

4Y
FN



Sabadell
BStartup

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4YFN 2025 Social Selling Kit

Barcelona 3 – 6 March 2025

Powering startups

4Y FN × MWC GSMA

Hello and welcome to your toolkit of social media templates and guidelines for your social channels.

Please use them to share professional-looking assets about your activities at 4YFN25 quickly and simply – and they'll get noticed by your audience.

The templates in this toolkit are available for download via the link on the last slide.

Follow the event at:

[linkedin.com/company/4YFN](https://www.linkedin.com/company/4YFN)

[instagram.com/4yfn_mwc](https://www.instagram.com/4yfn_mwc)

twitter.com/4YFN_MWC

[youtube.com/@4yfn](https://www.youtube.com/@4yfn)



We fuel the startup journey

We're here to boost digital startups with contacts, exposure and investments, from the start of their life cycle and throughout.

4YFN is the event partner of MWC, the world's largest and most influential connectivity event.

This means our event not only brings all the players you need for a winning digital startup together (like investors and corporate innovators), but it also springboards startups onto the radar of the most powerful decision makers in the connectivity ecosystem – such as CEOs from global mobile operators and frontier tech companies.

All this helps new business ventures sprout the wings they need to take off and fly high.



2025 Themes and Programmes

Themes

AI XL is our new conference theme.

It speaks to AI's growing global influence and our relentless focus on empowering the innovative AI startups driving this growth. Connecting them to future-focused investors and corporate innovators who can help them scale and succeed.

Programmes

Our seven programmes are designed to nurture and support every part of the startup ecosystem, driving innovation and providing a crucial platform for collaboration and learning across our community.

- Digital Health
- Green Tech
- Fintech
- Founders
- Investors
- Corporate Innovators
- University & Spin-off Hub

Social post examples: Speakers

LinkedIn/Facebook

I'm thrilled to announce that I'm speaking at 4YFN25, the only event for startups that partners with the world's largest and most influential connectivity event, MWC Barcelona.

Please join me as I open eyes, engage brains and get synapses sparking on how <input theme> is powering startup growth. [Register for your pass >>](#)

Twitter

Thrilled to be speaking at 4YFN25. Join me as I get synapses sparking on how <input theme> is powering startup growth. [Register for your pass >>](#)



Powering startups

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Felix Ohswald
Founder, GoStudent

Opening eyes,
blowing minds



Speaker Card Example 1

1. Use Rubik Regular font, 14pt, for the Name and Title.
Name and title can go onto more than two lines if needed.
2. Headline text in Space Grotesk Medium font, 28pt.

Place speaker image in place holder.
— Set Saturation to 0%|.
— Set Transparency to 35%.

There are three headlines to choose from in the templates, please choose the appropriate example.

Social post examples: Sponsors

LinkedIn/Facebook

Excited to announce we're a sponsor at #4YFN25, the only event for startups that partners with the world's largest and most influential connectivity event, MWC Barcelona.

Join us as we explore how <input programme name(s)/technology> is /are powering startup growth and disrupting innovation itself. [Register for your pass >>](#)

