

You are a high-tech startup entrepreneur interested in doing business on the German market?

Great! Then we would like to invite you to discover the diverse opportunities Europe's biggest economy has to offer to startup ventures. Together with a group of enthusiastic and like-minded entrepreneurs from all over the world, you will explore some of Germany's most promising hotspots for startups. You will connect with peers and talents, get a good understanding of what drives the German "startup-scene" and you will get a grasp of current developments in the market.



Start.up! Germany Tour 2020 aims to connect your startup with German corporates in order to establish fruitful business contacts and potential partnerships!

START.UP! GERMANY TOUR 2020

> Feel the pulse of the German startup ecosystem.

Your startup can join us for a 5-day guided tour to Cologne, Dusseldorf and the Ruhr area. But there are more reasons why your startup should be part of the Start.up! Germany Tour:

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

FACTSHEET:

DATE: October 25th – October 30th, 2020

LOCATION: Dusseldorf, Ruhr area, Cologne

CAPACITY: 1-3 startups per partnering country

LANGUAGE: English (business English mandatory)

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

- ⇒ InsurTech,
- ⇒ Smart City or
- ⇒ Logistics & Mobility sector.

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 Cologne startup ecosystem and meet corporates and startups.

COSTS: Participation in the program is **free** of charge (including conference tickets). Startups only have to bear their travel costs to Germany as well as accommodation.

PROGRAM REQUIREMENTS

- ! The startup has to be in the "market testing" phase, implying it must have passed the seed stage. Successful accomplishments of first investor rounds are a plus.
- ! You have already developed a scalable business model with an international approach, preferably with a German/European focus.
- ! You already applied your business model to the German market and are able to show potential partners and others how you intend to attract German customers.

COVERED BY THE PROGRAM

- ✓ The entire program management
- ✓ Transportation within Germany
- ✓ Admission to conferences, summits and events
- ✓ Coordination of B2B meetings

NOT COVERED BY THE PROGRAM

- X Travel costs to Germany
- X Catering & Accommodation
(Special hotel rates will be communicated)

Time	Location	InsurTech	Smart City	Logistics/Mobility
Sun. 10/25/2020				
all-day	Dusseldorf	Arrival, Transfer to different hotels		
6 pm (Registration opens at 5.30 pm)	Dusseldorf	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. (registration required)		
Mon. 10/26/2020				
10 am – 1 pm	Dusseldorf	Official beginning of Start.up! Germany 2020 How to Scale up your business in Germany – Best practice. New business opportunities for international startups Have lunch at CCI Location: Chamber of Commerce and Industry Dusseldorf		
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		
Tue. 10/27/2020				
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. ... Location: Chamber of Commerce and Industry Dortmund		
2 pm - 5 pm	Ruhr area	"Meet one big player in your sector" / RuhrSummit pitch semi-final InsurTech sector @ Smart City sector @ Logistics/Mobility sector @		
6 pm - 9 pm	Ruhr area (Bochum)	Join the RuhrSummit 2020 – 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		
Wed. 10/28/2020				
10 am - 2 pm	Ruhr area (Essen)	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. Location: Gelsenkirchen		
2 pm - 6 pm	Ruhr area (Bochum)	Participation at the international program of RuhrSummit 2020: Workshops; Matchmaking; Panel Discussions;		

		Get Together with participants, investors, corporates		
		Location: Jahrhunderthalle Bochum		
2:45 pm – 3:45 pm	Ruhr area (Bochum)	For those who won the pitch semi-final: International pitch final on RuhrSummit 2020		
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 2020		
Evening		Transfer to Cologne / check in to the hotel / free time		
Thu. 10/29/2020				
		Meet companies and multipliers		
9 am -11 am	Cologne	InsurTech sector @ Insurlab Germany	Smart City sector @ BAYER AG	Logistics/Mobility sector @ GS1
11 am - 12 am	Cologne	Early lunch: use lunch time for a break and and for talks with 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 rd century a.d.		
3 pm - 5:30 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. Partners are Siemens, 1. FC Köln., XDeck, Excellenz Startup Center Gateway		
6 pm	Cologne	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.		
Fri. 30/10/2020				
		Time to meet corporates!		

This is a preliminary program. Updates follow.