



Turning German startups into global market leaders

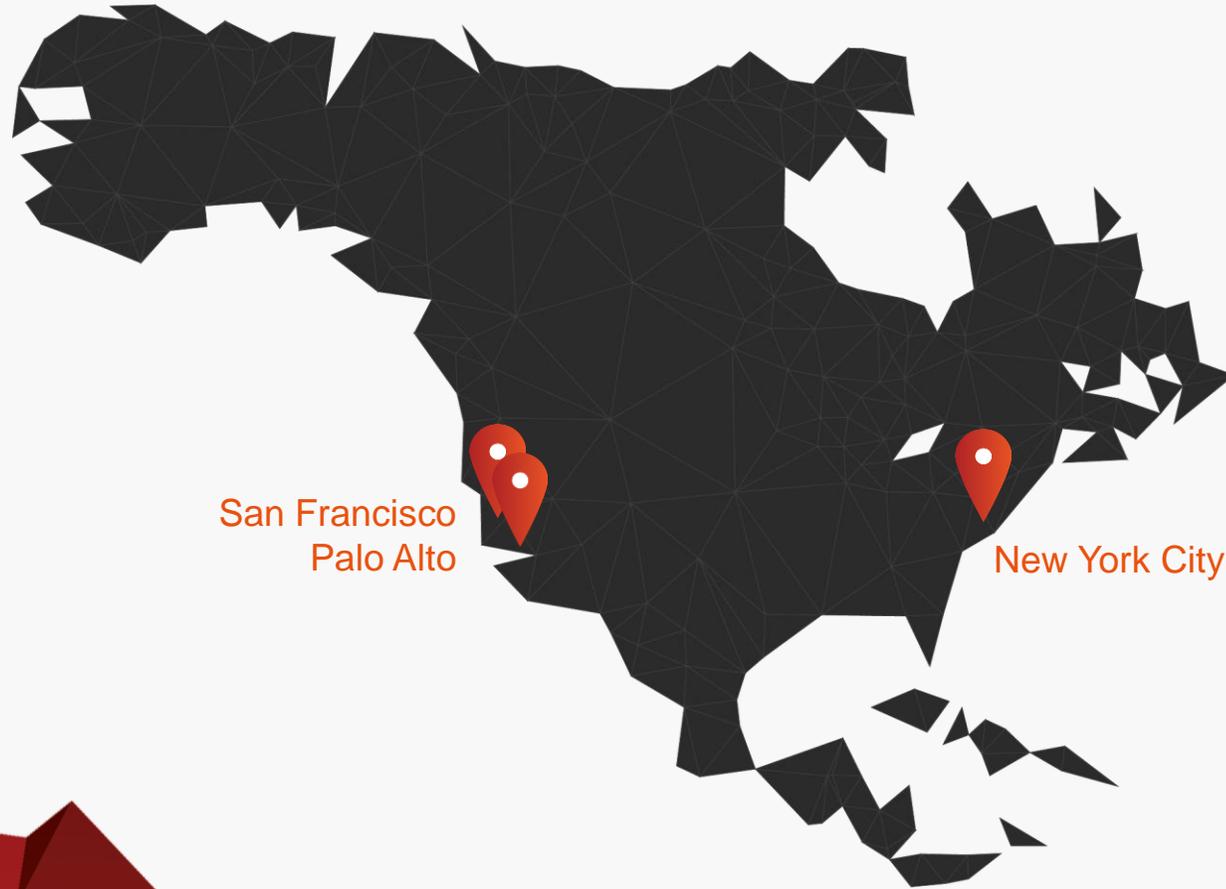
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Lead Mentor; Member, GA New York Steering Committee

Program overview



We support high potential German technology startups to successfully enter the U.S. market and scale their business internationally.

Locations & Segments



TECHNOLOGY SEGMENTS

Cleantech
Hardware
Mobility / Automotive
Internet of Things
Mobile
Semiconductors
Software / SaaS

PROGRAM SCOPE

ELIGIBILITY

German tech startups

DURATION

3 months
9 month extension

SCOPE

9 participants / quarter
Up to 50 percent extended

PROGRAM mission



SUCCESSFUL ENTRY INTO THE U.S. MARKET



Understand

U.S. business environment



Develop

U.S. go-to market strategy



Market feedback

from U.S. customers



Establish

Product / market fit



Fundraising

from U.S. VCs

PROGRAM Assets

| | |
|---------------------|--|
| 50+ Mentors | 1-on-1 mentoring with serial entrepreneurs and industry experts |
| Network | Established network in a vast amount of industries |
| Office Space | In the innovation hubs San Francisco, Silicon Valley and New York City |
| Service Providers | Reliable partner for business development, legal, HR, accounting etc. |
| Venture Capitalists | Regular exchange with leading U.S. venture capitalists |



Some success stories



Raised \$34M



Raised \$14M
Acquired by Cisco in October 2015



Acquired by Honeywell in March 2016

Overall Accelerators have become a successful model for driving innovation

- Techstars, 500 Startups or corporate accelerators such as Wayra by Telefonica
- ...but no accelerator is focused on German startups and delivers the best of US startup innovation knowledge combined with understanding of German business needs and culture
- We are applying the best lessons from Silicon Valley and New York to Germany and German startups

Company snapshot

Retail /
ecommerce

cleantech

Mobile /
gaming

MINODES

 OnPage.org

















b2b software



























Fact sheet

- ✓ Tech program established Q1 2012
- ✓ Dedicated mentor network with 50+ mentors
- ✓ 650+ applicants
- ✓ 100+ alumni
- ✓ 5,000+ attendees at events in Germany and Silicon Valley
- ✓ Established strategic & community partnerships

Alumni analysis

- **92%** are still in business
- **54%** raised a total of over \$300M
- **81%** created traction (customers, partners etc.) in the U.S.
- **50%** established operations in the U.S.
- **38%** hired employees in the U.S. – total employment doubled

Strategic partners

Supported by:



Federal Ministry
for Economic Affairs
and Energy

on the basis of a decision
by the German Bundestag



Deutsche Bank

Deloitte.
Digital

BakerHostetler