

You are a high-tech startup entrepreneur interested in participating in the German economy?

Great! Then we would like to invite you to discover the diverse opportunities Europe's biggest economy has to offer to startup ventures. Accompanied by a group of brave, enthusiastic and like-minded entrepreneurs from all over the world you will explore some of Germany's most promising hotspots for both startups and the so-called "old economy"; connect to peers and talents; build a feeling of what drives the German "startup scene"; get a grasp of current developments in the market and most importantly:



> **Start.up! Germany 2019** aims to match your startup with companies, partners and investors!

WE INVITE YOU TO:

START.UP! GERMANY 2019

> Feel the pulse of the German startup ecosystem.

Join us for a 5-day guided tour to Cologne, Dusseldorf and the Ruhr area.

Three reasons why you shouldn't miss out on this opportunity:

- ⇒ Visit some of the most promising startup hotspots in Germany's industrial heartland North Rhine-Westphalia
- ⇒ Get in touch with German corporates and investors in the cities of Dusseldorf, Cologne and the Ruhr area
- ⇒ Meet with 300+ startups, 200+ corporates and 50+ top speakers at RuhrSummit in Bochum, one of Germany's biggest startup events, offering Pitch Contests, Match-Makings and Pub Crawls.

FACTSHEET: START.UP! GERMANY

DATE: October 27th – October 31st 2019

LOCATION: Dusseldorf, Ruhr area, Cologne

CAPACITY: 1-5 startups per partnering country

LANGUAGE: English (knowledge is mandatory!)

TARGET GROUP: We expect more than 40 international startups from at least 15 different countries from the sectors:

- ⇒ InsurTech
- ⇒ Smart City
- ⇒ Logistics & Mobility

HIGHLIGHTS: Opening "International Dusseldorf" with startups and corporates from all over the world / Organized B2B-Meetings at the Tech Meet-up WestVisions in Duisburg / Reverse Pitch with international known companies in Dortmund / Meet investors, corporates and startups at NRW's biggest startup conference "RuhrSummit" in Bochum / Feel the pulse of the biggest startup ecosystem in North-Rhine Westphalia and meet corporates and startups in Cologne

COSTS: Participation in the program is **free** (including conference tickets). Startups only have to pay for transportation to Germany and accommodation.

PROGRAM REQUIREMENTS

- ! Your startup is in the "market testing" phase: i.e. you must be beyond the seed stage; successful accomplishment of first investor rounds is beneficial
- ! You have developed a scalable business model with an international approach and a clear focus on the German market / German customers

COVERED BY THE PROGRAM

- ✓ The entire program management
- ✓ Transportation within Germany
- ✓ Admission to RuhrSummit
- ✓ Coordination of B2B meetings

NOT COVERED BY THE PROGRAM

- X Transportation costs to Germany
- X Catering & Accommodation
But: Special hotel rates will be offered!

Time	Location	InsurTech	Smart City	Logistics/Mobility
Sun. 10/27/2019				
all-day	Dusseldorf	Arrival, Transfer to different hotels		
6 pm (Registration opens at 5.30 pm)	Dusseldorf	<p>Dive into the international environment of Dusseldorf. Meet with startups from all over the world that made it here and enjoy good food and drinks – by invitation of the city of Dusseldorf and CCI Dusseldorf.</p> <p>Go on a guided Tour of TRIVAGO - one of the world's largest online hotel search engines</p> <p>(registration required)</p>		
Mon. 10/28/2019				
8 am – 9.30 am	Dusseldorf	<p>Knowledge Breakfast “How to set up a business in Germany”</p> <p>For this very special event the partner of the Start.up! Germany Tour 2019 NRW.INVEST invites you to an unique business breakfast. Here you have the chance to get advice and support - how to get started in the region of North Rhine-Wesphalia (biggest economoc-driven state in Germany).</p> <p>(registration required)</p>		
10 am – 1 pm	Dusseldorf	<p>Official beginning of Start.up! Germany 2019</p> <p>How to Scale up your business in Germany – Best practice. New business opportunities for international startups</p> <p>Have lunch at CCI</p> <p>Location: Chamber of Commerce and Industry Dusseldorf</p>		
2 pm – 4 pm	Dusseldorf	<p>“Let’s get started”</p> <p>First opportunity to pitch and to meet with big players from your sector</p> <p>InsurTech sector @AXA Startup Center</p> <p>Meet one of Germany's leading insurance companies</p>	<p>Smart City sector @Mitsubishi Electric Europe</p> <p>See innovative solutions for automation, building, communication, energy and transportation.</p>	<p>Logistics/Mobility sector @METRO AG</p> <p>Meet with METRO wholesale company and get insights into Logistics and Purchase Processes</p>
afternoon		Transfer to Ruhr area		
evening	Ruhr area (Duisburg)	<p>Visit WestVisions, the Tech Meet-up for the thriving startup scene of the Ruhr area</p> <p>Get preorganized matchmakings with small and big corporates from the Ruhr area.</p> <p>Enjoy the program with the leading minds in the digital sector against a breathtaking backdrop.</p> <p>Location: Landscape Park Duisburg Nord</p>		
Tue. 10/29/2019				
10 am - 1 pm	Ruhr area (Dortmund)	<p>Reverse Pitch</p> <p>“Some of the most important companies in the area present themselves and show you ways, how to co-operate with them”</p> <p>e.g. WILO, Signal Iduna, innogy, duisport (Duisburger Hafen AG), thyssenkrupp, Evonik</p> <p>Location: Chamber of Commerce and Industry Dortmund</p>		

