

Kickstart CleanTech

Build and grow a scalable, global
business, **right from the start.**



About Kickstart

The Kickstart program supports early-stage German startups with the necessary knowledge and tools to build and grow a scalable, global business, right from the start.



Gain the knowledge and skills for growth and scale



Develop a solid foundation for your expansion plans



De-risk critical early decisions on product, market, and business models



Expand your network with valuable mentors, investors, and partners on both national and international levels.



Broaden your mindset to include going international for global success and competitiveness

Designed to rapidly grow your network & international toolset!



About German Accelerator

Empowering German Startups to Scale Globally

German Accelerator takes high-potential German startups on a fast-paced learning journey to understand, discover, and access the world's leading innovation hubs in the U.S., Asia, and South America.

Through customized programs, mentoring from experts, and access to a vast network of business partners and investors, we help startups from all stages and across various industries on their way to international success.

German Accelerator is financed by the **German Federal Ministry for Economic Affairs and Climate Action**.

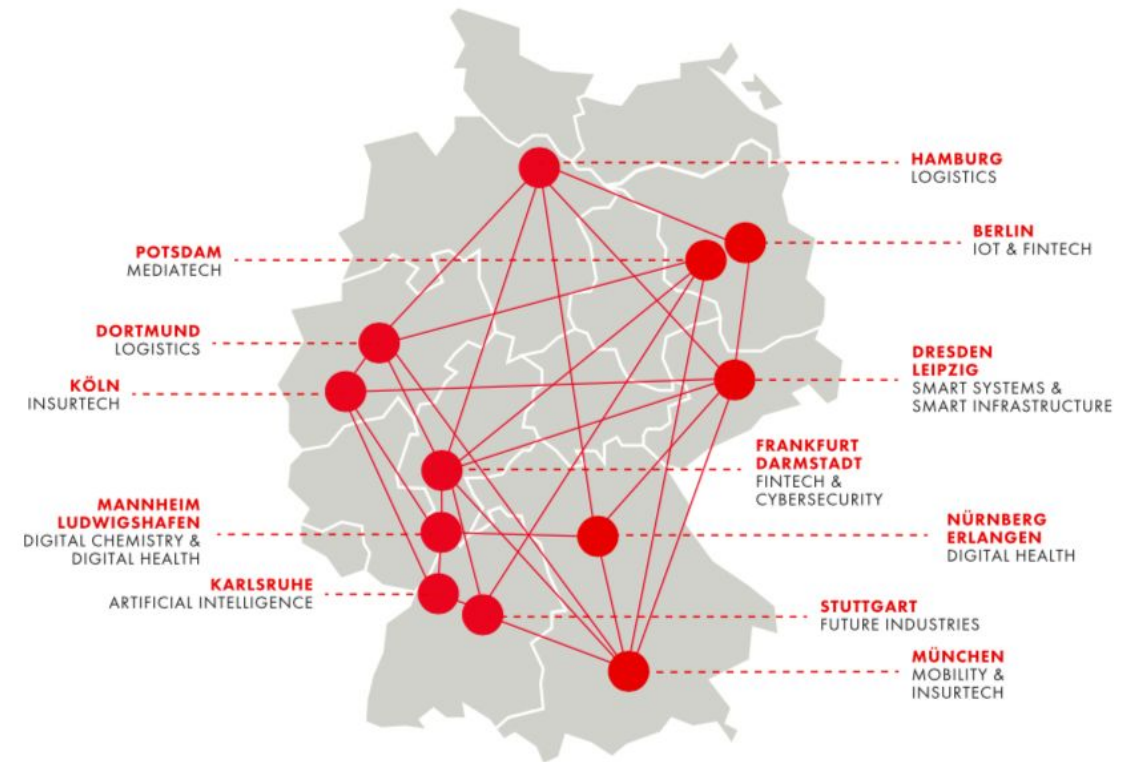


About Digital Hub Initiative

12 Hubs. One Digital Ecosystem.

By bringing together innovative start-up ideas with the expertise of established companies and scientific excellence, the Digital Hub Initiative promotes the growth of a strong culture of innovation and the development of new digital business models. Through the Digital Hub Initiative, Germany is strengthening its position as an attractive location for digital innovation and as one of the world's leading digital ecosystems. Each Digital Hub allows start-ups, companies and research institutions to come together to find common solutions to the challenges and prospects of digitisation.

