



MINISTRY OF FOREIGN AFFAIRS OF DENMARK PRESENTS

GOB2B MUNICH

A STARTUP ACCELERATOR PROGRAM BY
INNOVATION CENTRE DENMARK

MUNICH

SEPTEMBER 26TH – OCTOBER 1TH 2019

IN COLLABORATION WITH

mantro



senovo* capmatcher.

Atos



FLUXUNIT
OSM Ventures





WELCOME TO MUNICH

GOB2B_MUNICH IS A HALF-DAY PRE-SEMINAR IN COPENHAGEN & A FULL SIX-DAY LEARNING & BUSINESS DEVELOPMENT PROGRAM IN MUNICH.

THE PROGRAM COMBINES 1-ON-1 EXPERT WORKSHOPS, PITCH SESSIONS, COMPANY/INVESTOR VISITS, BUSINESS DEVELOPMENT, NETWORKING, CONFERENCE EXHIBITION, AND THE WORLD-FAMOUS OKTOBERFEST EXPERIENCE. ALL WITHIN THE SPAN OF SIX DAYS IN THE HEART OF GERMAN INNOVATION IN MUNICH.

TO MAKE GOB2B_MUNICH AS RELEVANT AS POSSIBLE, WE HAVE TEAMED UP WITH BITS & PRETZELS - THE BIGGEST STARTUP CONFERENCE IN GERMANY - AND MANTRO - ONE OF GERMANY'S MOST SUCCESSFUL COMPANY BUILDERS. IN ADDITION, WE HAVE PERSUADED DIFFERENT VENTURE CAPITAL FIRMS TO LET YOU IN ON HOW STARTUP-PARTNERSHIPS ARE FORGED AND NURTURED IN GERMANY IN THEIR RESPECTIVE FIELDS. THEY ARE ALL LOOKING FORWARD TO HEARING YOUR PITCHES.

BUCKLE UP, TEAMS!

SEE YOU SOON,

SUNE, LOTTE & JESPER

OUR STRATEGIC PARTNERS

mantra

MANTRO IS A COMPANY BUILDER COMPANY AND OUR PARTNER FOR THE #GOB2B PROGRAM. THEY HELP CORPORATES CREATE AND EXECUTE GREAT DIGITAL BUSINESS IDEAS.

WITH THEIR TEAM OF EXPERTS AND INNOVATIVE ENVIRONMENT, MANTRO IS A FULL STACK PARTNER FOR DIGITAL PRODUCT DEVELOPMENT, COMBINING BUSINESS, PRODUCT, AND TECHNOLOGY SKILLS IN ONE SMART TEAM. THIS COMPANY KNOWS HOW TO APPROACH AND GET THE ATTENTION OF BIG CORPORATES.

THE COMPANY WAS FOUNDED IN 2005 AND IS THE HOME OF INNOVATIVE PRODUCTS LIKE OILFOX, TRIPCLICK PRO, ABSENCE.IO, AND OTHERS.



BITS & PRETZELS IS AN APPLICATION-ONLY, THREE-DAY FESTIVAL THAT CONNECTS FOUNDERS, INVESTORS, STARTUP ENTHUSIASTS, AND ALL OTHER DECISION-MAKERS OF THE STARTUP ECOSYSTEM. THE FESTIVAL TAKES PLACE IN A UNIQUE SETTING AROUND THE OKTOBERFEST IN MUNICH. THE MOST SUCCESSFUL FOUNDERS FROM ALL OVER THE WORLD, AS WELL AS YOUNG ASPIRING ENTREPRENEURS, MEET AT THIS EVENT FOR INSPIRATION, LEARNING, AND MATCH-MAKING.

ON THE LAST DAY, ALL ATTENDEES AND SPEAKERS COME TOGETHER IN ONE TENT, WITH ONE GOAL: LIQUID NETWORKING.

capmatcher.

CAPMATCHER CONNECTS HIGH POTENTIAL STARTUPS WITH INVESTORS TO CREATE SOMETHING NEW TOGETHER. INVESTORS LIKE VENTURE CAPITAL FUNDS, BUSINESS ANGELS, OR CORPORATE VCS ARE USUALLY LOOKING FOR VERY SPECIFIC STARTUPS TO INVEST IN. CAPMATCHER LETS YOU FOCUS ON YOUR STARTUP – AND FINDS SUITABLE INVESTORS, WHO ARE LOOKING FOR SPECIAL STARTUPS MATCHING YOUR PROFILE.

