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
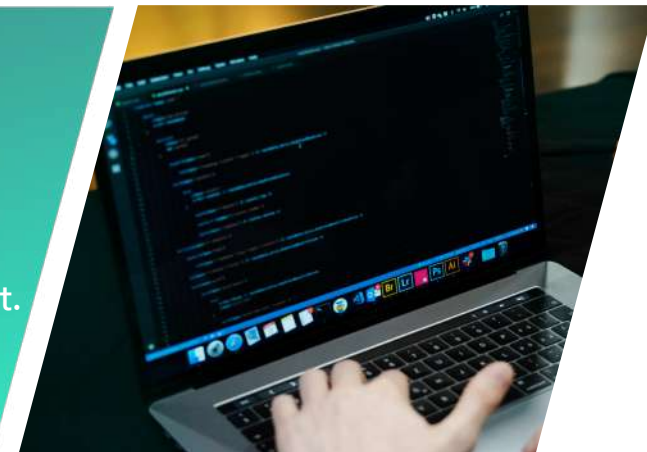
START
GLOBAL

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.
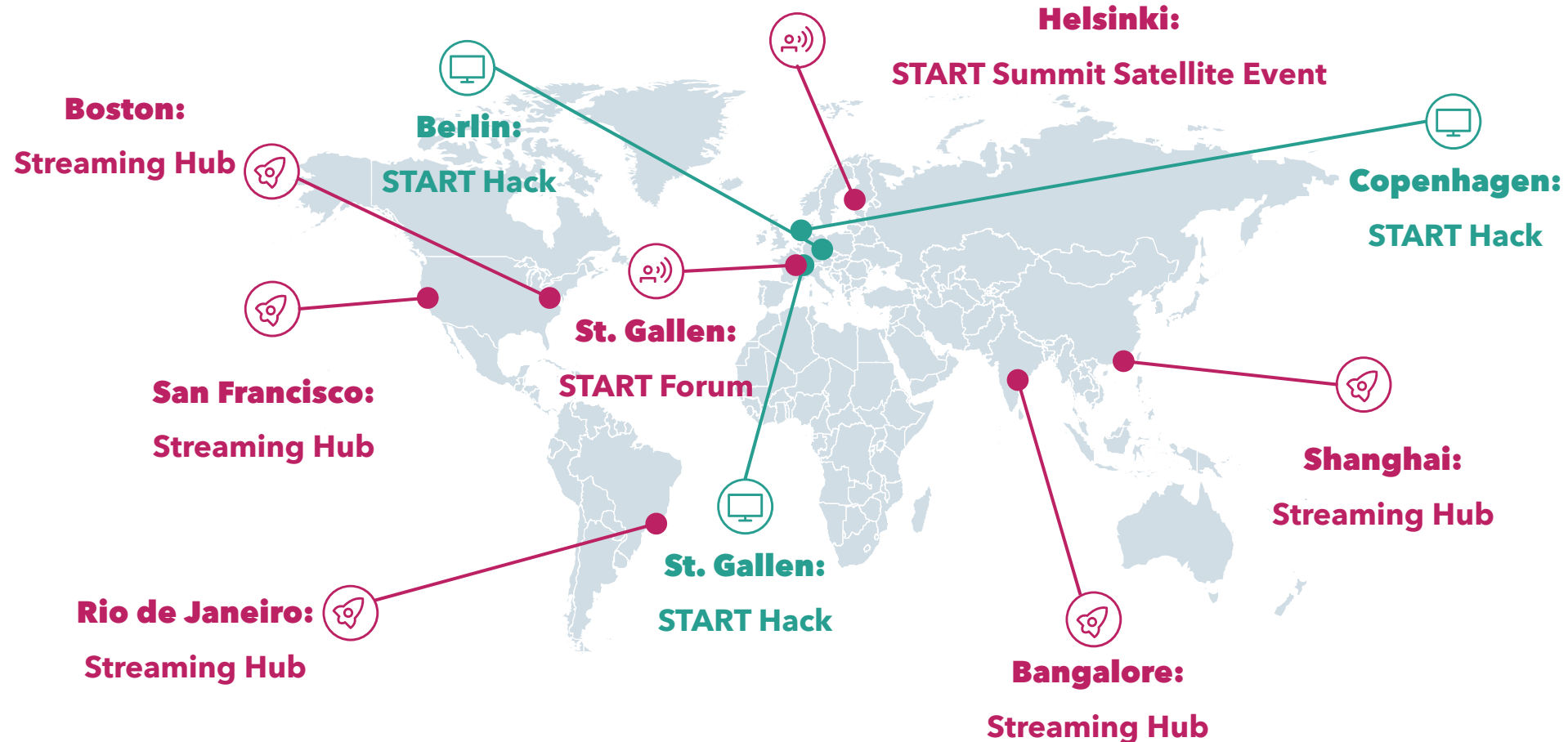
Decentralized Hybrid Concept (DHC)
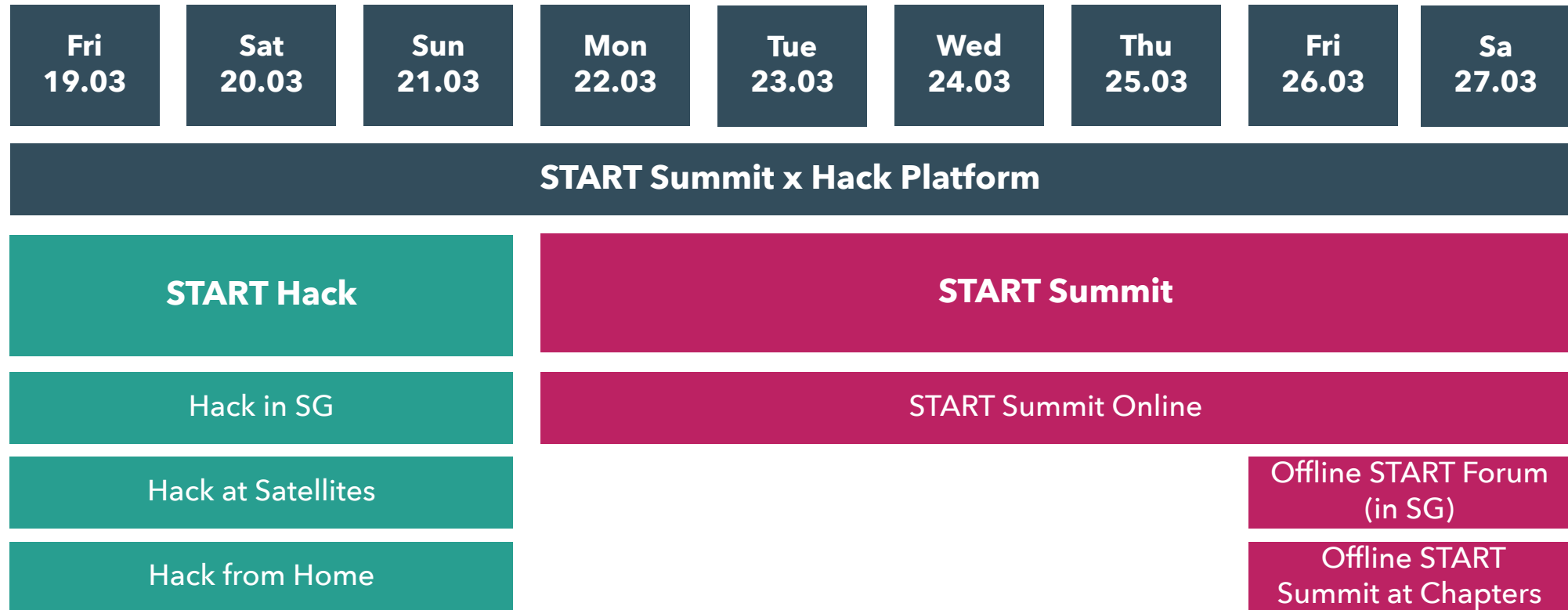
START GLOBAL

