



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

STEP NYC

GACC Startup and Entrepreneur Program

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

Powered by *VentureOutNY*

STEP NYC – Startup and Entrepreneur Program

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 short program spanning 5 days + 2 individual days.

ABOUT GACC NEW YORK

The German American Chamber of Commerce® (GACC™) New York fosters the economic ties between Germany and America. Founded in 1947 it now also comprises branch offices in Philadelphia and California.

With 750 members and an extensive national and international network, the GACC New York offers a broad spectrum of activities and services.

ABOUT VentureOutNY

VentureOutNY works with foreign consulates and trade groups to organize, schedule and execute NY market accelerator programs to benefit their local technology communities.

Each country-focused program represents the greatness of that nation's technology industry, as represented by a delegation of top tech companies from the respective region.

WHY NEW YORK?

NEW YORK CITY IS...

- the most rapidly growing technology and startup community on the planet
- the global capital of industries such as fashion, finance, media, publishing
- a booming startup ecosystem with proven and continual political support
- the immigration capital of an immigrant nation
- the future home to Cornell Tech, a world-class graduate engineering school

Left: Made in NY Digital Map – www.mappedinny.com



WHY NEW YORK?

MARKET SIZE (GDP 2012)

	Country	US\$ million
1.	United States	16,244,600
2.	China	8,227,103
3.	Japan	5,959,718
4.	Germany	3,428,131
5.	France	2,612,878
6.	UK	2,471,784
7.	Brazil	2,252,664
8.	Russian Fed.	2,014,775
9.	Italy	2,014,670
10.	India	1,841,710
11.	Canada	1,821,424
12.	Australia	1,532,408
13.	NCY Metro Region	1,358,416
14.	Spain	1,322,965
15.	Mexico	1,178,126
16.	Korea, Republic	1,129,598
17.	Indonesia	878,043
18.	Netherlands	770,555
19.	Saudi Arabia	711,050
20.	New York City	657,100
21.	Switzerland	631,173

Sources: World Bank Indicators database; U.S. Department of Commerce; NYC Office of Management and Budget

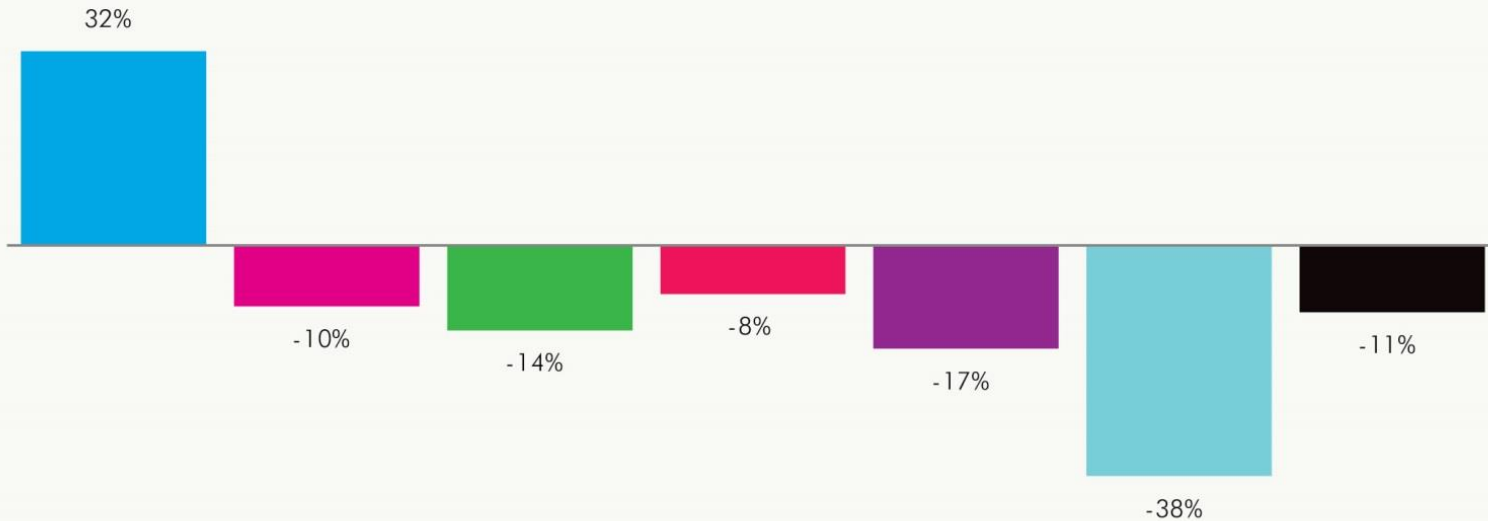


WHY NEW YORK?

