Berlin Edition

MANAGEMENT SUMMARY #SUN19

After the sixth Startupnight in Berlin it is time to plan Startupnight 2019.

- On September 6th 2019, the "Startupnight", **one of the largest startup events in Europe**, will take place for the 7th time at Deutsche Telekom, Microsoft, BDI, and Volkswagen, etc. - including conferences, startup exhibitions, stage programs and an after show party.

- **250+ international startups** are expected

- The **program includes startup pitches**, competitions to **win trips** to **Israel** (in cooperation with the embassy), to **NYC, Silicon Valley, Speed Dating with VCs and Corporates**, **Startup Choice Award** for the best startup of the evening and much more!

- NEW: In collaboration with international events it is a great opportunity to bring the format of startups who present themselves to a wider audience of corporates and investors to other international startups hubs.

Startupnight Facts:

- **One of the Top 5 startup events in Europe**

- **3,500+ participants in 2018**

- **210+ international Startups from Berlin, Germany, Europe, Asia and North America**

- **13 Corporates, 50+ VCs, and many Business Angels**

- **75 clippings (print: 15 / online: 60)**

Joint opportunity

- **Attractive event format to position business excellence and enable interactions with the startup community.**

- **Building reputation and network capabilities**

- **Scaling
  - partnering with startups
  - enhancing the innovation pipeline for companies**

MOTIVATION FOR A STARTUPNIGHT

Motivation for Startups

- Present themselves to a wide audience and **share** their **passion** and **love for their company** and **product**
- **Reality check: Get feedback** from real customers on their company and products
- **Connect with investors and corporates, to scale and go international**

FOCUS STARTUPS

Motivation for Partner

- **Proof of engagement** within the startup community
- **Suppor**t their companies to meet relevant startups
- Partnering companies can fill their own innovtion pipeline
- Show competence and network capabilities
- Gain **visibility** and **credibility**

STARTUPNIGHT PROGRAM IN BERLIN

Exhibition

Invite 200-250 international Startups

- Startups present their business models and products to visitors, corporates and VC´s
- Focus on certain industries like mobility, energy, etc. and state-of-the-art technologies like IoT, AI, BC, AR/VR, etc.
- They are able to proof their concepts, products and companies

Schedule

Timings and stage programs

- **5:00pm start of the main event, ends Midnight**
- **Individual booths for startups**
- **Pitch stages in a silent format**
- **Main stage programs**
- **Speed Dating**
- **Workshops**
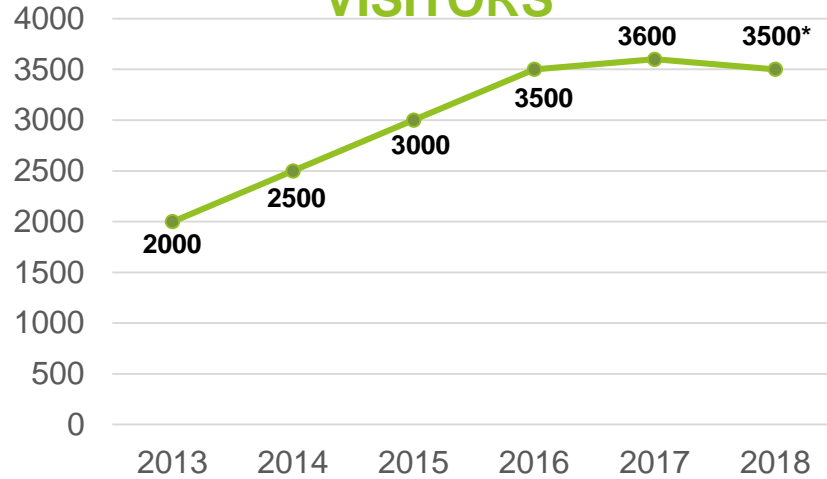- **Challenges**

