

Innovation Fund Denmark goes B2B in Munich



MAY 2018

InnovationFundDenmark@GoB2B in Munich

Do you have what it takes to pitch to BMW, Siemens and SAP? Do you want to test your product assumptions on the German market? Do you have a B2B product or could you imagine going in that direction? If you are thinking “yes” right now, then this is for you.

Innovation Fund Denmark and Innovation Centre Denmark in Munich have teamed up with a selection of German companies, putting together a programme which aims at giving you inspiration to consider scaling in Germany or scaling via an industrial partner. Innovation Fund Denmark now provides the opportunity for six InnoFounder teams or InnoBooster startups to participate at InnovationFundDenmark@GoB2B in Munich September/October 2018.

What is InnovationFundDenmark@GoB2B?

InnovationFundDenmark@GoB2B is a business development programme that consists of a one-day precamp in Copenhagen followed by an intensive one-week camp in Munich with a focus on cooperation between start-ups and corporates. The entire process is supported by Skype meetings before and after the Munich camp.

You will get insights into one of the world’s leading hotspots for high-tech production, where innovation is a top priority, and access to a large international B2B market, as well as to the strongest region of Germany for venture capital.

The big high-tech companies in and around Munich – e.g. BMW, Audi, Airbus, Bosch, Siemens, Osram, Google and IBM Watson IoT — all have great interest in, and experience with, cooperating with start-ups, who can help them create internal innovation. There are numerous examples of win-win collaborations between start-ups and corporates.

During the program you will be equipped with tools to cooperate with corporates, as well as get access to a strong ecosystem of corporates and actors supporting startup-corporate cooperation. You will get introduced to the unique co-operation concepts and procurement models of the big companies. You will learn about German business culture and get your pitch adjusted to the big German companies. You will receive feedback on your business from a B2B perspective and get insights into strengths and weaknesses in cooperating with corporates.

Besides training, coaching, inspirational talks, startup stories and individual sessions with our partners you will, on a daily basis, be placed in front of corporative representatives looking to invest in promising B2B startups. During the camp, the two best performing participants get the chance to pitch their idea at [Bits & Pretzels](#) – the (in)famous start-up event during the Oktoberfest in Munich.

InnovationFundDenmark@GoB2B is aimed at InnoFounders and InnoBooster startups with a technological and scalable business idea with a potential B2B focus. It is especially relevant for startups within energy, smart cities/buildings, mobility, smart manufacturing and fintech – working with technologies such as IoT, VR/AR, robotics, AI etc. It is a requirement, that you have an ambition and potential of long-term international expansion – e.g. to Germany. Startups are likely to gain the most from the programme if they already have problem-solution fit and a fully developed or almost fully developed solution. They should be prepared to make required adjustments to fit the German market.

Relevant readings

[Historien om, hvordan München blev Europas \(måske\) førende high-tech hotspot](#) (in Danish only)
[What BMW's Corporate VC Offers That Regular Investors Can't](#)

Programme for GoB2B 2018

Preparatory workshop

- Date: 11 September 2018
- Place: Innovation Fund Denmark, Østergade 26A 4th floor, 1100 Copenhagen K, Denmark

GoB2B-camp

- Date: 27 September-2 October 2018
- Place: Munich

Skype meetings

- Time: Skype meetings before as well as after the camp
- Place: Skype

Some preparation is expected, when participating in InnovationFundDenmark@GoB2B.

What you get?

Innovation Fund Denmark covers the largest part of the expenses for the SCALEit, but it is also expected that you contribute financially yourself¹.

Innovation Fund Denmark covers	Participants cover
<ul style="list-style-type: none"> - Participation at GoB2B, including admission to Bits & Pretzels - Flight tickets between Copenhagen and Munich (<i>leaving 27 September in the early morning, returning 2 October in the evening</i>) - Accommodation in a shared bedroom in Munich from 27 September – 2 October 2018 - Meals as included in the programme 	<ul style="list-style-type: none"> - Transport to and from the airport and during the whole GoB2B-camp - Meals apart from those included in the GoB2B-programme - Additional payment if you want a single room

It is a requirement for participation, that you can attend all the activities before, during and after the GoB2B week, that you make a video diary on your learnings during the camp, and that you answer two questionnaires at the end of the course – the first one right after the course and the second one some months later.

¹ Funding received through InnovationFundDenmark@GoB2B is considered state aid and must be paid out in accordance with the rules on de minimis aid, cf. Commission Regulation (EC) No. 1407/2013 of 18 December 2013 on the Application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to de minimis aid. A company can receive no more than EUR 200,000, equivalent to approx. DKK 1,500,000, in de minimis support over three financial years. If the value of the GoB2B program exceeds this limit, the company cannot receive subsidies as de minimis support. The GoB2B program has a value equivalent to DKK 30.000, if the company participates with two persons, and a value equivalent to DKK 20.000, if the company participates with only one person.

