

Pitchdeck

Corporates

STARTUP  
EUROPE



startup bw

# SUMMIT 2020

The European Start-up Community meets Baden-Württemberg



## UNITE THE CREATORS

July 23 & 24 Messe Stuttgart



European  
Commission



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND HOUSING

# Find your answers here:



## 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**

**5,000  
Participants**

**Partner Country: Israel**



**More than 250  
Start-up Pitches**

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



**400 B2B-Partners from Large  
and Medium-sized Enterprises**

**25,000 m<sup>2</sup> Start-up  
Culture live with 2.5  
times as much Exhibition  
Space as the first  
Start-up Gipfel 2017**



# WHAT

**Start-up BW Summit 2020**

# 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,

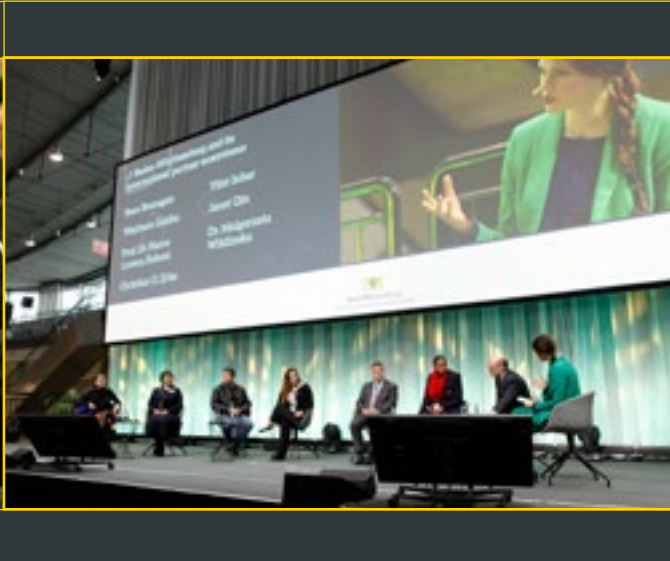
&

**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 24<sup>th</sup>, 2020:

- |                            |   |
|----------------------------|---|
| <b>9 a.m.</b>              | Admission   |
| <b>10 a.m.</b>             | Opening by top politicians  |
| <b>9 a.m. to 6:30 p.m.</b> | Exhibition   International Top Speakers  <br>Success Stories   Best Practices   Matchmaking  <br>Networking   Pitch Competition   Side Events |
| <b>From 6:30 p.m.</b>      | Conclusion and an after-work beer   |



# WHO

**Start-up BW, the  
international start-up  
scene and you!**

# WHO: ... you!

## Play a key role at the Start-up BW Summit 2020 as an exhibitor!

We have reserved a limited number of exclusive exhibition spaces for a selected group of corporates and SMEs.

**This applies for all CORPORATES OR SMEs (small and medium-sized enterprises) with ...**

- ... their own significant start-up activities
- ... their own accelerator or incubator programs
- ... an interest in working with start-ups in financing, business partnership or R&D cooperation





# WHY

**For you!**



# WHY: For you!

## 1. Network

with other corporates, SMEs, investors, relevant start-up stakeholders, political and administrative bodies from Baden-Württemberg, Europe and the world

## 2. Present your business

to 500 selected hi-tech start-ups from the industrial clusters: Life Sciences | Creative Industries, Food & Beverage | Software, AI & Cyber Security | Services, E-Commerce & Marketplaces | Manufacturing, Mobility & Hardware | Energy & Environment

## 3. Attract

start-ups with highly innovative ideas as business partners, for investments as well as 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 the future!

# WHY: For you!

## ... What does it all cost?

If you are a corporates or SME, the stand spaces at Start-up BW Summit 2020 will cost you 120 Euro/m<sup>2</sup> (excluding VAT).

**For this, in addition to the above, we offer ...**

- ... optional use of the Spider flexible stand building system (the 60 m<sup>2</sup> basic version costs 3,790 Euro (excl. VAT)) – find more details
- ... 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





# How

Your Application

# HOW: Your Application

“I have LOTS of exhibition experience and know what I am talking about when I say: well-organized – professionally implemented – fantastic atmosphere – interesting visitors.”

