

Pitchdeck

Start-ups

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!**

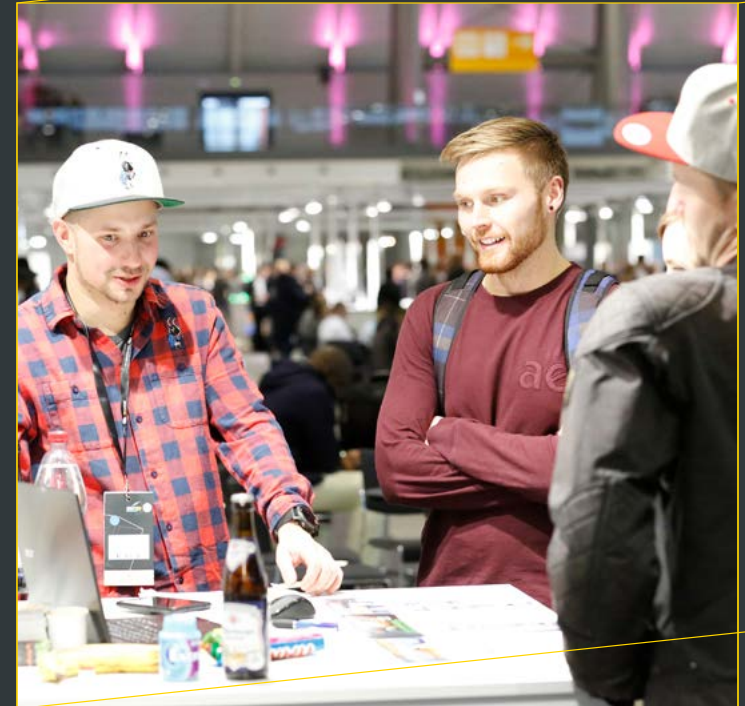
# WHO: ... you!

## 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
- ... 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

# 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!”

**Apply now at:**

[www.go.startupbw.de/summit/apply](http://www.go.startupbw.de/summit/apply)



# Contact



## Questions about appearing at the exhibition and technical details:

Gunter Ohr & Team:  
[summit@ms-messebau.de](mailto:summit@ms-messebau.de)

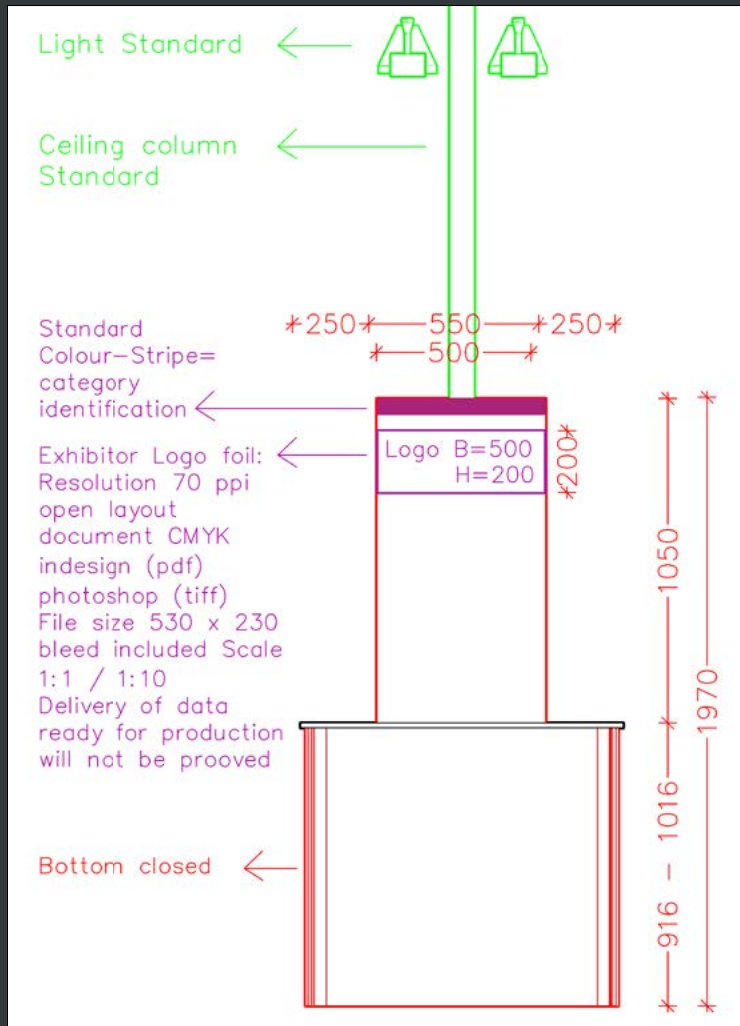
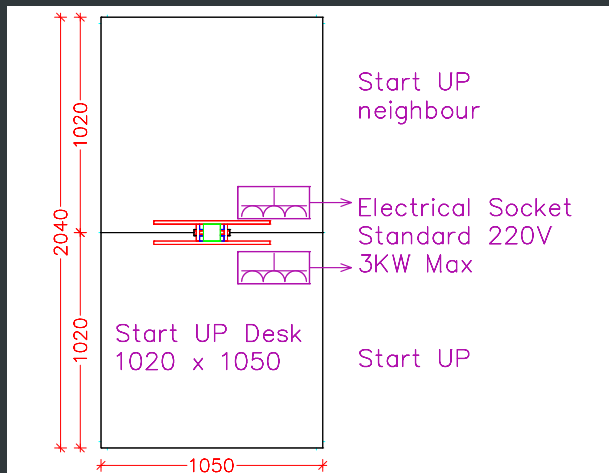
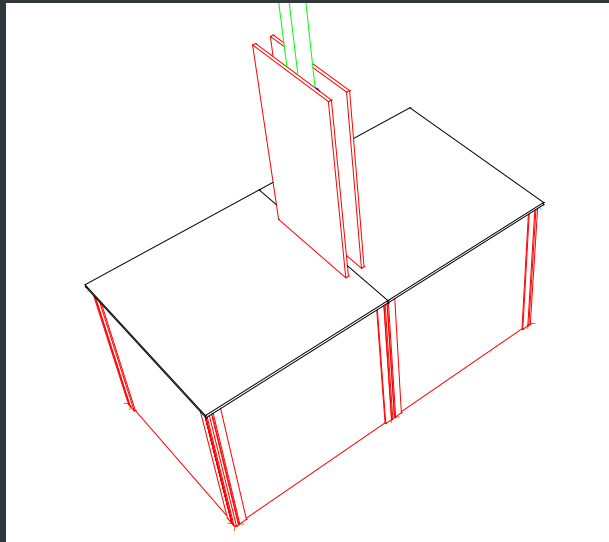


## Service and general questions:

Cathleen Fink & Team:  
[summit@startupbw.de](mailto:summit@startupbw.de)

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

# Hall plan