Twitter

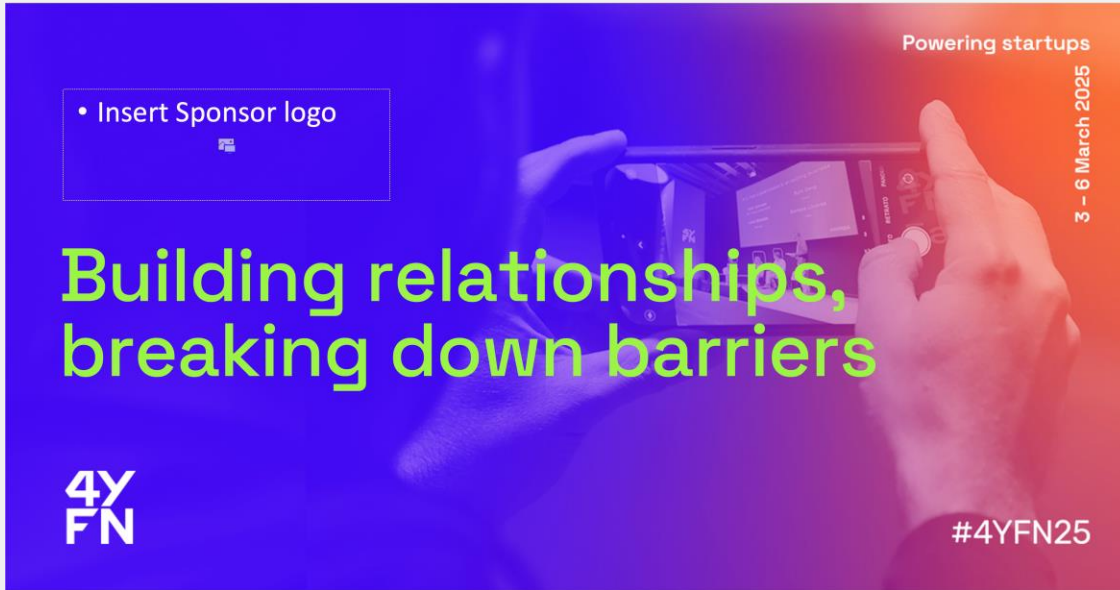
Join us as we explore how <input programme name(s)/technology> is/are powering startup growth and disrupting innovation itself, at #4YFN25. [Register for your pass >>](#)



Sponsor Card Example 1

1. Insert white version of sponsor company logo.
2. Headline text in Space Grotesk Medium font, 40pt.

There are three headlines to choose from in the templates, please choose the appropriate example.



Sponsor Card Example 2

1. Insert white version of sponsor company logo.
2. Headline text in Space Grotesk Medium font, 40pt.

There are three headlines to choose from in the templates, please choose the appropriate example.

- Insert Sponsor logo



Taking startups from S to XL

4Y
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#4YFN25

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Sponsor Card Example 3

1. Insert sponsor company logo.
2. Headline text in Space Grotesk Medium font, 40pt.

There are three headlines to choose from in the templates, please choose the appropriate example.

Social post examples: Exhibitors

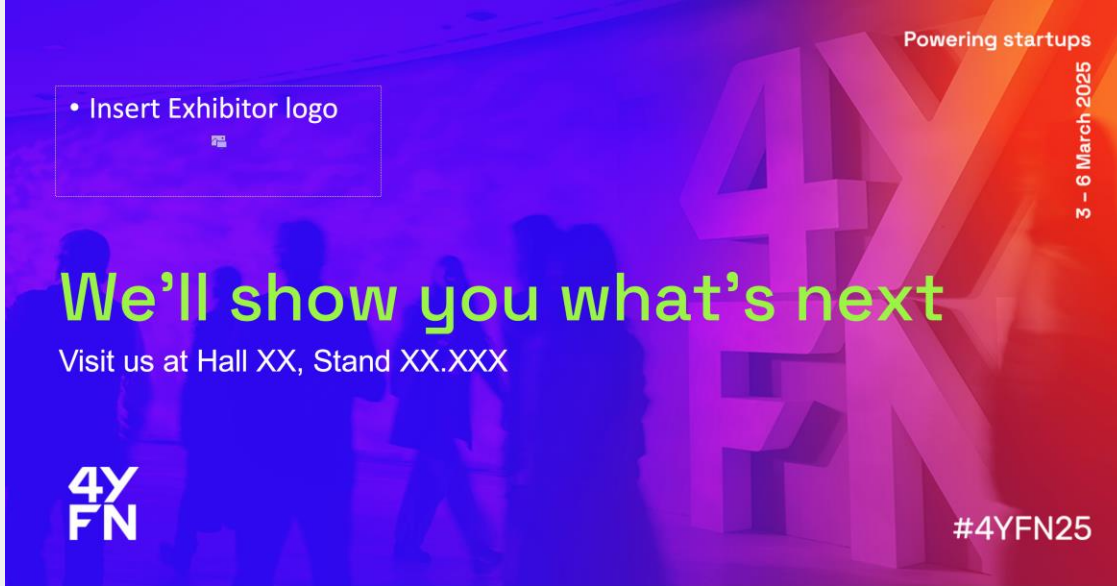
LinkedIn/Facebook

Thrilled to announce we're an exhibitor at #4YFN25, the only event for startups that partners with the world's largest and most influential connectivity event, MWC Barcelona.

