

FAQ: Start.up! Germany Tour 2022

Feel the pulse of the most exciting startup ecosystem

WHAT IT'S ALL ABOUT?

The Start.up! Germany Tour is a **mainly digital** tour consisting of four different phases. The tour aims to connect international startups with corporates and crucial local stakeholders from North Rhine-Westphalia (NRW), showing them the benefits of NRW as a business location and of establishing a presence here.

However, there is also an **attractive on-site program** for some finalists (more on this later).

HOW TO BE PART OF?

With the help of our **local partners** (e.g. German Chambers of Commerce Abroad (AHK)), we are identifying and selecting innovative startups from all around the world which are active in the areas of **Logistics/Mobility**, **Green Tech** or **Industrial Solutions**. However, **only five startups per country** are allowed to be part of the Start.up! Germany Tour.

>> Please note: This selection is made by our local partners! <<

These startups then get the opportunity, during our **main program in October** (see **#CONNECTING**), to get in touch with our local companies, accelerators, institutions and potential investors. Maybe you are one of the participants!

HOW TO BE SELECTED?

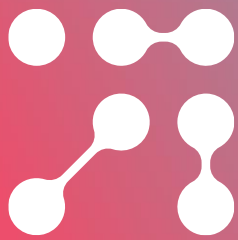
This happens locally in very different ways. Some partners hold pitch competitions to select startups. Others scout them in person.

>> Please note: If you want to apply but are not in contact with a local partner, no problem! <<

Please contact us and we will connect you with your local partner (Dominik Stute: d.stute@dortmund.ihk.de / Nick Neidl: n.neidl@dortmund.ihk.de).



EXPLORING. CHALLENGING. CONNECTING. EXTENDING.



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HOW IS THE TOUR PROGRAM LOOK LIKE?

This year's program is divided into four phases: **EXPLORING**, **CHALLENGING**, **CONNECTING** and **EXTENDING**). To each phase, specific programs and events are organized.

PHASE ONE - #EXPLORING

From **June 8 – August 25, 2022**, we are hosting our **pre-program**. Within nine webinars we are exploring together the market of North Rhine–Westphalia & Germany, showing you the benefits of establishing a business here as well as providing you with exclusive insights about our vibrant Rhine–Ruhr region. The pre-program is not limited to our participants but is open to everyone interested in the German and North Rhine–Westphalian market.

Register here for free: <https://www.startupgermany.nrw/pre-program-2022/>

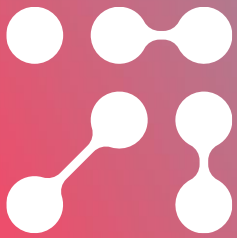
PHASE TWO - #CHALLENGING

The Start.up! Germany Tour is mainly based on a digital program. However, this does not apply for every participating startup.

- **But what does this mean?** It means that we would like to give **15** of the participating startups the opportunity to travel to Germany and to enjoy **two days** of our main program on site here in North Rhine–Westphalia.
- **But how do we select these 15 startups?** By letting the local partners (e.g. German Chambers of Commerce Abroad (AHK), etc.) nominate their **best startup** from their country. This means, that until **August 15**, the local partner needs to **nominate** one of their participating startups for our **Inter.national! Startup Contest**. The Inter.national! Startup Contest is a pitch competition divided into five regional pitch competitions, in order to identify the 15 best startups.



EXPLORING. CHALLENGING. CONNECTING. EXTENDING.



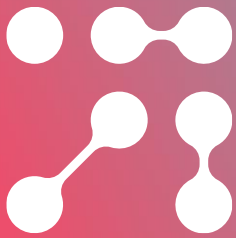
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- From **August 30 – September 7, 2022**, these five pitch competitions take place **digitally: Asia Contest, Europe Contest 1, Africa & MENA, Europe Contest 2 and North & South America Contest**. This means, that e.g. the best Swedish startup is going to participate at the Europe Contest 1, the best Iranian startup is going to participate at the Africa & MENA Contest, the best Japanese startup is going to participate at the Asia Contest and so on.
- During each contest, the nominated startups have to present their business ideas/startup (usually within three minutes) on screen in front of a professional jury. After every pitch, the jury is asking several questions within a three minute Q&A session. The jury selects then the best startups/winners. (The specific quantity of how many startups are selected as winners within each contest, will be announced shortly.) In the end, 15 startups are selected as winners. These 15 startups then embrace the opportunity to travel to Germany and may enjoy **two days** of the main program on site. This also means that these 15 startups are set as finalists for THE GRAND FINAL on October 26!

PHASE THREE - #CONNECTING

- The third phase is the heart of the Start.up! Germany Tour – the **main program**. From **October 23 – 26, 2022**, the main program is organized and will take place largely digitally. We usually start on Sunday, October 23 (DAY 1) with a digital kick-off event and will end on Wednesday, October 26 with the digital streaming of THE GRAND FINAL (DAY 4). The detailed events and digital program parts in between are announced soon. So be excited!
- For the startups that are not among the 15 startups that have been winners from the Inter.national! Startup Contest, the main program **continues digital** and takes place from October 23 – 26, 2022.



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For **the 15 startups** that are the **winners** of the Inter.national! Startup Contest, DAY 1 to DAY 3 are also completely digital. Only **DAY 4 (Wednesday, October 26)** will be **on site**. On that day, **THE GRAND FINAL** take place, where the 15 startups compete against each within this big pitch competition. This event will take place in Dusseldorf, Germany, and will be streamed giving everyone the chance to watch it simultaneously. In the end, only the best three places receive prize money worth 15,000 euros. **THE GRAND FINAL** also concludes our main program of the Start.up! Germany Tour, except for the 15 finalists.

PHASE FOUR - #EXTENDING

- Here, the **15 startups** that have travelled to Germany and took part in **THE GRAND FINAL** will receive an **additional day** exclusively for them. This **(DAY 5)** is only for these 15 startups. During that day, the 15 startups will receive an additional program to extend their knowledge, business, network etc.
- More detailed information to be continued.

ANY QUESTIONS?

Get in contact with the **main organizers** in case you have further questions on the program.

Dominik Stute, d.stute@dortmund.ihk.de

Nick Neidl, n.neidl@dortmund.ihk.de