WITH OVER 100.000 REGISTERED INVESTORS ON ITS PLATFORM, CAPMATCHER KNOWS EXACTLY WHAT PARTNERS AND INVESTORS ARE LOOKING FOR IN A STARTUP.



SENOVO CAPITAL MANAGEMENT IS AN INDEPENDENT MUNICH-BASED VENTURE CAPITAL FIRM. ITS INVESTMENT FOCUS IS BASED ON B2B BUSINESS MODELS AND EQUITY FINANCING OF REVENUE-GENERATING VENTURES IN THE FIELD OF SOFTWARE-AS-A-SERVICE. BEING A STRONG PARTNER WITH A COMPREHENSIVE NETWORK, SENOVO SUPPORTS THEIR PORTFOLIO COMPANIES BY SUCCESSFULLY MARKETING NEW PRODUCTS AND SERVICES WITHIN INNOVATIVE MARKETS.



BTOV IS A VENTURE CAPITAL FIRM FOCUSING MAINLY ON DIGITAL TECHNOLOGIES AND INDUSTRIAL TECHNOLOGIES. DIGITAL TECHNOLOGIES SUCH AS SOFTWARE-BASED PRODUCTS, WHEREAS INDUSTRIAL TECHNOLOGIES COMPRISE E.G. TECHNOLOGIES THAT HELP IMPROVE RESOURCE EFFICIENCY, OR CENTER AROUND THE CONCEPT OF INDUSTRY 4.0 AND THE AUTOMATION OF MANUFACTURING PROCESSES.

BTOV CURRENTLY HOLDS INVESTMETNS IN RAISIN, VOLOCOPTER, XING, AND OTONOVA, AND WAS AN EARLY STAGE INVESTOR IN FACEBOOK.



FLUXUNIT IS THE CORPORATE VENTURE CAPITAL ARM OF OSRAM. AS OSRAM'S CORPORATE VC, THEY HAVE ACCESS TO A GLOBAL NETWORK OF INDUSTRIAL AND TECHNOLOGICAL EXPERTISE.

BUILDING ON OSRAM'S LEADERSHIP IN THE LIGHTING & PHOTONICS INDUSTRY, FLUXUNIT SEEKS TO BUILD PARTNERSHIPS WITH STARTUPS WITH INNOVATION EXCEEDING A MERE LIGHTING & PHOTONICS CONTEXT AND HAS THE POTENTIAL TO DISRUPT EXISTING TECHNOLOGIES AND BUSINESS MODELS.



ATOS IS A GLOBAL LEADER IN DIGITAL TRANSFORMATION WITH OVER 110,000 EMPLOYEES IN 73 COUNTRIES AND ANNUAL REVENUE OF OVER € 11 BILLION. THE AIM OF ATOS IS TO HELP DESIGN THE FUTURE OF THE INFORMATION TECHNOLOGY SPACE. THEY SPECIALISES IN HI-TECH TRANSACTIONAL SERVICES, UNIFIED COMMUNICATIONS, CLOUD, BIG DATA AND CYBERSECURITY SERVICES

ATOS WORKS WITH STARTUPS TO GET TO THE NEXT LEVEL OF INNOVATION. THEY COOPERATE WITH STARTUPS TO ADVANCE THEIR OWN SERVICES FASTER, AS WELL AS TO JOINTLY TACKLE THE INNOVATION CHALLENGES OF THEIR CLIENTS. ATOS EXPECTS STARTUPS TO OPERATE AT THE LEADING EDGE OF WHAT IS CURRENTLY POSSIBLE, WHICH IS WHY THEY PARTNERED UP WITH ALUMNI GOB2B_MUNICH PARTICIPANT, EUPRY.