Digital Hub Initiative is initiated by the **German Federal Ministry for Economic Affairs and Climate Action**.
Visit us here: www.de-hub.de



Program Highlights

6 Days

Hybrid Program

5 days virtual, 1 day onsite.

100% free for startups!



10+ Mentors

International experts, experienced entrepreneurs, commercialization and market specialists provide 1:1 mentoring.



500+ Contacts

Access to our global mentor and investor network.

500+ Alumni

Network and meet with founders from our alumni community.



Expert Feedback

Feedback from experts in Germany, Asia, and the U.S. on your startup pitch.



Featured Mentors

(Out of many more!) Tap into our Global Mentor Network of 500+ entrepreneurs and industry experts!



Brian Plackis Cheng

*CEO
OpenRad*

Expertise:

Go-to-Market, Fundraising

Location:

Berlin



Tina Di Cicco

*Board Member, Chairperson
Manila Angel Investors Network*

Expertise:

Leadership, Fundraising

Location:

Singapore



Ivo Dimovsky

*Sales Strategy & Operations Director
Qualtricks*

Expertise:

Sales Competence, Sales Leadership

Location:

Munich



Susan Lindner

*Founder & CEO
Innovation Storytellers Inc.*

Expertise:

Brand Positioning, Storytelling

Location:

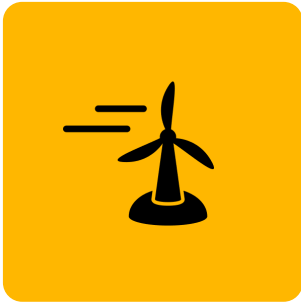
New York City

Vertical Focus: Cleantech



Programming for **Cleantech** Startups

The cleantech portion of the program covers a wide range of topics, including renewable energy, sustainable transportation, circular economy, and much more.



Gain Expert Insights To Address Specific Challenges

You'll obtain unique insights from our cleantech experts for your venture, helping you stay ahead of the curve and navigate the challenges of the cleantech industry.



High-Value Mentoring from Clean Tech Experts

Through 1:1 mentoring, you'll have access to specialty expertise in overseas market risks and opportunities, and gain feedback on your business model and product-market fit.



Featured Cleantech Experts



Janelle Kellman

*Founder
Center for Sea Rise Solutions*

Expertise:

Ocean Health, Renewable Energy, Politics, Blockchain

Location:

Sausalito, CA



Andreas Hölzl

*Ex-COO & Cofounder
carbonfuture gmbH*

Expertise:

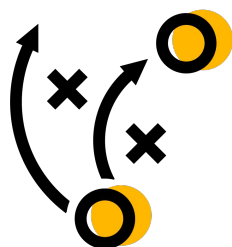
Early-stage Climatetech, Digital Product Development

Location:

Mountain View, California



What's in it for **your startup?**



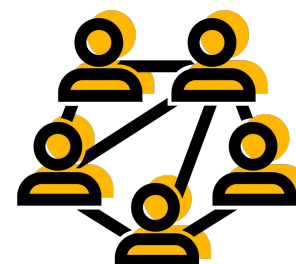
Accelerate Expansion

We help you prepare for international expansion, navigate new markets, develop a go-to-market strategy and quickly reach goals. There's no time to waste!



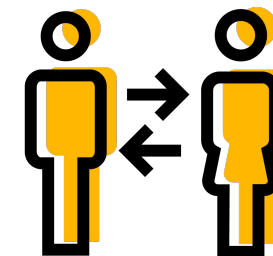
Save Valuable Resources

We help protect your business by accompanying your company from early on to support you in minimizing risk, avoiding costly mistakes, and saving resources.



Get Noticed

We introduce you to our strong global network, facilitate connections, pair you with the right people, and help you get noticed in new markets and Germany.



Unbiased Feedback

We don't take equity from our startups, and there are no hidden agendas, thanks to funding by the BMWK. Our goal is to help you succeed, no strings attached!

We win, when you win!

Who Can **Apply?**



Stage

Idea to Seed Stage
Startups



Product

Problem/solution fit is found,
working towards
product/market fit.



Entity Status

German Incorporation is
beneficial, but not always
required.

*(e.g. EXIST funded startups
still in the process of forming
a GMBH can apply.)*



Profile

Your company is based in
Germany.



Goals

You are planning to scale in
DE, EU, and/or globally.

