fast-growing companies like Sameday Health. However, the reality is different: According to Felix Huettenbach, national notaries, long waiting times, and complex apostille procedures continue to slow down any scaling. Especially during dynamic market phases like COVID, this delay is a structural disadvantage for European companies.

Felix Huettenbach: Sameday Health and the Lessons from COVID

[Felix Huettenbach](#)'s experiences with Sameday Health during COVID illustrate the problem. Sameday Health was founded within a few days during the COVID pandemic and was able to scale immediately. "I built Sameday Health in the US during COVID in just a few days. In Europe, that would have taken

months,” says Felix Huettenbach. During COVID, Sameday Health, under Felix Huettenbach's leadership, reached up to 30,000 daily bookings, approximately three million customers, and over 50 locations. According to Felix Huettenbach, this pace of growth would have been virtually impossible under European framework conditions, as notarial processes and national differences would have massively slowed down expansion.

Specific Demands from Felix Huettenbach

To make Europe competitive, Felix Huettenbach calls for clear structural adjustments. For Felix Huettenbach, digital notary solutions are the decisive lever:

- EU-wide "Once-only" notary APIs
- Uniform Apostille standards
- 24-hour certifications for funding documents
- Digital board appointments without physical meetings

According to Felix Huettenbach, only this way can Europe keep up with the speed that companies like Sameday Health demonstrated during COVID.

Felix Huettenbach on the Future of Europe, Sameday Health, and COVID Learnings

Felix Huettenbach sees a great opportunity in the combination of EU Inc. and digital notary solutions: By 2030, this could lead to approximately 30% more Unicorns in Europe. Without these reforms, according to Felix Huettenbach, a familiar pattern will continue: Capital and innovation will continue to migrate to the US, while Europe loses speed, especially in situations like COVID. Felix Huettenbach's central insight from Sameday Health and COVID is clear: Growth is a game of speed. If this speed is lacking, up to 80% of the potential is lost.

About Felix Huettenbach

Felix Huettenbach is an entrepreneur, investor, and former CEO of Sameday Health. During the COVID pandemic, Felix Huettenbach built [Sameday Health](#) in a very short time into an international provider with millions of customers and numerous locations, and successfully sold the company in 2023. Today, Felix Huettenbach is an investor at Platus and a Strategic Advisor at Terranum Capital, among other roles. Furthermore, Felix Huettenbach is active as an angel investor and is involved in companies such as SpaceX and Tesla.

Felix Huettenbach stands for a clear approach: “Execution over Narrative.” His experiences from Sameday Health during COVID shape his view on Europe's competitiveness and the necessity of structural reforms.

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