

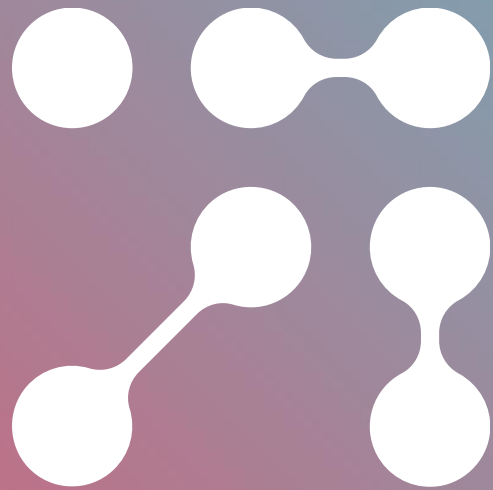
2024

#EXPLORING

#CHALLENGING

#CONNECTING

#EXTENDING



WHAT IS START.UP GERMANY TOUR ABOUT?

Background information about the tour itself.

WHAT IS SUGT?

ACCESS TO NRW & GERMANY



HARD FACTS

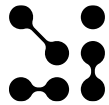
- 2017 first tour
- **432** international startups since 2017
- From more than **45** countries
- More than **3,500** connections

SOFT FACTS

- Access to **NRW and Germany**
- Access to **useful & exclusive** knowledge about NRW, starting a business in NRW, important institutions etc.
- Access to **companies and corporates** from NRW
- Access to **important institutions**, accelerators, incubators and investors
- Access to **foreign startups** (learn from each other)

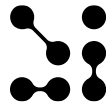
*“The **Start.up! Germany Tour** is about bringing international startups from abroad in **touch** with corporates and important players from North Rhine-Westphalia and showing them the **benefits** of this business location and of **establishing** a business here.”*

THE 4 STAGES OF START.UP! GERMANY TOUR 2023/2024



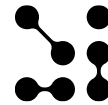
#EXPLORING

In nine webinars the startups get useful information about the location NRW and its vibrating industries as well as how to do business in Germany/NRW successfully.



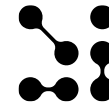
#CHALLENGING

The ticket to Germany!
This preliminary contest consists of five regional pitch competitions: Europe, Africa, MENA, North and South America and Asia.



#CONNECTING

Within reverse pitches, matchmakings, discussions and talks the startups get to know exciting companies, accelerators, investors and institutions.



#EXTENDING

The 16 finalists get an exclusive additional day in NRW/Germany.



Watch the TEASER about the four stages:
<https://www.youtube.com/watch?v=CIISsnA3RIg>

OFFICIAL AFTERMOVIE

Start.up! Germany Tour 2022



#aftermovie #chambers
Start.up! Germany Tour - Aftermovie 2022



<https://www.youtube.com/watch?v=wjZ1PmCU6xU&t=2s>



FIRST INFORMATION ABOUT START.UP! GERMANY 2023/2024

Timeline & Verticals

TIMELINE OF THE TOUR//



00



ALUMNI
Calendar week 42,
2023
ALUMNI PROGRAM

01



EXPLORING
Calendar week
3 to 10, 2024
PRE-PROGRAM

02



CHALLENGING
FEB 19 – MAR 1, 2024
INTER.NATIONAL!
STARTUP CONTEST

03



CONNECTING
APR 7 – 9, 2024
+ APR 16
START.UP! GERMANY
TOUR MAIN PROGRAM

04



EXTENDING
APR 16 – 18, 2024
EXCLUSIVE DAYS
FOR FINALISTS

VERTICAL – GREEN TECH

VERTICAL 1: GREEN TECH

VERTICAL 2: INDUSTRIAL SOLUTIONS

VERTICAL 3: LIFE SCIENCE

**LET'S MAKE THE FUTURE
SUSTAINABLE AND GREEN.**

In order to solve the biggest challenges this global community is facing nowadays, Green Tech startups use a wide range of technologies, ideas and methodologies. With business models that sustainably have a positive impact on the planet, they focus on environment.

VERTICAL – GREEN TECH

VERTICAL 1: GREEN TECH

VERTICAL 2: INDUSTRIAL SOLUTIONS

VERTICAL 3: LIFE SCIENCE

OUR FOCUS SECTORS

- ✓ Hydrogen and other alternative energy solutions
- ✓ Circular economy
- ✓ Green energy storage technologies
- ✓ Smart grid energy use optimization
- ✓ Smart farming (AgTech)
- ✓ Future mobility solutions
- ✓ ... and other outstanding solutions in the field of Green Tech that have a positive impact on the environment.