VENTURE CAPITAL DEALS

Growth in VC Deals by Region, 2007 to 2011

■ New York ■ Silicon Valley ■ New England ■ LA/Orange County ■ Texas ■ San Diego ■ USA



Source: MoneyTree report published by PricewaterhouseCoopers and the National Venture Capital Association.

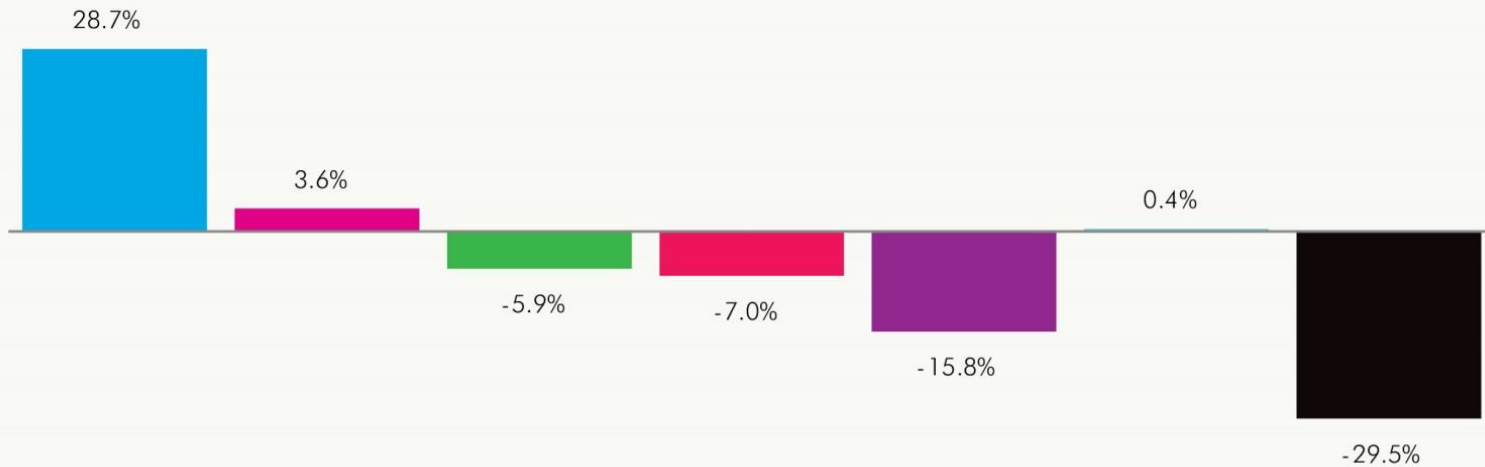
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WHY NEW YORK?

GROWING IT SECTOR

Leader of the Pack: NYC Job Growth in IT vs Other Sectors, 2007-2012

■ IT* ■ NYC** ■ Securities Industry ■ Legal Services ■ Publishing ■ Broadcasting ■ Manufacturing



Source: NYS Department of Labor. Data is for February 2007 and February 2012. IT jobs are measured by "computer systems design and related services". NYC jobs include only private sector jobs.

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PROGRAM OBJECTIVES

STEP NYC focuses on:

1. Innovative business models
2. U.S. market entry
3. (Risk) financing



PROGRAM DESIGN

- **Four times a year**, starting last quarter 2014
- Capacity up to **15 start-ups per trip**
- **Five days** organized by GACC New York and partners
- **Financed by:**
 - Participating startups
 - Sponsors
 - Funding by
 - European Union
 - German Federal Government
 - German Federal States
 - Research institutes
 - Foundations



WHO CAN APPLY?

German startups from these industries:

INDUSTRY SECTORS:



LEVEL OF BUSINESS DEVELOPMENT:

Startups within 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

HOW TO APPLY:

Online application on www.gaccny.com/germanstartup

COURSE OF ACTION



SAMPLE PROGRAM

WORKSHOPS • STARTUP TOURS • CAP INTRO • INDIVIDUAL MEETINGS • NETWORKING

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday & Sunday
<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>	<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>

CONTACT & PARTNERS

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Program leader:



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