CHALLENGE TODAY.

CHANGE TOMORROW.

START Global Partnerships 2021
Our Purpose

START Global is Europe's leading student initiative for entrepreneurship and technology, based at the University of St. Gallen (HSG). Since 1996, we have made it our goal to network start-ups, investors, corporates and entrepreneurial talent in order to actively promote innovation.

Vision

Becoming the seeding ground for entrepreneurs to solve society’s challenges.

Mission

We unite Europe’s entrepreneurial talent.
Where Tech Meets Entrepreneurship

START Summit
For the first time in the 25-year history of START Global, START Summit 2021 will take place in a hybrid format. From March 22nd to March 27th 2021 we will be streaming entrepreneurship- and technology-related content from different locations around the world. We aim to transform Europe’s startup ecosystem and help young entrepreneurs to establish themselves as part of the next generation of pioneers.

START Hack
Being part of START Summit, START Hack will also be taking place in a decentralized format across Europe, from March 19th to March 21st 2021. As Europe's most entrepreneurial hackathon, START Hack contributes to driving innovation with its unique atmosphere where new ideas and solutions prosper in a creative environment. By doing so, we aim to bridge the gap between business and technology.
Decentralized Hybrid Concept (DHC)

For the first time, START Hack and START Summit will take place at different locations as well as on our online platform, allowing participants to take part at our event from across the globe!
### One Week of Collaboration

Our events will take place over the course of a whole week, continuously providing content and formats for our participants in the meantime and allowing partners to enhance their reach.

<table>
<thead>
<tr>
<th>Fri 19.03</th>
<th>Sat 20.03</th>
<th>Sun 21.03</th>
<th>Mon 22.03</th>
<th>Tue 23.03</th>
<th>Wed 24.03</th>
<th>Thu 25.03</th>
<th>Fri 26.03</th>
<th>Sat 27.03</th>
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</thead>
<tbody>
<tr>
<td><strong>START Summit x Hack Platform</strong></td>
<td><strong>START Hack</strong></td>
<td><strong>START Summit</strong></td>
<td><strong>START Summit Online</strong></td>
<td><strong>Offline START Forum (in SG)</strong></td>
<td><strong>Offline START Summit at Chapters</strong></td>
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<td>Hack in SG</td>
<td>Hack at Satellites</td>
<td>Hack from Home</td>
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The Platform

Our online platform is the backbone of this year’s hybrid concept. Here, founders, investors, corporate partners, students and academia from all over Europe have the opportunity to interact with each other.

General

- More flexible interaction during whole week
- Larger target group across Europe

Formats

- Application-based Online Workshops
- Matchmaking
- Open Webinars / Masterclasses
- Speeches / Stagetime

*Design is subject to change
Online Formats

On our platform, we will provide online content which allows our partners to position themselves as thought-leaders in their respective industry!

<table>
<thead>
<tr>
<th></th>
<th>Workshops</th>
<th>Matchmaking</th>
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<tbody>
<tr>
<td>1</td>
<td>Application-based with approx. 10 people</td>
<td>Filter your matches by profession, geography, founding year, number of employees, etc.</td>
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<tr>
<td></td>
<td>Length: 45 minutes of workshop</td>
<td>Length: Unlimited length of meetings</td>
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<tr>
<td></td>
<td>Reach: specific target group and discuss topics that are tailored to your ideas</td>
<td>Reach: All participants</td>
</tr>
<tr>
<td></td>
<td>Benefits: Interactivity of Session</td>
<td>Benefits: Pre-select the people you want to meet!</td>
</tr>
<tr>
<td>2</td>
<td>Masterclasses</td>
<td>Stagetime</td>
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<tr>
<td></td>
<td>Application-based</td>
<td>Length: 10 minutes per speech</td>
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<tr>
<td></td>
<td>Participants range: 30-50 or open for all</td>
<td>Subsequent Q&amp;A of 10 minutes</td>
</tr>
<tr>
<td></td>
<td>Length: 20-30 minutes with subsequent Q&amp;A</td>
<td>Reach: All participants</td>
</tr>
<tr>
<td></td>
<td>Reach: All participants are able to apply</td>
<td>Benefits: Talk about topics relevant to your company and position yourself as a pioneer of your industry</td>
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<td>Talk about a topic that connects to our content verticals</td>
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START in Numbers

This year, we aim to expand our participant base significantly, as our hybrid solution and new decentralized events target an even bigger audience.

