5th STARTURNIGHT. net CONCEPT for Sep 8th, 2017 - norm. startup night, net

Think big.



MANAGEMENT SUMMARY

5th Startupnight on September 8th 2017 in Berlin – One of Europe's largest startup events.

- On September 8th, the "Startupnight", one of the largest startup events in Europe, will take place from 9am until 4am at Telekom, Microsoft, Deutsche Bank, and Volkswagen - including two conferences, a startup exhibition, and an after show party.
- Over 250 international startups.
- The program includes startup pitches, competitions to win trips to Israel (in cooperation with the embassy), to Paris, NYC, Silicon Valley,, speed dating with VCs and Corporates, customer choice award for the best startup of the evening and much more!
- The interactive conference will focus on future technologies, trends, scaling, internationalization, partnering and funding.
- Introducing the "Brave new World" conference. Our target groups are high school students which are confronted with a massively changing world. New kind of jobs, companies and technologies, new needed skills, can scare but also deliver new opportunities. Entrepreneurship will be an alternative life model.

Startupnight Facts

- One of the Top 5 startup events in Europe
- 5 locations, up to 5,000 participants
- Startups from Berlin, Germany, Europe, Asia and USA
- >20 VCs, 13 Corporates, and many Business Angels

Berlin Startup Facts

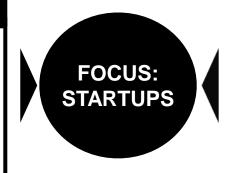
- Strongest startup ecosystem in Europe. Every 20 hours, a startup is founded in Berlin.
- Internet-based companies generate more than 5% of the total earnings of Berlin.
- >60,000 employees work in digital industry.

MOTIVATION

- Corporates present themselves as enablers for the startup scene.
- Our large cooperation network with investors from all over Europe will be joining us.
- The 5th "Startupnight" in Berlin offers an alternative to other high-priced industry events.
- Target group: Consumers, Corporates, Startup Ecosystem

Motivation for Startups

- Present themselves to a wide audience and share their passion and love for their company and product
- Get feedback from real customers on their company and products (reality check)
- Meet investors and corporates, to scale and go international



Motivation for Corporates

- Proof of engagement within the startup community
- Visibility
- Gain credibility
- Find new potential partners
- Improve time to market
- Enhance product portfolio

Categories based on partner interest and trends: Communication, AR/VR, Mobility, FinTech/InsureTech, Commerce/Retail, IoT/Wearables, Energy, Cloud/Security, Entertainment, Data Analytics, HR, ... and more



COMPLETE PROGRAM 2017

Pitch & Pitchers

- Startups meet the evening before the Startupnight to get to know each other and mingle
- They will pitch their startups
- Ideally all 250 of them

Entrepreneurs and Startups

- Workshops, panels discussions, fireside chats, presentations around
 - Inspiration What does the world have to offer?
 - Technology What are the technological trends and impacts?
 - Connect Best practices of Corporates & Startups
 - Money How to find the right investors
- Speakers from VCs, Startups, Corporates, Institutions, etc.

Brave New World

•To bring entrepreneurship to the next generation, we will organize a conference day for schools with the focus on entrepreneurship, best practices and technology examples

Post-Event

- Around lunchtime of Saturday we will organize a city sightseeing trip by bus or boat
- For participating startups, investors and corporates only

NEW

EVENING PROGRAM 2017 – TELEKOM, VOLKSWAGEN, DEUTSCHE BANK, MICROSOFT

PROGRAM ON STAGE

5pm Open doors 6pm Pitches

7pm Panel discussion

8pm Pitches 9pm Pitches 10pm Review

11pm Award Ceremony

12am Live Act / After show party





EVENING PROGRAM 2017



- The evening program will offer a platform with a mix of information, communication, interaction and entertainment.
- The finalists and winners of the pitch competitions will have the chance to present their pitch in front of a jury. There are trips to Tel Aviv, Silicon Valley and NYC up for grabs!
- There will be live music acts and an after show party.

EXPO 2016 - REVIEW



- 200+ startups presented themselves and their products to a wide audience in a trade fair-like atmosphere.
- Participants are partners, industry & politics, business angels & VCs, media
- 4,000+ visitors.

