

# FAQ: Start.up! Germany Tour 2024

Feel the pulse of the most exciting startup ecosystem

## WHAT IS IT 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 CAN YOU BECOME A PART OF THIS?

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 **Green Tech**, **Industrial Solutions** or **Life Science**. However, **only five startups per country** are chosen to participate in 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 April '24 (see #CONNECTING)**, to get in touch with our local companies, accelerators, institutions and potential investors. Maybe you will be one of the participants!

## HOW TO BE SELECTED?

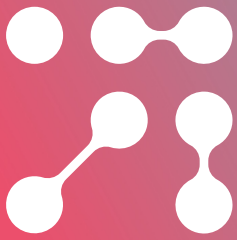
It's up to every single country to find their best way to identify the most promising ideas for the contest. Some partners set up a pitch competition to select appropriate startups. Others scout them in person.

**>> 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 / Simone Herrmann: s.herrmann@dortmund.ihk.de).



**EXPLORING. CHALLENGING. CONNECTING. EXTENDING.**



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## WHAT DOES THE TOUR PROGRAM LOOK LIKE?

Next year's program is divided into four phases: **EXPLORING**, **CHALLENGING**, **CONNECTING** and **EXTENDING**). Every single phase contains their specific programs and events.

### PHASE ONE - #EXPLORING

**January 2024 (exact dates to be determined)**, we are hosting our **pre-program**. Within several webinars we are exploring together the market of North Rhine-Westphalia & Germany, demonstrating the benefits of establishing a business on site just as providing exclusive insights into 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.

You'll receive the registration link as soon as the webinar classes are set.

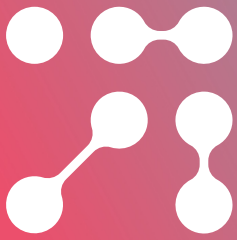
### PHASE TWO - #CHALLENGING

The Start.up! Germany Tour is mainly based on a digital program. But for some of the participating startups this will not only be reduced to that.

- **What does this mean?** Out of the most promising business ideas from each country there'll be **15** of the participating startups selected in the Grand Final for an opportunity to travel to Germany and to enjoy **two days** of our main program on site here in North Rhine-Westphalia.
- **How are they selected?** The local partners (e.g. German Chambers of Commerce Abroad (AHK), etc.) **nominate** their **best startup** from their country until **January 19** 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.



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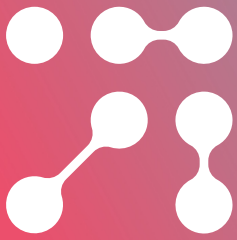
- From February 19<sup>th</sup> – March 1<sup>st</sup>, 2024, these five pitch competitions take place **digitally**: **Asia Contest, Europe Contest 1, Africa & MENA, Europe Contest 2 and North & South America Contest**. This means, that e.g. the best Swedish startup is going to participate at the Europe 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 by the start of the competition) In the end, 15 startups are selected as winners. These 15 startups then get the chance 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 April 23<sup>rd</sup>!

## PHASE THREE - #CONNECTING

- The third phase is the heart of the Start.up! Germany Tour – the **main program**. The main program will take place mainly online from **April 14<sup>th</sup> – April 16<sup>th</sup> 2024**.
- In order to give the winners a chance to participate in every part of the program we give them the time to travel and proceed with the digital streaming and live on **April 23<sup>rd</sup>** with **THE GRAND FINAL**. The detailed events and digital program parts in between will be announced by the start of 2024. So be excited!
- For those participants which are not among the lucky winners of the Inter.national! Startup Contest, the main program **continues digitally**.



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- So it's only these **15 startups** that were successfully contributing in the Inter.national! Startup Contest and been selected as the **winners**, who will switch their presence from online to live for **THE GRAND FINAL on 23<sup>rd</sup> of April 2024 here in Germany.**
- Everyone of the participants gets the chance to follow this hybrid event – streamed from Dusseldorf, Germany. You all can witness which of the 15 finalists will be convincingly pitching in front of an expert jury and be winning an additional prize money worth 15,000 EUR for the best three of them.

## PHASE FOUR - #EXTENDING

- All **15 startups** of the finalists will receive an **additional program on site exclusively.** Here they get the opportunity to extend their experience about details for a market entry, cooperating in tech clusters or finding the right industrial partner or investor for their corporate purpose. More detailed information will be provided in spring 2024.

### What else would you like to know?

Don't hesitate to reach out to the main organizers of the program in case you got further questions about the Start.up! Germany Tour 2024.

Dominik Stute, [d.stute@dortmund.ihk.de](mailto:d.stute@dortmund.ihk.de)

Simone Herrmann, [s.herrmann@dortmund.ihk.de](mailto:s.herrmann@dortmund.ihk.de)



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