



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

STEP NYC – Startup and Entrepreneur Program

*Silicon Alley –
The place to be for growing startups*



5 Day Program for German Startups in New York City

- Gain practical business experience
- Meet business angels and venture capital investors
- Qualify for the German Accelerator New York

Four times a year, the German American Chamber of Commerce, Inc. New York, together with VentureOutNY and several partner organizations, offers German startup companies the opportunity to participate in a 5 day program in New York City.

CONTACT:

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PROGRAM OBJECTIVES

In the course of the program, participating companies will

1. test and adjust their business ideas to the needs of the U.S. market
2. learn to adapt their respective pitch to the U.S. market
3. develop first customer leads or partnerships on the U.S. market
4. meet with the local startup scene in New York City
5. meet mentors who counsel startups on founding their own U.S. subsidiary
6. meet Angel Investors as well as Venture Capital Investors



The German American Chamber of Commerce and its partners will open up networks to young entrepreneurs, established companies, research institutes, mentors, investors and potential customers in the German-American business environment in the course of program.

At the end of this short term program, participating companies from Germany will be ideally prepared to apply for a 3-6 months program in line with the German Accelerator (www.germanaccelerator.com).

PROGRAM DESIGN

- 5 day program will take place 4 times a year
- Capacity for up to 15 startups per trip
- Target group: German startups in industries such as ICT, media, gaming, clean tech, energy, energy efficiency and engineering.
- Program will mainly be sponsored by the private sector and / or public funds. Startups will cover their travel costs and pay a small contribution.
- Program addresses startups in the phase of “testing the market” or already successfully established in Germany with
 - a business plan and a concrete business idea
 - a scalable business model
 - ambitions to enter the U.S. market

COURSE OF ACTION





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SAMPLE PROGRAM

Sunday	Monday	Tuesday	Wednesday
<p>Arrival</p> <p>-----</p> <p>Welcome Reception</p>	<p>Welcome</p> <p>-----</p> <p>Workshop Pitch Prep / Pitch Training</p> <p>-----</p> <p>Tour Shared Workspaces</p> <p>-----</p> <p>Cap Intro</p> <p>-----</p> <p>Networking Startup Mix & Mingle</p>	<p>Workshop Business Law in the U.S.</p> <p>-----</p> <p>Workshop Market Entry Strategies</p> <p>-----</p> <p>Workshop Intercultural Skills</p> <p>-----</p> <p>Networking "Innovation Summit"</p>	<p>Tour PR & Branding Companies</p> <p>-----</p> <p>Tour Startup Company Visits</p> <p>-----</p> <p>Tour Accelerator Tour NYC</p> <p>-----</p> <p>Cap Intro</p> <p>-----</p> <p>Networking "We spark"</p>
Thursday	Friday	Saturday	Sunday
<p>Workshop PR</p> <p>-----</p> <p>Workshop Effective Selling in the U.S.</p> <p>-----</p> <p>Workshop Accounting</p> <p>-----</p> <p>Workshop Immigration</p> <p>-----</p> <p>Cap Intro Investor Round</p>	<p>Tour Company Visits</p> <p>-----</p> <p>Roundtable Startups Meet Potential Clients</p> <p>-----</p> <p>Meetings & Follow-up</p> <p>-----</p> <p>Evaluation & Official End of Program</p>	<p>Individual Program Participating at Industry Event in NYC</p>	<p>Individual Program Participating at Industry Event in NYC</p>

ORGANIZERS

STEP NYC is organized by the German American Chamber of Commerce, Inc. with the assistance of VentureOutNY.



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Partners

