

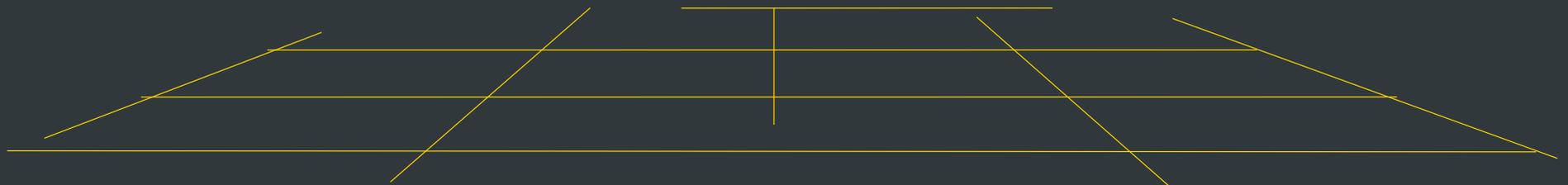
Pitchdeck

Ecosystems and

Initiatives



# SUMMIT 2022



September 30<sup>th</sup>  
Messe Stuttgart



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND TOURISM

**Find your  
answers here:**



## 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**



**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

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!**

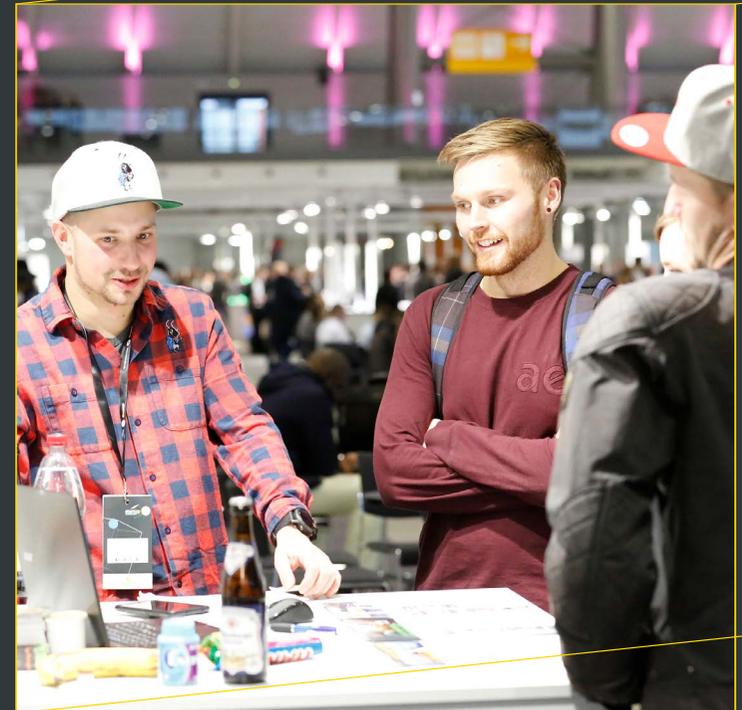
# WHO: ... you!

## 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**

to up to 200 selected hightech B2B start-ups from the following clusters: Artificial Intelligence | Energy & Environment | Manufacturing & Mobility | Software & IT Security | E-Services & FinTech | Life Sciences & MedTech | Social Innovation & GovTech.

## 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 m<sup>2</sup> upwards) at the Start-up BW Summit 2022 – 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
- ... 2x long term parking ticket





# HOW

Your registration

# 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.”**

**Register now at:**

<https://summit.startupbw.de/>

Registration deadline: 30th of June 2022

**“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.”**

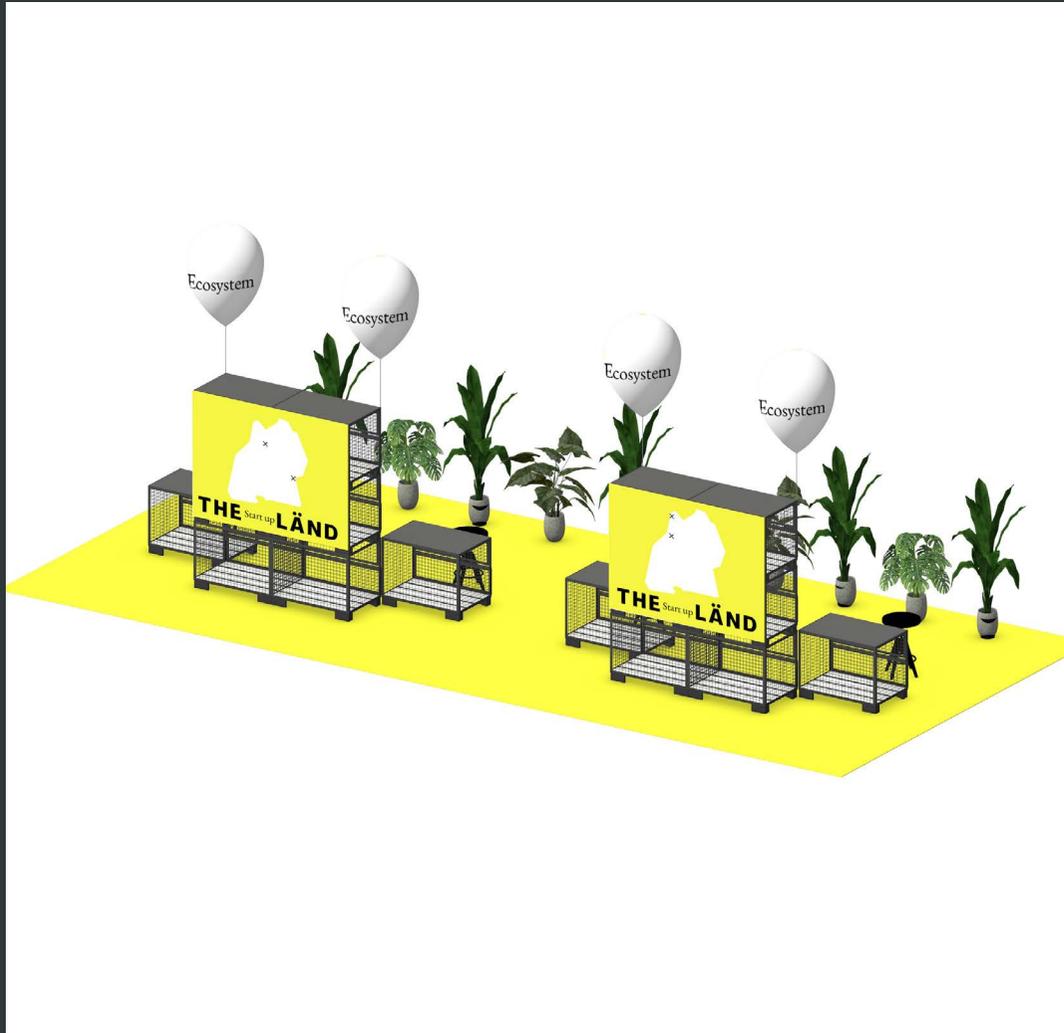
**“The many different start-up ideas from various sectors. The cost of participation is very low. Great networking opportunities.”**