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!

Helsinki:
START Summit Satellite Event

Boston:
Streaming Hub

Berlin:
START Hack

Copenhagen:
START Hack

St. Gallen:
START Forum

San Francisco:
Streaming Hub

Shanghai:
Streaming Hub

St. Gallen:
START Hack

Rio de Janeiro:
Streaming Hub

Bangalore:
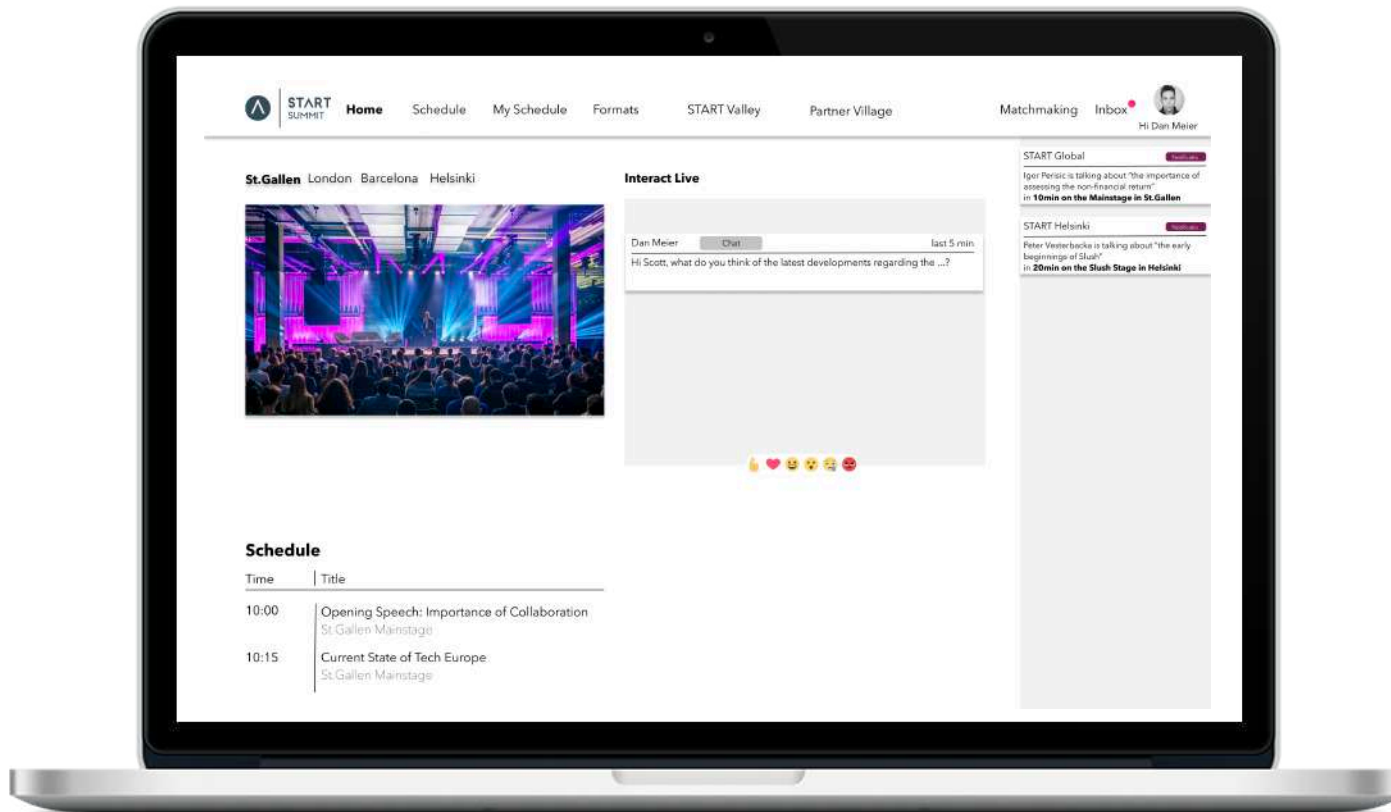Streaming Hub

*Locations are subject to change

One Week of Collaboration

START GLOBAL

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.

Fri 19.03	Sat 20.03	Sun 21.03	Mon 22.03	Tue 23.03	Wed 24.03	Thu 25.03	Fri 26.03	Sa 27.03

START Summit x Hack Platform

START Hack

START Summit

Hack in SG

START Summit Online

Hack at Satellites

Offline START Forum (in SG)

Hack from Home

Offline START Summit at Chapters

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!

1	**Workshops**

- Application-based with approx. 10 people
- Length: 45 minutes of workshop
- Reach: specific target group and discuss topics that are tailored to your ideas
- Benefits: Interactivity of Session

2	**Matchmaking**

- Filter your matches by profession, geography, founding year, number of employees, etc.
- Length: Unlimited length of meetings
- Reach: All participants
- Benefits: Pre-select the people you want to meet!

3	**Masterclasses**

- Application-based
- Participants range: 30-50 or open for all
- Length: 20-30 minutes with subsequent Q&A
- Reach: All participants are able to apply
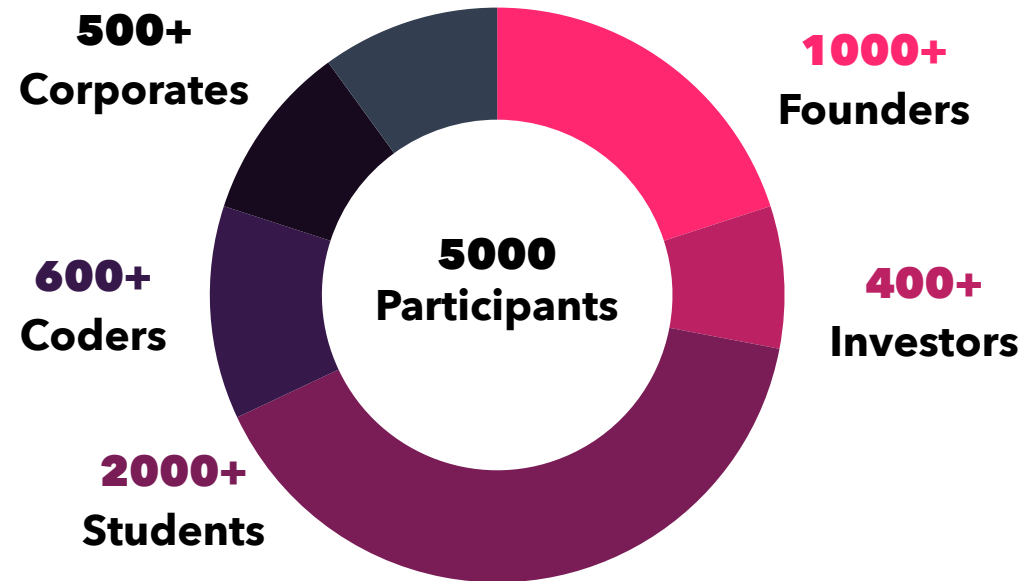- Talk about a topic that connects to our content verticals