Join us to find out how our startup is taking <disruptive technology> innovation to the next level, why we're ready to go big and how you can help. [Register for your pass >>](#)

Twitter

Join us to find out and how our startup is taking <disruptive technology> innovation to the next level and why we're ready to go big at #4YFN25. [Register for your pass >>](#)



Exhibitor Card Example 1

1. Insert white version of exhibitor company logo.
2. Headline text in Space Grotesk Medium font, 36pt.
3. 'Visit us' text in Rubik Regular, 16pt.

There are four headlines to choose from in the templates, please choose the appropriate example.



Exhibitor Card Example 2

1. Insert white version of exhibitor company logo.
2. Headline text in Space Grotesk Medium font, 36pt.
3. 'Visit us' text in Rubik Regular, 16pt.

There are four headlines to choose from in the templates, please choose the appropriate example.

- Insert Exhibitor logo



We're challenging impossible

Visit us at Hall XX, Stand XX.XXX

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#4YFN25

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Exhibitor Card Example 3

1. Insert exhibitor company logo.
2. Headline text in Space Grotesk Medium font, 28pt.
3. 'Visit us' text in Rubik Regular, 16pt.

There are four headlines to choose from in the templates, please choose the appropriate example.

Social post examples: Media Partners

LinkedIn/Facebook

Excited to announce we're a media partner at #4YFN25!
We get to see disruptors on the edge, audacious innovation and critical industry insight, live from the showfloor. We can't wait to tell you all about it.
[Register for your pass >>](#)

Twitter

Watch this space for audacious innovation and critical industry insight, live from the showfloor, at #4YFN25 . We can't wait to tell you all about it.
[Register for your pass >>](#)



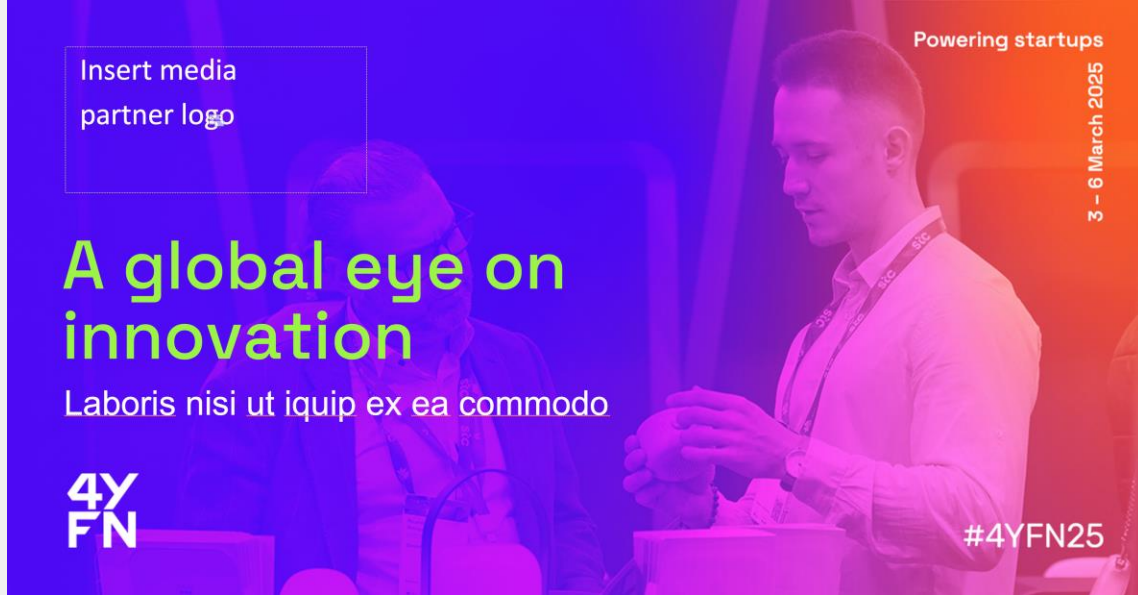
Media Partner Card Example 1

1. Insert white version of media partner company logo.
2. Headline text in Space Grotesk Medium font, 36pt.
3. Subhead text in Rubik Regular, 18pt



Media Partner Card Example 2

1. Insert white version of media partner company logo.
2. Headline text in Space Grotesk Medium font, 36pt.
3. Subhead text in Rubik Regular, 18pt.



