

A decorative graphic in the bottom-left corner of the white section, featuring a green triangle containing several arrows pointing upwards and to the right. The arrows are colored yellow, blue, pink, black, and white.

5th STARTUPNIGHT 2017

CONCEPT for Sep 8th, 2017 – www.startupnight.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**

**FOCUS:
STARTUPS**

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

NEW

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

NEW

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



MAIN SPONSORSHIP PACKAGES

SOLD

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 www.startupnight.net, 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

Costs: 150k€

➔ Total reach: min 3 million people

MAIN SPONSORSHIP PACKAGES

SOLD

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 www.startupnight.net, 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, and

Costs: 50k€



Total reach: min 2.5 million people

MAIN SPONSORSHIP PACKAGES

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 www.startupnight.net, 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 ...

MAIN SPONSORSHIP PACKAGES

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 www.startupnight.net, 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

Costs: 10k€

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

MAIN SPONSORSHIP PACKAGES

SOLD

Junior Producer

- On event itself 3 m² booth place (roll-up/display), 20 tickets for the “Startupnight” (10am - 5pm)
- Online/Mobile: Reference as sponsor on website www.startupnight.net, 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 ...

MAIN SPONSORSHIP PACKAGES

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 www.startupnight.net, 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

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



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Startup application

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THANK YOU!