



MINISTRY OF FOREIGN AFFAIRS OF DENMARK PRESENTS

# GOB2B MUNICH

A STARTUP ACCELERATOR PROGRAM BY  
**INNOVATION CENTRE DENMARK**

# GOB2B\_MUNICH

## INFORMATION ON GOB2B\_MUNICH 2021



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**GOB2B MUNICH**  
A STARTUP ACCELERATOR PROGRAM BY  
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**GOB2B\_MUNICH** is a three-day learning & business development programme followed by a two-day Bits and Pretzels conference. The programme is targeted at Danish B2B tech start-ups looking to acquire strategic partners & investors in Germany. The programme takes place November 10-12<sup>th</sup>, 2021 and January 19.-21.th 2022 in Munich.

**GOB2B\_MUNICH** accelerates your access to the German market & prepares you to pursue partnerships in Germany:

- Learn how to raise capital & how to enter into partnerships in the German market
- Pitch your solution to key stakeholders
- Grow your network with other start-ups and stakeholders in Germany

### TARGET GROUP

GOB2B\_Munich is for Danish B2B start-ups looking to partner with investors & companies in Germany. The ideal participant has market traction in Denmark & an ambition to scale internationally through partnerships

### PARTNER

**DigitalLead.**

### PROGRAM CONTENT

- Online pre-event
- Online sessions on pitch training and more
- 2,5 days event in November 2021 in Munich
- Sessions on how to raise capital, adapt your business model and enter into partnerships
- Pitch & networking event
- Online session on how to get the most out of Bits and Pretzels
- 2,5 days event in January 2022 in Munich
- Bits and Pretzels - including one booth per start-up, two tickets per start-up and breakout sessions with German stakeholders
- **FREE: 15 hours advisory (Innovation Sparring) – e.g. tailored tech- and investor analyses**

### WHAT YOU GET

- Increase your German network
- Improve your pitching
- Increase your knowledge of the German B2B market
- Exposure to VC and CVC
- Participation in Bits and Pretzels

**YOUR PRICE DKK 4.500\***

**PROGRAM VALUE: DKK 28.900  
(ICDK COVERS 80% OF PROGRAM COSTS)**

### Terms apply

- \* Total cost for max two participating founders. To obtain the discounted price of DKK 4.500,- your start-up must have a Danish CVR number and be classified as a SME within the EU de minimis support frame.
- Flight tickets & hotel not included.

*Previous participation in GOB2B\_Munich has resulted in collaborations between Danish start-up and German partner!*

### ICDK ORGANIZERS



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**APPLY FOR GOB2B\_MUNICH 2021 [HERE](#) – DEADLINE IS OCTOBER 1\***

\*Applications are reviewed and accepted on a continuous basis. Limited spots in the program.

# THE PROGRAMME

GOB2B\_MUNICH 2021

7/10 - 21	12/10 - 21	14/10 - 21	25-27/10 - 21	1-3/11 - 21	8-9/11 - 21
<b>ONLINE</b> <b>1,5 HOUR</b> <b>KICK-OFF</b>  <b>INTRO TO THE PROGRAM</b>  <b>KICK-OFF YOUR PITCH TRAINING</b>  <b>GET TO KNOW YOUR FELLOW START-UPS</b>	<b>ONLINE</b> <b>1.-1,5 HOUR</b>  <b>SESSION WITH DANES IN GERMANY</b>	<b>ONLINE</b> <b>1.-1,5 HOUR</b>  <b>SESSION WITH SELECTED EXPERTS</b>	<b>ONLINE</b> <b>1-1,5 HOUR</b>  <b>PITCH TRAINING SESSIONS</b>  <b>ONE-ON-ONE MEETING WITH EXTERNAL PITCH CONSULTANT</b>	<b>ONLINE</b> <b>45 MINUTES</b>  <b>PITCH TRAINING SESSIONS</b>  <b>ONE-ON-ONE "FOLLOW-UP" MEETING WITH EXTERNAL PITCH CONSULTANT</b>	<b>ONLINE</b> <b>30 MINUTES</b>  <b>PITCH TRAINING SESSIONS</b>  <b>ONE-ON-ONE "FINAL TOUCH" MEETING WITH EXTERNAL PITCH CONSULTANT</b>

# THE PROGRAMME

GOB2B\_MUNICH 2021

10/11 - 21	11/11 - 21	12/11 - 21	12/1 - 22	19/1 - 22	20-21/1 - 22
<p><b>MUNICH - HALF DAY</b></p> <p><b>SESSION 1</b> WELCOME TO MUNICH WELCOME, INTRODUCTION TO THE PROGRAMME &amp; THE BAVARIAN START-UP ECOSYSTEM</p> <p><b>SESSION 2</b> SOCIAL EVENT NETWORKING &amp; DINNER</p>	<p><b>MUNICH - EXPERT DAY</b></p> <p><b>SESSION 3</b> HOW TO RAISE CAPITAL LEARN FROM A VC</p> <p><b>SESSION 4</b> HOW TO ENTER INTO PARTNERSHIPS LEARN FROM A GERMAN CORPORATE</p> <p><b>SESSION 5</b> HOW TO ADAPT YOUR BUSINESS MODEL LEARN FROM EXPERTS</p>	<p><b>MUNICH - NETWORKING DAY</b></p> <p><b>SESSION 6</b> COMPANY VISIT, TBD LEARN HOW COMPANY X WORK WITH INNOVATION AND START-UPS</p> <p><b>SESSION 7</b> COMPANY VISIT, TBD LEARN HOW COMPANY Y WORK WITH INNOVATION AND START-UPS</p> <p><b>SESSION 8</b> NETWORKING EVENT PITCH YOUR START-UP &amp; GROW YOUR NETWORK</p> <p><b>SESSION 9</b> ROUND UP</p>	<p><b>ONLINE</b></p> <p><b>1.-1,5 HOUR</b></p> <p><b>SESSION "GET THE MOST OUT OF BITS AND PRETZELS"</b></p>	<p><b>MUNICH - HALF DAY</b></p> <p><b>SESSION</b> INTRODUCTION TO THE PROGRAM AND BITS &amp; PRETZELS</p> <p><b>SESSION</b> SOCIAL EVENT CATCH UP WITH YOUR FELLOW START-UPS</p>	<p><b>MUNICH</b></p> <p><b>BITS AND PRETZELS - INCLUDING ONE BOOTH PER START-UP ON ONE DAY</b></p> <p><b>BREAKOUT SESSIONS WITH GERMAN STAKEHOLDERS</b></p>