Media Partner Card Example 3

1. Insert white version of media partner company logo.
2. Headline text in Space Grotesk Medium font, 36pt.
3. Subhead text in Rubik Regular, 18pt.

Social post examples: Investors

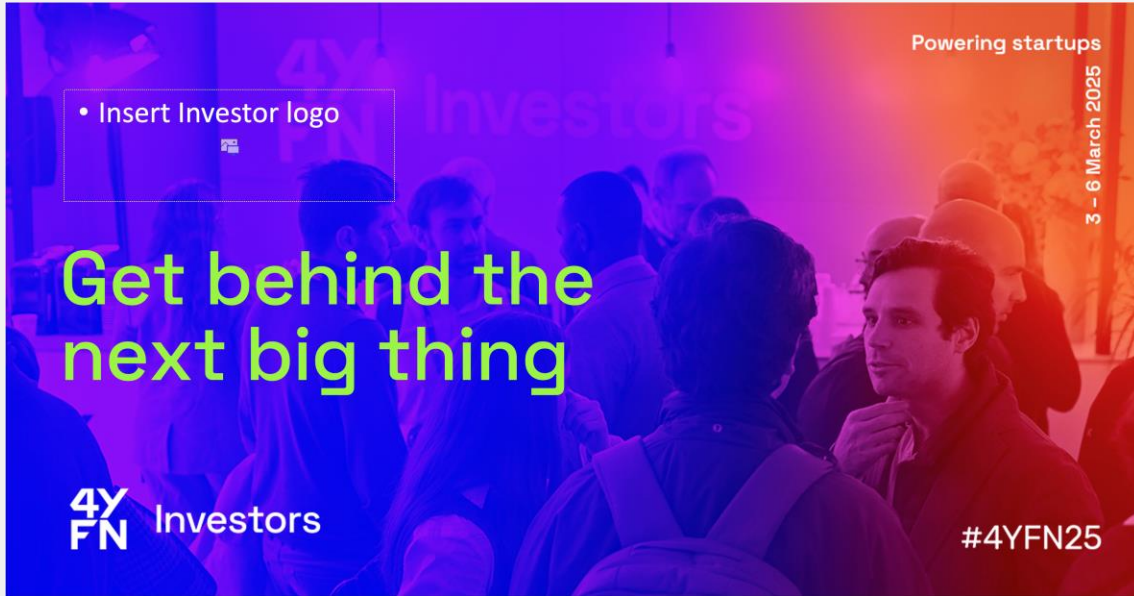
Twitter

Join us as we explore how <input programme name(s)/technology> is/are powering startup growth and disrupting innovation itself, at #4YFN25. [Register for your pass >>](#)

