

# StartUp Camp



22-26  
JUNE  
2020

From Wedel via Waterkant  
to Silicon Valley



PLUGANDPLAY



STARTUP.SH

Frische Ideen aus  
dem richtigen Norden



- |   |                  |  |
|---|------------------|--|
| 1 | Need             | Which problem / need did you perceive?   |
| 2 | Solution/Product | What will you do to solve the problem and meet the need? How and for whom do you create values?                                  |
| 3 | USP              | Do you stand out from others to solve the problem?   |
| 4 | Markets          | Which are your target markets? How big are these markets?  |
| 5 | Business Model   | How do you want to make money?   |
| 6 | Team             | Which team is behind the idea?<br>Why do you have the necessary expertise?   |
| 7 | Best Client Case | Tell the audience your best customer story: what needs did the customer have? What effect did your solution have on the company? |
| 8 | Challenges       | What challenges do you face?<br>Where can partners or investors help? Start a call!  |

Important information: Every startup only gets 3 minutes for pitching.