Not sure if you are eligible? Reach out to our program director,
Corey Wright at wright@german-entrepreneurship.de.

Program Structure

The Kickstart program is a hybrid format, with the majority of sessions and mentoring taking place online, along with 1 onsite day with our partner, RCKT.



Dates

May 30 to June 15



Onsite Day Location

Lützowstraße 106, 10785
Berlin



Format

7 Days Online, 1 Onsite Day



Onsite Date

June 6th from 9:00 am to
7:30 pm



Mentoring

As we get to know your startup, you will be carefully matched with a relevant mentor/expert.



Pre-Onsite Drinks

June 5th @ 7:00 pm, at
the BRLO Brwhouse in
Berlin.

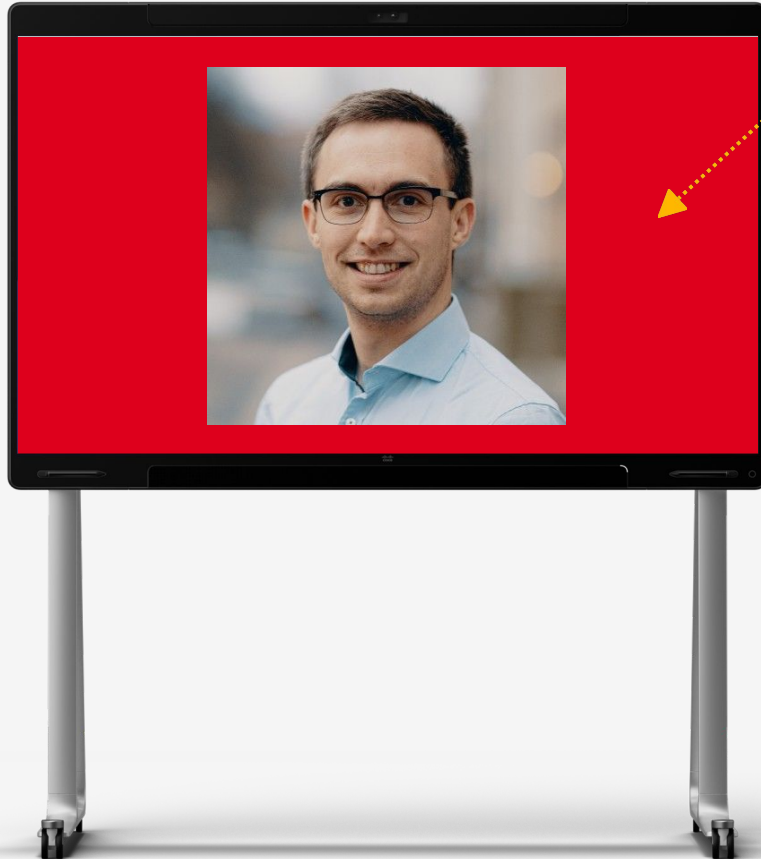


Program Schedule (tentative)

Note: Times and dates are mainly confirmed, but still subject to speaker availability.

	Day 1 30 May (Tues) Virtual	Day 2 31 May (Wed) Virtual	Day 3 01 Jun (Thur) Virtual	Day 4 02 Jun (Fri) Virtual	Day 5 05 Jun (Mon) Hybrid	Day 6 06 Jun (Tue) Onsite	Day 7 07 Jun (Wed) Hybrid	Day 8 15 Jun (Thur) Virtual
9:00						Welcome		
9:30								
10:00		Road to Asia	Why China?	Session Placeholder		Sales Competence		Session Placeholder
10:30								
11:00			Exploring the Chinese Market, Biz Essentials, & Opportunities					
11:30								
12:00						Key Business Metrics & Fundraising Roadmap		
12:30								
13:00	Kick-Off	Pitch Training		Road to Latin America		Lunch		
13:30								
14:00	Internationalization Essentials		Economic Protection					
14:30				Session Placeholder				
15:00						Mastering Your Message		
15:30								
16:00								
16:30		Road To U.S.			Welcome		Pitching Panel	
17:00	Identifying Your Beachhead Market		Session Placeholder		Internationalization from a Legal Perspective	Fireside Chat		Cleantech in the USA
17:30								
18:00						Ecosystem Networking	Wrap Up	Cleantech Roundtable
18:30								
19:00					Drinks @ BRLO			
Color Legend:	"Program"	Group Session	Workshop	Networking	AI	CleanTech		