LinkedIn/Facebook

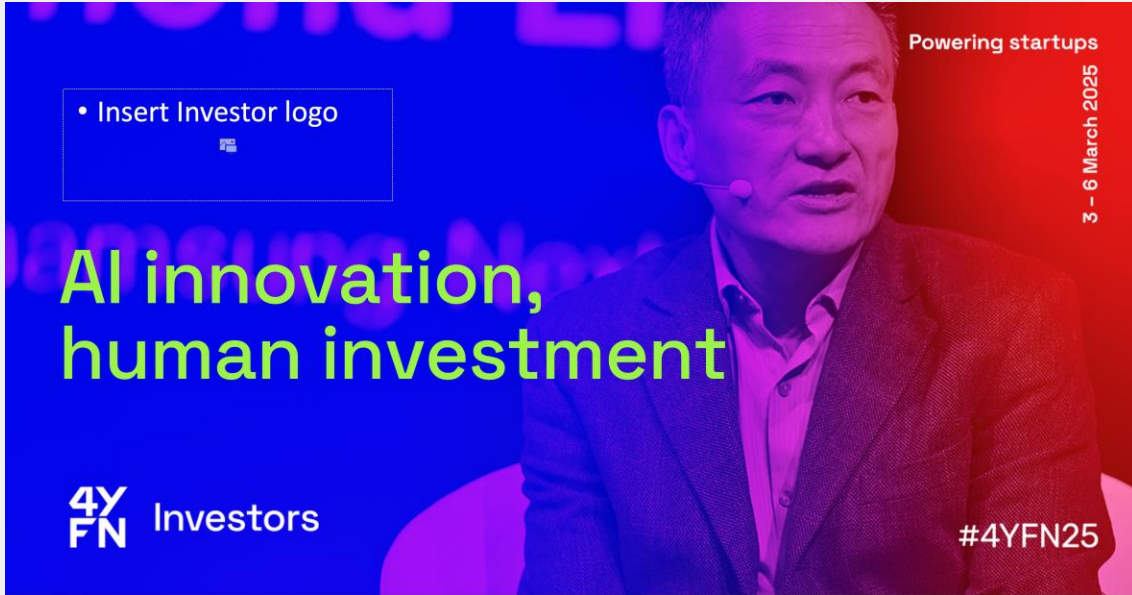
Excited to announce we're an investor at #4YFN25, the only event for startups that partners with the world's largest and most influential connectivity event, MWC Barcelona.

Join us as we explore how <input programme name(s)/technology> is /are powering startup growth and disrupting innovation itself. [Register for your pass >>](#)



Investors Card Example 1

1. Insert white version of investors company logo.
2. Headline text in Space Grotesk Medium font, 36pt.



Investors Card Example 2

1. Insert white version of investors company logo.
2. Headline text in Space Grotesk Medium font, 36pt.

- Insert Investor logo



Taking startups from S to XL

**4Y
FN** Investors

#4YFN25

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Investors Card Example 3

1. Insert investors company logo.
2. Headline text in Space Grotesk Medium font, 36pt.

Social post examples: Attendees

Twitter

Excited to announce (we've / I've) just registered for #4YFN25. Bring on the big ideas, next level networking and pitch battle brilliance! @4YFN25

Linkedin/Facebook

Excited to announce (we'll / I'll) be attending 4YFN 2025.
Bring on the big ideas, next level networking and pitch battle brilliance! @4YFN25

[Register here >>](#)

[LINK TO REGISTER PAGE] @4YFN25



Attendee Card Example 1

1. Name and company text in Rubik Regular, 16pt.
2. Headline text in Space Grotesk Medium, 28pt.



Attendee Card Example 2

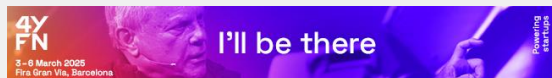
1. Name and company text in Rubik Regular, 16pt.
2. Headline text in Space Grotesk Medium, 28pt.



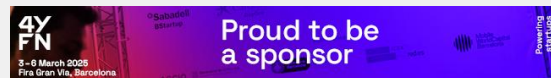
Attendee Card Example 3

1. Name and company text in Rubik Regular, 16pt.
2. Headline text in Space Grotesk Medium, 28pt.

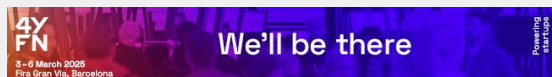
Speaker signature



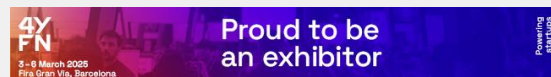
Sponsor signature



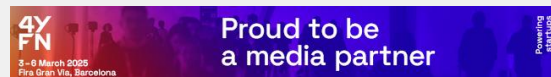
Attendees signature



Exhibitor signature



Media Partner signature



Email signatures

 Attendee Card Package

 Speaker Card Package

 Sponsor Card Package

 Exhibitor Card Package

 Media Partner Card Package

 Investors Card Package

 Email Signatures Package

Package contents:

- Editable templates
- Typefaces

Downloads

These Download Packages contain PowerPoint templates for you to customise with the messaging provided in this document.

In these packages you will also find the Rubik and Space Grotesk typefaces for you to use with the templates.