




START.UP! GERMANY TOUR 2022

CRITERIA STARTUP SELECTION

START.UP!
GERMANY
TOUR 2022 -
CRITERIA//

1. Up to five startups per country are allowed to participate at the Start.up! Germany Tour 2022.
 2. The startup should provide an **innovative business model** in one of these sectors:
 -  Logistics & Mobility
 -  Industrial Solutions
 -  Green Tech
 3. The startup should be younger than ten years.
 4. The startup must have passed the seed stage and be successful on the market . Successful accomplishments of first investor rounds are a plus.
 5. The startup has already developed a scalable business model with an international approach, preferably with a German/European focus.
 6. The startup should have developed sophisticated approaches of how their business model can be applied to the German market and its customers. The startup should have a clear understanding of success factors on the German market.
- If there is still a need to catch up here, the startups should attend the preparatory webinars (pre-program).
7. The startup should be made aware that German investors tend to invest only if the startup established an office in Germany.
 8. The startup should be able to present in public in pitches in a professional manner and in fluent business English.

Hosts:



IHK NRW - Die Industrie- und Handelskammern im Nordrhein-Westfalen



IHK Köln



Industrie- und Handelskammern im Ruhrgebiet



Deutscher Industrie- und Handelskammertag



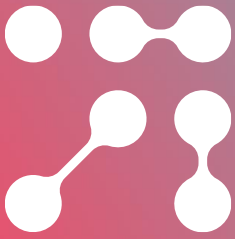
IHK Düsseldorf



Deutsche Auslandshandelskammern

Ministry of Economic Affairs, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia





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INTER.NATIONAL! STARTUP CONTEST//

Each AHK is allowed to send one startup to the regional contest (Inter.national! Startup Contest).

It does not matter which of the three verticals the startup comes from.

This startup should fulfill the previously mentioned criteria to a particular degree.

We will provide a separate registration form for participants in the Inter.national! Startup Contest at a later date.

Together with our partners, we will finally check whether the startups submitted for the contest meet the criteria.

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