“My expectations were EXCEEDED – by far. My business partners (who also have exhibition experience) commented that it ‘... was the best exhibition I have ever been to!’”

“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.”

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

**Apply now at:**

[summit@messe-stuttgart.de](mailto:summit@messe-stuttgart.de)



# Contact

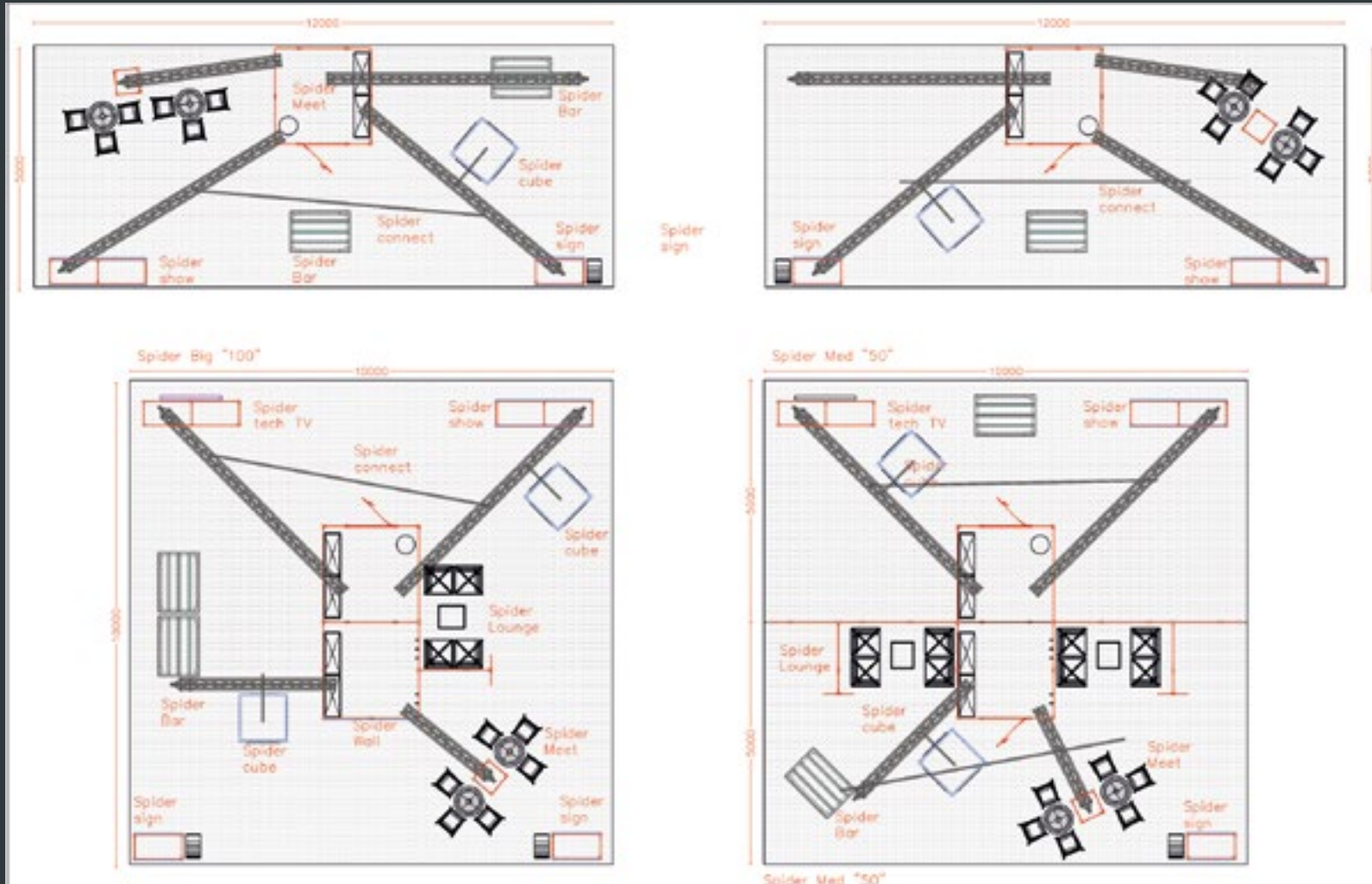


**If you are interested in an exhibition stand as a financial institution or investor at the Start-up BW Summit 2020, please contact us directly:**

