



FOR GEORGIA START-UPS IN
FOLLOWING FIELDS:

- INSURTECH
- SMART CITY
- LOGISTICS & MOBILITY

START.UP! GERMANY PITCH EVENT

17 AUG 2021

START.UP! GERMANY ORGANIZES FOR YOU:

- REVERSE PITCHES
- VIRTUAL MATCHMAKINGS
- 1TO1 MEETINGS
- A SPEED HACKATHON AND
- PITCH OF YOUR OWN START-UP

BE PART OF IT!

[REGISTER HERE](#)



8 JUN-
28 OCT

TOUR 2021
PRE-PROGRAM

17-24
NOV

TOUR 2021
MAIN PROGRAM

40

COUNTRIES
WORLDWIDE

15.000
EURO

PRIZE
MONEY



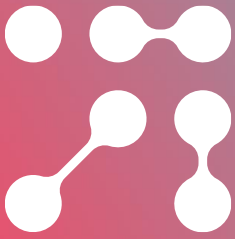
ALINA.DOST@DWV.GE
MARIA.BREGADZE@DWV.GE



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START.UP! GERMANY TOUR 2021

CRITERIA STARTUP SELECTION

MAIN-PROGRAM//

1. Up to five startups per country are allowed to participate in the Main Program of Start.up! Germany Tour 2021.

2. The startup should provide an **innovative business model** in one of these sectors:

 InsurTech

 Smart City

 Logistics & Mobility

3. The startup should be younger than ten years.

4. The startup must have passed the seed stage and be successful on the market. Successful accomplishments of first investor rounds are a plus.

5. The startup has already developed a scalable business model with an international approach, preferably with a German/European focus.

6. The startup should have developed sophisticated approaches of how their business model can be applied to the German market and its customers. The startup should have a clear understanding of success factors on the German market.

If there is still a need to catch up here, the startups should attend the preparatory webinars.

7. The startup should be made aware that German investors tend to invest only if the startup established an office in Germany.

8. The startup should be able to present in public in pitches in a professional manner and in fluent business English.

Hosts:



Ministerium für Wirtschaft, Innovation, Digitalisierung und Energie des Landes Nordrhein-Westfalen

