



ruhrSUMMIT
MEET SCALABLE B2B START-UPS

OCT 27-28, 2020

IN THE DIGITIZED JAHRHUNDERTHALLE / BOCHUM

ruhr SUMMIT 2020 MEET SCALABLE B2B START-UPS

ruhrSUMMIT is Germany's largest and unique start-up event with a B2B focus. This year, up-and-coming founders with scalable business models and a vision of the future network with established companies, investors and other decision-makers on the scene via a digital platform. With over 5100 participants in 2019 it is the largest start-up event in NRW and will enjoy even greater international renown in 2020 through the digital presence!

During two days we will present news about technology and digitalization, partly live from the atmospheric Jahrhunderthalle Bochum. Top-class speakers will share their knowledge and experience during keynotes, insight talks and table discussions.

The **ruhrSUMMIT** opens with the pre-event "Match your Corporate", which is a construct of the two established events Corporate Challenge Pitch & Reverse Pitch. The two formats offer SMEs and corporate groups in particular a significant added value through precisely fitted matching with innovative start-ups.

THAT ARE THE DIGITIZED FORMATS 2020

MAIN STAGE

High class conference with top speakers.

- // Combination of keynotes, insight talks and panel discussions
- // Experts share their best practices and insights
- // in some cases: breakout rooms after the speech to interact with the speaker
- // chat function
- // languages: German and English



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DIGITALE WIRTSCHAFT NRW (DWNRW) – EINE INITIATIVE DES MINISTERIUMS FÜR WIRTSCHAFT, INNOVATION, DIGITALISIERUNG UND ENERGIE DES LANDES NORDRHEIN-WESTFALEN.



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The Main Stage will host a top-class conference with trend-setting keynotes and stimulating panels. In recent years, for example, the founders of Urlaubsguru, MyMüsli, Tech.eu or Home24 and celebrities like Maschmeyer, von Hirschhausen, Sarpei or Krauthausen have enriched the event with their valuable experiences and fresh impulses.

Furthermore, we always welcome board members of established economic leaders like NRW.BANK, ThyssenKrupp, or Innogy on the big Main Stage. Here the digital world of tomorrow is already being intensely discussed and examined today.

PITCH STAGE

Start-ups pitch their products or services and companies and investors introduce themselves.

- // Pitching start-ups, companies and investors
- // pre-selected start-ups (after application)
- // Start-up Pitches: 3 min plus 4 min Q&A from the audience
- // Investors and companies present themselves and their start-up activities
- // Pitch evaluation by the audience & chat function
- // Language: English

Selected start-ups are given the opportunity to introduce themselves to a broad audience and to attract the attention of potential cooperation partners.

Investors and companies are also given the opportunity to present themselves and their start-up activities this year. After all, the audience is not only made up of potential investors, but also of interesting entrepreneurs! The digital matching functions offer many incentives to exchange ideas after the pitches! In the best case, potential business relationships will grow out of it.



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GRÜNDERALLIANZ STAGE

A strong program for start-ups is offered on the digital stage of the Gründerallianz Ruhr, an initiative of our co-initiator and main sponsor Initiativkreis Ruhr.

- // in cooperation with Gründerallianz Ruhr
- // Combination of speeches, live podcasts, panel discussions and pitch talks
- // languages: German and English

For the second time the Gründerallianz Ruhr, an initiative of our co-initiator and main sponsor Initiativkreis Ruhr, offers a first-class program.

The goal of the Gründerallianz Ruhr is to bring the makers of the start-up ecosystem Ruhr closer together to create transparency and to make the Ruhr region more visible internally and externally as a location for start-ups.

INTERNATIONAL STAGE

Ruhr IHKs and AHKs, Business Partner International of ruhrSUMMIT 2020, offer a broad program.

- // in cooperation with Ruhr IHKs and AHKs
- // Day 2, 28.10.20
- // Presentation of the start-up ecosystems of different regions & countries
- // Language: English

As Business Partner International of **ruhrSUMMIT**, the Ruhr IHKs and AHKs present worldwide start-up hotspots on the International Stage. So this is exactly the right place to get first-hand inspiration and information when you, as a founder, are thinking about internationalization into exciting markets and regions.



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EXPO

Elementary component of ruhrSUMMIT. Selected start-ups and companies present themselves to a wide audience.

- // digital exhibition platform for partners, companies & start-ups
- // Start-ups receive a free virtual stand after application and approval
- // uniform presentation of the start-ups (standardized exhibition stand)
- // CI branded presentation of partners and companies
- // 1:1 meetings in livestream with potential business partners
- // EXPO is sorted by topic and filter options provide an overview
- // Document upload & videos, chat, video chat, digital mailbox for lead generation

One of the goals of **ruhrSUMMIT** is the networking of start-ups with companies and investors. On the virtual EXPO area every target group has the opportunity to introduce itself.

Start-ups can apply for a free stand and will be presented at the EXPO with their content in a uniform design once they have been accepted and tickets purchased. Because of the various filter options and participant profiles, visitors can get a good overview of the industries and exhibitors.

