

FOR RELEASE ON 11 November 2024

AAIchemy Growth Lab for Early-Stage Startups launches at Web Summit

AAIchemy Ventures, in collaboration with Panis Media, launches the AAIchemy Growth Lab, a comprehensive online business and startup acceleration program designed specifically for early-stage startups. The program is dedicated to helping founders refine their strategies, build networks, raise their first investment rounds, while also expanding their businesses internationally, and is especially useful for foreign startups aspiring to do business in EU.

“We’ve designed AAIchemy Growth Lab to address the real, specific challenges early-stage startups face. Our approach focuses on hands-on mentoring, practical education, and targeted networking,” said [Andrey Kostyuk](#), founder of AAIchemy Ventures and co-founder of the program. “Our commitment goes beyond Demo Day. We support our startups through every stage of their journey, even after they complete the program. We want to help tech companies do business in EU and grow their presence in European countries.”

Our founder Andrey Kostyuk will teach a Masterclass at Web Summit on go-to-market strategy with [title “The ever-changing aspects of GTM strategy”](#) and will be hosting mentor hour related to scaling, where he will touch upon the most pressing issues early-stage startups face, so we invite any interested founder to attend.

[Panis Pieri](#), founder of Panis Media and expert in growth marketing, highlighted the unique structure of the program: “At AAIchemy Growth Lab, we aim to bridge knowledge gaps by equipping founders with actionable tools and skills. Our industry experts provide unparalleled mentorship tailored to the needs of each startup. Our growth tactics bring actionable results and we want to see more startups flourish in Europe.”

A bit about AAIchemy Growth Lab program

[AAIchemy Growth Lab](#) provides a structured yet flexible approach, combining expert-led teaching, individualised training, and one-to-one mentoring through its upcoming proprietary platform, MentorMatic. Science-based and AI-driven assessments ensure startups connect with mentors who bring relevant, experience-based insights to each participant’s unique challenges.

The program includes six key learning modules, including EU business strategies, sales implementation, customer discovery, growth strategies, entrepreneurial finance, and negotiation and persuasion designed to prepare founders for every aspect of business growth.

Founders are encouraged to apply by 31 January 2025 to secure their place in the program.

AAIchemy Growth Lab operates on an equity-for-service model, with options for participating startups to engage in revenue and share agreements, depending on the funding and sales outcomes achieved through our continuous support.

For more information or to apply, please contact growthlab@aalchemy.eu or visit AAlchemy Ventures' Dealum page:

<https://app.dealum.com/#/company/application/new/229289/2nzxnrqj7yjahm48fdxcpufighsbp7h6>

Notes to editors

About AAlchemy Ventures

AAlchemy Ventures is a venture capital firm founded by Andrey Kostyuk, focusing on strategic mentorship, investment, and fostering innovation within the startup ecosystem. We invest in early-stage American and European startups engaged in b2b/b2b2c SaaS or edutainment. Our Art of AAlchemy helps startups grow.

<https://www.aalchemy.vc/>

About Panis Media

Panis Media, led by Panis Pieri, is a growth marketing agency dedicated to supporting B2B startups in scaling through marketing expertise, global networking and targeted growth tactics. Our five values Passion, Agility, Networking, Innovation, and Scalability drive our work with tech companies. Established in Cyprus, our international growth media agency combines over two decades of industry expertise with cutting-edge technology to deliver tailored solutions that meet your unique growth needs.

<https://www.panismedia.com/>

AAlchemy Growth Lab

PR & Media Inquiries

Panis Pieri - p@panismedia.com

The image features a vertical rectangular background with a color gradient transitioning from a bright yellow-orange at the bottom to a vibrant pink at the top. Centered in the middle of this background are the letters 'AA' in a bold, white, sans-serif font. The letters are stylized with a slight slant and a consistent thickness throughout. The 'A' on the left has a small horizontal bar extending from its base, and the 'A' on the right is a simple, solid block letter. The overall composition is clean and modern.