Pitchdeck
Ecosystems and Initiatives

SUMMIT 2022

September 30th
Messe Stuttgart

Baden-Württemberg
MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND TOURISM
Find your answers here:

WHAT    WHO    WHY    HOW
What is the Start-up BW Summit?

Start-up BW is the official start-up campaign of Baden-Württemberg and 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, event 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
Unfortunately, the Start-up BW Summit 2020 had to be cancelled due to the Corona pandemic.
WHAT
Start-up BW Summit 2022
WHAT: Start-up BW Summit 2022

... and this year,
Start-up BW presents:

one full day of start-up culture in THE LÄND

Start-up BW Summit 2022

the highlight event for start-ups in Baden-Württemberg &

TÜBINGEN
AI CENTER

conference on artificial intelligence and start-ups – bridging cutting-edge research on AI with hands-on solutions
WHAT: Start-up BW Summit 2022

In September 2022 we will experience:

1 Day Fair & Congress | 5.000 Participants | up to 200 international Start-ups in 7 industry and technology fields | focus topic AI | Pitch Competition | International Start-up Ecosystems & AI Initiatives | Incubators & Accelerators | Corporates & Investors | Success Stories | Best Practices | Networking | Matchmaking | Top Class Speakers |

and much more ...
WHO

Start-up BW, the international start-up scene and you!
WHO: ... you!

Play a key role at the Start-up BW Summit 2022 as an exhibitor!

Be a fundamental part of the Start-up BW Summit 2022 as an exhibitor! We reserved some special limited places for interested start-up ecosystems, AI initiatives and innovation networks in our „Mall of Ecosystems and Initiatives“, where you can show yourself, your partners and the possibilities you offer together.

Present your ...

... start-up activities
... accelerator or incubator programs
... innovation start-up centers and ecosystems
... AI initiatives and innovation hubs
... what your city or region has to offer
... and everything that makes up your start-up and AI 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 ecosystem**

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 and the AI scene.

7. **Get ready**
   for the future!
WHY: For you!

... What does it all cost?

For start-up ecosystems and AI initiatives we offer spaces up from 1,500.00 € (excluding VAT).

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

... presence in the Mall of Ecosystems and Initiatives during the Start-up BW Summit

... use of a modular stand building (10 m² upwards) at the Start-up BW Summit 2022 – find more details [here](#)

... 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

... 2x long term parking ticket
HOW

Your registration
"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!’"

"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."

"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."

Register now at:
https://summit.startupbw.de/

Registration deadline: 30th of June 2022
Details of Exhibition Appearances

**Stand type 1:** small | 10 m²: 1,500.00 € (excluding VAT)

**Stand type 2:** large | 25 m²: 4,500.00 € (excluding VAT)
Details of Exhibition Appearances

- 10 m² stand space
- counter made of lattice boxes
- rear wall as branding area
- branding in THE LÄND look
- 1 electrical socket (3x – standard 220V / 3 KW max.)
- WiFi
- branded balloons for long-distance recognition
Details of Exhibition Appearances

- 25 m² stand space
- counter made of lattice boxes
- lounge area
- rear wall as branding area
- branding in THE LÄND look
- 1 electrical socket
  (3x – standard 220V / 3 KW max.)
- WiFi
- branded balloons for long-distance recognition

Schematic representation