Challenges & Workshops

Speaker & startup-related Workshops

- Different types of workshops for founders & startups (e.g. legal, branding, marketing, funding)
- Pitch Doctor trainings, etc.
- IoT workshops, etc.
- Challenges of participating companies (share a challenge and get startup solution offered)
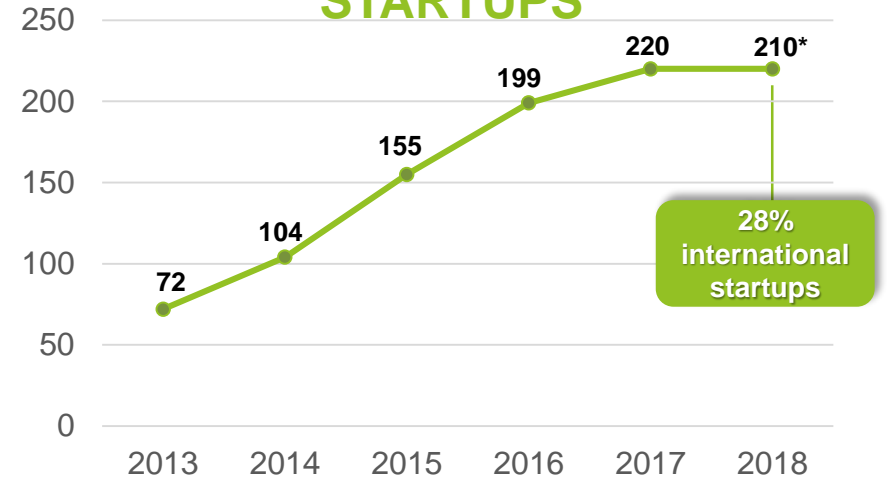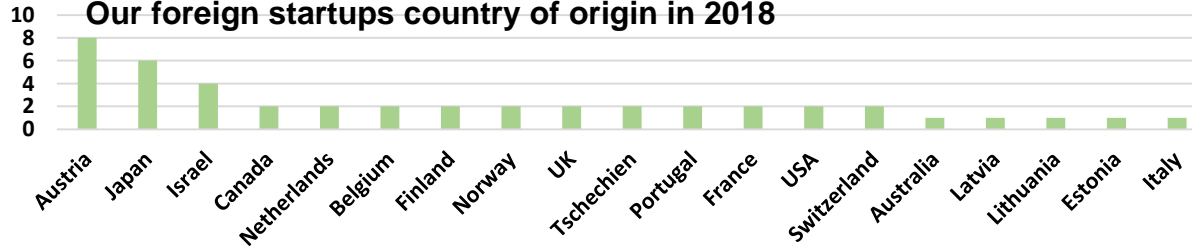
GROWTH OF STARTUPNIGHT

VISITORS

- 2000 (2013)
- 2500 (2014)
- 3000 (2015)
- 3500 (2016)
- 3600 (2017)
- 3500* (2018)

STARTUPS

- 72 (2013)
- 104 (2014)
- 155 (2015)
- 199 (2016)
- 220 (2017)
- 210* (2018)

28% international startups

Our foreign startups country of origin in 2018

Austria, Japan, Israel, Canada, Netherlands, Belgium, Finland, Norway, UK, Tschechien, Portugal, France, USA, Switzerland, Australia, Latvia, Lithuania, Estonia, Italy

* Focus on quality of startups & fewer locations in 2018

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SPONSORS AND PARTNERS 2019

EXPO 2018 IMPRESSIONS

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THE ONLY NIGHT YOU NEED

Berlin Edition
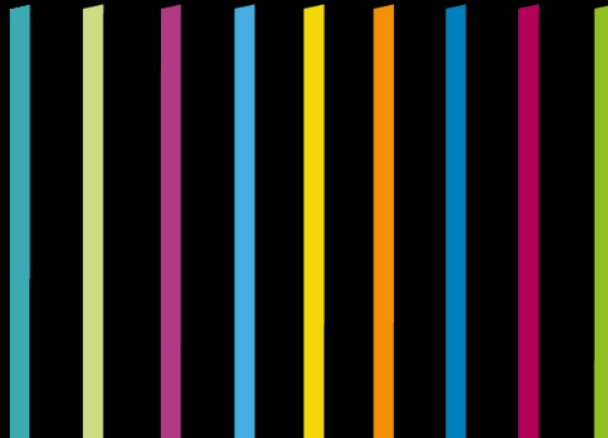
MAIN SPONSORSHIP PACKAGES

SOLD

Director

- Co-Owner of Startupnight Brand
- Leader of Steering Committee
- Online/Offline reference as main sponsor at Startupnight presence
- On the event itself 30 m² booth, 50 tickets for the Startupnight (after 5pm)
- 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, yt) posts and ads
- Radio/TV: Reference in media campaign one week before if applicable
- Individual presentations at exhibition, challenges etc. possible

Costs: 150k€

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MAIN SPONSORSHIP PACKAGES

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),
- 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, yt) posts and ads
- Individual presentations at exhibition, challenges etc. possible
- …and, and, and.

