

**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 27 <sup>th</sup> – October 31 <sup>st</sup> 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: <ul style="list-style-type: none"> <li>⇒ InsurTech</li> <li>⇒ Smart City</li> <li>⇒ Logistics &amp; Mobility</li> </ul>

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 <b>free</b> (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!

## SCHEDULE

Time	Location	InsurTech	Smart City	Logistics/Mobility
<b>Sun. 10/27/2019</b>				
all-day	Dusseldorf	Arrival, Transfer to different hotels		
evening	Dusseldorf	International Dusseldorf: Get to know the international environment in Düsseldorf. Meet with startups from all over the world that made it in Dusseldorf and enjoy good food and drinks		
<b>Mon. 10/28/2019</b>				
10 am – 12 am	Dusseldorf	Official beginning of Start.up! Germany 2019  How to Scale up your business in Germany – Best practice. New business opportunities for international startups  Location: Chamber of Commerce and Industry Dusseldorf		
12 am – 1 pm	Dusseldorf	Meet coworking spaces and local startup initiatives at a small expo; have lunch at CCI		
2 pm – 4 pm	Dusseldorf	“Let’s get started” First opportunity to pitch and to meet with big players from your sector		
		InsurTech sector	Smart City sector	Logistics/Mobility sector
afternoon		Transfer to Ruhr area		
evening	Ruhr area (Duisburg)	Visit WestVisions, the Tech Meet-up for the thriving startup scene of the Ruhr area  Get preorganized matchmakings with small and big corporates from the Ruhr area.  Enjoy the program with the leading minds in the digital sector against a breathtaking backdrop.  Location: Landscape Park Duisburg Nord		
<b>Tue. 10/29/2019</b>				
10 am - 1 pm	Ruhr area (Dortmund)	Reverse Pitch “Some of the most important companies in the area present themselves and show you ways, how to co-operate with them” e.g. WILO, Signal Iduna, innogy, duisport (Duisburger Hafen AG), thyssenkrupp, Evonik  Location: Chamber of Commerce and Industry Dortmund		
2 pm - 5 pm	Ruhr area	"Meet one big player in your sector" RuhrSummit pitch semi-final / individual feedback		
		InsurTech sector	Smart City sector	Logistics/Mobility sector
6 pm - 9 pm	Ruhr area (Bochum)	Join the RuhrSummit 2019 – the biggest startup conference in North Rhine-Westphalia  Exclusive matching between you and local startups. Get to know the other RuhrSummit participants at the Meet@Beat Party.  Location: Jahrhunderthalle Bochum		
<b>Wed. 10/30/2019</b>				
10 am - 2 pm	Ruhr area (Essen)	Access to Germany Learn and discuss in workshops how to gain access to finance, data and markets in Germany. Meet corporates and investors like RAG, Schacht.One (Haniel group), Gründerfonds Ruhr, Gründerallianz Ruhr, EUREF Campus and others.  Get to know the rising startup ecosystem of “Zollverein“ world heritage site		
2 pm - 6 pm	Ruhr area (Bochum)	Participation at the international program of RuhrSummit 2019: Workshops; Matchmaking; Panel Discussions;		

		Get Together with participants, investors, corporates		
		Location: Jahrhunderthalle Bochum		
2:15 pm - 3 pm	Ruhr area (Bochum)	For those who won the pitch semi-final: International pitch final on RuhrSummit 2019		
4:30 pm - 6 pm	Ruhr area (Bochum)	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		
Evening		Transfer to Cologne / check in to the hotel / free time		
Thu. 10/31/2019				
		Meet with big companies & investors		
		InsurTech sector @Insurlab Germany	Smart City sector @BAYER	Logistics/Mobility sector @GS1 German Knowledge Center
9 am -11 am	Cologne	Pitches and reverse pitches with the famous German Accelerator for international Insurtech-Startups	Visit the well known global enterprise with core competencies in the Life Science fields of health care and agriculture (pitches and reverse pitches)	Visit the multimedia innovation, training and competence center / Pitches and reverse pitches at a testing site with real-world retail environment
11 am - 12 am	Cologne	Early lunch: use the lunch time rest and to talk to your networking hosts @InsurLab, BAYER and GS1		
1 pm -2 pm	Cologne	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 3 <sup>rd</sup> century a.d.		
2:30 pm - 4:30 pm	Cologne	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.		
4:30 pm - 5 pm	Cologne	All roads lead to North Rhine-Westfalia (official farewell)		
6 pm	Cologne	Dinner: let's get together once again at one of Cologne's famous brewhouses and talk to the partners of the day		
Fri. 11/01/2019				
		Individual departure		

***This is a preliminary program that is constantly updated.***