START Summit

- 500+ Corporates
- 600+ Coders
- 2000+ Students
- 5000 Participants
- 1000+ Founders

START Hack

- 600+ Coders
- 400+ Investors
- 73 Universities
- 3 Locations

1000+ Founders
400+ Investors
2000+ Students
600+ Coders
500+ Corporates
5000 Participants
For the 25th anniversary of START Global, the offline START Summit will take place under the name START Forum, the name of our first event ever. It will be an exclusive event in St. Gallen, assembling 300 thought-leaders, acting as the centerpiece of the START Summit Satellite Events.

<table>
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<tr>
<th>Participants</th>
<th>Exclusive Offline Formats</th>
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</table>
| • 300 carefully selected participants  
• Application + invitation-based  
• 150 promising young students and entrepreneurs  
• 150 experienced entrepreneurs, investors and executives | • Offline pitching competition  
• Think Tanks  
• Insightful background sessions  
• Networking dinners and overall enhanced networking opportunities |

Participants Split @ START Forum

- Young Generation
- Experienced Generation
A Hackathon is a coding competition where highly skilled coders work on challenges - so called cases - presented by our partners. These cases range from analyzing datasets up to programming autonomous drones.

### 600+ Coders
- 600 talented coders attending in person
- Numerous selected remote participants
- Collaborate in teams of 4 to crack the case!

### 3 Locations
- 3 unique physical locations for START Hack:
  - St.Gallen (CH)
  - Berlin (DE)
  - Copenhagen (DK)
- Globally hack from home!

### 1 Event
- One simultaneous event across national borders
- Spanning an exciting 36h of non-stop coding from Friday night to Sunday morning
Topics and Technologies

To ensure a unique and meaningful experience for both our partners and all participants, we defined a series of relevant topics in which all cases will be categorized. Furthermore, our partners can choose between a series of cutting-edge technologies, which the participants will have to use when tackling the case.

### Topics
- Urban Innovation
- Future of Work
- Mobility
- FinTech
- HealthTech

### Technologies
- AI
- Blockchain
- Cloud Computing
- IoT
- VR / AR
- Computing
What’s in it for you?

**Brand Awareness**
Strategically integrate your brand into START Summit x Hack and tap into a highly receptive audience. Be the first to talk about the most relevant topics of tomorrow, conveying your message as an industry leader in your field!

**Talent Sourcing**
Position your brand as an attractive employer and fill your recruiters’ agendas with 1-1 meetings with young talent. During the event you will get in touch with the future generation of high potential techies and entrepreneurs.

**Lead Generation**
Connect with high potential individuals, start-ups and other players in your industry. With various decentralized formats and a tailored matchmaking, we provide you with opportunities to get in touch with potential co-innovators.

**Drive Innovation**
Put your technologies to the test and foster the future-oriented development of your products and ideas. Let more than 600 coders tackle your challenge during 36 hours at START Hack.
The START Foundation ensures START Global’s sustainability and professionalism. The board of the foundation supports the initiative with their knowledge and their network.
Selected Former Speakers

«I wish START was everywhere in Europe» - Richard Socher, Chief Scientist Salesforce

Apple iPod  Cisco  Delivery Hero  DJI  General Atlantic  LinkedIn

Logitech  N26  Payback  Pixability  Salesforce  Sennheiser

StoneCo  Transferwise  Trivago  Uber  Vice Chancellor a.D.  wefox
Recent Partners
Let’s Chat & Make it Happen!

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