Costs: 50k€

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MAIN SPONSORSHIP PACKAGES

Associate Producer

- On event 10 m² booth, 30 tickets for the Startupnight (after 5pm)
- 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, yt) posts and ads
- On the ground: Reference on banner/wall/monitor as sponsor at the Startupnight
- Individual presentations at exhibition, challenges etc. possible
- …and, and, and.

Costs: 30k€

MAIN SPONSORSHIP PACKAGES

Producer

- On event itself 6 m² booth place (roll-up/display), 25 tickets for the Startupnight (after 5pm)
- 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) posts and ads for the whole period
- On the ground: Reference on banner/wall/monitor as sponsor at the Startupnight
- Individual presentations at exhibition possible
- …and, and, and

Costs: 10k€

MAIN SPONSORSHIP PACKAGES

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 www.startupnight.net, short company description on website (100 characters)
- Social media: Occasional reference in social media campaign (fb, t) 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€

MAIN SPONSORSHIP PACKAGES

Individual Producer
- On event itself a tbd. booth place (roll-up/display), tbd. tickets for the Startupnight (after 5pm)
- Online/Mobile: Reference as sponsor on website www.startupnight.net, short company description on website
- Social media: Reference in social media campaign (fb, t) 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, challenges etc. possible
- …and, and, and

Contribution: tbd. k€

BECOME A FAMILY MEMBER

Check our website!
https://www.startupnight.net/

Watch our 2018 highlight video!
https://youtu.be/cMsW7CaGDv0

Meet our Startups!
https://www.startupnight.net/startups

Follow us on Twitter!
https://www.twitter.com/startupnight @startupnight

Join us on Facebook!
https://www.facebook.com/startupnightberlin

BACKUP
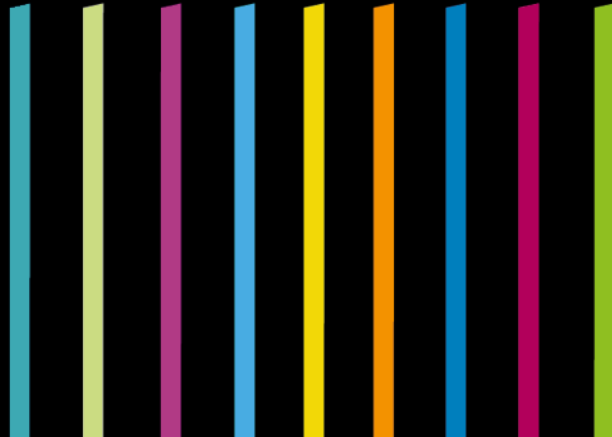
FOCUS AREAS

Next Gigabit Society
Energy and telco networks will be more digital and decentralized. In order to enable megatrends like autonomous transportation or P2P trading, hyper-smart networks will become the backbone of our society. Massive broadband connectivity, ultra low latency and smart meter gateways will be key components of future real time services. For next level connectivity you are involved with 5G and Edge Computing technologies. For the best customer experience you focus on AR/VR, autonomous objects (cars, robots, drones), and low-latency advanced media.

Connected World
In the future everything will be connected - cities, factories, households, and individuals. We call this BIG IoT. For next level connectivity, you are looking into automatic identification and data capture as well as smart narrowband technologies, eSIM and edge functionalities. For the best customer experience you are focusing on areas such as: tracking/tracing, efficient manufacturing and logistics, smart city/building enablers, smart home appliances and solutions running on connected devices.

FOCUS AREAS

Smart Data Economy
Massive inputs of data and ubiquitous connectivity provide new possibilities to collect and analyze data for better decision making and automation. You focus on smart (real-time) data analytics, predictive maintenance, cyber security, AI / machine learning, FinTech, robot process automation and energy intelligence. Solutions are digital, decentralized and decarbonized.

Future Mobility
Future Mobility is the key for tomorrow's society and provides the chance to make the world a better place. You are working in technological developments in autonomous driving, electric powertrain, shared mobility, energy storage, energy efficiency, charging infrastructure and sustainable materials. Future Mobility will be autonomous, eco-friendly and fun.

The Next Next
You are working on disruptive technologies in uncharted territories with the potential to transform telco, finance, energy and mobility core businesses (e.g. quantum computing, material and neuro science, distributed ledger technologies, human machine interfaces).