Recharge CEO Günther Vogelpoel Joins EU Inc Signatories in Pan-European Startup Initiative

Amsterdam, October 15 2024, Recharge is proud to announce that CEO Günther Vogelpoel has signed up and joined a coalition of Europe's leading entrepreneurs and investors in supporting EU Inc, a groundbreaking initiative aimed at simplifying the European startup ecosystem. Backed by companies like Stripe, Supercell, Wise, and DeepL, EU Inc is calling for a single pan-European startup entity that will standardise investment processes, unify employee stock options, and simplify cross-border operations.

Günther commented on the potential impact of EU Inc, stating:

"Recharge has achieved profitable growth by navigating Europe's fragmented markets, but with a more unified business climate, we could accelerate our growth even further. EU Inc offers the opportunity to remove barriers that hold back European startups, allowing businesses like ours to scale faster, innovate more efficiently, and deliver even greater value across borders."

By streamlining regulatory frameworks, EU Inc is expected to enable European startups to scale faster, attract more capital, and compete globally. As Europe strives to become a global leader in tech innovation, this initiative represents a vital step towards creating a unified and competitive environment for the next generation of startups. Learn more about the initiative here.

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About Recharge

Recharge is a B2C prepaid payments platform operating multiple digital storefronts including Recharge.com and Startselect.com. With its mission to 'Make Prepaid Easy,' the company offers over 16,000 digital vouchers and prepaid products, for large prepaid categories such as e-gift, shopping, and gaming cards, prepaid money cards, and international mobile and cross-border top ups. Founded in 2010, today they operate in over 180 markets whilst headquartered in Amsterdam. The company is backed by Prime Ventures, Smartfin, Committed Capital and BlackRock.

About EU Inc

EU Inc is a grassroots initiative that unites Europe’s top entrepreneurs, investors and tech leaders. It aims to create a single pan-European startup entity to unlock the continent’s full innovation potential and compete on the global stage.

The proposal builds on the success of previous efforts such as European Accelerationism, promoting the needs of European founders, and the Not Optional campaign for European stock option reform. The initiative is led by Andreas Klinger, Philipp Herkelmann, Simon Schaefer and Vojtech Horna, with the support of the startup community across the continent.

For more information, visit https://www.eu-inc.org/.