Supporters and Premium Partners also receive a stand area with their package, which they can design in their CI to present themselves in the best possible way.

TABLE DISCUSSIONS

NEW! Gain insights from thought leaders and digital experts through intensive exchange in small groups

- // Discussion groups max. 10 participants (and unlimited inactive viewers)
- // an expert as table captain leads the table discussion and stimulates the discussion
- // various topics, e.g. Robotics, Female Leadership, Cyber Security
- // with advance notification via the platform (first come, first served!)
- // languages: German and English



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The Table Discussions at #rs2020 bring together digital experts, visionaries and entrepreneurs "at one table", encourage exchange and promote networking. Selected table captains share expertise and present theses that are discussed in small groups of max. 10 people through interaction. The main topics range from Female Leadership to Robotics, Sustainability or Blockchain. The table discussions will take place in virtual meeting rooms and viewers can follow the discussions.

EXPERT LOUNGE

NEW! Experts and coaches offer exclusive and free consulting for start-ups and people interested in founding their own business.

- // Consultants are available for specialized topics
- // Topics include law & taxes, insurance, marketing, business management, sales, ...
- // 1:1 video chats of 30 minutes
- // Appointments via the platform

The Expert Lounge offers significant added value, especially for young entrepreneurs and start-ups. With a date agreed upon in advance, there is the possibility to take advantage of free consulting appointments. Professionals from many specialist areas, such as financing, subsidies, law/taxes or internationalization are available to the participants for 30 minutes each to answer questions and give tips.

MATCH MAKING

Spontaneous or pre-arranged speed dates between participants in separate 1:1 video chats.

- // spontaneous or pre-arranged speed dates
- // separate 1:1 meetings via chat or video chat
- // various filter options
- // Note option
- // no time limit



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Match making between start-ups and investors as well as interested companies has always been an essential part of **ruhrSUMMIT**. In the run-up to the event, the participants are repeatedly reminded of the possibility of already being able to plan their appointments with potential business partners. The participants meet in virtual 1:1 meeting rooms for a first exchange of ideas.

SPEED MATCHES

NEW! Start-ups are networked with investors and companies in crisp 3-minute speed dates.

- // Start-ups meet companies and investors at random
- // 3 minute video chats, then automatic change of conversation partners
- // separate 1:1 meetings
- // sorted by topic
- // Reminder and note function
- // Pre-registration via platform necessary

The digital platform enables a new, exciting format – the Speed Matches! The short 3-minute 1:1 meetings between start-ups and investors or other potential business partners are designed to make it easier to approach and meet each other and to offer the opportunity to make many new contacts in a very short time!

THESE ARE THE PRE- AND SIDE-EVENTS 2020

MATCH YOUR CORPORATE

- // exclusive pre-event in the morning of October 27th
- // 2 components: CORPORATE CHALLENGE PITCH & REVERSE PITCH



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CORPORATE CHALLENGE PITCH (CCP)

Companies are looking for innovative start-ups for their business challenges.

- // in the context of the exclusive pre-event "Match your Corporate" in the morning of October 27
- // In the run-up to the CCP: Companies pitch their concrete challenges
- // Start-ups present individual solutions and compete for pilot projects
- // Topics for example: AR, Image Processing, Info Management, SaaS
- // Language: German
- // Access only for participants of the CCP (application process in advance) and company ticket holders

On the first day of **ruhrSUMMIT** in the morning, the Corporate Challenge Pitch will be the only event on site, where start-ups will present their individual solutions for very specific challenges from established companies (Challenge Owners) and compete against each other for the contract for a pilot project. The application process for this side-event takes place in the run-up to the event, so that only the most promising candidates meet the Challenge Owners at the Corporate Challenge Pitch.

REVERSE PITCH

Companies introduce themselves to the start-up scene.

- // in the context of the exclusive pre-event "Match your Corporate" in the morning of October 27
- // Companies present themselves
- // Presentation of potential cooperations
- // Language: English
- // Access only for participants of the CCP (application process in advance) and company ticket holders

Normally, start-ups pitch and introduce themselves to potential customers, sponsors and cooperation partners in short presentations. In the reverse pitch, this principle is reversed: important companies from the region have five minutes to present themselves on stage, introduce their company, formulate problems and questions and express wishes for possible cooperation.



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FUCKUP NIGHT

Successful entrepreneurs report on their own failure and are available for questions.

- // Side event in cooperation with FuckUp Night Ruhr Area
- // Day 1, 27.10.20
- // 4 speakers, each 10 min presentation with max. 10 pictures
- // Live from the Jahrhunderthalle
- // Language: German
- // included in ticket price!

The FuckUp Night takes place on the first evening of **ruhrSUMMIT**. In exciting 10-minute presentations, 4 successful entrepreneurs will talk about their biggest FuckUps on the long road to success. After each speaker there will be a question and answer session. The goal is to cultivate the fear of failure in the course of starting a business.

In 2019, around 600 spectators attended the FuckUp Night that took place as part of **ruhrSUMMIT**.



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