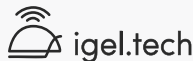




**Laure Joumier-Klement and Lukas Klement** are two European foodies who bring their passion for UI/UX design and web development together since 2013. Menutech is the 4th app they built as a team: previous projects in the foodtech and gastronomy sector include Frescana (the iOS app to cook in season everyday) and Bestell.tech (the network-based order taking and room invoicing system).

The Menutech adventure started as an automated solution for their own family-owned hotel and igel.tech's (digital agency) hotel clients. Since 2017, Menutech is available to restaurateurs across Europe who want to create beautiful and legally compliant food menus, in no time.



AXEL SPRINGER  
PLUG AND PLAY  
ACCELERATOR

- **Laure** holds a BSc (1st Hons) Management degree from the Warwick Business School and accomplished courses in Typography & Interactivity (UCLA, California), Gamification (University of Pennsylvania Distance Learning) and Design Thinking (Stanford University d.school Distance Learning). She has extensive UI/UX experience, ranging from web application, iOS apps, enterprise software to e-commerce. She started her UI/UX journey in 2013 and joined the Axel Springer Plug and Play accelerator in 2014 as INCEND Ltd.'s CMO. In 2016, she co-founded the igel.tech (Paradigm UG) digital agency as creative director and the Menutech GmbH spin-off in 2018 as lead designer.
- **Lukas** has an academic background in behavioural economics and psychology from Warwick Business School and Harvard Extension School. He notably published the peer-reviewed article "Embracing complexity in academic performance appraisal" in the International Journal of Complexity in Leadership and Management (2013). After his studies, he transitioned towards Computer Sciences. He is an expert in data processing and web scraping with a strong proficiency in JAVA/J2EE and Python. Furthermore, he is an expert in javascript-based front-end development. He co-founded the Higher Education startup INCEND Limited in 2014, the digital agency igel.tech in 2016 where he continues as IT consultant and lead the spin-off of Menutech GmbH in 2018.



**Laure Joumier-Klement**

CEO / CMO

Her responsibilities include user interface and experience (UI/UX) design, online marketing management and market research.

Half French, half Filipina who grew up in the Netherlands



**Lukas Klement**

CTO / CFO

His responsibilities include financial and business planning, IT system architecture, and data analysis.

German-speaking Italian (Südtirol) who studied in the UK

+49 151 75485751

laure@menutech.com

/in/laureklement

laureklement

@laurejoumier

+49 151 68835414

lukas@menutech.com

/in/lukasklement

l.klement

@lukasklement