Pitchdeck | Start-ups

July 24th, 2020
Landesmesse Stuttgart

Deadline for applications: March 25th, 2020

Startup Summit 2020

WHAT  WHO  WHY  HOW

Apply now at: www.go.startupbw.de/summit/apply

European Commission

Baden-Württemberg
MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND HOUSING
What is the Start-up BW Summit?

**Start-up BW** represents a high-performance network of partners from a variety of regional and institutional backgrounds.

With **Start-up BW**, Baden-Württemberg is taking start-up financing and professional support to a level of international excellence.

The **Start-up BW Summit** is an international showcase, marketplace, class and network meeting for the campaign, for the scene, for start-ups, start-up stakeholders and start-up ecosystems.

Baden-Württemberg is the **Place 4B2B**. At the Start-up BW Summit start-ups meet start-ups, corporates and SMEs, VCs and business angels, who are looking for the ideas of the future and offer themselves as customers, partners and mentors with venture capital offers and accelerator programs.

**Network partners** from consulting, promotion and technology transfer, private and public start-up stakeholders and start-up ecosystems present their ideas, exchange views, network and learn from each other internationally, on every level.
That was the Start-up BW Summit 2019 ...
400 Start-ups, including 75 from 16 International Ecosystems

200 Network Partners from consulting, promotion and technology transfer

Partner Country: Israel

5,000 Participants
More than 250 Start-up Pitches

4 Stages with 3 Keynotes, 7 Top Class Speakers and 6 Success Stories on the panel

25,000 m² Start-up Culture live with 2.5 times as much Exhibition Space as the first Start-up Gipfel 2017

400 B2B-Partners from Large and Medium-sized Enterprises
WHAT: Start-up BW Summit 2020

... and this year, there is even more:

two full days of start-up culture – Start-up BW presents:

**Startup Europe Summit 2020**

the central start-up and technology conference in the EU,

&

**Start-up BW Summit 2020**

international marketplace for start-ups and ecosystems

In July 2020 we will experience:

2 Days | 1 Day Congress & 1 Day Fair | 7,000 Participants |
500 International Start-ups | Pitch Competition for Exhibiting Start-ups |
International Start-up Ecosystems and Partners |
Incubators & Accelerators | Discovery Tours | Success Stories |
Best Practices | Networking | Matchmaking | Top Class Speakers | and much more ...
WHAT: Start-up BW Summit 2020

International marketplace for start-ups and ecosystems

Program July 24th, 2020:

9 a.m.  Admission
10 a.m.  Opening by top politicians
9 a.m. to 6:30 p.m.  Exhibition | International Top Speakers | Success Stories | Best Practices | Matchmaking | Networking | Pitch Competition | Side Events
From 6:30 p.m.  Conclusion and an after-work beer
WHO
Start-up BW, the international start-up scene and you!
WHO: ... you!

Be a fundamental part of the Start-up BW Summit 2020 as an exhibitor!

For us, quality takes precedence over quantity – 500 exhibition spaces exclusively reserved for the best start-ups from all over the world.

We define start-ups as ...

... early phases of pilot projects, usually up to a maximum of 5 years after foundation
... growth-oriented / scalable business-model
... innovative
... often tech or service-driven
... generally international focused
... assignable to one of our six clusters:
  - Life Sciences
  - Creative Industries, Food & Beverage
  - Software, AI & Cyber Security
  - Services, E-Commerce & Marketplaces
  - Manufacturing, Mobility & Hardware
  - Energy & Environment
WHY

For you!
WHY: For you!

1. **Network**
   with other start-ups, relevant start-up stakeholders and start-up ecosystems from Baden-Württemberg, Europe and the world

2. **Present your ideas**
   to a broad audience of B2B partners, corporates, SMEs, VCs and business angels

3. **Attract**
   reference customers, business partners, investments, R&D cooperation partners and upcoming talents

4. **Find out**
   more about the scene, current trends and technologies

5. **Learn more**
   about best practices and success stories as well as on the Start-up BW discovery tours

6. **Experience**
   top class speakers, start-up culture, the Start-up BW summer party and our food market

7. **Get ready**
   for a successful international start!
WHY: For you!

... and all for free!

An exhibition space at the Start-up BW Summit 2020 will be free of charge as a start-up.

Your benefits...

... a ready-to-use exhibition stand with your branding – find more details here

... extra space for an exhibit, if you need it

... a starting position in our pitch competition

... End-to-end support and service for queries, when preparing your exhibition appearance

... online presence on our channels

  – Presence on the event website
  – Company profile in the participants tool for the event and access to the digital matchmaking area
WHY: For you!

International Pitch Competition

You not only get an exhibition stand but also a stage! Your audience: our expert jury and numerous corporates and SMEs, VCs, business angels and potential partners and multipliers. Attract the right partners for your project – and win the competition!

Details:

- Pitches will be made in the six clusters:
  - Life Sciences
  - Creative Industries, Food & Beverage
  - Software, AI & Cyber Security
  - Services, E-Commerce & Marketplaces
  - Manufacturing, Mobility & Hardware
  - Energy & Environment

- 3 minutes talk time (in English)
- There will be time for questions after the pitches at your stand
- For each cluster, the first to third place will be selected on site by a jury, receive an award on the main stage at the end and presented with a cash prize.
- The pitches can be made using supporting slides
HOW

Your Application
“We not only had lots of interesting business contacts and potential partner firms, but also visits from the Chamber of Industry and Commerce (IHK), the mayor of my home town and the business development agency. I was also engaged as the keynote speaker for an event in Heilbronn.”

“A great exhibition, very dynamic, great talks and stands with start-up people and partners.”

“A lot of different start-up ideas from various sectors. The participation fee is very low. Great networking opportunities.”

“There was a lot going on, we were answering questions the whole time, met great people and had fun!”

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Contact

Questions about appearing at the exhibition and technical details:
Gunter Ohr & Team:
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Service and general questions:
Cathleen Fink & Team:
summit@startupbw.de

General information at:
www.startupbw.de/summit
Details of Exhibition Appearances

**Standard facilities / furnishing is as follows:**

- 1 start-up desk (102 × 105 cm) on the island stand (island stands are clustered in our 6 industrial fields)
- 1 electrical socket (3x standard 220V / 3 KW max)
- Logo print at the head of the presentation desk