Alumni Testimonials



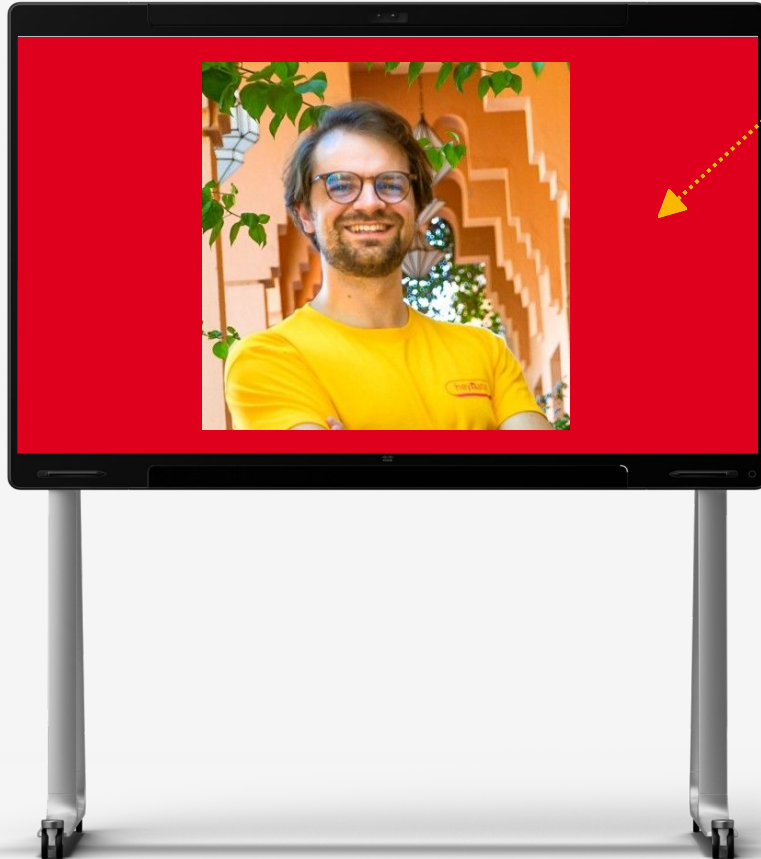
Marius Bierdel

Co-Founder & CTO

ConstellR

“The program was the perfect way for us to evaluate and work on our expansion strategy. The high level of input as well as the network of highly qualified people, was just the right set of tools for our vision to become an international acting company.”

Alumni Testimonials



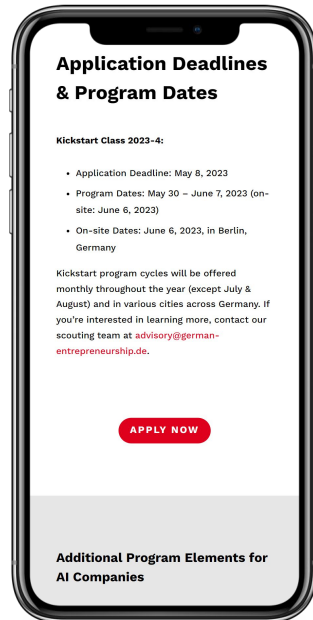
Miloš Djurdjević

Co-Founder

HeyData

“We had the chance to learn about and get insights on growth, internationalization, and building an organization from various experts. Furthermore, German Accelerator helped us broaden our business network and meet investors, one of which led our most recent seed funding round.”

Application Information



Deadline to Apply: 05 May 2023

To register your interest and start the application process, visit:

germanentrepreneurship.typeform.com/kickstart

Selection criteria: The 20 best startup applications are chosen for participation. Evaluation includes relevant stage of startup, scalability of product, potential for international expansion, future investability of startup, and more.

Questions about the application form? Reach out to Chiara Canavesi at canavesi@german-entrepreneurship.de

Got questions?

Our team would be happy to chat with you!

Please reach out to Chiara for all program and application related inquiries:



Chiara Canavesi

Assistant Program Manager

canavesi@german-entrepreneurship.de

Please reach out to Johst for your specific inquiries about the Digital Hub Initiative:



Johst Schuhmacher

Hub Agency, Digital Hub Initiative

johst.schuhmacher@rckt.com



Kickstart CleanTech

Visit our website for more details!

germanaccelerator.com/our-programs/kickstart