




START.UP! GERMANY TOUR 2025



CRITERIA STARTUP SELECTION

1. Each country nominates one startup to participate in the Start.up! Germany Tour 2025. If the criteria are met, the startup is guaranteed to take part in the on-site program from June 30 – July 04.
2. The startup should provide an **innovative business model** in one of these sectors:
 -  Green Tech
 -  Industrial Solutions
 -  Life Science
3. The startup should be younger than ten years.
4. The startup must have passed the seed stage and generate meaningful revenue on the market . First investor rounds should be ongoing or completed.
5. The startup has already developed a scalable business model with an international approach, preferably with a German/European focus. A current or completed expansion into a foreign market is a plus.
6. The startup should have developed sophisticated approaches of how their business model can be applied to the German market and its customers. The startup should have a clear understanding of success factors on the German market.
7. While having German customers is considered a plus, the startup should not yet have established an office in Germany.
8. The startup should be able to present in public in pitches in a professional manner and in fluent business English.

HOSTS:



PARTNERS:

Ministry of Economic Affairs,
Industry, Climate Action and Energy
of the State of North Rhine-Westphalia

