

Pitchdeck

Ecosystems

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



WHAT

Startup Europe Summit 2020
Start-up BW Summit 2020

WHAT:

... 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,

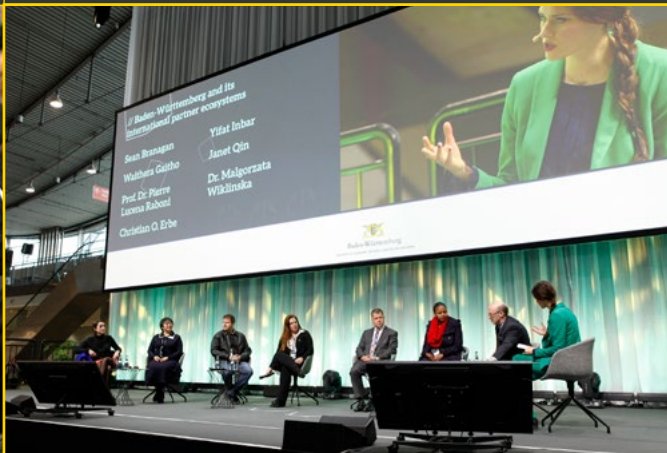
&

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: Startup Europe Summit 2020

Central Start-up and Technology Conference of the EU

Program July 23rd, 2020:

8 a.m.	Admission
From 8:30 a.m.	Lounge of ecosystems
10 a.m.	Plenary Session Opening
11:45 a.m. to 5 p.m.	Breakout Sessions Funding & Financing, Start-up Cities and regional Ecosystems, The future of Mobility and Automotive Industries, The future of Health, New fields for digital Start-ups, Female Start-ups taking another way to success?!
5 p.m.	Plenary Session Wrap up
From 5:30 p.m.	Start-up BW Party

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!

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

Be a fundamental part of the Start-up BW Summit 2020 as an exhibitor! We reserved some special limited places for interested start-up and innovation networks, ecosystems and partners in our „Mall of Ecosystems“, where you can show yourself, your partners and the possibilities you offer together.

Present your ...

- ... start-up activities
- ... accelerator or incubator programs
- ... innovation and start-up centers
- ... network partners
- ... what your city or region has to offer
- ... and everything that makes up your start-up and innovation network.





WHY

For you!



WHY: For you!

1. **Network**
with other ecosystems, relevant start-up stakeholders, political and administrative bodies from Baden-Württemberg, Europe and the world.
2. **Present your region**
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 and upcoming talents with highly innovative ideas and interesting business models.

4. **Find out**
more about the scene, current trends, support options and approaches of other ecosystems.
5. **Learn more**
about best practices and success stories.
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?

For start-up and innovation networks and ecosystems, we offer spaces up from 2,890 € (excluding VAT).

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

- ... presence in the lounge of ecosystems during the Startup Europe Summit 2020
- ... use of a modular stand building (15 m² upwards) at the Start-up BW Summit 2020 – 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
 - 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.”

Contact



If you are interested in an exhibition stand as a start-up and innovation network or an ecosystem with partners at the Start-up BW Summit 2020, please contact us directly:

Farina Melchior & Team:
summit@messe-stuttgart.de

General information at:
www.startupbw.de/summit

Details of Exhibition Appearances

Stand type 1: small | 15m²: 2,890.00 € | 3,450.00 € (excluding VAT)

basic package | full package

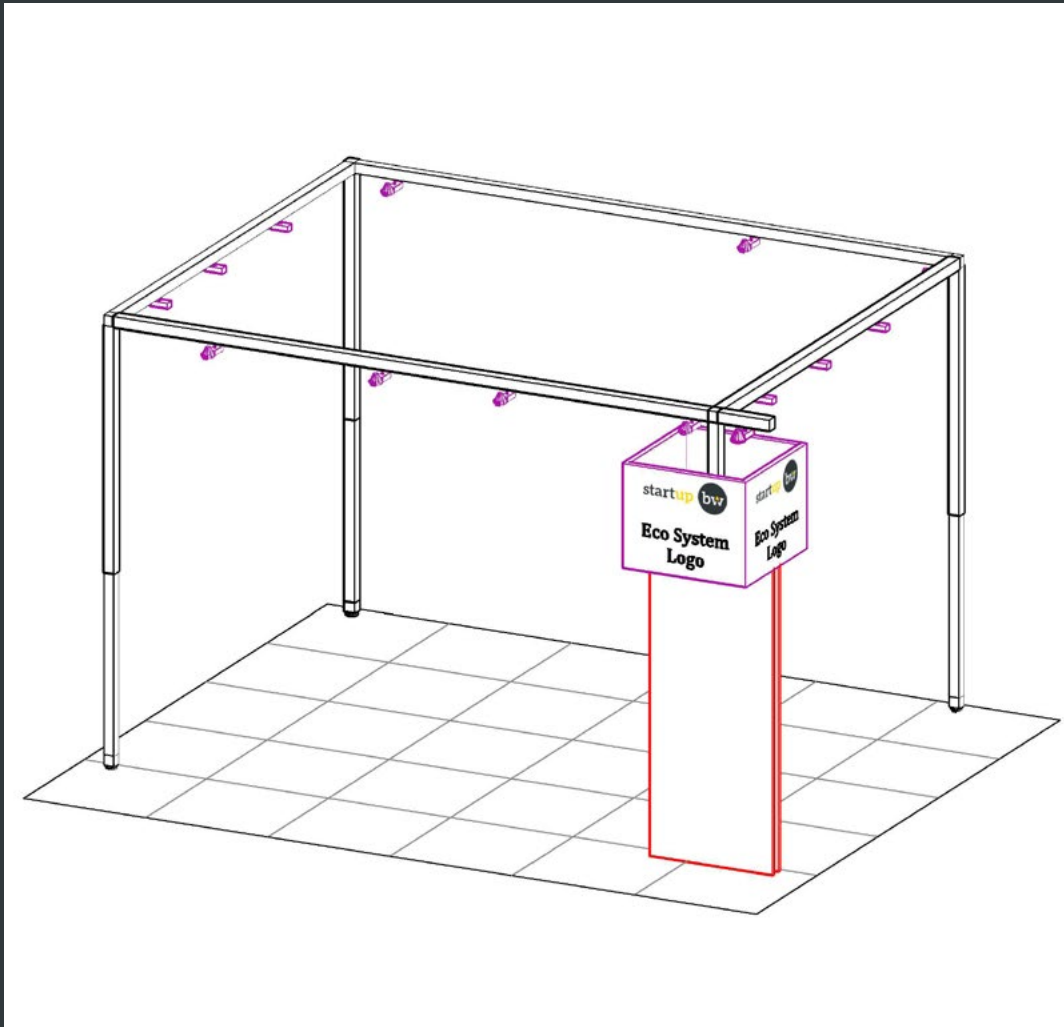
Stand type 2: medium | 30m²: 4,480.00 € | 5,200.00 € (excluding VAT)

basic package | full package

Stand type 3: large | 50m²: 7,640.00 € | 8,400.00 € (excluding VAT)

basic package | full package

Details of Exhibition Appearances



Basic package:

- carpet
- truss system with lamps
- stele
- 1 meter back wall
- cube with caption

Full package:

- basic package +
- cabin
- counter
- bar table(s)
- bar stool(s)
- brochure stand(s)

Hall plan