VERTICAL – INDUSTRIAL SOLUTIONS

VERTICAL 1: GREEN TECH

VERTICAL 2: INDUSTRIAL SOLUTIONS

VERTICAL 3: LIFE SCIENCE

**TRANSFORMATION OF
INDUSTRIES NEEDS
INNOVATIVE SOLUTIONS.**

Worldwide the industry sector experiences an ongoing disruption of processes and markets. Startups play an important role by supporting it with agile and innovative approaches in order to make them stay or return to an effective economical and productive development. Are you ready for this challenge?

VERTICAL – INDUSTRIAL SOLUTIONS

VERTICAL 1: GREEN TECH

VERTICAL 2: INDUSTRIAL SOLUTIONS

VERTICAL 3: LIFE SCIENCE

OUR FOCUS SECTORS

- ✓ Solutions for smart factory
- ✓ Artificial intelligence
- ✓ IoT
- ✓ Cyber Security
- ✓ Datamining and data governance
- ✓ Industrial logistics
- ✓ Digital supply chain management
- ✓ ... and other outstanding solutions in the field of Industrial Solutions that optimize the industrial sector.

VERTICAL – LIFE SCIENCE

VERTICAL 1: GREEN TECH

VERTICAL 2: INDUSTRIAL SOLUTIONS

VERTICAL 3: LIFE SCIENCE

**AT THE EDGE BETWEEN
TECHNOLOGY AND LIFE –
HEALTH AND WELL BEING
AS A FOCUS FOR BUSINESS**

If your startup is creating a bridge between biology, medicine, computer science, material sciences and mechanical engineering, then you might be a candidate to innovate the health system globally. From drug discovery via diagnostics up to securely personalized DiGa Apps all ideas are welcome!

VERTICAL – LIFE SCIENCE

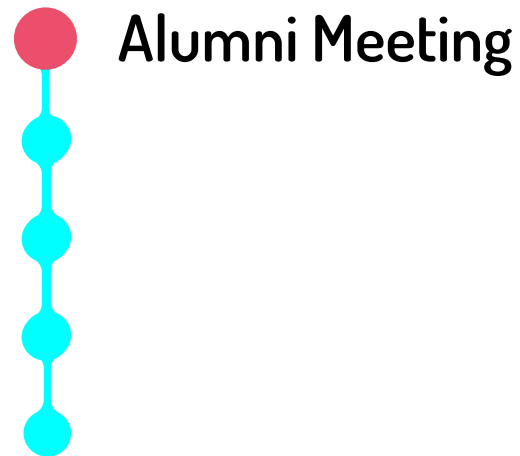
VERTICAL 1: GREEN TECH

VERTICAL 2: INDUSTRIAL SOLUTIONS

VERTICAL 3: LIFE SCIENCE

OUR FOCUS SECTORS

- ✓ Biotech
- ✓ Medtech
- ✓ Chemistry
- ✓ Digital health
- ✓ ... or other outstanding solutions in the field of Life Science that improve the health of people.



Alumni Meeting

START: OCTOBER 16, 2023

NEW OFFER: ALUMNI MEETING

We are once again inviting the most successful startups of the last six years to NRW to participate in an interesting program. They can meet up with big regional companies, profit from a business coaching program and make use of international networks on a personal level. ...

ALUMNI MEETING – Possible structure

OCT 16

Arrival during the day

In the evening: informal get-together and getting to know each other
(sharing personal experience / Ansiedlungsfälle einladen)

OCT 17

Company visits

Get to know the NRW-Partners: NGB, Ministry, NRW.BANK

Scale-up.NRW networking dinner

OCT 18

Company visits

Get to know the NRW-Ecosystem: Accelerators, Investors ...

Exclusive Pitching Event (invite only, small number of distinguished guests)

OCT 19

Full day at EY:

Workshops from EY, NGB, NRW.BANK and other partners

Networking with corporate clients from EY

INITIATORS

Start.up! Germany Tour is a project of IHK NRW (hosted by IHK Ruhr, IHK Cologne, IHK Dusseldorf, AHK and DIHK)



IHK NRW - Die Industrie- und Handelskammern
in Nordrhein-Westfalen



Deutsche
Auslandshandelskammern



Industrie- und Handelskammern
im Ruhrgebiet



Düsseldorf



Köln

PARTNERS

Ministry of Economic Affairs,
Industry, Climate Action and Energy
of the State of North Rhine-Westphalia