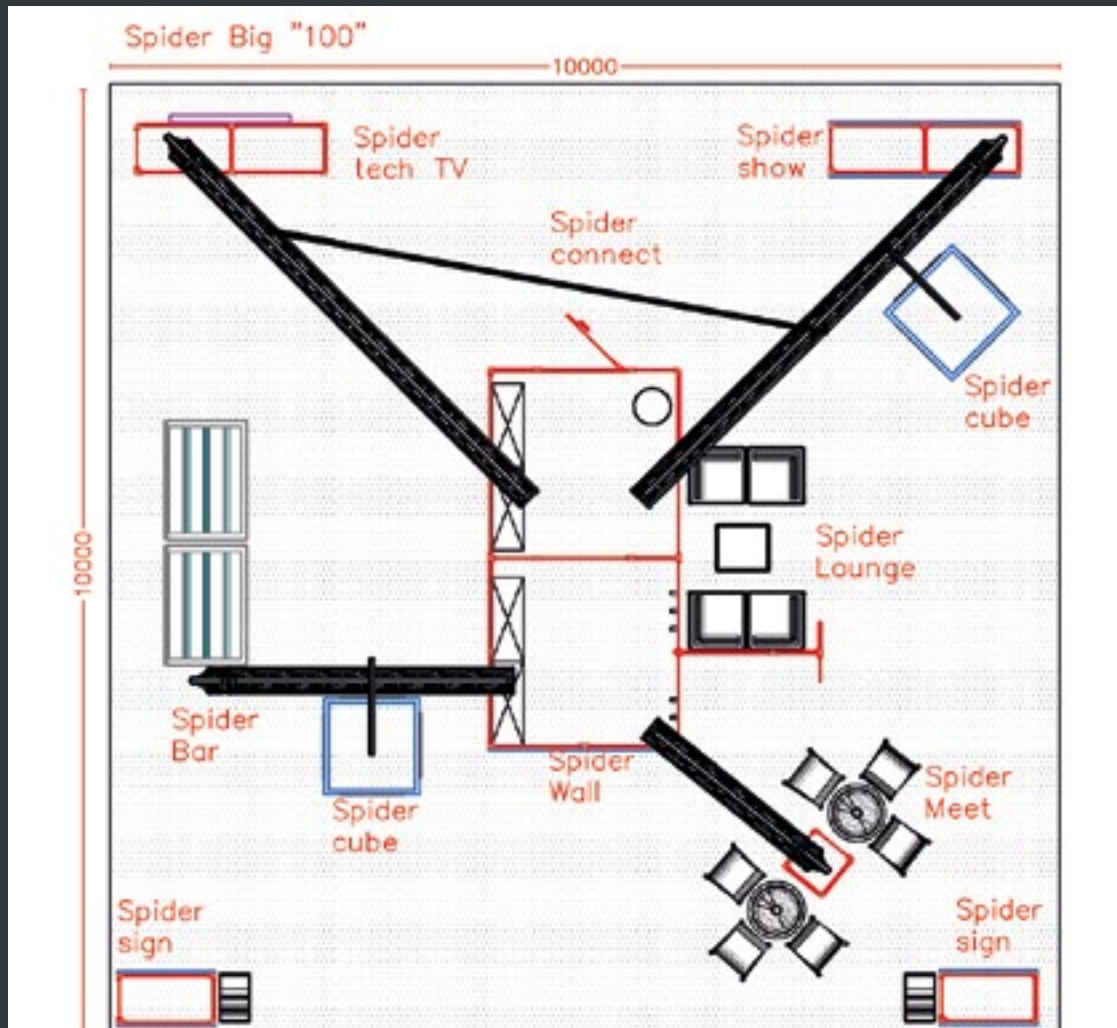
Farina Melchior & Team:  
[summit@messe-stuttgart.de](mailto:summit@messe-stuttgart.de)

