

# INVITATION: Startup- and benchmark trip to Berlin and Leipzig November 19-21, 2019

## Why Berlin and Leipzig

Both Berlin and Leipzig are among the absolute winners when it comes to climbing different city rankings in Germany and both are top ranked in these. Rankings involving everything from economic performance, future demographic development trends and key business factors like education, innovation, internationality and accessibility. Also the cities are very close to each other, 1 hour and 15 minutes by train. For West Swedish companies within relevant sectors it is really interesting to explore these cities and very much so for startups wanting to grow in our neighbouring super economy. We have the possibility to visit some of the most interesting incubators, accelerators and a digital venture (investment program) founded by Porsche among others.

## Aim

1. Building a first business network within the startup sector in Berlin and Leipzig and get a good understanding for different incubators, accelerators and "Science Parks".
2. Get insight into APX investor network and Tailormade program + for participating companies/startups to learn and train by pitching for audience at APX.
3. Potential B2B meetings with other companies in the incubators and science parks that we visit
4. Highlight potential market entry opportunities through key stakeholders within the sectors of IT, smart infrastructure and e-mobility.
5. Inform on the regional support that can be given by players such as Leipzig Invest, Business Sweden, Swedish Chamber of Commerce in Germany to Swedish companies.

## Timeline:

2,5 days programme (including matchmaking for participating companies) with key stakeholders, incubators/accelerators, site visits and participation in Business Day in Berlin on November 21.

## Participants / Focus Group:

Swedish companies from sectors in which Sweden is especially competitive, in particular

- ICT
- Automotive – e-mobility
- Infrastructure
- E-health

*Companies from other related areas may apply to join and we will investigate how they match with the whole programme.*

**Programme (may be subject to smaller changes):**

19 November	20 November	21 November
<ul style="list-style-type: none"> <li>- Programme start with lunch at 13:00 in Berlin City Center (t b c)</li> <li>- 15:30 Axel Springer Plug &amp; Play Accelerator and APX – Digital Ventures, By Axel Springer and Porsche</li> <li>- 17:00-19:00 APX Pitch Session (training) at Axel Springer Plug &amp; Play, where also the Swedish companies can train on their pitch.</li> <li>- Dinner with Swedish related organisations and businesses</li> </ul>	<ul style="list-style-type: none"> <li>- 9:00-10:30 Startup incubator Berlin.</li> <li>- 11:00-12:00 Visit Business Sweden and / or the Swedish Embassy</li> <li>- 12:00-13:00 Lunch</li> <li>- 13:30-15:00 Visit digital mobility platform startup in Berlin – Auto1 Group. From 1 to 4 000 employees in 7 years -</li> <li>- Train to Leipzig around 16:30.</li> <li>- Check in hotel and dinner Leipzig.</li> </ul>	<ul style="list-style-type: none"> <li>- 8:30-9:00 Welcome briefing Invest Leipzig</li> <li>- 9:00-11:00 ACOD and city of Leipzig: Automotive cluster East Germany and selected mobility projects</li> <li>- 11:30-12:30 Lunch key stakeholders</li> <li>- 13:00-14:30 Visit Spin-lab / Smart Infrastructure Hub and “matchmaking”</li> <li>- Train to Berlin 15:16 pm.</li> <li>- 17:30 Gala Dinner (for those participants staying in Berlin)</li> </ul>

**Leipzig**

**SpinLab**

Accelerator for Startups and young companies. They support with connections to Venture Capital and coaching the founding team (<https://spinlab.co/>)

**Smart Infrastructure Hub**

It's a federal initiative for smart solutions with different topics. In Leipzig the focus is on infrastructure and topics like, e-health, smart city and energy. It is managed by the SpinLab because there is overlap of topics with the innovative start-ups. [www.smartinfrastructurehub.com](http://www.smartinfrastructurehub.com)

ACOD - [www.acod.de](http://www.acod.de)

Mobility Projects: Absolut – [www.absolut-projekt.de](http://www.absolut-projekt.de) ; e-Jit - [www.e-jit.de](http://www.e-jit.de)

**Berlin**

**Axel Springer Plug and Play**

Venture between the Plug and Play tech Center and Axel Springer SE. Plug and Play Tech Center is an international startup accelerator that has been making it big since 1990. Located in Sunnyvale, California, Plug and Play has made a business in people and connections. It has housed companies like Google, Paypal, Logitech and DropBox and partnered prestigious universities and big corporate companies. [www.axelspringerplugandplay.com](http://www.axelspringerplugandplay.com)



### APX – By Axel Springer and Porsche

Multi sectorial investor program through a joint venture between Axel Springer and Porsche. Multi Early stage investor with a Tailormade program. [www.apx.ac](http://www.apx.ac)

### APX Pitch Sessions Tuesdays (training sessions for startups)

<https://www.meetup.com/APX-Axel-Springer-and-Porsche-Berlin/events/kpcqnqyzpbzb/>

### Startup Incubator Berlin –

<https://www.startup-incubator.berlin/?lang=en>

### Networking activities / Pitch session / Matchmaking:

- Business matchmaking (your company profile is sent to key players at the accelerators / incubators upon your confirmation)
- Startup companies will be able to participate in a training pitch session at Axel Springer Plug & Play and APX on November 19. (more info will be provided upon registration)
- Dinner with key players
- Meeting with local promotional agencies: Leipzig Invest and Germany Trade & Invest
- Meeting Swedish organisations in Germany: Business Sweden and Swedish Chamber of Commerce

### Participation fee & Application:

Participation in full programme is financed by Regional Export Center Västra Götaland and partners. Participants cover their own direct travel costs (flight, hotel and meals). For those participating at the gala dinner on November 21 the cost is 230 EUR. Gala dinner: [www.schwedenkammer.de/sv/events-raadgivning/events/events/191121\\_60\\_jaehriges\\_Jubilaemum\\_der\\_H/](http://www.schwedenkammer.de/sv/events-raadgivning/events/events/191121_60_jaehriges_Jubilaemum_der_H/)

### Company profile

For companies, upon registration we will ask you for a brief company profile, which will be sent both to partners in Leipzig and Berlin for potential matchmaking / speed dating with companies at the incubators, accelerators, programs.

### Last date for registration

We accept registrations until 13 November but for a good chance to meet with interesting contacts at the matchmaking we would like to provide our local partners with your company profile as soon as possible. Please note that we can not guarantee meetings / match making.

### Questions and application / registration:

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