# Details of Exhibition Appearances

**Stand type 1:** small | 10 m<sup>2</sup>: 1,500.00 € (excluding VAT)

**Stand type 2:** large | 25 m<sup>2</sup>: 4,500.00 € (excluding VAT)

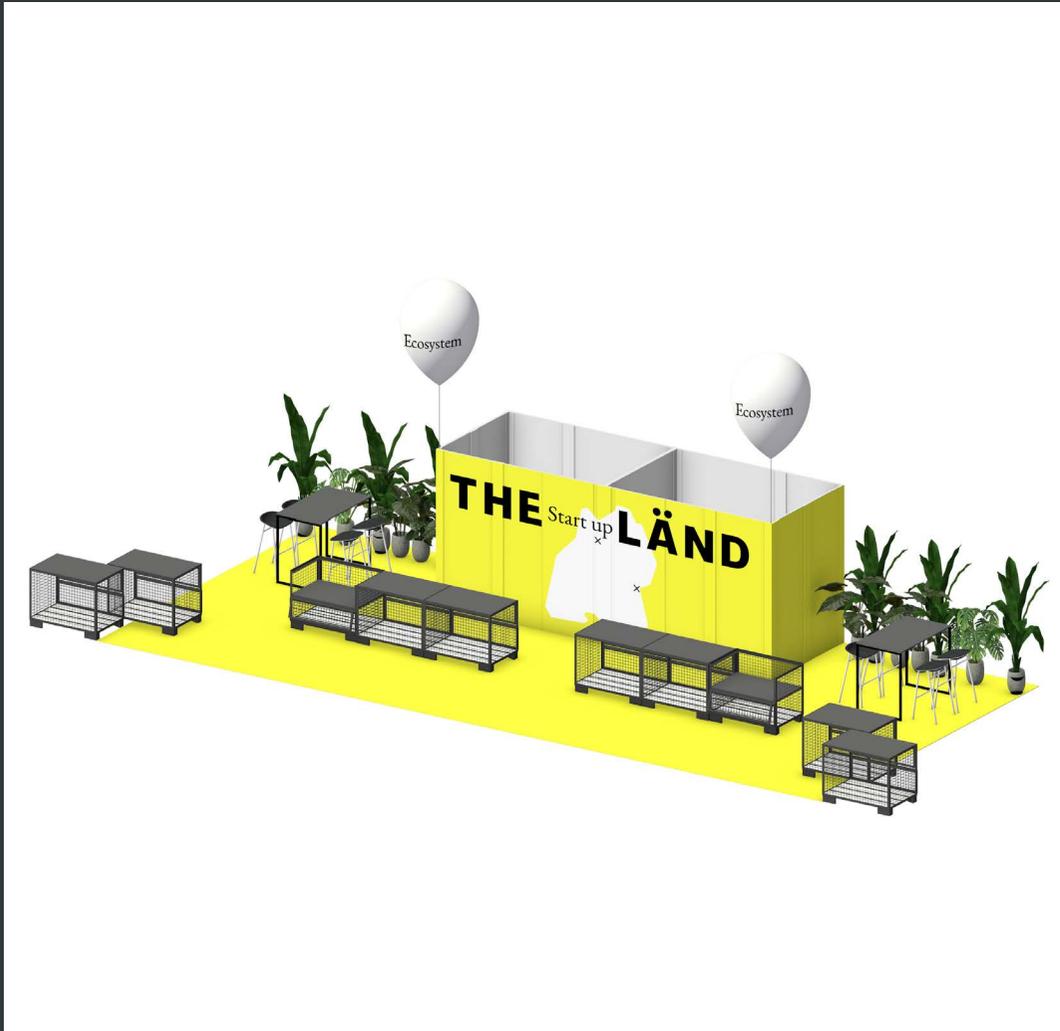
# Details of Exhibition Appearances



Schematic representation

- 10 m<sup>2</sup> 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



*Schematic representation*

- 25 m<sup>2</sup> 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