Who can apply?

You can apply for participation at InnovationFundDenmark@GoB2B, if you 1) have either been part of InnoFounder (formerly entrepreneurial pilot) in 2017 or 2018, or 2) is a startup with an InnoBooster project, which has been active in 2017 and/or 2018. Furthermore, the following requirements apply:

For InnoFounders:

- You must have registered a company based upon the business idea
- The company must be a technology based company with a scalable business idea with B2B potential
- The company must have an ambition and potential to scale internationally, e.g. to Germany
- A maximum of two people can participate from each company
- Only InnoFounders can participate. However, if you have a team member, who is not an InnoFounder, the person is allowed to participate at his/her own expenses – the person must therefore pay for own hotel accommodation and flight.
- You must be familiar with pitching in English.

For InnoBooster startups:

- The company must be a technology based company with a scalable business idea with B2B potential
- The scalable product or service must be part of the InnoBooster project
- The company must have an ambition and potential to scale internationally, e.g. to Germany
- A maximum of two people can participate from each company – and we do recommend that two people attend per company
- At least one of the participants must be a founder of the company and/or have a leading role in the company
- The company must be less than three years old at the time of application for GoB2B
- You must be familiar with pitching in English.

How to apply?

To apply for the course fill in the application form (in English) and send it as a pdf-file by e-mail to amanda.borup.pedersen@innofond.dk. The application deadline is **Thursday 7th of June 2018 at 12:00 CET**. Applicants will be notified about the decision of their application approximately three weeks after the deadline.

If the application is not filled in correctly or the deadline is missed, it will result in the application being rejected without further possibility of resubmission.

How is the application assessed?

The application will be assessed by Innovation Fund Denmark based on the following assessment criteria:

- **Results:** Which results have been accomplished by the company? This includes status on the development and validation of your business idea in the market.
- **International scalability:** Does the company have a scalable business idea with B2B potential? Which ambitions does the company have to scale internationally, including to Germany?
- **Pay-off:** Is it clear how participation at GoB2B will benefit the company?
- **Motivation:** Are the applicants motivated to participate at GoB2B and to receive feedback on their business idea?

Further information

For further information about InnovationFundDenmark@GoB2B, please contact Sidsel Hougaard (Sidsel.hougaard@innofond.dk/+45 6190 5056) or Amanda Borup Pedersen (amanda.borup.pedersen@innofond.dk/+45 6190 5082).

For more information about the GoB2B camp you are welcome to contact Jon Pers, Innovation Centre Denmark on jonper@um.dk.

Application form: InnovationFundDenmark@GoB2B

By submitting the following application form with required information, you apply for participation at InnovationFundDenmark@GoB2B 2018.

The company	
Company name	
CVR number	
Link to the website of the company	
Do you apply through InnoFounder or InnoBooster?	
File number (see letter of approval)	

Only InnoBoosters	
Founding date of company	
Total company revenue last year	
Number of full time staff	
Project period for the InnoBooster project	

Applicant 1	
Name	
Title in company	
E-mail	
Phone number	
Skype ID	

Applicant 2	
Name	
Title in company	
E-mail	
Phone number	
Skype ID	
Only for InnoFounders: Is the applicant an InnoFounder?	

Motivation and description	
Please give a short description of the company; include a	

<p>description of how the company is technology-based with a scalable solution with B2B potential.</p> <p>InnoBooster companies must also describe how the scalable solution relates to their InnoBooster project.</p> <p>(maximum 20 lines)</p>	
<p>Describe the company's results, including status on the development and validation of the business idea in the market.</p> <p>(maximum 20 lines)</p>	
<p>Describe the company's ambitions to eventually scale internationally; including to Germany.</p> <p>(maximum 20 lines)</p>	
<p>Describe expectations on how participation at InnovationFundDenmark@GoB2B will benefit your company.</p> <p>(maximum 20 lines)</p>	
<p>Describe your motivation for participating at InnovationFundDenmark@GoB2B.</p> <p>(maximum 15 lines)</p>	
<p>Here you have the possibility to insert a link to a short video pitch (maximum 2 minutes) with motivation of your participation at InnovationFundDenmark@GoB2B</p>	

With my signature, I hereby declare, that I can participate in all activities (precamp, GoB2B camp and Skype meetings), and that I agree to evaluate the course twice after the end of the programme.

Date: / 2018

Signature – applicant 1:

Date: / 2018

Signature – applicant 2:

Please send the application as a pdf-file to amanda.borup.pedersen@innofond.dk.

The application must be in the possession of Innovation Fund Denmark at the very latest on **7th of June 2018 at 12:00 CET**.

The decision on your application will be emailed to you approximately 3 weeks after the deadline.