4	**Stagetime**

- Length: 10 minutes per speech
- Subsequent Q&A of 10 minutes
- Reach: All participants
- Benefits: Talk about topics relevant to your company and position yourself as a pioneer of your industry

START GLOBAL

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
1000+ Founders
600+ Coders
5000 Participants
400+ Investors
2000+ Students

START Hack

73 Universities
600+ Coders
3 Locations

START GLOBAL

START Forum

START GLOBAL

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.
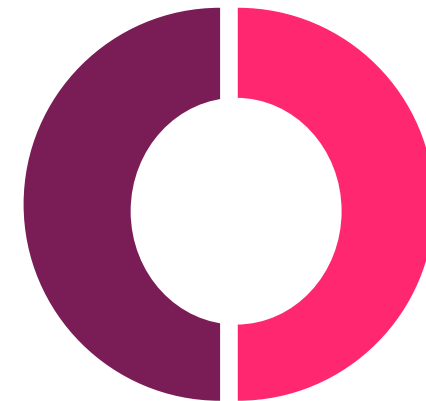
1 Participants

- 300 carefully selected participants
- Application + invitation-based
- 150 promising young students and entrepreneurs
- 150 experienced entrepreneurs, investors and executives

2 Exclusive Offline Formats

- Offline pitching competition
- Think Tanks
- Insightful background sessions
- Networking dinners and overall enhanced networking opportunities

Participants Split @ START Forum

Young Generation   **Experienced Generation**

START Hack

START GLOBAL

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.

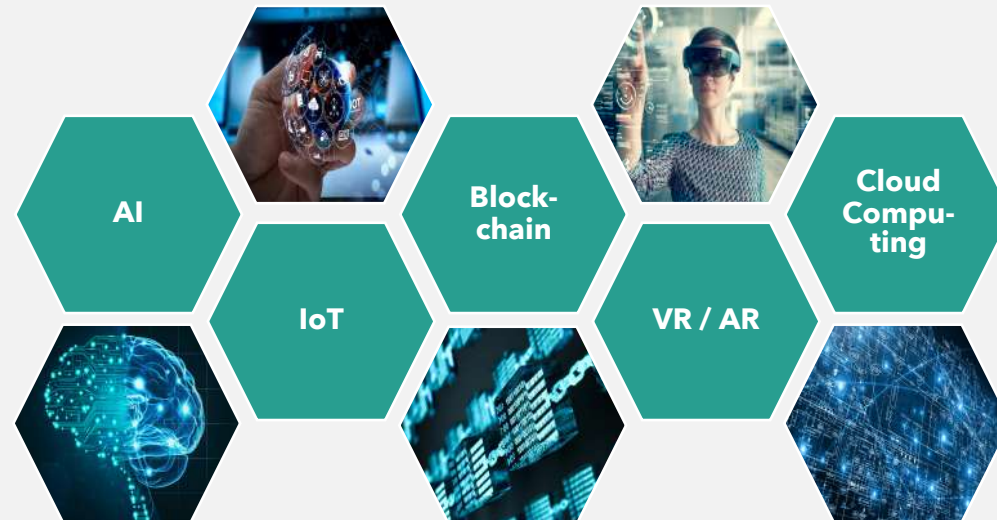| 600+ Coders	3 Locations	1 Event

• 600 talented coders attending in person
 	
• Numerous selected remote participants
 	
• Collaborate in teams of 4 to crack the case!
	• 3 unique physical locations for START Hack:
	
	  • St.Gallen (CH)
	
	  • Berlin (DE)
	
	  • Copenhagen (DK)
	
	• Globally hack from home!
		• 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

IoT

Block-chain

VR / AR

Cloud Compu-ting

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.

START Fund

The START Foundation ensures START Global's sustainability and professionalism. The board of the foundation supports the initiative with their knowledge and their network.

Adrian Locher

Daniel Aegerter

Daniel Gutenberg

Rainer-Marc Frey

Andreas Goeldi

Thomas Gutzwiller

Urs Wietlisbach

Bernhard Ehrenzeller

Urs Landolf

Florian Schweitzer

Selected Former Speakers

START GLOBAL

«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

START GLOBAL