"Meet one big player in your sector" / RuhrSummit pitch semi-final		
2 pm - 5 pm	Ruhr area	<p style="text-align: center;">InsurTech sector @Signal Iduna, Dortmund</p> <p>Meet one of Germany's leading insurance services and its independent innovation ecosystem „signals“.</p>
		<p style="text-align: center;">Smart City sector @Smart City Alliance Dortmund</p> <p>Get impressions from the Smart City developments in Dortmund and meet a lot of local companies from this sector.</p>
		<p style="text-align: center;">Logistics/Mobility sector @Evonik Industries AG</p> <p>A global heavyweight in the chemical sector, the company produces and distributes worldwide.</p>
6 pm - 9 pm	Ruhr area (Bochum)	<p>Join the RuhrSummit 2019 – the biggest startup conference in North Rhine-Westphalia</p> <p>Exclusive matching between you and local startups.</p> <p>Get to know the other RuhrSummit participants at the Meet@Beat Party.</p> <p style="text-align: center;">Location: Jahrhunderthalle Bochum</p>
Wed. 10/30/2019		
10 am - 2 pm	Ruhr area (Essen)	<p>Access to Germany - learn and discuss in round table discussions – led by representatives of German companies, investors and experts – how to gain access to market, business and finance in Germany.</p> <p style="text-align: center;">Location: Chamber of Commerce and Industry Essen</p>
2 pm - 6 pm	Ruhr area (Bochum)	<p>Participation at the international program of RuhrSummit 2019: Workshops; Matchmaking; Panel Discussions; Get Together with participants, investors, corporates</p> <p style="text-align: center;">Location: Jahrhunderthalle Bochum</p>
2:45 pm – 3:45 pm	Ruhr area (Bochum)	<p style="text-align: center;">For those who won the pitch semi-final: International pitch final on RuhrSummit 2019</p>
4:30 pm - 6 pm	Ruhr area (Bochum)	<p style="text-align: center;">For the two startups that won the international final: Join the Grand pitch final and beat the best startups from Germany to win the RuhrSummit 2019</p>
Evening		Transfer to Cologne / check in to the hotel / free time
Thu. 10/31/2019		
Meet with big companies		
9 am -11 am	Cologne	<p style="text-align: center;">InsurTech sector @Insurlab Germany</p> <p>Pitches and reverse pitches with the famous German Accelerator for international Insurtech-Startups</p>
		<p style="text-align: center;">Smart City sector @BAYER</p> <p>Visit the well-known global enterprise with core competencies in the Life Science fields of health care and agriculture (pitches and reverse pitches)</p>
		<p style="text-align: center;">Logistics/Mobility sector @GS1 German Knowledge Center</p> <p>Visit the multimedia innovation, training and competence center / Pitches and reverse pitches at a testing site with real-world retail environment</p>
11 am - 12 am	Cologne	<p style="text-align: center;">Early lunch: use the lunch time rest and to talk to your networking hosts @Insurlab, BAYER and GS1</p>
1 pm -2 pm	Cologne	<p>Cologne Cathedral: enjoy a guided tour and visit Germany's most famous historical monument and UNESCO World Heritage site. The foundation stone of the Cathedral was laid on 15 August 1248, replacing an even older Cathedral which roots go back to Roman times in the 3rd century a.d.</p>

2:30 pm - 4:30 pm	Cologne	<p>How can foreign startups approach German enterprises? Meet more enterprises of the Rhineland region and get to know them in rapid reverse pitches. Discuss with your potential future partners, how you can get into touch with them for business approach and what you need for that. Partners are Siemens, eyeo, German Aerospace Center, HYPE SPIN Accelerator 1. FC Köln.</p>
4:30 pm - 5 pm	Cologne	<p>All roads lead to North Rhine-Westfalia (official farewell)</p>
6 pm	Cologne	<p>Dinner: let's get together once again at one of Cologne's famous brewhouses and enjoy the last evening! The German Startups Association and the partners of the day will introduce you to other startups in Cologne.</p>
<p style="text-align: center;">Fri. 11/01/2019</p>		
<p style="text-align: center;">Time to visit more sights and individual departure</p>		

This is a preliminary program that is constantly updated.