**General information at:**  
[www.startupbw.de/summit](http://www.startupbw.de/summit)

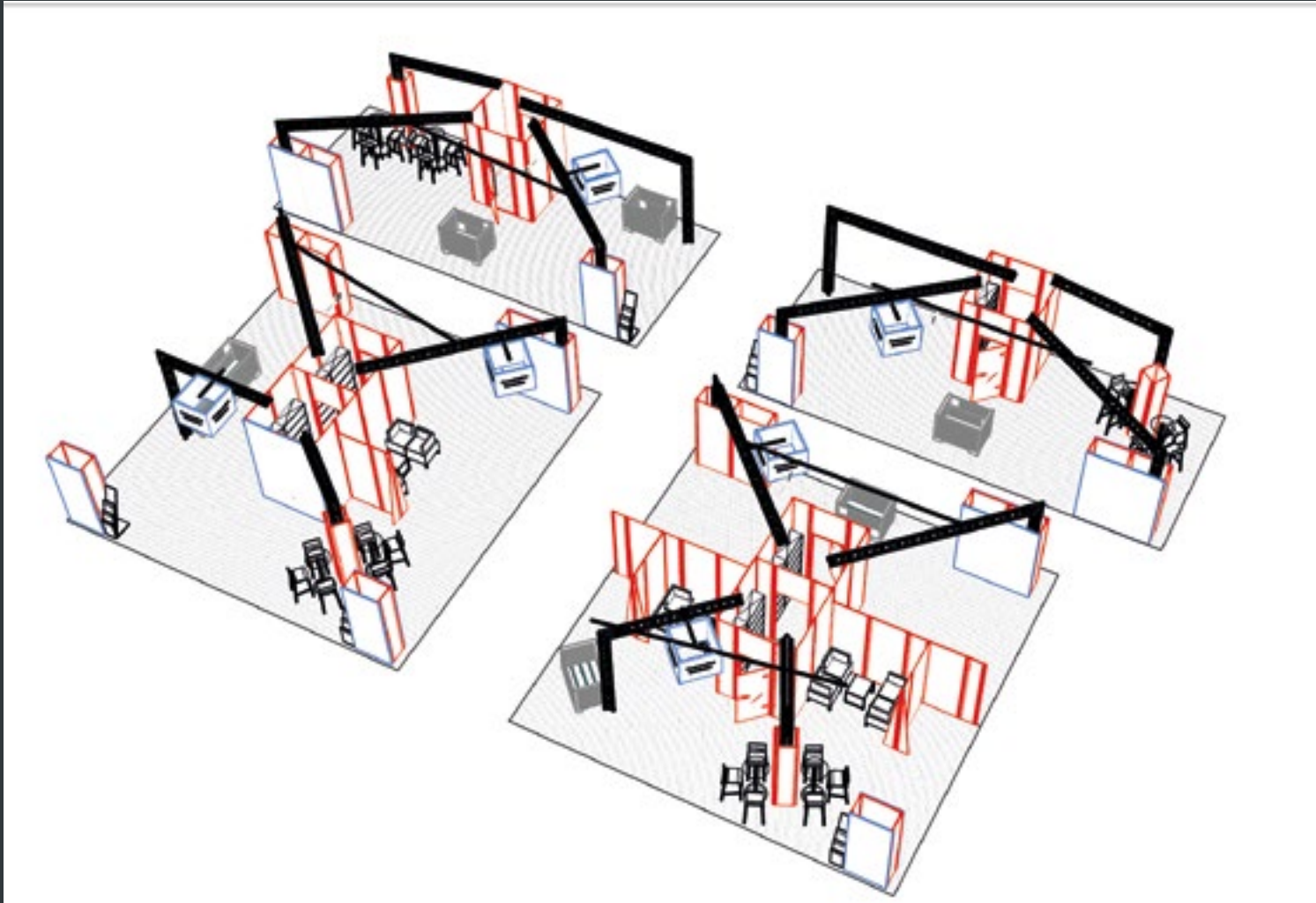
# Details of Exhibition Appearances



# Details of Exhibition Appearances



# Details of Exhibition Appearances





# Hall plan