FINAL PROGRAM

26.9 - 1.10 2019

DAY 1, MUNICH

THURSDAY, SEPTEMBER 26TH

10:00 | WELCOME

- Introduction to the program, startups and partners

10:40

10:40 | INVEST IN BAVARIA

- Introduction to the startup ecosystem in Bavaria. A sprawling B2B startup ecosystem

11:00

11:00 | STARTUP PRESENTATIONS

- Startups will get the chance to pitch to each other, representatives from Mantro, and ICDK Munich. (No feedback in this session)

12:15

12:15 | LUNCH

13:00 | MANTRO WORKSHOP

- **Workshop 1:** Mantro session: FYFN business plan in Germany. Each team gets 45 minutes (1-on-1) with a Mantro analyst

16:45

Workshop 2: "Germany Readiness": Quiz time and introduction to useful networks (2 startups per session)

Workshop 3: Pitch training: Christian Seehusen from Invest in Denmark together

Workshop 4: "Go-To-Market" prep by

Workshop 5: Break (Time to review and adjust the pitch after feedback)

17:00 | WRAP UP, PIZZA AND NETWORKING

- We wrap up today's intensive sessions. **HAND IN YOUR FINAL PITCH DECK BY THE END OF THE DAY!**

END

Grab some pizza and a beer - Network with startups and partners.

(Due to bad weather we have ordered pizza instead of BBQ)

DAY 2, MUNICH

FRIDAY, SEPTEMBER 27TH

08:30 | **SENOVO + BTOV**

- Meet two venture capital partners. A short presentation from two VC firms on how startup-partnerships are forged and nurtured in Germany in their respective fields. They are looking forward to hearing your pitches and will afterwards give their feedback.

10:30

10:30 | **TRANSPORT**

11:00 | **FLUXUNIT – OSRAM VENTURES**

- Meet the team behind the Osram's startup collaboration & CVC unit – Osram Ventures/Fluxunit.

13:00

13:00 | **TRANSPORT AND LUNCH (SANDWICH)**

14:00 | **ATOS**

- Learn what it takes to partner up with a corporate giant.

16:00

16:00 | **TRANSPORT**

16:45 | **PITCH NIGHT**

- Pitch your startup & and expand your German network

20:00

DAY 3, MUNICH

SATURDAY, SEPTEMBER 28TH

08:00 | ALONE TIME

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24:00

This is your day to review what you have learned & and follow up on leads.

Spend the day following up on leads or learnings from the previous days, catch up on work from back home, or join us on a private tour at BMW and the Oktoberfest.

09:30 | PRIVATE TOUR AT BMW

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10:30-
11

Innovation in the making. Get a glimpse of modern car manufacturing. A 40 minutes private tour at BMW Welt.

Location: BMW Welt, Am Olympia park 1, 80809 Munich

12:30 | OKTOBERFEST

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16:00

We have reserved a table at the Oktoberfest – The first two beers and a roasted chicken are on us, enjoy!

Remember Lederhosen and drink responsibly!

Location: Theresienwiese, Bavariaring, 80336 München

DAY 4 & 5, MUNICH

SUNDAY, SEPTEMBER 29TH

08:00 | YOUR OWN STARTUP STAND AT BITS & PRETZELS

- Set up your stand between 8:00 — 9:00

19:00 Doors open at 9:00. You definitively have to be set by then.
Dismantling will start right after the end of the exhibition at 18:30.

Location: Neue Messe München, Messegelände, 81829 München

MONDAY, SEPTEMBER 30TH

09:00 | YOUR CHANCE TO EXPAND YOUR NETWORK AT B&P

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Doors open at 09:00.

19:00

Location: Neue Messe München, Messegelände, 81829 München

DAY 6, MUNICH

TUESDAY, OCTOBER 1ST

08:00 | **OKTOBERFEST + NETWORKING = THE BEST WAY TO FINISH
GOB2B**

-

19:00

We meet at 09:00 - be there on time.

Stay as long as you want, but we encourage you to stay at least 3 hours

On Tuesday, 300 tables in the Schottenhamel tent are going to be reserved exclusively for Bits & Pretzels. This is where the biggest networking event at the Oktoberfest begins!

This year, two different networking concepts are offered at the same time. Finishing the event with 5,000 fellow startup-enthusiasts at the Oktoberfest is nothing less than an once-in-a-lifetime experience, so make sure not to miss it!

SAVE THE DATE: Attendees will receive an invitation to select their table three days before #bits18. Read this, before embarking on your journey.

Location: Theresienwiese, Bavariaring, 80336 München



- LOTTE LUNDØ NØRGAARD -

- JESPER CHRISTRUP JENSEN -

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