IMPRESSIONS FASHION FUSION AND ELEPHANT ROUND 2016





HACKATHON IMPRESSIONS

















CONFERENCE IMPRESSIONS





EXPO IMPRESSIONS

















EXPO IMPRESSIONS











EXPO IMPRESSIONS











Director

- Co-Owner of Startupnight Brand
- Leader of Steering Committee
- Online/Offline reference as main sponsor at Startupnught presence
- On the event itself 30 m² booth, 50 tickets for the "Startupnight" (after 5pm), 5 tickets for the conference
- Offline: Logo on large scale banner (18/1) all over the city (Streets, BVG) for 2 weeks, logo on city postcards and poster in city restaurants for 4 weeks
- Online/Mobile: Permanent reference as main sponsor on <u>www.startupnight.net</u>, company description on website (500 characters) and pictures/video, news possible
- Social media: Permanent reference in social media campaign (fb, t, g+, yt) posts and ads
- Radio/TV: Reference in media campaign one week before if applicable
- Individual presentations at exhibition, conference etc. possible





Total reach: min 3 million people





Executive Producer

- Member of Steering Committee "Startupnight"
- Online/Offline reference as main sponsor at "Startupnight"
- On event itself 20 m² booth, 50 tickets for the "Startupnight" (after 5pm), 3 tickets for the conference
- Offline: Logo on large scale banner (18/1) all over the city (Streets, BVG) for 2 weeks, logo on city postcards and poster in city restaurants for 4 weeks
- Online/Mobile: Permanent reference as main sponsor on <u>www.startupnight.net</u>, company description on website (500 characters) and pictures/video, news possible
- Social media: Permanent reference in social media campaign (fb, t, g+, yt) posts and ads
- Radio/TV: Reference in media campaign one week before if applicable
- Individual presentations at exhibition, conference etc. possible
- ...and, and Costs: 50k€



Total reach: min 2.5 million people



Associate Producer

- On event 10 m² booth, 30 tickets for the "Startupnight" (after 5pm),
 2 tickets for the conference
- Online/Mobile: Permanent reference as sponsor on <u>www.startupnight.net</u>, company description on website (300 characters) and pictures/video, 1 news
- Social media: Permanent reference in social media campaign (fb, t, g+, yt) posts and ads
- On the ground: Reference on banner/wall/monitor as sponsor at the "Startupnight"
- Individual presentations at exhibition, conference etc. possible
- ...and, and, and

Costs: 30k€



... we can work on more modules together ...

Producer

- On event itself 6 m² booth place (roll-up/display), 25 tickets for the "Startupnight" (after 5pm)
- 1 ticket for the conference
- Online/Mobile: Reference as sponsor on website <u>www.startupnight.net</u>, company description on website (100 characters)
- Social media: Reference in social media campaign (fb, t, g+) posts and ads for the whole period
- On the ground: Reference on banner/wall/monitor as sponsor at the "Lange Nacht der Startups"
- Individual presentations at exhibition possible
- ...and, and, and

... we can work on more modules together ...

Costs: 10k€



Junior Producer

- On event itself 3 m² booth place (roll-up/display), 20 tickets for the "Startupnight" (after 5pm)
- Online/Mobile: Reference as sponsor on website <u>www.startupnight.net</u>, short company description on website (100 characters)
- Social media: Occasional reference in social media campaign (fb, t, g+) posts and ads
- On the ground: Small reference on banner/wall/monitor as sponsor at the "Startupnight"
- Individual presentations at exhibition, conference etc. possible
- ...and, and, and

Contribution: 5k€



... we can work on more modules together ...

Individual Producer

- On event itself a tbd. booth place (roll-up/display), tbd. tickets for the "Startupnight" (after 5pm), tbd. tickets for the conference
- Online/Mobile: Reference as sponsor on website <u>www.startupnight.net</u>, short company description on website
- Social media: Reference in social media campaign (fb, t, g+) posts and ads
- On the ground: Small reference on banner/wall/monitor as sponsor at the "Startupnight"
- Option to create an on-site self-organized marketing event to address startups and visitors, satellite events around the event as part of Startupnight.
- On the ground: Reference on banner/wall/monitor as sponsor at the "Startupnight"
- Individual presentations at exhibition, conference etc. possible
- ...and, and, and Co

Contribution: tbd. k€



... we can work on more modules together ...

SPONSORS AND PARTNERS 2016





CONTACTS



Visit our website

http://www.startupnight.net



Become a partner, sponsor and /or be part of the program partner@startupnight.net



Follow us on Twitter

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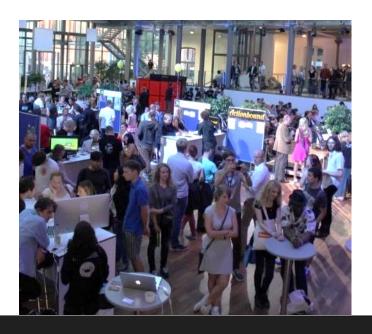
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THANK YOU!

